

THE FLOYD COUNTY HESPERIAN

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FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, JANUARY 23, 1919

NUMBER 46

BANKS CHOOSE OFFICERS AT ANNUAL ELECTIONS

Officers and directors of banks of Floydada were chosen in stockholders' meetings held the latter part of last week, the only change being made in the official personnel of either being the national bank. In that bank C. S. Sarginer, for a number of years vice president, was chosen president to succeed Jno. N. Farris, deceased. Thos. Montgomery was chosen vice president. Mr. Sarginer's stead and B. Jenkins was chosen as a director to fill Mr. Farris' place on the executive board. The place of F. M. Butler resigned recently as cashier was filled by the election of S. E. Duncan. The officers and directors now are: C. Sarginer, president, Thos. Montgomery, vice president, E. C. Nelson, active vice president, S. E. Duncan, cashier, Maurey Hopkins, teller, O. M. Watson, bookkeeper; directors: C. Sarginer, Thos. Montgomery, N. A. Armstrong, E. C. Nelson, J. B. Jenkins.

The same board of directors and officials were retained by the stockholders of The First State Bank at their meeting Friday night. They are Lee Montague, president; Jas. K. Green, active vice president; N. W. McCleskey, Cashier, Irwin Bishop, assistant cashier. Directors: Will I. Alford, S. A. Greer, J. D. Starks, H. L. Stear, Lee Montague, Jas. K. Green, N. W. McCleskey.

DIVIDEND WAS DECLARED BY THE FIRST STATE BANK AT THEIR MEETING, A DIVIDEND OF THREE PER CENT STOCK DIVIDEND HAVING BEEN DECLARED BY THEM DURING THE EARLY SUMMER, WHEN THE STOCK OF THE INSTITUTION WAS INCREASED FROM \$25,000 TO \$40,000 BY ORDER OF THE STATE DEPARTMENT OF BANKING DUE TO THE LARGE INCREASE IN DEPOSITS OF THE BANK.

The Railroad Administration has called off the further granting of half freight rates on feed shipments into the drought stricken areas after January 25. The Department of Agriculture was anxious that the rate be continued as long as the emergency warranted the reduction, but the Railroad Administration could not see its way clear to allowing the reduction any longer. It is estimated that nearly \$2,000 in freight charges have been saved the farmers and stockmen of Floyd County by reason of the half rate.

LUMBER IS ON GROUND FOR CEMETERY CHAPEL

The lumber for the Funeral Chapel at Floydada Cemetery has been placed on the ground and the building will probably be put up at an early date. Mrs. M. F. Huskey has asked The Hesperian to state that \$5 or \$6 collected some two or three years ago at Baker and turned over to her by Miss Essie Green, is being put into this building.

MAYOR W. L. BOERNER IS TAKING REST AT MARLIN

Mayor W. L. Boerner left Saturday for Marlin, Texas, where he will spend a few weeks taking a rest. Dr. W. M. Copeland, of Ralls, was a visitor in Floydada today.

SEASON GOING IN GROUND; WEATHER IS MUCH WARMER

Warmer weather the past several days has caused the ground to thaw and the season which has been lying frozen in the top fourteen inches of soil has been going on down. The season may now be termed a very thorough one and wheat is showing the effects of the moisture in its growth. Early planted wheat is spreading quite satisfactorily. December and the earlier part of January were very hard on the cattleman,—unusually so, but the assurance of early spring grass will offset their losses to a large extent.

S. W. ROSS RETURNS HOME FROM MIAMI, ARIZONA

S. W. Ross and wife and little daughter returned home from Miami, Arizona, where they have been the past several months, and will again make Floydada their home. Mr. Ross has been employed with one of the smelting companies in Miami.

AN ENJOYABLE OCCASION

On last Friday afternoon when the last gong sounded for dismissal, the Faculty of the Floydada public school wasted no time in leaving the buildings, and later gathering at the hospitable home of Dr. and Mrs. Huskey. The occasion was a five o'clock dinner. Undaunted by the mud resulting from five weeks of bad weather, the guests arrived at the stated hour. Soon afterwards the doors of the dining room were thrown open and a table loaded down with good things stood in view, tempting the guests each of whom was ready to do justice to his part of the serving. Two tables were served. While the first eight were appeasing their hunger, eleven others waited in expectancy until they might likewise be satisfied. The fatted calf had really been killed, and my, such an abundance of good things!

After dinner was over this distinguished body delighted itself with such games as wiggawag, club-fist, grandfather's journey, etc., and the most dignified was intensely interested in seeking the concealed ring as it passed around on the string. For the time being such things as numerous tests to be given and stacks of papers to be graded seemed to have been forgotten. The hours passed rapidly and the time for departure came all too soon. The guests expressed their gratitude to Dr. and Mrs. Huskey for an unusually pleasant evening which will long be remembered as an oasis in this term's work.

Norton Baker, who was in Floydada Tuesday of this week, said that he was re-opening his furniture store in Lockney, after a visit to the Kansas City and Burlington, Ill., markets, where he made purchases.

S. H. McGown left Monday for Branson, Colorado, where he will be joined at an early date by his family. J. T. Hix and wife are also moving to that place. They plan to take up land near Branson.

O. J. Huggins, of Silverton, was a business visitor in Floydada Tuesday of this week.

HIGH SCHOOL HAS COMPLETED SERVICE FLAG

The services for the High School Service Flag were held Monday morning, January 20, 1919. A few numbers were rendered by the pupils, after which all enjoyed a short talk by Rev. W. M. Lane. We now have sixty-five stars on the flag. We have been delayed by the influenza epidemic but we honor the young men none the less who have offered their lives for our liberty. The following are the names:

Andrews, Carter; Beard, Elmer; Bishop, Stokie; Bishop, Thurmond; Burgett, Will; Burrus, Harry; Buster, Jack; Coalson, Allen; Close, Rufus; Colville, James; Cook, Wilber; Cooper, Abner; Cooper, Troy; Dawson, Harry; Foster, Paul; Foster, Silas; Gibson, Mayfield; Goslee, Sam; Goslee, Tom; Green, Bailey; Green, Roy; Graham, Lindsey; Hanks, Edwards; Henry, Wells; Hinkson, Robert Lee; Kirk, Ohmer; Lewis, John; Lowry, Rollie; Martin, Aryl; Maxwell, John; Maxwell, Pink; Moore, Charley; Moore, Frank; McCleskey, John; McCleskey, Roe; McGuire, Robert; McPeak, Clinton; Nelson, E. C. Jr.; Norman, Ethridge; Oden, Edward; Pace, Perry; Pelphrey, Joe; Potter, Clifton; Puryear, Robert.

Rasco, Bailey; Rasco, Ewell; Rasco, James; Ratjen, William; Rogers, Talmadge; Ross, Thomas; Ryals, Alfred; Sluder, Ernest; Snodgrass, Roy; Spikes, Velton; Steen, Calvin; Steen, D. Carl; Steen, Owen. Tubbs, Arthur; Wagner, Rollie; Wheeler, Lucian; Wilkinson, Bellah; Yearwood, Frank; Stoddard, Chester.

Among those who attended the S. A. T. C. were:

Butler, Ford; Dawson, Leland; Holmes, Eblert; King, Pierce; Scott, Kirk; Seale, Hubert; Williams, Joe.

EUBANKS CAFE MOVED

The Eubanks Cafe moved last week from its south side location to the Starks building adjacent to the Snodgrass Furnishings Store.

COUNTY COURT IN SESSION

County Court is in session this week, Judge Howard presiding over this body the first time since his inception into office in December. No jury cases have been set for this week, it has been stated.

MRS. NELLIE ADAMS DEAD

Mrs. Nellie Adams, of Wichita Falls, Texas, mother of Mrs. Opal Farris, died at her daughter's home there last Tuesday morning at 7 o'clock, according to advices received by telegram by friends here late Tuesday.

Mrs. Adams was nearly 82 years of age. She had lived the past few years in Mineral Wells and Wichita Falls, but was formerly a resident of this county for a number of years.

WARWICK QUARTETTE, LYCEUM ATTRACTION, FEBRUARY 4TH

The first of the season's lyceum numbers to be staged in Floydada, following the raising of the ban on public gatherings following the influenza epidemic, will be that of the Warwick Quartette, a musical organization.

The Warwicks are musical entertainers of more than usual ability, according to advance information received here by Secretary G. A. Lider, of the committee.

The entertainment will be given at the High School auditorium and usual prices for admittance will be charged.

Jodie Day, who is in Amarillo attending business school is doing well and liking his work fine, according to letters written his parents here this week.

Zell Probasco and family, who have been at Granger the past two months, returned the earlier part of the week to make this their home.

C. W. Mitchell has been in Wichita Falls and Burkburnett this week on business.

R. H. Willis began this week the construction of an addition to the home of Mrs. Nora Jones near Blanco School house.

Mrs. R. O. Fields returned this week from Wichita Falls and Fort Worth where she had been visiting since the where she had been visiting since the holiday season. She returned to Wichita Falls Wednesday.

"Y" WILL HELP PROVIDE COMFORTS FOR SOLDIERS

Music, that played such a prominent part in the winning of the war, promises to be of even greater value during the period of demobilization of the fighting forces, according to reports from the equipment of the Y. M. C. A. War Council. That department has just placed an order for 350 pianos, 500 portable organs and 1,800 phonographs. As an indication of the use to which those phonographs will be placed 694 needles will be sent along with each phonograph!

That Johnny, before he comes home, is not to be forced to keep warm by stamping his feet in time with the music is shown by the purchase by the same department of 2,500 heating and cooking stoves. For the inner man there will be the service of 3,500 hot drink boilers and immense quantities of stew pans, soup kettles, chocolate canteens and the like. And to clean up after him the department has provided 4,000 brooms, 5,000 galvanized pails and 2,000 dish pans. Added to these totals are 8,000 tables, 16,000 benches and 10,000 chairs, to replace similar articles that have cracked under the strain.

The "Y" officials have not been found wanting in preparations for a cold winter, as proved by the order of 50,000 blankets, 4,000 cots and 2,500 mattresses. Most of this equipment will be distributed among the various leave resorts to which the American fighting man goes when relieved from military duty.

HEWETT BOTELER WITH ARMY OF OCCUPATION

Hewett Boteler is in Luxemburg with the Army of Occupation, and under date of December 7th wrote S. N. McPeak, former employer and friend as follows:

DEAR FRIEND:
How are you enjoying this fine day? Fine I hope, I am as fine as the E string on a fiddle.
It has been sometime since I wrote you, so I thought I would write and tell you a few of the places I have been since I left the good U. S. A.

I left Camp Mills June 29, went aboard the ship Persic at Boston June 30, and sailed to Halifax and anchored in the harbor some two or three days. On July 4th at about 4 o'clock p. m., we lifted anchor and started on our way to France once more. We had a good voyage most of the way. One day the waves got large enough for a few of them to break over the top of the ship. I was told that one sub was sighted and I know that there was some depth bombs, or something of the kind dropped. When they exploded the sides of the ship sounded as if they would burst open.

I landed in Liverpool, England, July 15th. Believe me I sure was glad to get my feet on land once more. I sure was tired of being cooped up in the ship. After we had unloaded we went to a rest camp and stayed all night. The next day we entrained and went to Winchester. We stayed in Winchester two nights and one day. I left Winchester July 18, and went to South Hampton, where we went aboard another ship and crossed the English channel. We landed at Le Havre, France, July 20. On July 21 we left Le Havre for the sunny south of France. On July 22, we stopped at Camp Le Carnean, where we went into training for sometime.

I saw the great vineyards that you have heard of and read so much about. About the only thing I saw there was grapes and blackberries and pine trees. Camp Le Carnean is about forty miles south of Bordeaux and about four miles south of Le Teste. Bordeaux and Le Teste are located on the bay of Biscay. We left Camp Le Carnean on October 6th, and went to Bologne, arriving at Bologne October 9th. Bologne is on the river Marne. I left Bologne November 19th and started toward Germany. I passed through Verdun and St. Mihiel. We arrived in Stenay November 20 and left there on the 25. I went from Stenay to Jametz. Was at Jametz a few days leaving on December 1 and went to Pineport, from there to Villers Le Monge December 2. I left Villers December 4, Passed through Eech and stopped at Bettenburg but don't have any idea when I will leave.

As ever,
HEWETT BOTELER.
Pvt. Vergil H. Boteler, H. Q. Co. 345th F. A. American E. F. Via. N. Y.

Judge E. P. Thompson, Judge J. N. Stablird, and Norton Baker, of Lockney, were Floydada business visitors Tuesday of this week.

