

THE FLOYD COUNTY HESPERIAN

VOLUME 21

FLOYDADA, Floyd County, TEXAS THURSDAY, December 28, 1916

NUMBER 42

1916 Year of Biggest Material Advancement Floydada and Floyd County

Water Works, Electric Lights, 147 Buildings, Two Miles of Sidewalk, 500 Added Population, Nine Business Firms Included in City's Acquisitions for Year

1916 has been the biggest year in the development of Floydada and Floyd County, viewed from either view point—of percentage increase or of volume increase. The increase in population has been approximately 35 per cent, an increase of 15 per cent over the increase of 1915, and the increase in wealth has been more than double.

In making up a resume of the advances made by the town and county, it is difficult to make even a conservative statement without seeming to exaggerate.

The population of Floydada in the spring of this year was slightly more than 1500; at this time it is more than 2,000. A well-managed system of water works affording fire protection was completed in the spring and 24-hour electric light and power service is a convenience which residents now enjoy. 150 feet frontage of brick buildings have been built within the fire limits within the year and two miles of sidewalk laid. Nine more firms employing 30 people are now doing business here than at the close of 1915, and the total number of employes in business enterprises, not including day laborers, has been increased by 60 persons. Several smaller industries, not included in this statement, have been established during the year. Bank deposits have increased more than a half million dollars.

The country surrounding Floydada and in its trade territory, including a large part of Floyd, and much of Crosby, Motley and Hale Counties, has developed in equal ratio with the town. Hundreds of new farms have been opened up and have paid big dividends on the investment this year, and new homes by the score are now in process of erection. The three lumber yards and the hardware stores of Floydada have had difficulty practically all year keeping stock to supply the builders' needs. This condition has been due largely to shortage in railroad cars, however, and should not be charged to lack of capital or ability on the part of these firms to handle the enormous business.

The biggest feature of the year's activities has been the unparalleled activity in real estate, especially farm lands. The

Miss Elfie Savage Returned.

Miss Elfie Savage returned this week from Altus, Okla., where she had been for a year engaged in school work.

She resigned her place there at the close of the fall term to accept a place on the faculty of the local school.

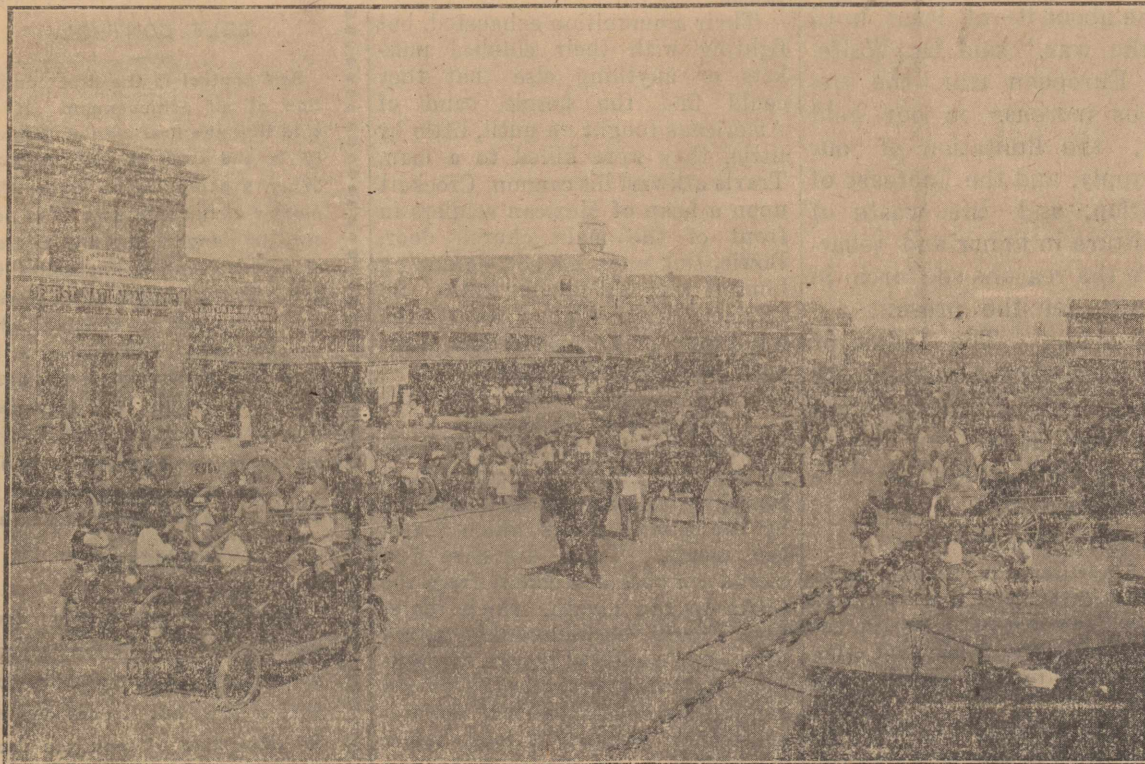
Mr. and Mrs. H. T. Atkins, of Lubbock, spent the holidays in Floydada, guests of Rev. and Mrs. W. M. Lane. Mr. Atkins returned home Monday, his wife remaining for a more extended visit.

IN FLOYDADA

By the Hesperian Staff Poet

Some folks have been kind enough
In Floydada
To say that this is first-class stuff
In Floydada
And though at times the mill is dry,
Our muse encouraged, again will try
The little spasm to supply
In Floydada
So in the future watch this space,
The poet will be in his place,
And hopes to keep in your good grace
In Floydada

Floydada Street Scene During the Annual Live Stock Parade



The Annual Live Stock Parade, which is becoming one of the features of the Floyd County Fair each year in Floydada, was more than seven blocks long this year. This view was made by C. M. Wilson, as the parade leaders reached the southwest corner of the square going toward the fair grounds. Ten thousand people visited the Fair during the three days exposition this year.

land movement is bigger than during the boom of 1907-8-9, though of a much different type. In that period ninety-five per cent of the buyers were speculators. In this period ninety-five per cent of the buyers are home-builders, many of whom are paying all cash for the land and improving it thoroughly.

So far as the production of wealth in the county this year is concerned, it may be said that what promised in the early spring and summer to be a dull year has been the biggest wealth-

producer in the county's history. More than a million dollars has been realized from the soil in wheat, cotton, maize and green pasture. The summer season was very dry, but in spite of this condition cotton is producing above an average crop, and maize and other forage crops produced two-thirds of an average. More than 3,000 bales of cotton have been ginned here and practically 5,000 bales marketed in Floydada; 45 cars of wheat have been shipped to date, and 125 cars of threshed maize, besides the stock reserved for feeding purposes.

Hogs shipped to market from Floydada have averaged \$3,000 in value per week the year round to growers of the county; Floyd County porkers continue to bring top prices.

1917 TO BE EVEN GREATER YEAR OF DEVELOPMENT
Even with the big developments enumerated above before us, the developments already under way for 1917 will make it a greater year of development than 1916, if no others are begun. Practically 75 per cent of the farm land bought during the past three months in this terri-

(Continued on page 4)

Jay Adams Killed in Accident at Waco

With Valley Mills Friend Was Entering City in Ford When Collision Occurred

Jay Adams, of Valley Mills, son of Mrs. J. W. Adams of this city, was almost instantly killed last Thursday night at 8:30 in Waco, when an auto in which he was entering the city with Earl Nesbitt, of Valley Mills, was completely demolished in a head-on collision with a street car.

The collision occurred at the intersection of Indiana and North Fifth Streets, Mr. Adams died on the way to the sanitarium.