IMPORTANT R. C. MEETING CALLED FOR FRIDAY

An important meeting of the Executive members of the Floyd County American Red Cross has been called by Mrs. L. V. Smith, chairman, for tomorrow afternoon at 3 o'clock.

Mrs. Smith urges that all representatives from auxiliaries be present as the financing of the auxiliaries are to be changed. Other business of importance is to have attention.

OFFICIAL NOTICE

Whereas, the Government has requested that all persons in Floyd County, who pledged themselves to the United States Treasury Department to invest in United States Government War Savings Stamps of the 1918 series, be notified that they may and are expected to fulfill their pledges through the purchase of War Savings stamps of the 1919 series, if for any reason such pledges were unable to complete their commitments by December 31, 1918.

Therefore, in response to the Government's request, I J. W. Howard Judge of the County of Floyd do hereby notify all persons resident in the County of Floyd that they are expected by the Government to complete their pledges to invest in United States Government War Savings Stamps, if such pledges were uncompleted on December 31, 1918, by purchasing United States Government War Savings Stamps of the 1919 series.

Be it further known that War Savings stamps of the 1919 series may be obtained from postoffices, banks and other authorized agents at the price of \$4.12 each during January. War Savings Stamps of the 1919 issue should not be affixed to War Savings Certificates of the 1918 series nor should War Savings Stamps of the 1918 issue be affixed to War Savings Certificates of the 1919 series. The same Thrift Stamps and Thrift Cards used during 1918 remain in use and a Thrift Card with sixteen Thrift Stamps thereon, plus 12 cents during January, may be exchanged for War Savings Stamps of the 1919 issue.

Witness my hand this 20th day of January, 1919.

J. W. HOWARD,
County Judge.

CARD OF THANKS

To those who so kindly and tenderly administered to our dear mother, in her last sickness and death, we thank you with grateful hearts. May He, who is our comforter in this sad hour, guide you and keep you always.

Her Children,
Anette Newell,
Mrs. L. H. Liston,
Mrs. G. E. West,
Mrs. W. L. Stallings,
Mrs. J. N. Burrage,
E. J. Newell.

Mrs. C. H. Featherston left Monday for Wichita Falls to join her husband.

MRS. L. H. NEWELL, SR., DIED SUNDAY AFTERNOON

Mrs. L. H. Newell, Sr., of this city, died Sunday afternoon at 4 o'clock after an illness which began the Wednesday previous when pneumonia set up. She was buried Monday afternoon in Floydada Cemetery after the funeral services which were held at the Baptist church conducted by the pastor W. B. McDaniel, assisted by Rev. W. M. Lane.

Three of the children were here at the time of Mrs. Newell's death. They were Miss Annette Newell, of Canyon, Mrs. G. E. West, of Dallas, and Mrs. L. H. Liston, of this city, with whom deceased made her home. The other daughters Mrs. W. L. Stallings, of Wills Point, and Mrs. J. N. Burrage, of Austin, were unable to be here because of illness and bad train connections, and E. J. Newell, son, of Hereford, also started but was unable to reach this place in time for the funeral service.

Mrs. Newell would have been eighty years of age on July 11th. Hers had been a full life. With her husband in her young days she moved overland from the frontiers of Texas to California a few years after the gold rush to Texas she lived in Hunt County a number of years but for the past several years has been living in Floydada.

She was the mother of A. A. and L. H. Newell, now deceased, who will be remembered as prominent in Floydada business circles until a short time ago.

Mrs. Newell had been a member of the Baptist church many years.

F. L. SPENCER'S BROTHER IS KILLED AT DECATUR

F. L. Spencer left Wednesday morning for Decatur, Texas, where his brother was killed last Friday afternoon on the street by a Waco man.

Mr. Spencer's brother's body was buried Tuesday afternoon. His slayer was arrested shortly after the shooting and placed in the jail at Decatur.

DR. LASSETER OF PETERSBURG DIES OF INFLUENZA

Dr. Lasseter, of Petersburg, about 50 years of age, died Wednesday of last week at his home there and was buried Thursday.

Rev. G. W. Tubbs, of this city, who was called to held the funeral service could not be there on account of bad roads.

FIRST CAR OF FORDS RECEIVED LAST WEEK

The first car of after-the-war production of Fords received since the earlier part of the entry of the United States into the war, was received here last week by Barker Bros., Ford agents.

The shipment included four touring cars, one truck and one Fordson Tractor.

THE FIRST NATIONAL BANK

Floydada, Texas

PROMPT, DEPENDABLE,
COURTEOUS.

A bank built through Strength, Service and Good Will.

CAPITAL \$50,000
SURPLUS \$30,000

Solicits Large and Small Accounts

N. B.

Our advertisement of OATS on Page Three of this issue of The Hesperian calls for bulk oats, whereas the oats we have in transit are SACKED. We are expecting to receive them this week or next week.

Edwards Grain & Elevator Co.

Fourth Installment on Fourth Liberty Loan Due

The Fourth Installment on Fourth Liberty Loan Subscriptions was due on January 16th.

The amount due is 20 per cent of your entire subscription.

Those who have not made payment on this installment will please do so at once, as the payments are due in the Reserve Bank now.

The First State Bank

FLOYDADA, TEXAS

Lee Montague, President; Jas. K. Green, Vice President
N. W. McCLESKEY, Cashier

HOLD ON TO UNCLE SAM'S LIFE INSURANCE

Secretary W. G. McAdoe has addressed the following letter to the soldiers and Sailors of America:

Approximately four million officers and men of the Army and Navy are now insured with the United States Government for a grand total of almost thirty-seven billion dollars.

You owe it to yourself and to your family to hold on to Uncle Sam's insurance. It is the strongest, safest, and cheapest life insurance ever written.

For your protection Uncle Sam has established the greatest life insurance company in the world—a company as mighty, as generous, and as democratic as the United States Government itself. Just as Uncle Sam protected you and your loved ones during the war, so he stands ready to continue this protection through the days of readjustment and peace.

The privilege of continuing your Government insurance is a valuable right given to you as part of the compensation for your heroic and triumphant services. If you permit the insurance to lapse, you lose that right, and you will never be able to regain it. But if you keep your present insurance—by the regular payment of premiums—you will be able to change it into a standard Government policy without medical examination. Meantime you can keep up your present insurance at substantially the same low rate. The Government will write ordinary life insurance, twenty-payment life, endowment maturing at age 62, and other usual forms of insurance. This will be Government insurance—at Government rates.

The United States Government—through the Bureau of War Risk Insurance of the Treasury Department—will safeguard you and your loved ones with the spirit and purpose of a Republic grateful to its gallant defenders. To avail yourself of this protection, you must keep up your present insurance. Carry back with you to civil life, as an asset, the continued insurance protection of the United States Government.

Hold on to Uncle Sam's insurance.

McCOY NEWS

McCoy, January 13.—We are continuing to have some bad weather, the snow is still on the ground, which fell over three weeks ago.

The flu in this community has been slowing up the past few weeks. Mr. John Pharr who has been very sick with influenza is able to be up, but was unable to attend the funeral services of his mother on the 7th.

Prof. Edgar Pharr of Leonard, Texas, and Wesley Pharr of Ladonia, were both at the home of their father here to attend the funeral of their mother, Mrs. P. H. Pharr. Two of her daughters were unable to be here.

Miss Irene Phaegon spent Saturday night with the Saunders girls in Starkey community.

Our school at McCoy will open up next Monday morning, January 19th.

Miss Vivian Manning of Floydada, has been spending the past week here with her brother, Mr. Vincent Manning.

Claude Payne who has been seriously ill with the influenza is able to be up.

In Loving Remembrance

The death angel visited the home of P. H. Pharr Monday afternoon, January 6th, and took away the dear mother and companion of the home. She leaves a husband and eleven children besides a host of relatives and friends to mourn her loss. Oh it is sad to part with our loved ones but God doeth all things well. We know Mrs. Pharr is peacefully resting on the other side of life. She can not come back to you, but you may go to her and may this be a strong tie that will bind her loved ones closer to God. While you cannot hear your mother's voice or hear her prayers for you we know that she is in a far better world than this where she is free from the sorrows and cares of this life and is sheltered in the haven of eternal rest, where nothing but love, joy, peace, and happiness abounds.

Mrs. Pharr lived here only a few years, but was well known in this community and was loved by all who knew her. She was a faithful member of the Baptist church and as she takes her flight from earth to glory she leaves behind her a Christian influence as an example for the lost to follow.

Funeral services were held at the home by her pastor, Rev. G. W. Tubbs, her remains were laid to rest in the Floydada cemetery, where she will await her glorious resurrection. May God's blessings rest upon the bereaved companion and little orphan children, and at the morning of resurrection may they be found an unbroken family around God's great white throne in heaven.

M. D. Bumbalough and family, of Leonard, Texas, moved to the J. D. Bumpalough place east of Floydada recently, Bumbalough having bought the place about six weeks ago from Mr. Bumpalough. The latter has moved his family to the present.

ARNOLD SAYS BREWERS GAVE FARMERS' UNION MONEY

Washington, January 16.—German propaganda was put aside today by the Senate investigating committee to turn attention again to the activities of brewing interests.

J. A. Arnold of Fort Worth, Texas, said the Texas branch of the National Farmers' Union received \$25,000 from 1914 to 1916 from Robert L. Autrey, whom he identified as connected with the Texas Brewers' Association, and between \$10,000 and \$15,000 from Edward Landsberg of Chicago. Arnold said money advanced by Autrey was spent largely for "plate" matter sent out to newspapers.

Former Senator Bailey of Texas, counsel for Arnold, objected to the efforts of Major E. Lowry Humes, counsel for the committee, to obtain a full list of the contributors to the organization, saying Arnold would be willing to give the names of the brewers having contributed.

NEWS OF LOCKNEY

From the Beacon:

School Closed Again

Lockney Public School again suspended last Friday, for a period of two weeks. Suspension this time was by reason of several teachers being down with the flu. The School Board and the City Health Officer, Dr. Pennington, came to a thorough understanding in reference to the quarantine.

The school will open again Monday week if the teachers are able to be back in their places, which is probable as they are now on the road to recovery.

It was unfortunate that the schools had to again suspend, but it became necessary on account of a lack of teaching force. The three teachers taking the flu last week came back from their Christmas and December vacation and immediately took down. In conversation with Prof. Collins, superintendent of the school, the statement was made by him that he felt sure that the school would make up the lost time by teaching through the month of June, and eliminating the two weeks at the end that is usually taken up in preparation for commencement. He thinks that grades will yet be made.

New Insurance Rating

Messrs. G. R. Stovall and G. N. Dwyer of the State Fire Insurance commission at Austin are here this week, re-rating the business section of the city, and making new maps. This new rating comes as the outgrowth of our new water works system added together with the fact that this city has not had rating for a number of years. As soon as it is completed a new rate book for Lockney will be published.

Gets Ozark Trail

We are informed that Lockney has received the marking for the Ozark Trail. The trail will come through from Estelline, Quitaque and on to Lockney.

Those interested in these matters received a few days ago a contract for advertising space in the official route book. Lockney will be represented and a page ad will be run in the 1919 official Ozark guide book.

The Beacon congratulates the town in receiving the marking for this trail. It means a great deal to Lockney and Floyd county. It will take thousands of tourists through our town and county yearly.

T. Z. Reed New Mayor

The special election held January 6th to elect a mayor to fill out the time of J. R. Meriwether, deceased, Mr. T. Z. Reed was chosen by a complimentary vote. He has served the city in this capacity on former occasions and has experience in the city work. We were fortunate to receive his services at this time.

Clarence Goins, son of Mr. and Mrs. Jim Goins of the Ramsey community, returned last Saturday from the Navy training station at Pensacola, Fla., having been mustered out of service.

Mrs. Artie Baker, wife of our esteemed fellow townsman, returned from the Plainview Sanitarium last Friday after having undergone a successful operation for appendicitis.

CARD OF THANKS

We take this method of expressing our thanks to the people of Floydada and community for their kindness shown our loved one in the sad hours of affliction. That of S. T. McMillan and especially do we want to thank those men who were so faithful and attentive day and night to the last moment.

We haven't words nor language to express our gratitude but shall always have the kindest regard and pray God's richest blessings upon them, and when their last moments come may they have a host of friends to care for them. Although we can never repay them, we know they will be rewarded in the world to come.

Gratefully,
MRS. S. T. McMILLAN
and Children.
and Family.

PICTURE OF ROOSEVELT'S SON SHOWN IN WAR-TIME GERMANY

With the American Army of Occupation, January 20.—Theodore Roosevelt's death made impossible the scheme of Lieutenant W. W. Tanney, of Pittsburg, an aviator, to deliver to the one-time President a picture postal which was circulated widely in war-time Germany, showing the body of his youngest son, Lieutenant Quentin Roosevelt lying face upward beside his shattered biplane. The photograph evidently was staged for propaganda purposes by Boche photographers and spread broadcast through Germany by the Kaiser's military authorities to show the people convincing proof of the death of one of Mr. Roosevelt's warrior sons, a typical piece of Boche propaganda.

Y. M. C. A. workers found Lieutenant Tanney when they entered Strassburg with relief for American wounded and prisoners. He wore the same bloodstained blouse he had on when he was shot down from the sky while on a daylight bombing raid on Cologne. At that time nine Boche aviators attacked him. Tanney was shot through the shoulders and lungs. While in the hospital he obtained possession of the picture postcard which he displayed to the Y. M. C. A. men who took comforts to him. He confided to the "Y" workers then that as soon as he returned to America he intended to give the postcard to Theodore Roosevelt.

SEEDS!

OVER 500 VARIETIES
Poultry Supplies - Incubators

We can fill your order for any SEED, Poultry article, Plant, Sprays, Insecticides, Fungicides. Prices and Quality always right. Prompt shipments. Ask for list.
C. E. WHITE SEED COMPANY
Plainview, Texas

OIL INDUSTRY GETS PROMINENT CITY BUILDER

Wichita Falls, Texas, January 18.—B. F. Johnson, one of the best known and most efficient commercial secretaries in the State, has retired from professional city building and has entered the oil and land business for himself. Mr. Johnson was connected with the Wichita Falls Chamber of Commerce during a period in which Wichita Falls witnessed its most phenomenal growth.

B. F. Yearwood and wife were down this week at home from Plainview.

ARTHUR B. DUNCAN

GENERAL LAND AGENT
AND ABSTRACTER
Floydada, Texas

Buys, sells and leases Real Estate on commission; Renders and pays taxes for non-resident land owners; Investigates and perfects titles; Furnishes abstracts of title from records;

Owner of Complete Abstract of all Floyd County Lands and Town Lots;

Have had 25 years experience with Floyd County Lands and land titles. List your land and town lots with me if for sale or lease; and give me your abstract of title work. Office South East Corner of Square.

—ADDRESS—

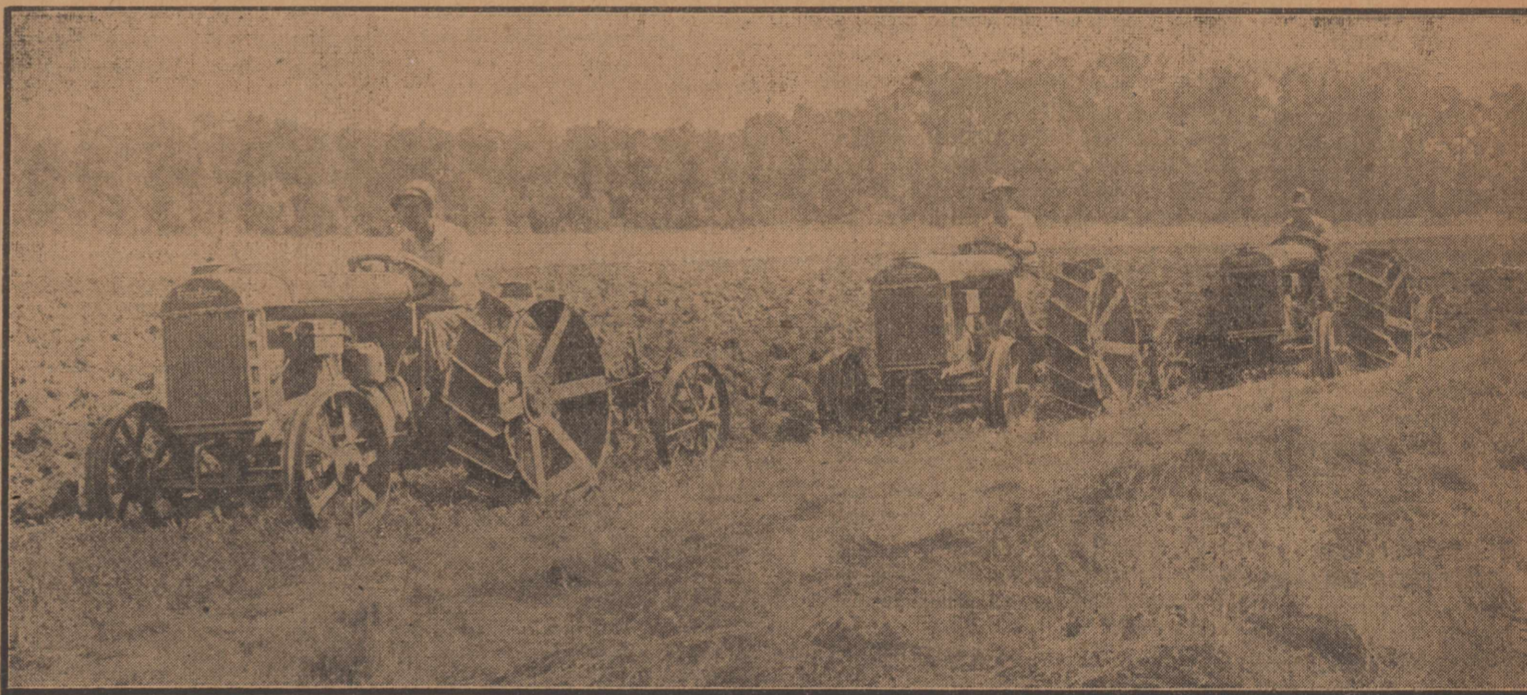
ARTHUR B. DUNCAN
FLOYDADA, TEXAS

Zinl
SHOE POLISHES
KEEP YOUR SHOES NEAT
LIQUIDS AND PASTES. FOR BLACK, WHITE, TAN, DARK BROWN OR OX-BLOOD SHOES. PRESERVE THE LEATHER.
THE F. F. DALLEY CORPORATION, LIMITED, BUFFALO, N. Y.

PITTS TRANSFER CO.

Delivery and Drayage Service

CALL No. 216. NIGHT PHONE 138



Crop Prospects Never Better

We have been waiting for a good season to "catch up." Now the good season will count for nothing unless we are prepared in other ways to take advantage of it.

Unless you, Mr. Farmer, can solve the labor problem, and the many other perplexing problems you are no better off than if you didn't have this fine prospect.

We can largely solve the labor problem for you if you will permit us and all we ask is an opportunity to prove to you that we can do so.

WE HAVE ANOTHER LOAD OF FORDSON TRACTORS

The first load of these little wonder workers was sold out very promptly and we had to get another load in. Our advice to you now is to get one while you can. Don't wait until farm demands are urgent and you need the tractor that day; get it now and have it ready when the day comes that you will need it. Don't wait and find that we are out of them and then have to wait some more until we can get one for you. For every dollar you put into one now you will reap multiplied dollars when you are ready for work. Present price is guaranteed against reduction.

This tractor proposition is not a luxury but a necessity and you can afford a Fordson better than you think. Let's talk it over.

Barker Brothers
FLOYDADA, TEXAS

NORTH TEXAS RELIEF CAMPAIGN ORGANIZATION COMPLETED

Dallas, January 17.—The organization to put on the Armenian-Syrian Relief Campaign in North Texas, February 3 to 10, has been completed, according to announcement made by Director C. P. Sites, of Dallas, yesterday, and is composed of some of the most prominent and influential men in the State.

The Campaign chairman for this territory which comprises 153 North Texas counties, will be Mr. C. L. Sanger, vice president of the Sanger Bros. Department Stores, with Mr. Homer R. Mitchell as chairman of the Executive Committee and Mr. C. P. Sites as Director and Executive Secretary. Mr. Mitchell is secretary and general manager of the Texas Employers Insurance Association.

Mr. Sites has been prominently identified with Armenian interests here for the past year or two, and upon the resignation of Mr. Paul C. Gerhart on account of a severe attack of influenza, was prevailed upon by the National Committee to take over the directorship. Mr. J. S. McFarland, vice president of the Security National Bank, is treasurer for North Texas, and the members of the Executive Committee are as follows:

Churches, Bishop Edwin Mouzon of the Methodist Episcopal Church South; Sunday Schools, W. N. Wiggins, Secretary of the Texas Sunday School Association; Young People's Societies, Arthur A. Everts, prominent business man and young people's societies worker in Dallas; Woman's Activities, Mrs. Nannie Webb Curtis, president of the Texas W. C. T. U.; Schools and Colleges, Dr. R. S. Hyer, president of the Southern Methodist University; Bankers and Business Men, Edward Titche, president of the Titche-Goettinger Department Stores; Speakers, Wm. H. Atwell, former federal district attorney for North Texas; Publicity, Maj. A. P. Oakes, director of publicity for the Southwestern States; Industrial, LaMonte Daniels, president and general manager of the Texas Harvester Company.

MAY STOP SALE OF EGG SUBSTITUTES

Misbranded "egg substitutes" which contain no egg and have little food value have been investigated by Federal food inspectors and action has been instituted by the Bureau of Chemistry, United States Department of Agriculture, in those cases which are in violation of the Federal food and drugs act, according to the report of the chief of the Bureau of Chemistry, recently issued.

A large number of "egg substitutes" have been put on the market recently as a result of the high price of eggs. Many of these preparations are labeled so as to convey the impression to the consumer that they have the food value of eggs and will serve the purpose of eggs in baking and cooking. Some of them suggest by the wording of the labels that they are made in whole or in part of eggs. The labels of some claim that 25 cents' worth of the substitute will take the place of three dozen eggs. The so-called substitutes sell at a price far in excess of their food value and intrinsic worth.

Analyses of many of the so-called "egg substitutes" show that they consist essentially of a mixture of starch and baking powder, colored yellow with a coal tar dye to imitate egg color, and a few contain added casein, which is an ingredient of milk. The food value of such preparations is far inferior to that of eggs. Baking and cooking experiments made in the Bureau of Chemistry show that the substitutes do not have the effect of eggs in cooking or baking.

Manufacturers or others who ship or sell misbranded "egg substitutes" with in the jurisdiction of the Federal food and drugs act will be prosecuted, say the officials in charge of the enforcement of that law. Such preparations also violate the food laws of many States.

Miss Winnie Davis is visiting this week in Lubbock with her uncle, Sam Davis and family.

T. C. Carpenter returned home Saturday from Kansas City where he had been with two loads of cattle for the market.

V. F. Hodge, of Friona, was here from Saturday till the middle part of the week on business, shipping out mules and farm implements from here to his ranch near Friona.

G. C. Tubbs and wife will leave this week for Burkburnett, after a visit of several days here.

Mrs. Katye Robbins, who has been teaching at Lockney the past two years was here visiting the latter part of last week with her brother-in-law, W. A. Robbins and family. Mrs. Robbins left the earlier part of the week for Washington, D. C., to take a permanent position in the Treasury Department, resigning her place in the Lockneys.

CITATION BY PUBLICATION

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

You are hereby commanded, That you summon, by making Publication of this Citation in some newspaper published in the County of Floyd if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published once in each week for four consecutive weeks previous to the return day hereof, Walter R. Perdue who is a non-resident of the State of Texas, to be and appear before the Honorable District Court, at the next regular term thereof, to be holden in the County of Floyd at the Court House thereof, in Floydada, Texas, on the First Monday in March, 1919, being the Third day of March, A. D., 1919, then and there to answer a Petition filed in said Court, on the 18th day of December, A. D. 1918, in a suit numbered on the docket of said Court No. 1217, wherein Minor C. Keith, Harry I. Miller, Ward E. Pearson, Francis R. Hart and Bradley W. Palmer, Trustees, are plaintiffs and Walter R. Perdue is defendant. The nature of the plaintiffs demand being as follows, to-wit:

Minor C. Keith, Harry I. Miller, Ward E. Pearson, Francis R. Hart and Bradley W. Palmer, Trustees, hereinafter styled plaintiffs, complain of Walter R. Perdue, hereinafter styled defendant, representing to the Court as follows:

Plaintiff Minor C. Keith resides in Babylon, Long Island, New York; Harry I. Miller and Ward E. Pearson in New York City, New York; Francis R. Hart in Milton, Massachusetts, and Bradley W. Palmer in Boston, Massachusetts; that the defendant Walter R. Perdue is a non-resident of the State of Texas, residing in Chautauqua County, New York.

On January thirty-first, 1916, by deed of that date, plaintiffs conveyed to defendants eighty acres of land described as follows: North one-half of Northwest one-fourth section sixty five, Block D-2, certificate 641, Grantee T. T. Railway Company, Floyd County, Texas.