Relatives here were notified of the accident at 9:30 the same evening, and his mother and sister, Mrs. Glad Snodgrass, left Friday morning for Valley Mills where the funeral services were held and interment made Saturday morning.

Mr. Adams was 33 years old. His companion was 18. They left Valley Mills at about 7:30, Nesbitt driving. When the collision occurred the terrific impact of the car drove the engine of the auto back under the seat and the radiator was crumpled even with the dash. Mr. Adams' arm was broken, his head crushed and he had a number of cuts and bruises. His companion was severely injured, especially about the head, but some hope is held out for his recovery.

Interment for the remains of Mr. Adams was had in Odle Cemetery West of Valley Mills, where his father was buried.

Jay Adams lived at this place for a number of years and at that time was widely known in this section of the plains. He operated a line car out of Plainview to Floydada for some time and later established the line from Spur to this point. For the past few years he has been employed with the McNeill Hardware Co. of Valley Mills, where he was widely known and had many friends. Practically the entire town was in mourning.

He is survived by four brothers and six sisters besides his mother. They are: Mrs. J. W. Golden, Mrs. Glad Snodgrass, Misses Julia and Ona Adams, city, T. P. Adams, of Wichita Falls, Mrs. L. A. Dunlap, of Meridian, Jno. B. and Geo. I. Adams, Mrs. Edd Johnson, Mt. Pleasant; Miss Mattie and Hugh Adams, Valley Mills.

Street Lighting Proposition Submitted

Utilities Company Wants to Put Lights on the Four Corners of Square

To install four electric light poles, one on each corner of the court house square, equip them with weatherproof globes, 300-watt, 550 candle power lights each and underground cable wiring for \$150, and to furnish electricity on the basis of 10 hours a day for \$20 per month flat rate, is a proposition for street lighting submitted the city council of Floydada this week by the Texas Utilities Company, through its construction manager, Mr. Henry Reeves.

In submitting this proposition Mr. Reeves says that figuring on a 31-day month basis and ten hours a day the flat rate of \$20 figures slightly above 5 cents per kilowatt for the electricity, but that in practice the lights will be burned on an average above ten hours a day and that the actual cost per kilowatt hour would be not above five cents. The installation charges are low, too, Mr. Reeves says.

To date no expressions have been heard from the councilmen relative to the matter and no meeting had been held to Wednesday night to consider it.

Mr. Reeves expects to complete all installation contracts here by the earlier part of February. He is of the opinion that installation charges for the street lights would be greater after that date.

McCleskey--Tye

Miss Bettie McCleskey and Mr. W. O. Tye, of this city, were married last Sunday afternoon at five o'clock at the residence of Rev. J. A. Sweeney, of Lockney, pastor of the Methodist Church at that place.

Leaving home they drove to that city in the afternoon and the nuptial ceremony was performed.

Miss McCleskey is the only daughter of Mr. and Mrs. S. B. McCleskey, a young lady of personal charm. Mr. Tye is the son of Mr. and Mrs. G. G. Tye.

Mr. and Mrs. Tye will make their home in Floydada.

Judge J. L. Harrison and son J. S. Harrison and wife, of Pampa, spent Christmas in Floydada, the guests of Mr. and Mrs. J. D. Starks.

Judge Harrison is Mrs. Starks' brother.

Bank Balance Inspires Confidence



Both in yourself and the people you are dealing with. You are building your future standing. If you are not financially responsible, your credit is all you have.

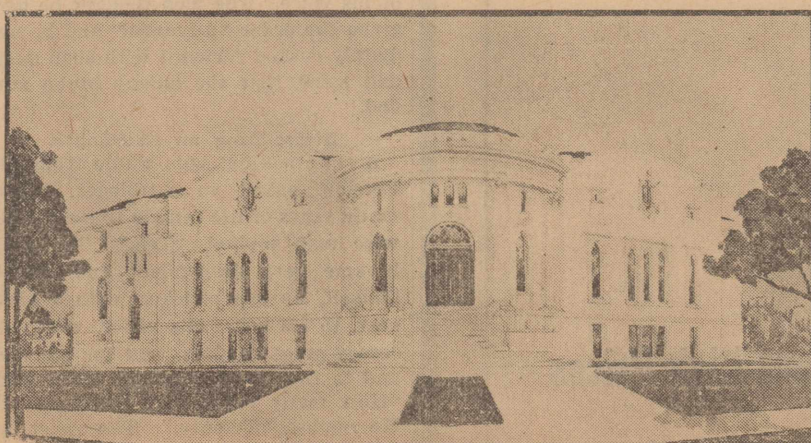
Your Credit Your Asset

Nothing will build your credit and financial standing like a bank account. We would like to have your banking business and will treat you right.

FIRST STATE BANK

Floydada, Texas.

Perspective of the New Church Planned by Floydada Methodists



As announced in a late issue of The Hesperian the Methodist Church of Floydada is planning a new church house to be built during the ensuing year.

The above photograph is made from the plans formulated by the Building Committee of the church and drawn by the architect.

The picture is made looking toward the entrance, which, if present plans are adopted, will face northeast on the lots belonging to the church two blocks southwest of the square.



RECENT statistics show that the number of women bank depositors is steadily increasing. It is a healthy sign of business conditions. There was a time when the number of women depositors was practically nil. With the advent in the business world of so many women it was assured that the number of female depositors would show an increase.

Women are inclined to be more thrifty than men. Thrift and banking go hand in hand. Many women in this community have bank accounts. To those who have not this appeal is made. Open a bank account today. Once having opened it, add to it. Watch it grow. You'll like the experience.

WE'LL BE GLAD TO EXPLAIN OUR BANKING SYSTEM.

THE FIRST NATIONAL BANK
FLOYDADA, TEXAS

SCHOOL TAX AMENDMENT LOST

Tabulating Board Find Lost by 7,099 Votes.—Nine Counties Republican

Austin, Texas, Dec. 20.—It develops that the school tax amendment was lost in the general election of last November. First reports that it had carried were negated today by the official returns totaled by the State Canvassing Board. The amendment, according to these returns, received 122,040 votes, with 129,139 against it, or a majority of 7,099 in opposition. The amendment proposed to change the State Constitution that school districts could vote increased amounts for public schools. Professor W. F. Dougherty, State Superintendent of Public Instruction, was not in Austin today and could not be seen for an expression on this late phase of the situation.

The State Canvassing Board has tabulated and totaled the returns from all Democratic electors and one elector each, on the Republican, Prohibition and Socialist tickets. The highest Democratic elector, Marshall Hicks, received 256,415 votes, Republican, 64,949; Prohibition, 1,992, and Socialist, 18,952.

President Wilson's majority in Texas in 1916 was 66,926 greater than it was in 1912, when he received 219,489 votes.

Because of the desire to hurry the election certificates of the winning electors to the Secretary of State at Washington, the Canvassing Board devoted its time to those returns and has not yet had the opportunity for totaling the votes cast for all of the electors on the other tickets.

Texas' banner Democratic County is Dallas, with 13,410 for Wilson and 2,554 for Hughes electors. Bexar gave 7,008 Democratic votes and 5,494 Republican; Harris, 10,131 Democratic and 3,009 Republican, while Galveston cast 3,542 Democratic and 1,264 Republican votes.

Nine Texas counties went Republican, namely, Dewitt, Lee, Comal, Maverick, Gillespie, Guadalupe, Zapata, Kendall and Washington. The latter is the home of J. P. Buchanan, Congressman from the Tenth Texas District. It gave 1,119 Democratic votes and 1,306 Republican ballots.

Weaver Howard and wife, of Plainview, visited over Christmas with homefolks at Floydada.

Read the ads,

Lyceum Number January Ninth

Wood Briggs, Story Teller, to Have Program Differing from Usual

The first number on the Floydada Lyceum Course to follow the holidays is that of Wood Briggs, who is introduced by advance notices as a "Story Teller." That he is a good one and that his programs differ from the usual programs is evidenced by letters from various cities where he has appeared.

Mr. Briggs is not a lecturer exactly nor is he altogether a humorist. His two most usual programs are "Helping the World go Round," in which he introduces "Uncle Dan!" and "Old Judge Priest," and "It's Funny, but Is It Art?" a program made up of miscellany of love, laughter and pathos.

It will add interest among Texans to know that Mr. Briggs is himself a native-born Texan. However, he was raised in Kentucky. He has been conspicuously successful for three seasons past, being especially strong in negro and mountaineer dialects.

The date for his appearance here is Tuesday evening, January 9.

W. O. W. Installation and Oyster Supper January 4

The new officers of Floydada Camp No. 1175, Woodman of the World, elected at the last regular meeting, will be installed on the first meeting night in January. The date is Thursday night, January 4.

Following the installation ceremonies and the lodge meeting an oyster supper will be served to attending members.

The officers to be installed are Consul Commander, J. L. Landrum; Adviser Lieutenant, F. W. Ranft; Banker, G. V. Slaughter; Clerk, O. B. Olson; Conductor, A. J. Ryals.

Eskimo Lamps.

It is believed that the Eskimo lamp was invented before its possessors emigrated from their original home, which was probably farther south and near the seacoast. But the form of the lamp becomes more specialized the higher the latitude is. The lamps of southern Alaska have a wick edge of two inches, while those of Point Barrow and northern Greenland have wick edges of seventeen to thirty-six inches. The lamp is employed for melting snow and ice to obtain drinking water, for cooking, lighting, warming, drying skins and in the arts. It is also a social factor and the sign of the family unit, each head of the family having his lamp.

Read the Hesperian ads.

Joe H. Smith in Near-Serious Collision at Alford

Joe H. Smith, wife and son returned last week from Alvarado, Ringold, Fort Worth and other North Central Texas points, after a ten-day visit with relatives. The tour was made by auto.

On the return home the Smiths were in a near-serious accident at Alford. A large car ran into their Ford on the highway, causing considerable damage to both cars and delaying Mr. Smith a day and a half for repairs. Mr. Smith ran his car into the ditch and almost into the fence attempting to avoid the collision.

Cost of Living to Increase Says University Professor

That the high cost of living will increase as much within the next few years as it has done since 1870 was the opinion expressed by Dr. A. B. Wolfe, head of the School of Economics, University of Texas, in a lecture Tuesday to over 300 students. Statistics show that in 1913 the general range of prices of food-stuffs had risen 60.4 per cent over the price in 1890. "There is nothing mysterious about the rise in prices, and nothing can be done about it—at least until after the war," said Dr. Wolfe.

The European war, the tremendous increase in our gold supply, the limitation of our land supply, and the increase of expenditure in liquor and tobacco were the reasons set forth in the lecture for the present abnormal prices. The influx of gold to the United States during the fiscal year 1916 was over four million dollars, or more than the world's annual production of the metal.

Want Advertisements, London, 1693.

I want a young man that can read and write, mow and roll a garden, use a gun at a deer and understand country sports and to wait at table and such like.

I want a complete young man that will wear livery to wait on a very valuable gentleman, but he must know how to play on a violin or a flute.

I want a genteel footman that can play on the violin to wait on a person of honor.

If I can meet with a sober man that has a counter tenor voice I can help him to a place worth £30 the year or more.—Sampson's "History of Advertising."

STABILITY.

He who fears to venture ahead as far as his heart urges and his reason permits is a coward, while he who ventures further than he intended to go is a slave.—Heine.

Won by a Name.

During the Afghan war of 1879 a small British detachment gained a victory over a large body of the enemy by a mistaken order. A private named Vance, who had distinguished himself by several acts of bravery, was a great favorite with one of the officers, and during a skirmish the officer wanted him to carry a dispatch to the colonel in command of another detachment. The man was only a few yards away, and he called out "Vance!" at the top of his voice. The men thought he had given the order "Advance!" and immediately rushed forward with such dash and spirit that the enemy broke and fled.

Discrediting an Astrologer.

A certain king, says a tale from the Persian, asked an astrologer, "How many years of life remain to me?" The wise man replied, "Ten." The king became very despondent and betook himself, as one stricken with a sickness, to his bed. His vizier, who possessed great wisdom, sent for the seer and in the king's presence asked him, "How many years have you to live?" He replied, "Twenty." The vizier ordered that he should that very hour be executed in the king's presence. The king was satisfied and commended the sagacity of his minister and no longer attached any importance to the astrologer's saying.

Foreign Missions.

The first foreign missionary society was established at London July 27, 1649, being a corporation under the title of "The Society For the Propagation of the Gospel In New England and the Parts Adjacent In North America."

STORY OF THE ALAMO.

The Fight to the Death That Ended the Lives of Crockett and Bowie.

Since 1832, when Mexico threw off the yoke of Spain, the few American colonists in Texas had endured much at the hands of the new government. A climax was reached when Santa Anna seized Mexico City, overthrew the Constitutionalists and made himself dictator. He was the particular enemy of the Americans and ordered the arrest of some of the most prominent among them.

This brought clashes between them and the Mexican soldiers. Friends came from Missouri and Louisiana to help, until finally they organized a little army, and with Ben Milam at their head marched upon San Antonio. After a stubborn house to house fight they took the town on Dec. 7, 1835.

Here they were joined by Davy Crockett and others, and here they awaited the coming of the enraged dictator, fortifying themselves as best they might in the old mission church and its outbuildings.

When Santa Anna arrived at the head of his 5,000 men he summoned the 200 Americans shut up in the Alamo to surrender. Their only reply was a shot fired from the cannon that William Travis commanded. The Mexicans immediately laid siege to the old church, and for ten days pressed it with vigor. Its defenders, hopelessly outnumbered and with no chance of re-enforcement, prepared to fight to the death. On March 6, to the sound of the "deguillo" (no quarter), the Mexicans advanced for the final assault.

Their ammunition exhausted, but fighting with their clubbed muskets or anything else that they could find the heroic band of Americans fought on until, little by little, they were killed to a man, Travis athwart his cannon, Crockett upon a heap of Mexican soldiers in front of the main church door, Bowie, sick upon his cot, defending himself with his famous knife. So "Remember the Alamo" became the watchword of Texas freedom.—Ernest Peixotto in Scribner's.

Why Bread Causes Fat.

White bread is fattening because we rarely digest it completely. Starchy foods are quite unaffected by the gastric juices which digest the meats. Their digestive ferments are obtained chiefly from the saliva in the mouth, which therefore should be thoroughly mixed with each mouthful before swallowing. But white bread is so soft and lacking in substance that we unconsciously swallow it long before it has had a fair chance to become sufficiently permeated with the digestive saliva. The result is delayed digestion (if digestion takes place at all), and at the best the starch is very apt to be converted into disfiguring, unwanted and unhealthy fat.—London Mail.

Crab Eating Monkeys.

People are so much in the habit of thinking that monkeys are found only in forests that it comes as a surprise to learn of one that bears the name of the crab eating macaque. It is found through Burma, Siam and Malay land, living among the trees that line the tidal creeks. The chief food of these animals consists of seeds, insects and crabs. In pursuit of crabs they must take to the water. Use has become second nature with them, as with other animals, and they are said to be able to swim uncommonly well.