Defendant executed twelve vendor's Lien notes dated January 31st, 1916, the first eleven for Seven Hundred Twenty Nine Dollars each, the twelfth for Seven Hundred Thirty One Dollars, said notes payable to plaintiffs, bearing semi-annual interest at six per cent from date to maturity, and ten per cent interest on principal and all past due interest from maturity date until paid, said notes falling due from January 31st, 1918 to January 31st, 1929 both inclusive, each reserving a Vendor's Lien on said land, and each note containing the following agreements:

"It is understood and agreed that failure to pay this note or any installment of interest hereon when due, shall, at the option of the holder of them, or any of them, mature all notes this day given by Walter R. Perdue to said Trustees in payment for said property. And it is further understood and agreed that the principal and all past due interest shall bear interest from the date of maturity thereof until paid at the rate of ten per centum per annum.

And it is hereby specially agreed that if this note or the past due interest thereon is not paid within thirty days after same becomes due and it is placed in the hands of an attorney for collection, or if collected by suit, or through the Probate Court, I agree to pay ten per cent additional on the principal and interest owing thereon as attorney's fees. (Signed) Walter R. Perdue."

That deed was delivered to defendant, plaintiffs reserving a Vendor's Lien in said deed to secure the payment of all of said notes.

Whereby defendant became liable to plaintiffs and promised to pay plaintiffs the sums of money specified in each of said notes together with all interest and attorney's fees thereon.

That defendant has failed and refused to pay the interest due on said notes at this time; has failed to pay the first note due on January 31st, 1918, and that said interest installments and said note are unpaid, and that defendant refuses to pay same or any part thereof; Therefore, plaintiffs exercise their option incorporated in notes to mature all of said notes, and declare each and all of said notes due and payable. That all of above described notes are past due and un-

paid and have been past due and unpaid for more than thirty days prior to filing of this suit, together with all interest and attorney's fee thereon; that defendant has failed and still refuses to pay same to plaintiffs' damage Ten Thousand Dollars.

Plaintiffs have employed an attorney to bring suit on said notes and agreed to pay him a sum equal to ten per cent of principal and interest due on said notes and that said fee is reasonable. Plaintiffs pray that defendant be cited according to law and for judgment on their notes, principal, interest, attorney's fee and costs of court and for foreclosure of their lien upon above described premises, and such other and further relief both general and special that they may be entitled to.

Herein fail not, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Floydada, Texas, this, the 18th day of December, A. D. 1918.

(Seal) TOM W. DEEN,
Clerk District Court Floyd County, Texas. 43-4tc

Students of the University of Texas who are unable to pay their own way through school may receive assistance through the various loan funds which exist for this purpose. The requirements of those seeking aid or loans are that they must be needy, of excellent character, be faithful students of general promise and efficiency, and that loans must be returned as quickly as possible, the interest of four to six per cent being paid annually. The Reagan Fund lends money to women students for educational purposes, the maximum amount being \$50. Sidney Lanier Literary Society donations of alumnae of the Society for the use of women. The maximum amount is \$100. George W. Brackenridge of San Antonio has created a fund for women students desiring to take up the study of architecture, law, and medicine. The maximum amount allowed to a student in medicine is \$240, and to any student in architecture or law, \$200. Not more than twenty students may be given aid at one time. The Bugbee donation, which now amounts to more than six hundred dollars, is another fund established for the benefit of students. The Charles Durand Oldright Loan Fund, provided by Mrs. Julia Oldright, was established with a view of aiding men above freshman standing. Cullen F. Thomas of Dallas has contributed \$1,250 to be used as a loan fund for University students. A fund which at the present time is open only to juniors and seniors upon good security, has been organized by members of the Engineers Depart-

WE BUY OLD FALSE TEETH

We will pay up to \$21.50 per set (broken or not). Send now. Cash sent by return mail. Package held 10 to 15 days subject to sender's approval of our offer. Highest prices paid for Old Gold Jewelry, Gold Crowns, Bridges, Platinum and Silver. United States Smelting Works, Inc. 1033 Goldsmith Bldg., Opp. Post Office, Milwaukee, Wis.

E. A. Hopkins, M. D.
General Practice
Office Woody Drug Co.
Residence 62.
Office Telephone 33;
Floydada - Texas

Glasses Fitted
By Modern, Scientific Methods
Wilson Kimble
South Side Square, Floydada

John W. Cone
NEW GROCERY STORE
On California Street. In Mrs. Childers' Building
Staple and Fancy Groceries
Buy and Sell Produce. Come in and See Me
PRICES RIGHT!

ment. Another fund for the use of boys and girls of Texas who under no other condition would be able to attend the University is the Ex-Students' Association Loan Fund. Students from Jones county or adjacent counties may avail themselves of a fund of \$300. This fund was founded in memory of George W. Allen of the law class of 1891. It may be obtained by applying before the first of March of each year to the committee in charge of the fund. R. E. Vinson is chairman. Students residing in Jim Hogg county or adjacent counties may apply for a loan of \$300 from the John H. Houghton Memorial Fund. Dr. Vinson is also chairman of the trustees for this amount. The Law Department Loan Fund Society gives financial assistance to worthy members of the middle and senior law classes; \$100 apiece to be loaned to middle law men and \$200 to seniors.

Mrs. C. M. Wilson has accepted a place with the Martin Dry Goods Company as sales lady, beginning the earlier part of the month.

Mrs. V. Andrews visited last week and the earlier part of this at the home of her mother in Purcell, Oklahoma.

Morris Yearwood and wife, who have been living during the winter at Dalhart, Texas, have returned and will spend sometime on a visit here.

Robt. J. Hall returned Saturday from Kansas City where he had been with cattle which he shipped from Kansas range.

TYPHOID is no more necessary than Smallpox. Army experience has demonstrated the almost miraculous efficacy, and harmlessness, of Antityphoid Vaccination. Be vaccinated NOW by your physician, you and your family. It is more vital than house insurance. Ask your physician, druggist, or send for "Have you had Typhoid?" telling of Typhoid Vaccine, results from us, and danger from Typhoid Carriers. THE CUTLER LABORATORY, BERKELEY, CAL. PRODUCING VACCINES & SERUMS UNDER U. S. GOV. LICENSE

B. B. GREENWOOD
LAWYER
Floydada, - - - Texas

GARNER BROS.
Undertakers and Embalmers. All calls answered promptly.
PLAINVIEW, 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
Fawver & Christian
First National Bk. Bldg. Floydada, Texas.

I HAVE SOLD
The City Cafe
AT FORMER DAVIS CAFE LOCATION, TO MRS. G. B. WILLIAMS AND AM NO LONGER CONNECTED WITH SAID CAFE IN ANY WAY.

W. E. PACK

War Restrictions Are Removed
And we are no longer making war flour. Give our new flour a trial. You will be delighted with "FLAVO", which is being made from choice wheat and milled under the most modern process.
A home product worthy of use on any table. TRY A SACK.
PLENTY OF CORN AND BARLEY NOW ON HAND
Floydada Mill and Elevator
J. A. ABERNATHY, Prop.

Don't Fail Read the Ads in this Issue

The Real
"LIGHT CRUST" FLOUR
Minus the War Restrictions
Can now be bought at our store. As advertised last week our Flour offers you the first opportunity to eat the old-fashioned biscuits like before the war that you have had.
IT SELLS JUST A LITTLE HIGHER BUT IT'S WORTH IT
Light Crust flour had an awfully good name before the war restrictions were put on a year or more ago. And now we have it again.
ALSO WHITE KARO SYRUP JUST RECEIVED

Morris-Nelson
Phone 42 Floydada

**Groceries Hardware
Auto Supplies Harness**

**One Quality--The Best
One Price--The Lowest**

BROWN BROS.

In this issue of The Hesperian is a notice from the City Officials calling attention to delinquent water and sanitary bills, which should be read and acted upon by every delinquent. The fact that the city's sanitary work has been commendable and efficient is being made to keep the streets, alleys and closets of Floydada in decent condition should prompt everyone to be quick to respond to this notice. It is a statement of fact that the revenue the city receives from the sanitary work does not pay as much as it is necessary to spend on the work, and when bills are allowed to become delinquent it adds that much more to the burden which must be paid out of the taxes. As the notice given by Mr. West indicates, delinquency in the payment of water and sanitary bills is more the result of carelessness than otherwise, but the decision of the city to bring suit against delinquents is a matter of justice to those who pay promptly and help pay the taxes, too, and is also a matter of justice to the city's sanitary condition which must be maintained as well as possible.

WOMEN MAY RUN LONDON

HOTELS AND CLUBS SOON
London, December 27.—(By Mail.)—There is one branch of service which is going to make a big call on women labor.

Hitherto one of the least exploited fields of service for women is in hotels and clubs. Before the war this field was monopolized by aliens, but many of them will never be permitted to return to it, and it is certain that hotel and club managers will avail themselves gladly of woman's labor to meet the demands of their depleted staffs.

Even in the most conservative clubs women have replaced men so successfully during the war that there is little doubt that their services will be retained, as waitresses, bookkeepers and interpreters.

Several hotels have been managed entirely by women during the war, and patrons of these hotels have declared that they never received better service.

Running a hotel is very much like running a household on a large scale, and so women here find themselves in a proper setting. This field will embrace many types and many classes of women. There are positions ranging from scullery maid to manager.

Hotel keeping is an art which takes years to master, and woman's experience in household management will go far towards making her efforts a success from the outset. Women can enter this field of labor without any loss of dignity.

Drunkness in first-class clubs and hotels is a thing almost unheard of, and a woman faces no more temptation than she would as a shop assistant or chauffeur.

Mrs. Geo. Sparks is in the Childers Sanitarium for an operation this week. She is doing nicely.

BORN.—To Mr. and Mrs. B. C. Blackman, City, January 23rd, a daughter, C. Snodgrass and son, Clarence, have been at Burk Burnett since the earlier part of the week.

**The Hesperian Want
Ad Department**

DEPOSITORY NOTICE

Notice is hereby given that the Commissioners' Court of Floyd County will receive sealed bids up to 10 o'clock, February 10th, A. D. 1919, from corporations banks and bankers for the depositary of the county and school funds of said county for two years beginning when bid and bond are approved. Said bids are to indicate the rate of interest the corporation, bank or banker will pay on daily balances for each of said funds, and must be accompanied by a certified check for \$600.00 as a warranty of good-faith in carrying out the contract should the bid be accepted and for the making of an adequate bond as required by law. The court reserves the right to reject any and all bids.

J. W. HOWARD, Co. Judge.
Have you got any old furniture want repaired or disposed of. If A. C. West. 46-1tp

opening a repair shop on the square. Will repair or dispose of furniture and household goods. A. C. West. 46-1tp

I have several head of good three and four year old mules for sale cash or terms. Some broken and some unbroken. Phone 905-F5. E. C. KING. 45-4tc.

FOR RENT

Furnished room suitable for light housekeeping. Apply to Mrs. Jno. N. Farris. 45-4tc

We have the best cow feed ever sold here. Try a sack A. D. White Grocery Company. 46-2tc

Mammoth bronze turkeys, spring hatch, Toms \$5 each, hens \$3.00 each, S. C. Brown Leghorn hens \$1.50 each, W. N. Jones, Route 2, Floydada, Tex. 44-3tp

KODAK Pictures finished the same day you bring them, at Wilson's Studio, opposite post office. 45-7tc

Handley hauls for 5c Local and 3c, car loads. 46-2tc

Try a sack of our cow feed. A. D. White Grocery Co. 46-2tc

KODAKERS—Ask about one of our free kodak enlargements with each \$2.00 order. Wilson Studio. 45-7tc

Get your electric supplies at H. O. Pope's. 46-7tc

Save agents 25 per cent commission. South Plains Monument Co. 27-7tc

All work finished and erected by experts. South Plains Monument Co. Plainview. 27-7tc

FOR SALE—640 acres of good plains land four miles from Friona, Price \$12.50 an acre. See us for cheap farm and ranch lands. Crum & Winn, Friona, Texas. 44-3tp

Momylk for milk cows at A. D. White Grocery Co. 46-2tc

Liberty Bonds or Vendors Lien Notes will buy nice home in Floydada Easy terms. See W. M. Massie & Bro. 25-7tc

Come to Plainview and select your monument from complete stock, transportation allowed on purchases. South Plains Monument Co. Plainview. 27-7tc

We go out of town to farm scenes, live stock and groups. Wilson Studio. 45-7tc

Don't bother to hunt a drayman. Just phone 216. We do the rest. Pitts Transfer Co. 44-2tc

FOR RENT

A first class farm with three hundred and fifty acres in cultivation two hundred and ninety acres in grass ten miles south of Floydada. Four room house well and windmill, party must have good teams and plenty of help and give best of references. For further information write W. H. Newsom, Fort Worth, Texas, Box 46. 44-3tc

FOR SALE—Well headed bundle maize, and premature bundled kafir and sorghum, 2 miles east Campbell school house. See P. M. Smith at school house. 44-3tp

PHOTOS will cheer your soldier friends more than anything you can send them. Send them good ones from Wilson Studio, opposite post office. 45-7tc.