Met His Match.

The wicked, witty prodigal returned and in his old manner accosted his father: "Well, gov'nor, I've come back. Are you going to kill the fatted calf?" But the old gentleman was a match for him and said: "No, my son; I think I'll let you live."—Pittsburgh Chronicle Telegraph.

A Harley-Davidson Outing Every Day. YOU can give your wife and baby two or three hours of real pleasure every day if you have a Harley-Davidson and Sidecar. You don't have to be told what this will mean to them. Come in and give us an opportunity to tell you what a Harley-Davidson will do for you, and how little it costs to own and operate one. Come in now or write for catalogue—there will be absolutely no obligation to buy. W. M. SALISBURY, Dealer See me at The Main Garage or Phono 109. Image of a Harley-Davidson motorcycle with a sidecar.

SELF CONTROL. Self control is the first condition of all achievement. It is said that the first sign of insanity is the loss of self control. When a person is no longer the master of his own acts he is not only in danger, but any degree of achievement is impossible to him. Every thought tends to result in an act, so that thought always leads. The mental attitude at any moment is the pattern which the life processes weave. YOURSELF. The fate of the country does not depend on what kind of paper you drop into the ballot box once a year, but it does depend on what kind of man you drop from your chamber into the street every morning.—Henry David Thoreau.

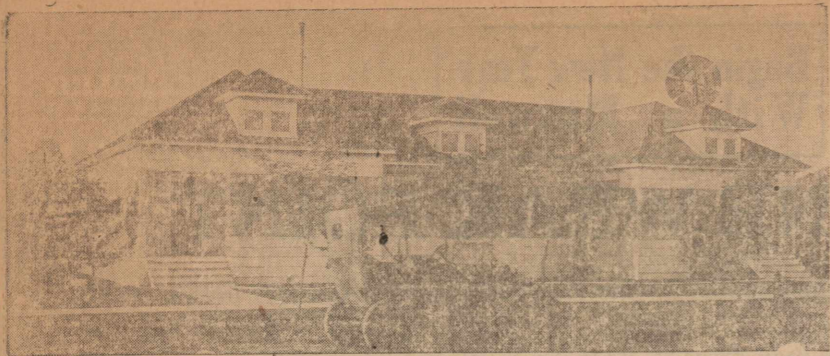
Town And Country are linked together by Bell Telephone Service. Merchants in town are able to serve their customers in the country, and people living outside of town are kept in constant touch with the resources of the town through Bell Telephone Service. The Bell Telephone serves both with equal promptness. THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY. Image of a telephone booth.

How's This? We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligation made by his firm. N. A. T. BANK OF COMMERCE, Toledo, Ohio. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 50 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

We Deliver Feed. From our store to your barn on short notice. As to the quality there is nothing better on the market. To have the GOOD FEED for your horses, cows, pigs, etc., goes a long way toward making them a profitable investment. It will be well therefore to deal with us. We also sell the finest Flour and Bran which are so essential for the health of domestic animals, and people. Farmers' Exchange J. S. Dickey, Mgr. Image of a man carrying a large sack of feed.

THINK ABOUT THIS: Last Year a Bale of Cotton Would Buy: 12,000 Best Shingles, or 2,000 Feet of Flooring, Best Grade, or 30 Gallons of Paint. This Year It Will Buy: 18,000 Best Shingles, or 3,000 Feet of Flooring, Best Grade, or 40 Gallons of Paint. Come on! Climb Aboard the Prosperity Car and Stop Kicking About High Prices. WE HAVE IT! YOU NEED IT! A. G. McAdams Lumber Co. Courtesy Quality Service. Image of a steam locomotive.

CHILDERS PRIVATE SANITARIUM



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

SAM DANE
 General Contractor and Builder
 Concrete and Brick Work a Specialty
 Wants Your Sidewalk Construction.
 Very Best Work Guaranteed.
 Floydada, - Texas.

Tom P. Steen R. B. Smith
Steen & Smith
 Land and Live Stock Agents
 Floydada, Texas.

FLOYD CO. LAND & ABSTRACT CO.
 C. H. Featherston, Manager, O. P. Darsey, Secretary
 Make Abstracts on all lands and
 Town Lots in Floyd County
 Will appreciate your Business
 Prompt service assured
 List your Land with us
 Telephone 22 First National Bank Bldg., Room 6
 Floydada, - - - Texas.

Saved Girl's Life
 "I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.
 "It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without
THEDFORD'S BLACK-DRAUGHT
 in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.
 If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents. [1-493]

Money for Wichita Falls Boys Who Take Pledge for Year
 Wichita Falls, Texas, Dec. 20. A. Zundelowitz today announced a plan whereby he will start a bank account for fifty Wichita Falls boys between 8 and 16 who will take a prescribed pledge on the New Year.
 The pledge follows, "I promise to refrain from using tobacco, swearing or gambling. I will be honest and fair to my employer and faithfully attend some church and Sunday school. If in city school, I will do my best

COL. HARVEY SAYS ROAD BUILDING IS CHARACTER BUILDING

Has Labored for Better Roads for Fifteen Years. -- Interested Through Necessity

Oklahoma City, Dec. 21 — "Where does Mr. Harvey come in?" That's what the average man wants to know when informed that Col. W. H. (Coir) Harvey has been engaged in promoting and building roads for more than fifteen years and that he receives no salary for his work. Naturally, such a question would be the first to suggest itself to the practical man.

Mr. Harvey became interested in the building of roads through necessity. In his section of Arkansas, where he located about fifteen years ago, there were no roads worthy the name. Failing to arouse the citizens of the community to a point where they would volunteer to help build some, he began making them at his own expense. They were so convenient and valuable to the local community that the same citizens who were at first disinterested became enthusiastic over good roads to the extent that they contributed time and money to the construction of more roads, and still more roads. Mr. Harvey did not fail to note that the more they contributed to work of this character the better citizens they became with reference to their attitude toward their government and, naturally, its effect upon themselves. In other words, while building roads they also built character.

It was then that Col. Harvey began a propaganda for better roads that has since extended into six states. He organized the Ozark Trails Association and was elected as its president. Members of the association pay \$5 per year for the privilege of belonging, and during the five years of its existence no man has been solicited by Col. Harvey, or at his suggestion, to join the association. From the start a few patriotic men have kept their memberships alive and each Ozark Trails convention has brought with it a substantial increase in the volunteer membership roll. From this small fund the expenses of the association are paid, including the expenses of the president while actually engaged in the work of promoting or building roads, with no salary to him.

Col. Harvey gets his enjoyment out of his services in what he terms "character building."

Building good roads and good character are to him synonymous terms. But for the best results in the paramount feature of his propaganda, in his judgment, the roads should be built by the people whom they are intended to serve, without bond issues, and with the aid of only such revenues as come into the treasury through the usual sources of taxation for that purpose plus contributions of money and labor. It is the giving of service, contributing something of value to the government instead of taking something from it that makes for the building of a better citizenship. It's the spirit that enters into the business of doing something for the common good that is worth while; it's the pride of viewing work well done that counts. On the other hand, he argues that bond issues, mostly, not always, result in a condition where the men who do the work of road building, instead of keeping the common good in sight, seek to get all they can out of it with as little work as possible. The spirit that builds character is gone; the spirit of giving is taken away, and only selfishness is left. That, in his opinion, we have entirely too much of now for the good of our com-

mon country.