FOR SALE

Ford chassis in first class shape. Just overhauled. A bargain. See Gus Herberg at Reagan's Garage. 45-2tc

Our cow feed guaranteed to be better. A. D. White Grocery Co. 46-2tc

FOR RENT

Farm suitable for two-team crop. See D. D. Shipley. 45-4tc

LOST—Mud chain for Buick Six on streets of Floydada. Please return to A. N. Gamble. 44-2tc

Spark plugs, all kinds, 50c. H. O. Pope Electric Co. 46-7tc

LOST—Rim with casing on it. Size 33x4. Clincher. Belongs on Studler baker car, Finder please return to Reagan's Garage. George W. Foster. 45-2tc

NOTICE, RABBIT SELLERS!

The market has slumped on Jack rabbits and we are compelled to discontinue buying them until a justifiable market is again announced. P. T. RUCKER, S. E. Corner Square. 46-1tc

FOR SALE—Wagon, Canton Lister, (practically new) and buggy. See me at Palace Barber Shop, F. W. Hendrix. Saturday afternoon, January 25th. J. S. Williams. 46-1tp

NOTICE!

There are quite a number of delinquent water and sanitary bills, none of which are very large but the total is quite a sum.

I feel that this is carelessness and not a desire to evade payment of these bills, and I ask delinquents to pay these bills at earliest possible moment. The bills for December have not gone out.

If necessary suit will be brought to collect all past due bills not paid by February 10th.

C. H. WEST, City Collector.

FOR SALE AT AUCTION
Farm implements and some household goods. Will be sold in Floydada Saturday afternoon, January 25th. J. S. Williams. 46-1tp

Handley Dray Line wants your February hauling. 46-2tc

Miss Mollie Crum Spiella Corsetiere. Phone 141. 4tc

Call 216 when you're in a hurry for that hauling. Pitts Transfer Co. 44-2tc

For marble monuments see S. E. McCleskey. 9-7tc

Carbon Paper and ribbons at The Hesperian Office.

**D. L. HANDLEY
THE DRAYMAN**

Does any and all kinds of dray work at right prices

Day Phone 118 --:-- Night Phone 240

**FARM LOANS
AT 8 PER CENT. INTEREST**

We make loans on improved farms at 8 per cent interest with interest payable annually—due any date specified. Only one deed of trust. No red tape. Prompt service. Absolutely no trimmings for you to pay in the way of examination of abstract nor inspection fees.

Special Rate of Insurance on Loan of \$10,000 and Over.

You are invited to consult us about Insurance of any kind. We make that our business.

How about your life insurance? Could your wife step in and take charge of your business and run it if you were to drop off? Wouldn't a little cash help to get things straightened out? Ask us to show you our New Plan of Life Insurance.

FRY INSURANCE AGENCY
Over The First National Bank
FLOYDADA TEXAS

PUBLIC SALE!!

Beginning Promptly at 10 O'clock THURSDAY, JANUARY 30th, I will sell at Public Sale at the Jones old farm 1 mile north and 6 miles east of Floydada, the first house north of Campbell School House, the following described property:

FARMING IMPLEMENTS

- 1 Acme header, 12 foot-cut.
- 2 Barges.
- 1 Deering binder, 7-foot cut.
- 2 New Emerson Double disc plows.
- 1 John Deere gang plow.
- 1 Emerson single sulkey.
- 1 P. & O. Double row lister.
- 1 Avery double row sod planter.
- 1 John Deere cultivator.
- 2 John Deere double-row go-devil.
- 1 John Deere Disc Harrow, 14-disc.
- 1 Drag Harrow, 70 tooth.
- 1 Drag harrow, 60 tooth.
- One Georgia Stock.
- 1 John Deere 9-inch turning plow.
- 1 Farm wagon.
- 1 Moon Bros. Buggy.
- 2 Sets harness.
- 1 Good set of Blacksmith tools.
- 1 Set of Carpenter's tools.

HOUSEHOLD GOODS

- 1 Heater.
- 1 4 burner New Perfection oil stove.
- 1 Dining table.
- 1 Sausage mill.

11 HORSES AND MULES

- 1 bay mare, weight 1150, 7 years old.
- 1 white horse, weight 1055, smooth mouth.
- 1 black mare, 15 hands high, 5 years old, weight 900 pounds.
- 1 coming 3-year-old horse.
- 1 Sorrel filley, coming 3 year old.
- 3 filleys, coming 2 years old.
- 1 horse, coming 2 years old.
- 1 black mare mule, coming 3.
- 1 black yearling mare mule.

Will also sell 1 full blood Spanish Jack, 4 years years old, 14 1-2 hands high, black with white tips.

10 HEAD OF CATTLE

- 1 Red Pole cow, 5 years old.
- 1 Red cow, 3 years old.
- 1 Brown Jersey cow, 8 years old.
- 1 Yellow Jersey cow, 8 years old.
- 1 White face heifer, coming 2 years old.
- 1 red heifer, coming 2 years old.
- 3 White face heifer calves.
- 1 Red Steer calf.
- 2 Red Jersey Pigs.

FEED

About 60 bushels of Mebane Cotton seed. Will also have some bundle feed to sell.

TERMS OF SALE: All sums \$10 and under cash. On sums over \$10 time will be given on good bankable notes due November 1st, 1919. 5 per cent discount for cash. No property to be removed from grounds until settled for.

DINNER ON THE GROUND

**W. H. SEALE, J. D. BECK, Owner
AUCTIONEER**

NORMAN MORRIS, CLERK

Attend Leach's Money Saving Sale!

In order to make a little room for our Spring Goods we are going to hold a real REDUCTION SALE of Merchandise. We are going to name a price on seasonable goods that will enable you to even buy a next winter supply.

below we give a list of some of the items for sale

- CHILDREN'S UNDERWEAR**
- Union suits, \$1.00 value at.....50c
 - Union suits, 90c value at.....45c
 - Union Suits, 85c value at.....43c
 - Union Suits, 80c value at.....40c
 - Union Suits, 75c value at.....38c
 - Corset Waists at.....10c
 - Childrens Corset Waists unions, \$1.00 value at.....50c
 - Men's Unions, \$2.00 value at.....\$1.00
- (Only three suits left)
- Men's and Boys' sweaters, only two left of men's, heavy coat sweaters, \$2.00 at.....\$1.00
 - Boys' all wool jersey, \$3.50 value at.....\$1.75
 - Boys' all wool jersey, \$3.00 value at.....\$1.50
- GLOVES**
- Men's leather palm gloves, the good kind, 50c value at.....25c
 - All jersey knit and canvas gloves at.....1-3 of

- MATCHES, PER BOX.....5c**
- EXTRA SPECIAL ON KNIT GOODS**
- All Ladies' and Children's knit headwear, long scarf cap and all other caps at.....1-2 off
- CURTAIN SCRIMS**
- For your spring house cleaning, will go at 1-3 off regular price. Several dainty patterns. See the goods and note the price.
- 1-2 OFF ALL PICTURES, A NICE LOT DOLLS AND TOYS AT 1-2 OFF**
- LACES AND EMBROIDERIES**
- This is the time to replenish your summer wardrobe at prices below wholesale cost.
- Dainty vals and matched edges, suitable for the finest underwear, 10c to 20c values go in this sale at.....5c
- One lot 5c vals at per yard.....2 1-2c

- One lot embroidery 10c to 25c values at the ridiculous low price of, per yard.....5c
- All 5c embroidery, two yards for.....5c
- An opportunity for saving you can't afford to miss.
- HOSE FOR THE WHOLE FAMILY**
- We carry an excellent line of Hose and here is some real values:
- Ladies' and Children's 20c values at.....10c
 - Others at.....15c
 - All other hose going at.....1-3 off
- NOT EXCHANGEABLE**
- A lot of books, \$1.00 and 75c values at.....25c
- NOTIONS**
- 2-in1 black and white shoe polish during this sale 10c
 - Bull Frog shoe polish.....5c
 - Colored sewing threads, just the thread for your spring sewing of colored goods, 2 spools for.....5c
- ALL JEWELRY GOES DURING SALE AT 1-2 OFF**

- TOILET GOODS**
- Such as Woodbury Facial soap, Face Powder, Jergin's Toilet articles, Colgates, Lozells, Melba Face Powder, Nadine face powder, Marvelo Cream, Mentholatum and other articles all go in this sale 1-3 off.
- 1-3 off all China ware, dishes of all kinds, glass ware, enamel ware and hardware, going during this sale at 1-3 off.
- All Stationery above 35c, at 1-2 Price
- 1-3 off all ribbons and handkerchiefs at 1-3 off
- ALL BASKETS GO DURING SALE AT 1-2 OFF**
- All other notions 1-3 off of regular price.
- MATCHES, PER BOX.....5c**
- All items in the house not mentioned above go during this sale at 1-3 off regular price.
- EXCEPT—Candies, pencils, Tablets, School Supplies, and Electric Lamp Globes. All go at regular price.**

EXTRA SPECIAL—Bucilla Crochet Thread, white and colored, 1 box 10 balls for only 75c. (One box only, to a customer.) This thread is too well advertised in all Women's Magazines to boost it. We want you to know, Ladies, that we are selling Bucilla Crochet Thread, and want to sell more, that's why.

This sale starts Saturday, January 25th and Closes Saturday, February 1st.

This is a bargain and money saving event in which you rarely ever have an opportunity in saving so much money in such a wide range of goods. So do not fail to come and look our stock over as it means a big saving to you.

The Store With a
Thousand Bargains

LEACH'S

Next Door to the
Post Office

The Floyd Co. Hesperian

Published Every Thursday By
THE HESPERIAN PUBLISHING CO.

HOMER STEEN
Editor and Manager

Entered as second class matter April 20th, 1907, at the Post Office at Floydada, Texas, under the Act of Congress of March 3rd, 1879.

SUBSCRIPTION PRICES:
One copy one year, in advance...\$1.00
One copy six months, in advance...50c

Advt. Rates Furnished on Application

The news story carried by the Associated Press under date of January 16, in which J. A. Arnold is credited with saying that the brewers of Texas gave the Farmers' Union \$25,000 in the period from 1914 to 1916, which was used largely for "plate" sent out to Texas newspapers during that time, is surprising. It may as well be said that the brewers were not the only interests which were induced to advance money for this purpose according to "inside" information which The Hesperian had something like a year after it was too late to refuse to use the matter. It should be said in justice to the great mass of the Farmers' Union membership, however, that the union was used unwittingly on their part to advance the interests other than for which the organization was formed and that the housecleaning has been thorough, if our information is correct. J. A. Arnold was secretary about the same time for the Texas Commercial Secretaries' Association, too, in whose name he obtained several contributions from big interests in furthering their propaganda, which was in part beneficial, but for the most part derogatory to the best interests of the state, it now appears. Gov. Tom Campbell called the organization the "Criminal Secretary's Association" and J. M. Adams of Plainview, was among the first to divine that the money for the propaganda came from unknown sources which did not desire to be known in the transactions. The Hesperian fell for the whole thing, swallowing bait and hook as well, which is a confession that we were in error,—said to be good for the soul,—which is also evidence that we may be wrong about some other things well on which we have decided opinions.

It appears to be impossible, however, for us to be wrong on this Homestead

Law matter, which is to be the hue and cry for the next year or period of years until the law is modified. So much of the opposition to the movement comes from lack of study of the present law that we are compelled to believe that its repeal in its entirety or at least a considerable modification of the law is only a matter of education. For instance in last week's Lockney Beacon we read:

"Le Satterwhite is a member of the Legislature from the Panhandle district, and goes to Austin with the avowed purpose of bringing about some changes in the homestead law. He will find that the sentiment for the Texas Homestead law is deep-seated ground and rooted in the traditions of this grand old state. Perhaps some modifications could be brought about whereby men could borrow money on their homes, but this we doubt the wisdom of. The move behind the mutilation of the homestead law of Texas is the influence of the Federal Loan Bank, and the little benefit this institution is destined to help the home seekers in this state is too far remote to justify a repeal of the safeguards of women of this state. We again state that we are opposed to any change in the homestead law of Texas.

There is too much at stake in the protection of society generally to be weighed by the side of this much red-tape Federal Loan Bank Business. In fact any government loan is farce so far as practical benefits are concerned."

A part of which is heresy pure and simple. For instance, only lack of information could allow Mr. Smith to say that "Any government loan is farce so far as practical benefits are concerned." Farmers in Floyd County can testify that this is error, and therefore that a considerable bit more of the editorial can be founded on a false basis. The "safeguards to the women of this state" (meaning the provisions of the Home Stead Law) have so far failed to be on the job that Texas is way down the line in the percentage statistics of homes owned, and widows and orphans are the dupes of unscrupulous operators in Texas just the same as they are in all the other states which have not followed the 45-year-old example of Texas in providing a Home Stead Law.

Miss Eddy Badgett, of White Wright, Texas, is here visiting with her sister, Mrs. J. F. Blanton.

WE ARE OPENING OUR FURNITURE STORE IN LOCKNEY.

Some beautiful new furniture in period designs. Also new rug patterns and queensware.

SEALY MATTRESSES
OSTERMOOR MATTRESSES

See Them at—

Norton Baker Furniture Co.
Lockney, Texas

Our Sale Has Been a "Hummer"

WE HAVE HAD THE GOODS AND THE PRICES. WE HAVE WAITED ON HUNDREDS OF OUR OLD CUSTOMERS AND LOTS OF NEW ONES DURING SALE

And you folks that haven't been around are losing some bargain opportunities. The sale positively closes Saturday, February 1st. Just this week and next to make the saving. Following are some of the bargains we offer:

- One lot of two-tone Boots for Ladies, worth from \$7.50 to \$10.00, go at.....\$3.95
- One lot of two-tone boots for ladies, worth \$4.00 go at.....\$1.98
- One lot of men's dress shoes, worth \$5, go at.....\$3.25
- One lot of men's shoes, worth \$3.75, go at.....\$2.50
- One lot of boys' heavy-ribbed Union suits, worth \$1.00 and \$1.25, go at.....89c
- Best grade of blue shirting, worth 35c per yard, at.....25c
- Best grade of hickory shirting, worth 25c per yd., 17 1-2c
- Best heavy blue denim, worth 50c per yard.....40c
- All C. M. C. Crochet Cotton, white and colors.....10c
- Elgin Maid Crochet Cotton.....4c
- One lot of Crochet Cotton, worth 2 1-2 to 5c per skein, goes at per skein.....1c
- A big basket full of remnants. They go at 1-2 price.

W. H. SEALE, DRY GOODS

"THE PRICE IS THE THING"

N. E. Corner Square

Floydada, Texas

GEORGE GRAHAM WRITES FROM CAMP IN FRANCE

The Hesperian is in receipt of the following letter from George Graham, who is in France, addressed to all his friends here.

"Camp Coetquidan, Nov. 26, 1918. "Good morning to you all. How are you this fine morning?"

"I am feeling fine and enjoying life. I came in this morning with the intention of writing several letters and I decided that I could write them all through The Hesperian and save time. Well, this is the first opportunity that I have had to write you all and tell the news, so will try and tell you about my trip.

"I left New York on the 31st of July and was 12 days on the water and had a very nice time although we had a rough sea the first two days and there were several of us who became sick. See? And the third day out it was very calm and continued that way for about six days although it seemed rather rough to me. As we looked out afar on the eastern horizon we saw some kind of a vessel, that was about 6 o'clock and just before dark we came to it and found it to be a mother of the submarines. So we sunk it and then everything was lovely for a day or so although we had to stand boat drill night and morning and wear life belts all the time.

"On the morning of the 9th we were attacked by a submarine. I had been down in the kitchen working all night and had just come up and fell down on my bunk. Got one eye closed when I heard a fearful firing of large guns and the bells began to ring, which was a warning to get ready for boat drill, but when we got out on deck they had ceased firing, so I did not get to see that one. I can say for the navy boys that they are the best I ever saw when it comes to blowing up those German moles. We stayed out about an hour and then went back and things rocked along nicely until the morning of the 11th when we were attacked again by four of those submarines. But we were well protected as a convoy met us about the 8th day out to guard us across the danger zone and were sure glad to see them when a sub stuck its head out of the water. There were about nine sub-chasers in this convoy and when a sub jumped up they would take to it like a dog after a rabbit.

"Well, on the 12th when I awoke and went out we were sailing along the shore and about 12 o'clock we landed and unloaded. We went out to a rest camp and stayed there about a week. Left there about two in the forenoon, caught a train and moved to Camp Redan and stayed there about two weeks and then moved to Camp Coetquidan, where we have been for about three months.

"I have never been to the front line trenches and have never got wounded yet, although I was engaged in the great battle of cognac on the Champagne front and got about half shot two or three times. So I think I am entitled to a wound stripe.

"I have had the pleasure of being with Fletcher Patton, Gordie Westbrook and William Pierce and Jessie McNeely ever since the morning of the 8th when we left Floydada.

"This is about 11 o'clock and Bill and I will have to go on duty at noon and I will have to bring this to a close as I think Allen Jones wants to write some after a while.

"I haven't time to try to describe this country to you, so will wait and tell you about it when I return. I don't think that will be long.

"Bill is still asleep. I will close and go wake him. He would sleep all the time if I didn't wake him. He says some day he is going to kill the bugler.

COOK GEO. E. GRAHAM, Hdqrs. Co. 131 F. A., American E. F."

THE COTTON INDUSTRY

Washington, D. C., January 9, 1919. —A bulletin soon to be issued by Director Sam L. Rogers of the Bureau of the Census, Department of Commerce, and prepared under the supervision of Mr. William L. Austin, chief statistician in charge of the inquiry, shows, for the American crop of 1917, a production of 11,248,242 running bales of cotton, counting round as half bales (equivalent to 11,302,375 bales of 500 pounds each, gross weight,) worth \$333,550,000; and for the cotton year ending July 31, 1918, a consumption of 6,566,489 bales (excluding linters), exports of 4,288,420 bales, net imports of 217,381 bales, stocks on hand at the beginning of the year of 2,720,173 bales and at the end of the year of 3,450,188 bales, and cotton spindles active at some time during the year to the number of 34,542,665. For the entire world production of lint cotton destined for factory use was 17,420,000 and the mill consumption 17,701,000 bales of 500 pounds net weight.

The American crop of 1917 fell below that of 1916 by 147,555 equivalent 500 pound bales, or 1-3 per cent, but exceeded that of 1915 by 110,555 bales, or 1 per cent. Each of these three crops was smaller than that of any year from 1910 to 1914, inclusive.

Texas alone produced 3,125,378 equivalent 500 pound bales, or nearly 28 per cent of the total crop of 1917; and three states—Georgia, South Carolina and Texas, each with an output of more than a million bales—produced 55 per cent. California, with a production of 57,826 bales in 1917, outranked Florida and Virginia. Cotton growing in Arizona has made rapid progress during recent years. The production in that state in 1917, 21,737 equivalent 500 pound bales, was, for the first time, greater than the Virginia crop, 18,777 bales.

The crops of Alabama, Arkansas, Florida, Missouri, North Carolina, Tennessee, Texas, and Virginia were smaller in 1917 than in 1916; but Arizona, California, Georgia, Louisiana, Mississippi, Oklahoma and South Carolina showed increases.

RESOLUTIONS OF RESPECT

To the Worshipful Master, Wardens and Brethren Floyd City Lodge No. 712, A. F. & A. M., Floydada, Texas.

We, your committee, appointed to draft resolutions upon the death of Brother John N. Farris, of Floydada, Texas, which occurred Saturday, December 28, 1918, at Floydada, Texas, submit the following:

Resolved first; That we extend our heartfelt sympathy to the bereaved family, his relatives and friends and sincerely share with them their hours of grief and sorrow; humbly submitting to the will of the Supreme Grand Master of the Universe, realizing that it is His will, not ours, that be done;

Resolved second; That from us has gone a Brother Mason, wise in counsel and dependable in action, one whose service to our Lodge has been of much value and whose influence will be greatly missed;

That our community has lost a sincere friend, a progressive spirit in all worthy enterprise and one of her most influential citizens;

That a kind husband and a loving father has gone to his final reward, to that undiscovered country from whose bourne no traveler will return but cherished memories of worthy deeds will always endear him to his friends;

We are reminded, again, that ere long we, too, will be consigned to the narrow limits of the silent tomb, yet through the mercy of God we confidently hope, in the morn of the resurrection, to meet our departed friends and loved ones, there to dwell in eternal spring, where parting shall be no more;

Resolved third; That a copy of these Resolutions be spread upon the minutes of this Lodge, a copy furnished the family of our deceased brother and a copy furnished the local press for publication.

Respectfully submitted, R. C. SCOTT, C. SURGINER, GEO. A. LIDER. Floydada, Texas, December 30, 1918.

RESOLUTIONS OF RESPECT

To the Worshipful Master, Wardens and Brethren of Floyd City Lodge, No. 712, A. F. & A. M.

We, your committee on resolutions of respect herewith submit the following:

That whereas, the Supreme Grand Master of Heaven and Earth, in his infinite wisdom, has removed from our midst the Spirit of our beloved Brother, John W. Smith, and called him from his labors here below to refreshment in that all perfect, glorious and Celestial Lodge above;

Be it Therefore Resolved: That in his death, which occurred on the 17th day of December, A. D. 1918, almost tragic in its suddenness, we are reminded of the uncertainty of our transitory existence on the stage of life, playing our part in the great drama, for a few short years and passing behind the scenes forever. His demise will be keenly felt by many personal and Masonic friends throughout this jurisdiction.

"Long John" (as he was affectionately called by his friends on account

of his splendid physique) was a man of irreproachable character, strict integrity, and a lovable disposition, his friends were numbered only by his acquaintances, and it is not to be wondered at that he was held in the highest esteem by those who knew him and by all with whom he came in contact. "He was a man" and well do we and all who knew him, mourn the loss to his family, to our citizenship and to our craft of so exemplary a citizen and Mason.

Our sympathies go out to his bereaved family in one unbroken stream, and we pray that by Divine Grace his bereaved companion may be comforted, that she may find consolation for the severe wound which death has inflicted upon her. She is left to mourn his passing away, and though sorrowful and disconsolate in her loss, there is the consolation of "The lion of the tribe of Judah", they shall, by God's promise be reunited to part nevermore.

Be it further Resolved; That a copy of these Resolutions be spread upon the minutes of the lodge, a copy furnished to the family of the deceased, and a copy furnished to the local paper for publication.

Fraternally submitted, C. SURGINER, A. C. GOEN, R. C. SCOTT.

IN MEMORY OF LITTLE PEARL PRICE

At ten o'clock, Thursday morning, December 26, 1918, from the home of Mr. and Mrs. F. M. Price, the spirit of our darling little Pearl, the baby of the home, took its flight to the heavenly mansion. She fell asleep in Jesus passing out without a pain. She had been ill twelve days, having developed pneumonia from a case of influenza.

Everything was done for her that could be done but it seemed that it was God's time to take her to her heavenly home. It seems that God only lent her to us for four years and seven months and then took her unto Himself. So happy and cheerful was her life that we think of her as a fairy or an angel while she was with us. All who knew her loved her devotedly.

The home seems sad, indeed, with-

MILK IN WINTER

Why do your cows give less milk in winter than they do in summer? Just because nature does not supply them with grasses and green food. But we have come to the assistance of Dame Nature with A. B. Thomas' Stock Remedy which contains the very ingredients that the green feed supplies in season only, of course, in a more highly concentrated form. We guarantee that this remedy will make your cows give more milk, and better milk, with the same feed. A. D. WHITE GROCERY COMPANY.

J. B. BARTLEY Attorney-at-Law

Office in Court House
Land Titles and Land Litigation a Specialty
Floydada, Texas

R. C. SCOTT Abstracter Notary Public and Conveyancer. Room 10 First Nat'l Bank Building

out her, but since she gave us so much pleasure the short time we had her, so ought we to cherish her memory and make that memory a glad rather than a sorrowful one. Remember how much good she has brought to this world by her holy life. She has made all who knew her better by having lived in this world. By being called to heaven she has made heaven nearer and drawn us closer to Jesus. Her life was as a beautiful flower that budded, bloomed, sent out its fragrance and was plucked from our sight.

In the words of the poet "We must live through the dreary winter if we would value the spring and the woods must be cold and silent before the robins sing, the flowers must be buried in darkness, before they can bud and bloom and the sweetest, warmest sunshine comes after the storm and gloom"—And that is when God sends His messenger angel for our spirits. Let's take her sweet life as an example and try to be as good and happy as she was. When we are doing this we are not only doing what she would have us do, but what our Savior would have us do. "And ye now therefore have sorrow; but I will see you again and your heart shall rejoice, and your joy no man taketh away—Jno. 16:22. Trust and have faith in God. Her Auntie, by request.