And so this is where W. H. Harvey comes in. He gets his satisfaction in the results that contribute to a higher and less selfish, and therefore more desirable, civilization. To this work he gives from five to seven months of his time each year. As a result of this time and effort he has been instrumental in building more than 2000 miles of roads, many miles of poor roads better roads, and at this time has the pleasure of witnessing more than that many more, practically all without the aid of bond issues, in the course of construction. Col. Harvey firmly believes that the only way in which this country can remain the greatest and best in the world is by contributions of some character to the common good, never losing sight of the fact that the government is no better than its citizens make it.

City Council of Lockney Planning Water Works Bond Vote

The City Council has employed an engineer to come here and survey off our streets and make a blue print of the town for the purpose of installing a water works system for Lockney. The prints and plans with the estimate cost that water works can be put in will be submitted to the City Council the first of January and after this it will be decided as to the advisability of voting bonds for the purpose of putting them in.

We have not heard the engineer's name, but understand it is the same party that has been in Plainview on the paving proposition.—Lockney Beacon.

Lockney Mayor, in Role of Peace Maker, Cut on Hand

Lockney, which has usually boasted of being the quietest and most peaceable town on the Plains, had several little rows on the streets last Saturday, none of them amounting to any serious trouble. Two fellows were doing some fighting and Mayor J. R. Meriwether stepped in between them to separate them when he received a severe cut across the back of his left hand, cutting to the bone and severing an artery. The other parties were not hurt.

Mr. Meriwether will be unable to use his hand for some time.—Lockney Beacon.

Tussell-Waller

Mr. H. H. Tussell and Miss Modena Waller drove to the home of Elder Showalter and were married Friday evening at 8 o'clock.

Mr. Tussell is connected with the oil industry at Holiday, Texas, and Miss Waller is the daughter of Mrs. N. E. Waller. She has been reared here and has a host of friends who will wish for her a full measure of happiness in her married life. Mr. and Mrs. Tussell left Saturday morning for Holiday where they will make their home.—Lockney Beacon.

J. J. Foster and wife are spending the holiday season at Lamesa visiting with their son, Judge Geo. W. Foster and family.

Mrs. James Back, of McLean, was in Floydada Saturday evening the guest of her brother, C. H. Featherston and wife.

Mr. and Mrs. Featherston and daughter and Mrs. Back spent Christmas at the home of their father, E. B. Featherston, at Aspermont.

Try the Hesperian for a year.

Breeding for Winter Eggs

To get winter eggs, one of the prime requisites is that the stock be hatched at the proper time. Pullets make the best layers, but must be hatched early, or they will not begin laying before eggs decline in price.

Plymouth Rocks, Rhode Island Reds, Wyandottes, Orpingtons and Sussex, may be hatched in January, February and March. The Leghorns, Anconas, Minorcas, Spanish and Andalusians may be hatched in March and April.

The medium weight breeds, to produce winter eggs, should be hatched early.

Now is the time to mate the breeding stock to provide fertile eggs by January and February.

Hens make better breeders than pullets.

Do not breed from the entire flock.

Select a few of the most promising individuals, and breed from these alone.

Do not breed from weak or sick individuals.

Hens that lay in November and December are the best layers in the flock. Breed from them.

In selecting the breeders, remember that condition, all vigor is one of the most important factors.

Select birds with a short head, stubby beak, prominent eyes, long broad back, strong legs, set well apart, smooth and glossy plumage and a fiery red and well developed comb. The male bird that proves the best fighter and can crow the loudest and longest if he possesses the other necessary breed characteristics, may be placed at the head of the breeding flock.

Keep pure-bred stock, because it may be kept at a greater profit.

Allow the breeding flock free range.

Confine or dispose of all males except those used for breeding purposes.

Cull the flock carefully once a month and dispose of all drones and weak individuals.

Green feed in the form of green oats, rye, wheat, collards, cabbage, sprouted oats, alfalfa, clover, beet pulp, or any other form of green, succulent vegetation will aid in keeping the stock healthy, make them lay and cut down the feed bill.—By F. W. Kazmeier, Poultry Husbandman, Extension Service, A. and M. College of Texas.

Dr. Carver Accepts Bible Chair in Wayland College

Dr. W. C. Carver, for the past year pastor of the First Baptist Church of Floydada, has accepted a place in Wayland Baptist College at Plainview as a teacher of Bible, this department having been created recently and the place on the faculty tendered Dr. Carver.

He left last week to take up his residence there and will begin work in the college at the opening of the spring term.

W. A. Shipley and wife leave at an early date for Chattanooga, Tenn., to spend the remainder of the winter and spring months at their old home. They will visit extensively in that section while away from home.

Mrs. Harry Snodgrass and children returned home Christmas day from South Texas. They had been visiting some weeks with her parents at Victoria.

Try **EL MATE 5c**
 The ideal South American drink at fountains.

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

BUCKINGHAM
HEREFORD FARM (POLL)
 Herd headed by Agitator No. 48235 and 4612, Double Standard.
 Young Stock for Sale. Visitors always welcome.
R. H. BUCKINGHAM, Prop.

Eye Strain Causes Headache
Properly Fitted Glasses are the Real Remedy
 You Get Them at
WILSON KIMBLE
 Optometrist
 Jeweler and Engraver

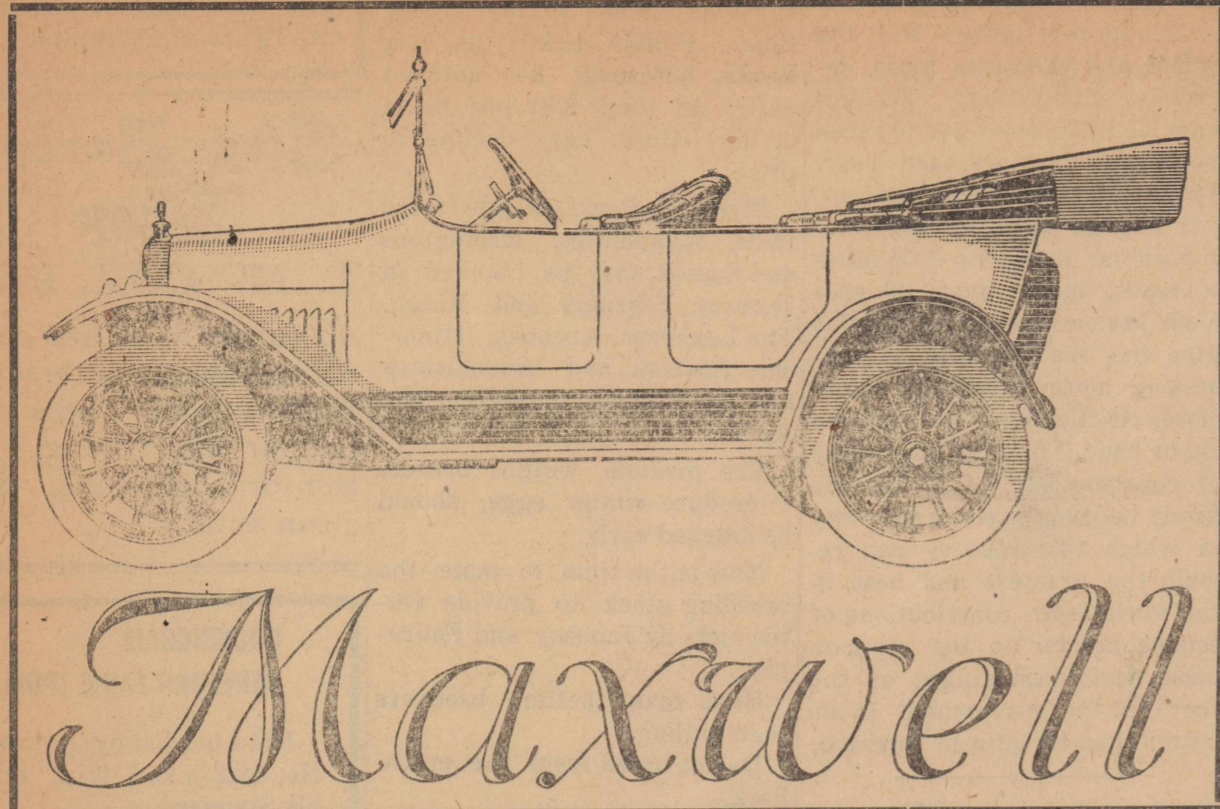
TYPHOID is no more necessary than Smallpox. Army experience has demonstrated the almost miraculous efficacy, and harmlessness, of Antityphoid Vaccination. Be vaccinated NOW by your physician, you and your family. It is more vital than house insurance. Ask your physician, druggist, or send for "Have you 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