N. A. Armstrong and Glen Armstrong returned home this week from Friona, where they had been for more than a week with their cattle, which have been on range there. Part of the cows were brought to pasture here.

Kenneth Bain Lawyer

OFFICE ROOM FOUR OF FIRST NATIONAL BANK BUILDING
General Practice

Drs. Smith & Smith CHILDREN'S PRIVATE SANITARIUM

For Medical and Surgical Cases
Phone No. 177
FLOYDADA, TEXAS

DR. W. M. HOUGHTON GENERAL PRACTICE

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

CHEAPEST AND QUICKEST

Save money and time from Fort Worth to Floydada—travel the Denver, Q. A. & P. and the—

Floydada-Roaring Springs Auto Mail Line

\$ 2.46 cheaper than by Amarillo, \$1.11 cheaper than by Sweetwater; 6 hours quicker than either route. \$8.50 including war tax, one way to Roaring Springs or Matador. PHONE NO. 12

C. C. WRIGHT, MANAGER

The Eubanks Cafe

Has moved to a new location on West Side Square, next door to Glad's Furnishing Store.

GOOD EATS ALL THE TIME!

J. M. EUBANKS, Prop.

Quick Action! ON FARM LOANS!

TO THOSE IN NEED OF MONEY TO TAKE UP OR EXTEND LOANS OR MAKE NEW LOANS ON FARM LANDS

We are in position to get some reasonably cheap money on good terms and on good liberal land valuations of your property. We are especially anxious to place loans on well-improved lands.

We invite you to call at our office and let us go over our loan proposition with you. It is to your interest.

Gamble Land & Cattle Company

FLOYDADA, TEXAS TELEPHONE 76

Hesperian Want Ads----Quick Results

Good Seed Oats AT Feed Oat Prices

We have a car of good oats in transit. Will sell in bulk. Expect them here by the middle or latter part of next week. If you want a part of this shipment either for seed or for feed, we suggest that you place your order now

We also have a good supply of barley

Edwards Grain and Elevator Co.

Telephone No. 106

Floydada, Texas

Nice Rooms

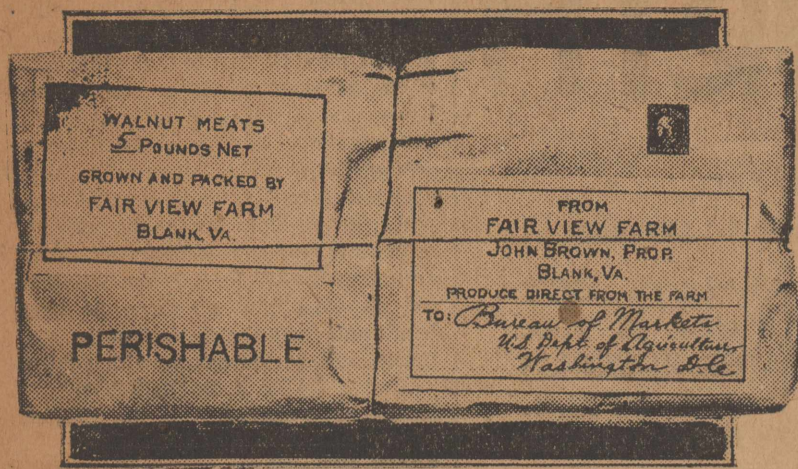
We have leased the rooms on Second Floor Willis Building again and are now offering nice lodging rooms to the traveling public again.

Rooms are clean and neat, and reasonably priced. Apply at the—

The Movie Cafe

W. E. PACK, Proprietor
West Side Square. Floydada, Texas

GETTING AND HOLDING CUSTOMERS BY MAIL. BUSINESS METHODS PROFITABLE TO FARMERS



A Parcel Post Package Well Wrapped and Addressed

For producers who wish to market by parcel post the most satisfactory way of finding customers is to write to friends, relatives, or acquaintances in cities, seeking their trade. Purchasers, on the other hand, often can locate reliable producers by correspondence with friends, relatives, or acquaintances in the country. More than 75 per cent of the produce being marketed by parcel post in a number of cities in which investigations have been made is sent by persons who obtained their customers through friends, relatives, or acquaintances, according to specialists of the Bureau of Markets, U. S. Department of Agriculture.

This method of establishing business relationship is especially recommended for the general farmer who has a limited amount of produce. Those

- * How Direct Dealing Succeeds
- * Housewives appreciate receiving farm produce which they know to be fresh. Many farmers within 150 miles of cities have regular supplies of highgrade produce, the quality of which offers a means direct dealing between producer and customer, with profit to both.
- * Parcel-post shipments are increasing in number, though probably they always will affect only a small percentage of the farm produce that goes to market. Dealing by parcel post succeeds if the farmer is careful to keep up the quality of his produce, packs it safely and attractively, and meets his engagements promptly—all ways supposing that the consumer also observes business methods in the transaction.
- * The U. S. Department of Agriculture's Farmers' Bulletin 922, "Parcel Post Business Methods," gives detailed suggestions regarding means of obtaining customers and methods of carrying on business, with samples of suitable letterheads, bills, order blanks, and other business forms.

who wish to market a great deal of produce by parcel post may find it necessary to obtain customers by personally soliciting strangers or through advertising in newspapers and by other means.

Information received from persons who have advertised farm produce for sale indicates that usually advertising is not profitable for the general farmer, but often gives satisfactory results to the producer who specializes in some product that can be shipped throughout the year. Advertisements should be short and should give a description of the goods, with the prices, and the name and address of the person advertising. In some cities the Sunday edition of a newspaper gives better results than the daily edition. The person who advertises must offer a product that is wanted by the persons who read the paper at the time the product is advertised, in the place where the paper has a circulation. In other words, he must know what to advertise, when to advertise, and where to advertise.

Must Use Circulars Carefully
Form letters, circulars, or cards sent to a selected list of persons have been suggested often as means of obtaining customers for produce by parcel post. The cost of obtaining customers by circularizing is often great, and unless the names of persons to whom the circulars are sent are selected very carefully the method of obtaining customers can not be especially recommended. Customers may be obtained by making a personal canvass in a selected neighborhood in a city. The neighborhood should be one which is not applied with a great many markets of green grocery stores in order that the competition may not be as keen as would be in a neighborhood that has excellent marketing facilities. A suburban district of homes with good incomes offers a good field in which to licit trade. In many such districts delivery service of the groceries is as satisfactory as in the city. If the producer's farm is on or near much-traveled road an attractive

farm bulletin board placed conspicuously near the road is a help to both producer and consumer in making business contact. Many city dwellers now travel far out into the country by automobile, and this fact can be turned to account in securing customers by using a bulletin board. This method will be especially useful on clean, well-kept farms. The statements on the board should give the articles for sale, together with their prices, delivered to the purchaser's door by parcel post, and the main items should be in lettering large enough to be read quickly.

Warning notices might be placed at a proper distance in each direction from the main bulletin board. The wording on these warning boards should be brief but pointed, such, for example, as "Fair View Farm. Read Marketing Bulletin Ahead."

Stationery A Help
If a farmer expects to develop a business of selling produce to strangers he will find it advisable to have printed stationery bearing the name of the farm, with envelopes to match. If the farm is not named an appropriate name should be selected. A simple, though attractive and business like letterhead can be printed without much cost. It should give the name and location of the farm, the farmer's name and a simple statement of the business. Elaborate and highly colored letterheads embellished with illustrations of buildings, fruits, or animals should be avoided.

Blank statement forms or invoices to fill in and inclose with shipments should be supplied. Persons receiving produce by mail wish to know the price of the shipment, and by the use of printed statement forms the shipper can furnish this information without much trouble.

Labeling Parcels
Each parcel must bear the name and address of the shipper, the name and address, and the nature of the contents, such as "Fragile" or "Perishable." As tags frequently are torn off, it is best to have this information written or stamped directly on the outer wrapper or container. If the only mark of identity of producer and consumer is on a tag and the tag is lost, the parcel can neither be delivered nor returned to the sender. Producers who have business enough to justify them may secure gummed labels worded somewhat as follows:

From
Fair View Farm,
John Brown, Proprietor,
Blank, Virginia.
PERISHABLE.
EGGS.

The wording may be changed to suit the product shipped, changing "Eggs" to "Poultry," "Butter," or "Vegetables" and "Perishable" to "Fragile," as the case may require.

These labels, if properly applied, should not come off. They will serve as an advertisement and may result in inquiries from other customers.

Business Relations With Customers
Once contact has been made and shipping begun it is important that proper business relations be established and maintained, for on these depend success. The difficulty frequently met in obtaining the first order makes it important for the producer to use business like methods to retain the trade that he secures.

Whether a person is successful in parcel post marketing depends largely on his adaptability to this work. If routine and detailed work is distasteful to him he may never learn how to keep up a business relationship. Thousands of persons who have been successful in obtaining customers have been unsuccessful in keeping them. Much has been learned from the experience of both successful and unsuccessful shippers.

The most important feature in a business relationship is a square deal. Good grading of produce, strict business honesty, prompt attention to correspondence and orders, and satisfactory adjustment of complaints are needed. The consumer as well as the producer should do his part in these matters.

RESOLUTIONS OF RESPECT

To the Worthy Matron, Worthy Patron, Officers and members of Floyd City Chapter No. 31, O. E. S.:

We, your committee, appointed to draft resolutions upon the death of Brother Jno. N. Farris, of Floydada, Texas, which occurred on the 28th day of December, A. D. 1918, at Floydada, Texas, submit as follows:

Resolved, first, That we extend our sympathy to the bereaved family, his relatives and friends and sincerely share with them their cup of sorrow; humbly submitting to the will of the Supreme Grand Master of the Universe, realizing that it is His will, not ours, that be done;

Resolved second, That a good man, a kind husband, a loving father, a worthy Mason and a patriotic and progressive citizen has gone to his final reward, to that undiscovered country from whose bourne no traveler will return but not without leaving behind him many memories which will always endear to those who knew him;

We are hereby reminded that ere long we, too, will be consigned to the narrow limits of the silent tomb, yet through the mercy of God we confidently hope, in the morn of the resurrection, to meet our departed friends and loved ones, there to dwell in eternal spring, where parting shall be no more;

Resolved third; That a copy of these resolutions be spread upon the minutes of this lodge, a copy furnished the family of our deceased brother and a copy furnished the local press for publication.

Respectfully submitted,
VESTA FREEMAN,
ELLA B. STARKS,
TOM W. DEEN.

—Committee.
Floydada, Texas, January 4th, 1919.

Miss Ruth Collins spent Saturday in Plainview.

PEANUT MARKET SHOT UP

Weatherford, Texas, January 19.—The peanut market has become so depleted that business interests of Parker county have requested the Texas Delegation in Congress to use their influence in preventing any change in the embargo which now stands against the importation of this product, and to have all possible shipping space devoted to the exportation of peanut products. Resolutions to this effect were adopted at a recent meeting of the Chamber of Commerce. One-third of the cultivated acreage of this county is devoted to peanut raising.

The West Texas Chamber of Commerce will further consider the proposition at its meeting in Wichita Falls on February 8th and will probably join the Weatherford Chamber of Commerce in its request.

Hesperian Want Ads Bring Results.

City Barber Shop

—T. M. COX, PROPRIETOR—

All barber work first class. All treatment courteous. Shallow Water Steam Laundry represented.

HOT OR COLD BATHS
NICE, CLEAN TUBS

W. M. MASSIE & BRO

GENERAL LAND AGENTS
(The Senior Land & Abstract Business of Floyd County.)
BUY, SELL, LEASE OR EXCHANGE LAND
Any-size tracts through Northwest Texas, especially through Floyd and other Counties of the beautiful Plains. Render and Pay Taxes, Furnish Abstracts, Perfect Titles Etc.
NON-RESIDENT LANDS A SPECIALTY
W. M. MASSIE & BROTHER
FLOYDADA, TEXAS

Fire, Life, Accident, Illness.

INSURANCE

AGAINST HARD TIMES

LUTHER H. LISTON

Health About Gone

Many thousands of women suffering from womanly trouble, have been benefited by the use of Cardui, the woman's tonic, according to letters we receive, similar to this one from Mrs. Z. V. Spell, of Hayne, N. C. "I could not stand on my feet, and just suffered terribly," she says. "As my suffering was so great, and he had tried other remedies, Dr. — had us get Cardui. . . I began improving, and it cured me. I know, and my doctor knows, what Cardui did for me, for my nerves and health were about gone."

TAKE

CARDUI

The Woman's Tonic

She writes further: "I am in splendid health . . . can do my work. I feel I owe it to Cardui, for I was in dreadful condition." If you are nervous, run-down and weak, or suffer from headache, backache, etc., every month, try Cardui. Thousands of women praise this medicine for the good it has done them, and many physicians who have used Cardui successfully with their women patients, for years, endorse this medicine. Think what it means to be in splendid health, like Mrs. Spell. Give Cardui a trial.

All Druggists

Our New Profit-Sharing System

AND WHY WE HAVE PLANNED TO GIVE YOU THESE VALUABLE PREMIUMS

By giving Profit-Sharing Coupons and Certificates we increase our business and our overhead expense does not increase in proportion. Therefore the premiums we give you have not advanced our prices, and will continue to give you one hundred cents worth of our merchandise for every dollar you spend with us in addition to Profit-Sharing Coupons and Certificates for which articles illustrated in this catalogue can be secured by following the instructions given.

We solicit and aim to merit your valued trade with the understanding that in return you get full value for your money. Consequently, save the Coupons and Certificates which we give with every purchase and paste them in the book. The more you buy of us, the more you get back in valuable premiums. Do not leave our store without securing Coupons and Certificates equivalent in value to your purchase. If our clerks fail to give them to you, ask for them—they belong to you as much as your change.

Allow us to help furnish your home and supply you with the most useful articles obtainable, without additional cost to you.

Begin today to save your Coupons and Certificates, and in a very short time you will have all the spaces filled which entitles you to a valuable premium.

MAKE YOUR DOLLARS COUNT—SAVE THE COUPONS

Stephens Store

Cleaning and Pressing

DONE THE MORRIS STEAM CLEANING AND PRESSING WAY WILL BE DONE RIGHT

We have an experienced tailor now who knows all about the tailoring business and you will find all work done right from here out at this shop.

All you have to do is to phone 100. We do all the rest, including delivery on Mondays and Fridays of each week. If you haven't tried us lately, do so. We guarantee good work.

A. H. MORRIS

Cox Bldg. West Side Square Phone 1-0-0

GOOD NUT COAL

\$9.50 Per Ton

We are overstocked on Nut Coal and we offer until the stock is considerably reduced first class Nut Coal, same grade as Lump we are selling, at the above figures, —no profit to us,—in order to make a reduction.

This Nut Coal is of a good grade, from the same mine we buy our lump, but we have to overbuy on it in order to supply the lump for our trade and now we want to reduce it.

NO REDUCTION OFFERED ON THE LUMP COAL.

If you can use the Nut and want to save a little money here is an opportunity to do it.

EDWARDS

Grain & Elevator Co.

PHONE 106

FLOYDADA, TEXAS

PRICE-GOEN SELLS FOR CASH

MAKE USE OF THIS SERVICE

On November twelfth, very shortly after the armistice, the undersigned, then stationed at Brownwood, received from the federal director the following telegram:

"San Antonio, Texas, Nov. 12, 1918. Capt. J. D. Dickson, U. S. Employment Service, Brownwood, Texas.

"Today employment service faces new and highly important constructive tasks in facilitating re-entry of workers and soldiers into normal industrial life. You have served your country well in time of war. A great service lies ahead of you now.

"H. W. LEWIS,

"Federal Director for Texas." That "a greater service lies ahead" is a self evident truth. The U. S. Employment Service has increased its branch offices five hundred per cent and actual placements one thousand per cent during the last six months. That this is the best indication of its preparedness for the greater job before it. The mayor of every city in Texas, and every city in the United States has issued a proclamation in which he says among other things: "And furthermore that each and every employer of labor of the city give your support to the U. S. Employment Service by pledging it to employ no person, male or female, who has not registered with the U. S. Employment Service for employment."

And it is to inform you that the service is your service; that those in charge are your servants and are ready and willing to serve you in any capacity whatever. It is not alone to find employment for soldier and sailor, as so many think, but this service will exert its best efforts just as heartily and cheerfully to find employment for the washerwoman, or scrub woman, (white or black) as it will to find employment for the beautiful stenographer, or pretty school "marm."

The U. S. Employment Service will do as much towards finding employment for the casual worker or the hod carrier as it will to find it for the expert accountant or professor of astronomy. That employment of whatever class should make use of this service is not only the wish, but the earnest desire of the United States government. Your government deprecates the patronizing of private employment agencies and its officers discredit these concerns. For a long time these agencies have been looked upon by officialdom as a reflection upon the philanthropy of a community; and long before the United States govern-



YOUR MONEY'S WORTH

LADIES, COME TO US FOR YOUR OUTFIT.
GENTLEMEN, COME TO US FOR YOUR CLOTHES.

WHEN YOU BUY FROM US YOU ALWAYS GET "YOUR MONEY'S WORTH." THE LOW PRICE IS THE GREAT POWER WE TURN ON TO MAKE OUR BUSINESS "GO." WE ALSO GIVE YOU QUALITY AND STYLE. WE KEEP IT UP-TO-DATE. THE MOMENT NEW THINGS "HAPPENS" WE GET THEM.

WE HAVE MADE OUR REPUTATION AND BUILT OUR BUSINESS BY BEING UP-TO-DATE, BY NEVER ABUSING THE CONFIDENCE OUR CUSTOMERS PLACE IN US BY GIVING "YOUR MONEY'S WORTH."

We wish to thank our many customers and friends for the great respect you showed us by the nice, quiet behavior in the big crowd in the store last Saturday. Again we wish to thank each of you very, very much for the bountiful business which you made possible for us. And we are striving to continue to retain your good will and patronage solely upon the merits of our store.

The pumpkin had 254 seeds. Nobody guessed the correct number, but two guessed 253 and two guessed 255. Two of the numbers are out, Serial Nos. 75 and 4141. We are waiting on them until Saturday, Jan. 25. If they don't show up by then the others will draw for the Phonograph.

Barrier Brothers Dry Goods Company, Inc.

DISTRIBUTORS OF DEPENDABLE MERCHANDISE

Telephone No. 30.

Stores at Floydada, Brownfield and Lubbock

ment made this service a part of its functions, cities and counties were "outlawing" these unnecessary institutions. Since the establishment of the United States Employment Service, and particularly during the war, these private employment agencies that charged a fee for getting a man or woman employment ran counter to the government's activities and were justly regarded as unpatriotic; and very few communities would tolerate them.

The United States government desires that you make use of this United States Employment Service for getting all your help; it desires, however, whenever practicable, that you not employ any one who has not registered with this service, for employment. Be advised that this service can be of more benefit to the panhandle district in general, and Amarillo in particular than the great task of being a "clearance" institution for the employer and employee. Great possibilities lie before you people. The building of the

one million five hundred thousand dollar government hospital is not only a possibility, but a great probability.

The building of the greatest system of irrigation in these United States is almost an assured fact, a dream about to come true. With the coming of the greatest wheat crop in history, the future of Amarillo is indeed a bright one. As these portentous facts are daily reported by the United States Employment Service, official Washington will "sit up and take

notice." They will see how systematically labor is handled here, how the people co-operate, and support one of its most important arms, and how if when the building of these projects start how well prepared this service, with the co-operation of the people, will be able to care for the labor necessary to the building. Then the favorable reports on the desirability of these projects from a sworn government official will have more effect than from a private individual.

The United States Employment Service asks that railroad "division heads," railroad shops, manufacturing plants, contractors, ranchmen, farmers as well as merchants, householder, and other employers make use of its good offices in securing their help. Direct all seeking employment to its office.

To obtain a high rating; to make this district the most efficient of any in the United States; to make this arm of the government the greatest possible service to the community at large, the examiner of this district, comprising 38 counties, earnestly begs your unreservedly, whole hearted support. He cordially invites the employer and employee alike to call at the central office 332 Post Office building, see its work and problems at first hand; and don't spare constructive criticism, and be generous with advice.

CAPT. J. D. DICKSON,

Examiner in charge, Amarillo district.

SOME WEATHER OBSERVATIONS

The trappers and hunters said two months ago that the fur on the wild animals indicated a mild and open winter. Also the habits of the animals indicated it. Some even put up the old goosebone theory of a mild winter. But they were all mistaken this time, their theories fell flat, as this section of the southwest is experiencing a mighty hard winter, one of the most severe in history.

November was a cold and disagreeable month. December was a rough one with much snow, the mercury at nights most of the time hovering around zero to eighteen below at the coldest. There was much suffering and loss among livestock. It was the coldest December in a good many years. Sleighing was the best ever known in this country as snow lay on the ground most all the month. Last Sunday a warm wind blew from the southwest all day, cutting the snow considerable. But at night it became colder, resulting in an almost solid body of ice on the ground over the entire country. Monday night and Tuesday forenoon several more inches of snow fell upon this, making conditions worse. New Year's morning was the coldest of the winter, the government thermometer in this city registering twenty-three degrees below. Thus January starts out with indications of being a rough month.—Springer (N. M.) Stockman.

Miss Ola Mealer has accepted a place on the Southwestern Telephone Exchange here. She began work this week.

CLEAN-UP-SALE

We have some wonderful bargains on hand that we can't afford to carry over. We must keep our reputation of "Everything new every season". So we will give you a chance to buy goods at less than wholesale price for the next fifteen days.

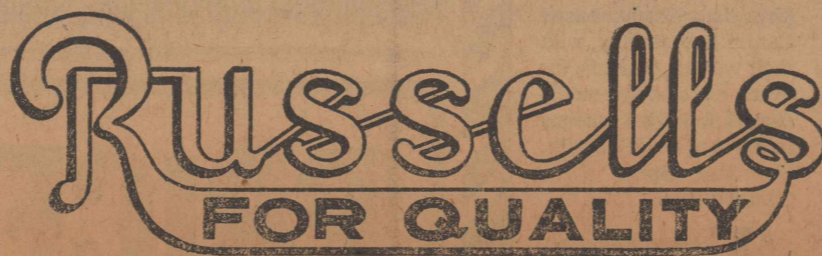
Beginning Friday Morning, January 24th at 8:00 O'clock

ONE LOT Ladies' Silk Dresses, formerly priced \$17.50, Sale Price.....\$12.95
 SERGE DRESSES, Formerly priced \$9.50 to \$22.50, Sale Price.....\$4.50 to \$10.00
 ONE LOT Ladies' Coats, formerly priced \$12.50 to \$16.50, Sale Price \$8.95 to \$11.95
 ONE LOT Children's and Misses Coats, formerly priced \$4.50 to \$9.50, Sale Price.....\$2.95 to \$6.95
 ONE LOT Ladies Suits, formerly priced \$15.00 to \$22.50, Sale Price \$8.95 to \$14.95
 Petticoats, formerly priced \$2.75 to \$6.50, Sale Price.....\$1.95 to \$5.45
 ONE LOT Ladies' Georgette Blouses, formerly priced \$4.75 to \$8.50, Sale Price.....\$2.95 to \$5.95

Ladies' Skirts, formerly priced \$5.50 to \$7.50, Sale Price.....\$3.95 to \$5.45
 Ladies' Silk Hose, formerly priced \$1.25 to \$2.25, Sale Price.....\$1.00 to \$1.95
 All Ladies' Hats go in this sale 50c to \$1.95
 Arabian Toilet Articles at 10 per cent off.
MEN'S DEPARTMENT
 Men's Dress Shirts, formerly priced \$1.25 to \$1.75, Sale Price.....\$1.00 to \$1.25
 Silk Shirts, formerly priced \$3.75 to \$5.00, Sale Price.....\$2.95 to \$3.25
 Wool Shirts, formerly priced \$1.75, Sale Price.....\$1.25
 Men's Laundried collars, 2 for.....25c
 Men's Ties, formerly priced 75c to \$1.25, Sale Price.....50c to 85

Men's Silk Hose, formerly priced 60c to \$1.00, Sale Price.....50c to 85c
 Suspenders, formerly priced 50c, Sale Price.....35c
 Men's Belts formerly priced 75c to 85c, Sale Price.....50c
 Men's Hats, priced \$4.00 to \$6.00, Sale Price.....\$2.95 to \$4.75
 John B. Stetson Hats, priced \$7.50, Sale Price.....\$5.25
 Men's Caps, priced 75c to \$1, at 50c to 75c
 FREE—Extra Pants with every Made-to-Measure suit, by Marks Tailoring Co. Suits and O'Coats cleaned and pressed for \$1.00; Presser 50 cents. All Ladies' work a specialty, first class work guaranteed.

South Side Square



Next to Brown Bros.