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W. M. Massie & Bro
 General Land Agents
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 BUY, SELL, LEASE, OR EXCHANGE
Land
 in any size tracts through Northwest Texas especially through Floyd and other Counties of the beautiful Plains; Renter and Pay Taxes. Furnish Abstracts Perfect Titles & Etc.
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PRICE, COMPLETELY
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Let us Show You—Any Way You Wish!

Floyd County Dealers

JONES & MITCHELL,

Floydada, Texas

Begin the New Year
With a Maxwell

NOT ONE WEAK POINT

The term "good car" when applied to the Maxwell means that every detail, every feature is good.

No matter how hard you may drive it, how much you may demand of the Maxwell, you will find that not one weak point will ever develop.

The rear axle is sturdy, trouble proof yet economical with power. The front axle will stand any reasonable strain. The engine, transmission, steering gear, frame, all are able to bear their loads with equal efficiency.

This "all around goodness" explains why the Maxwell not only is able to establish so many new economy records—so many endurance records—but is also going out time and again and setting new speed records between cities.

It is a superior car for every kind of service—superior because there is nothing to prevent the car from giving any desired performance.

You can depend on the Maxwell. It is always ready. No emergency is too great—no strain too hard for it to bear. We ask you to take this claim literally—the car will prove more than we say.

The Floyd County Hesperian

PUBLISHED EVERY THURSDAY BY
HESPERIAN PUBLISHING COMPANY

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 advance50

Advertising Rates: Furnished on Application.

It is interesting to note the gyrations of the Dallas patriots—and the others, too,—who are to sit in the halls of the Texas Legislature beginning in January. They are planning reformatations of the Constitution and a hundred other things not particularly necessary. None of the bunch who have broken into print todate, however, have come out in favor of proper Congressional representation for West Texas.

Dallas and Houston have arrogated the representation belonging to West Texas for six years now, while throwing perennial patriotic fits, each politician in the hope that "the dear peepul" will call him higher. Their efforts should not be encouraged by the votes of West Texans.

Now that the Texas Utilities Company is giving light service worthy of the name the city council can well afford to consider favorably means of lighting the streets.

The council will have the approval of every citizen in going just as strong on lighting as their finances will permit.

Lighting Things Up

W. P. Daily, proprietor of the Commercial Hotel, is one of the first to begin "lighting things up" around Floydada.

Floydada has always been a very dark town at night, Mr. citizen or Traveler, going down Main Street or a side street for that matter, might bump into a travelingman's sample case, or one of a dozen other impediments of the streets, barking his shin before a full realization came over him that caution is one of the first requirements of him who would travel abroad.

Mr. Daily's lights spread over the top of his good-appearing hostelry, following the outlines of the building, and will materially assist the pedestrian on Missouri and Fifth Streets. Lots of bright light is also an advertisement of no mean value, and a protection against the night prowler.

A Good Kind of Epidemic

Saturday Evening Post:

Usually the town is so arranged that a litter of ragtag and bobtail along the railroad is what gives the incoming passenger his first impression. But usually nowadays the railroad station itself will be a neat brick structure, cleanly kept, pleasant to look at, with a bit of park beside or behind it.

Some years ago that railroad station was an ugly red shed, considerably dilapidated and weather-beaten, with a rotting plank walk and a spacious border of mud and cinders. The railroad company discovered that it could not afford to present itself to the public in that guise of a barrel-house bum; that wearing a decent coat and collar helped its business.

The town is slow in discovering that. It has a sense of the importance of sightliness, for it is always improving Main Street, laying out a park, adorning the best residence thoroughfares. But it does not wash the back of its neck and brush its shoes. It does hitle to discourage litter and ugliness, for which there is no good excuse. It lets private property owners maintain all sorts of gross ocular nuisances. If a place smells rotten it intervenes. Why not intervene when the place looks rotten?

We should like to see a regular epidemic of campaigns for tidying up all round. Why not begin with your town.

The Indian Trail, logged to pass through Floyd County, by way of Floydada and Lockney, promises to be of greater value as a commercial proposition than another railroad would be, bad-

ly as the latter is needed. The only thing that will prevent Floyd County having this route is Floyd County itself. The route must be placed in condition for all-year-travel. Money must be spent in drainage principally in this county, and the services of an engineer will be necessary.

The Texas Good Roads Association is ready to lend all assistance asked, including the services of an engineer for a time, on this highway, and the Commissioners' of the county are sure to be in line to do all that their finances will allow.

The fact that this road will bring hundreds of people thru Floydada annually and thousands of them later on when the word goes out that the route is in first-class condition, makes it imperative that all necessary things be done to make Floyd County's part of the route not only good, but very good.

A good road is worth the money, if a tourist never sees it.

The Ozark Trail might be pulled down this way instead of around by Amarillo and the Pecos Valley, if the Indian Trail Route is proven to be a good one. The same highway would answer for both from Childress to Floydada.

The Ozark Trail extends from St. Louis, Mo., to El Paso. The route from Lawton south has not been definitely determined. Amarillo is making a strong fight to have it come their way.

Incidentally, Floydada is in line for the Fort Worth Northwestern, a highway proposed through Mineral Wells. Another opportunity.

Moore, Jones & Flynn Buy Market at Hamlin, Texas

Moore, Jones & Flynn have bought a market at Hamlin, Texas, the market which was owned for a time by John Baker. P. H. Flynn, of the firm, will take charge of the market January 1.

Mr. Flynn leaves this week for Hamlin and his family will join him there at an early date.

The Baptist Church is to consider the call of a pastor Sunday morning, December 31, at 11 a. m. All members are requested to be present. Authorized by church conference Sunday, December 24, 1916.

A. E. Johnson, Church Clerk.

Mrs. E. G. Carpenter is spending the holidays with relatives at Wolfe City.

1916 Year of Biggest Advancement in Floyd County (Continued from page 1)

tory is yet to be improved. Eight or more forces of carpenters are working out of Floydada on contracts that will require until May or June to see completed. 187 feet front of brick buildings are now under contract in the city and 1500 feet of sidewalk are contracted for as soon as workmen are available to lay it. The city council has ordered more than a mile of walks laid in the town and will have funds available to build street and alley crossings for all walks ordered built.

The next two months are confidently expected to bring to light other building activities for the early spring and summer. These with other improvements under way will cause the development movement to run far into next summer without an additional contract let.

YULETIDE SEASON ONE OF CHEER AND GLADNESS

Christmas Trees Were Visited By Santa Claus.—Many Family Reunions

The Yuletide season in Floydada and Floyd County has been one of good cheer and gladness. It was observed quietly for the most part and was marked by numerous family reunions and turkey dinners.

Santa Claus was kept busy Saturday and Sunday nights. He visited the Methodist, Baptist and Presbyterian Churches Saturday evening, as well as many homes, Sunday night visiting other homes where Christmas trees were erected, or in the still of night filled the stockings of the children with things to delight their hearts.

Several auto loads of hunters spent Christmas day among the duck and quail, which are more than usually plentiful this year.

Mrs. Jake Jackson's Arm Broken in Auto Accident

Christmas Day Mrs. Jake Jackson's arm was broken when their car, in which the family was driving seventeen miles northeast of Floydada, overturned.

Other members of the family were also hurt, but not seriously.

W. S. Featherston, of Peacock, and S. R. Featherston, of Aspermont, in company with S. E. Boothe, of Girard, are visiting with their brother, C. H. Featherston, here this week.

Theo Griffith and family, of Lockney, were here Sunday the guests of W. R. Cope and family.

J. M. Edwards has returned from Waxahachie and other points in North Central Texas, where he spent Christmas.

Jones-Cardinal

Miss Kattie Jones and Mr. T. J. Cardinal were married in the County Clerks office Wednesday morning, Judge E. P. Thompson officiating.

Jesse Adams, of Dallas, has been spending the holiday season with his parents, Mr. and Mrs. S. O. Adams at this place.

Dr. T. W. Haymes and wife, of Paducah, were here on a visit over Christmas with Mr. and Mrs. J. D. Sparks.

Dr. Haymes formerly resided in Floydada. This was his first visit in eight years.

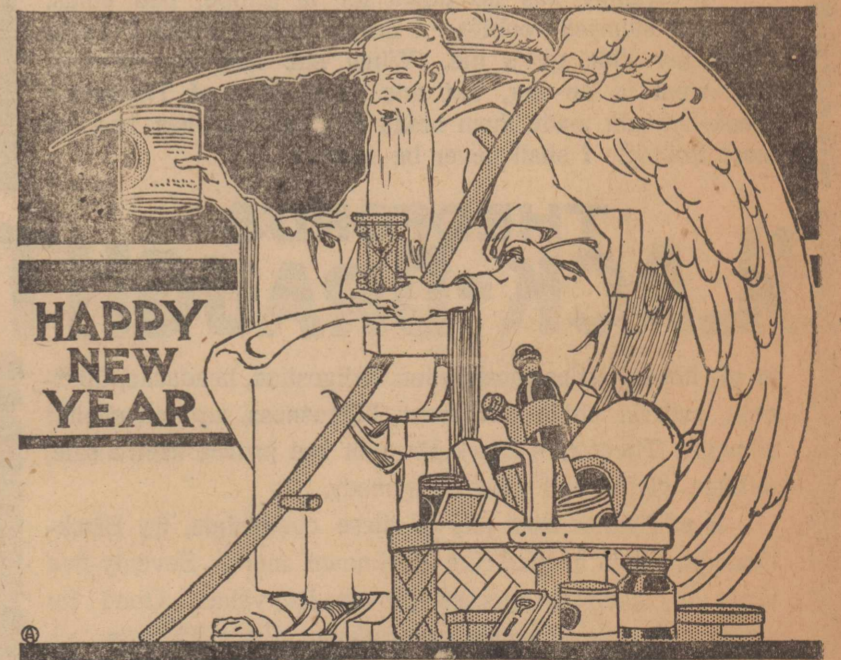
Mrs. K. Jones and daughter, Eura Lee, of Roaring Springs, are visiting this week with Mrs. W. R. Cope.

Marshall's Chicken Day

JANUARY 10th

WILL LOAD A CAR OF POULTRY
Price Will be Announced Later

Don't Forget Date



We have the best

Call and be convinced

BEGIN THE NEW YEAR RIGHT
by giving us your order for groceries

We have everything in the grocery line

If you deal with us once you'll come again

C. SNODGRASS

Telephone 142

Floydada

We Extend to you, Heartily, the Season's Greetings,
and

Assure you of our keen appreciation
of your Good Will and Patronage

Mathis-Martin Dry Goods Co.

Floydada.

"The Store With the Goods"

Texas.

Rushing-Woolverton Nuptials

Miss Elsie A. Woolverton, daughter of Mr. and Mrs. J. C. Woolverton, of Seth Ward Heights, and Mr. Lee Rushing, of Floydada, were married Sunday afternoon, Dec. 24, at 4 o'clock, at the home of the bride's parents, in the presence of relatives and close friends, Rev. J. W. Story officiating.

The house was beautifully decorated with ferns and holly. The bride and groom marched down the broad hall stairs to the sweet strains of music which was played by Mrs. D. D. Shipley, to the threshold of the parlor, where an arch of foliage was erected, under which they stood during the ceremony.

The bride wore a beautiful gown of navy blue satin charmeuse.

Immediately after the ceremony the guests passed into the dining room where a sumptuous 6 o'clock dinner was served.

Miss Woolverton is the daughter of one of Plainview's most substantial citizens and a young lady of many charms. She will be missed from the social circle by her many friends.

Mr. Rushing is the only son of one of Floyd county's most prominent ranchmen. The groom having been a student in Seth Ward College for three years, has a host of friends in Plainview, who will remember him as a young man of estimable character.

The bride and groom were the recipients of many nice and beautiful gifts, consisting of silverware, cut glass and numerous other useful articles.

The following guests attended the wedding:

Mr. and Mrs. D. D. Shipley and family, Mr. and Mrs. L. C. McDonald and family, of Floydada, Mr. and Mrs. R. H. Germany, Mr. and Mrs. Earl Sparks, of Lockney, Mr. and Mrs. S. L. Rushing and family, of Floydada, Rev. J. W. Story, Misses Sybil and Ella Jordan,

of Plainview, and Miss Paye Johnson, of Lockney; Messrs. James Story, of Plainview, and Randall Whitworth, of Matador.

Mr. and Mrs. Rushing will make their home on the Rushing ranch, eight miles east of Floydada, after the first of January, 1917. A Guest.

HESPERIAN WANT ADS

FOUND—Several packages bought at different stores were left here during the Christmas rush. Owners will please call for them. The Racket Store. ltc

FOR SALE—320 acres of raw land 16 miles northeast of Floydada if sold by 20th of January; if not sold by then will lease it to someone to break and put in farm. M. A. Barry, Vernon, Texas. ltc

FOR SALE—Good young broke work mares. Cash or credit. See Gule Snodgrass. Telephone 193-4. 4tp

For automobile trailers, see W. R. Cope. tf.

Good broke work mares, horses and mules for sale, at Farmers' Exchange wagon yard. Cash or good note. ltc. Gamble Land & Cattle Co.

See Gamble Land & Cattle Co. for good broke work horses, mares and mules. Cash or good note. ltc.

Good broke work horses, mares and mules for sale, at Farmers' Exchange wagon yard. Cash or good note. ltc. Gamble Land & Cattle Co.

WANTED—Young lady to do general office work. Telephone No. 3. Homer Steen.

Louis W. Moore, of Lubbock, was home over Christmas on a visit with his parents, Mr. and Mrs. Wm. Moore.

I. M. P. S. Club

Misses Howard and Leonard very delightfully entertained the I. M. P. S. Club at the beautiful home of Mr. and Mrs. R. H. Buckingham, Thursday evening, December 21.

The home was beautifully decorated in a way to suggest the spirit of Christmas.

On their arrival the guests were served delicious punch.

Six tables were then arranged for the games of forty-two. At their close it was found that Mr. Daniel held high score. He was presented with a red Christmas sock containing many surprises, things that delight the hearts of little boys (?) fire crackers, horns, chewing gum, nuts, "all-day suckers," and a doll.

Delicious refreshments of a salad course were served by the hostesses. The favors consisted of giant fire crackers appropriately decorated.

The I. M. P. S. present were: Misses Butler, Ford, Hamilton, Davis, Erick, Collier, Moorhouse, Miller and McKinnon. Other guests present were: Miss Slaughter, Mr. and Mrs. Donaldson, Messrs. Snodgrass, Daniel, Fry, Wilson, Finger, Reagan, Hicks, Bishop, Ross Henry and Flynn.

The next meeting will be with Miss McKinnon on Friday evening, January 5.

Press Reporter.

Wood-Bagwell Nuptials Attended by Many Friends

Last Sunday afternoon at three-thirty Mr. James Bagwell and Miss Robertha Wood, prominent young people of the Carr's Chapel neighborhood, were united in marriage. Rev. W. H. Carr officiated.

More than a hundred friends of the two families were present at the wedding and the couple were the recipients of numerous gifts, tokens of the esteem in which they are held.

The wedding was held at the home of Mr. and Mrs. L. E. Williams. Miss Wood is the daughter of Mrs. Williams. Mr. Bagwell is the son of Mr. and Mrs. J. A. Bagwell.

Following the wedding ceremony refreshments were served the bridal party and the many friends present.

Mr. and Mrs. Bagwell will leave sometime during the earlier part of the new year for Castro County, where they will make their home. They will be greatly missed in their home community, where they were among the leading spirits in the social life.

Died, early Christmas morning, at the Webb home, Louis Slaughter infant son of Mr. and Mrs. I. S. Webb. We laid his little body to rest 3 p. m. of the same day. He was a delicate child, too frail to weather the storms of this world. God, in his mercy, took him home to a more genial clime. He was a gift of God to brighten the home for a little while and then went away to live with God forever. Sadness and gloom have settled down over the home but heaven will, hereafter, mean more to parents and brothers and sisters. Pastor.

Mrs. S. C. Vanderlip, who is visiting her brothers and friends near Bowie, Montague County, during the holidays, is expected home the first of next week.

But Different Bottles.
A certain retired major prided himself on his easy manner of paying compliments to the ladies, and, calling upon a certain fair widow one day, he exclaimed:
"Well, well, Mrs. Smart, where do you keep your complexion?"
"Oh," retorted the lady, "where you lost yours, major—in a bottle!"—Pittsburgh Chronicle-Telegraph.

Helping a Child.
He who helps a child helps humanity with a distinctness, with an immediateness, which no other help given to human creatures in any stage of their human life can possibly give again.—Phillips Brooks.

To Those who Owe us Notes or Accounts

We have been patient but the time has come that we must now insist that you call promptly and settle your indebtedness.

We will take action to collect if you neglect.

WE WANT OUR MONEY

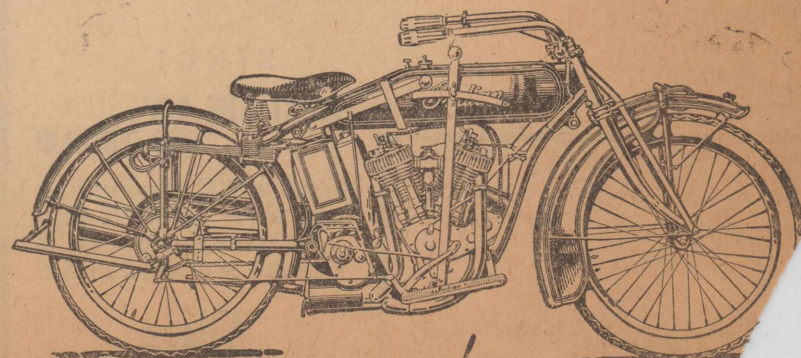
West Plains Lbr. Co.
A. E. Johnson, Mgr.

It's Here --- the 1917 Indian!

WE just took them out of the crates. They're beauties, we can tell you. But we can't tell you what they'll do—we must demonstrate that.

Come in and let us show you the 1917 Indian with Refined Powerplus Motor—the world's fastest, most powerful, cleanest stock motor. See the big improvements—the 3 1-2 gallon Tank, the Triple Stem Forks, the Webbed Vanadium Steel Frame, the Lengthened Gear Shift Lever, the patented Cradle Spring Frame.

There's no "R" in the word this year—everything big is spelled Indian M-O-T-O-C-Y-C-L-E. See them today and find out why!



J. F. Boothe

Floyd County Dealer,

Floydada

To Our Friends

We are indeed very grateful to our many friends who have made it possible for us to close the best year's business we have ever enjoyed in Floydada.

We have striven to merit the confidence and good will of all, and it has been our purpose to render prompt, courteous and efficient service, and to make prices as low as possible and still maintain quality and give honest weights. We have never Given Short Weights nor Short Measure to Anyone.

We solicit a continuance of the valued patronage of our old friends and a trial from those who have never tried us.

With every good wish for a most Prosperous and Happy New Year, we are,

BROWN BROTHERS

W. Ed Brown

Hardware, Groceries

R. Fred Brown

Fish and Oysters

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

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

MOVIE CAFE

ROOMS IN CONNECTION.

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

List your land with

Jno. A. Fawver

First National Bk. Bldg. Floydada, Texas.

AUTO MAIL LINE

FLOYDADA--ROARING SPRINGS--MATADOR DAILY EXCEPT SUNDAY

Connecting Q. A. & P. Ry. at Roaring Springs with Santa Fe at Floydada. The shortest, quickest, and cheapest route between East Texas and South Plains points. A delightful trip for tourists. 45 miles of picturesque scenery, showing a sample of every kind of land in the Panhandle.

OFFICIAL SCHEDULE: Leave Roaring Springs
Leave Floydada 1:30 P. M.
8:00 A. M. Arrive Matador 2:10 P. M.
Arrive Roaring Springs Arrive Floydada
11:30 A. M. 6:00 P. M.

RATES: Floydada to Roaring Springs or Matador, \$3.00.
Round Trip \$6

W. R. COPE, Prop.
FLOYDADA, TEXAS

MEN LOVE TO LINGER



at our tables. The fine meal they have to eat makes them appreciate the home-like character of our service and the pleasantness of the surroundings. Stop in and take dinner here with a friend. Both of you will be in such good humor after the meal that you'll hate the time to come when you have to leave.

EUBANKS CAFE

THERE'S MANY
A
SLIP

WE
Are Equipped
to do Home
Portraiture

ZING!

'TWIXT THE CUP
AND THE LIP

Suppose WE photograph you today before it slips your mind again. OUR Camera is always ready.

Wilson
Photograph
Studio

The Hesperian's Want Ad Department

Notice of intention to apply to the legislature of Texas which convenes in January, 1917, for the passage of an act or acts authorizing Panhandle and Santa Fe Railway Company to purchase or lease the property now owned or hereafter acquired by South Plains and Santa Fe Railway Company and North Texas and Santa Fe Railway Company.

The undersigned will apply to the legislature of Texas, which convenes in January, 1917, for the passage of an act or acts authorizing Panhandle and Santa Fe Railway Company to purchase or lease the railroads and other property now owned or hereafter acquired by North Texas and Santa Fe Railway Company, such lease and leases, if executed, to include the branches and extensions of such railroads and each of them that may be hereafter constructed. Panhandle and Santa Fe Railway Company.

By E. P. Ripley, President, South Plains and Santa Fe Railway Company.

By E. P. Ripley, President, North Texas and Santa Fe Railway Company.

By E. P. Ripley, President, 1214-5tc.

Sheriff's Sale

The State of Texas, By virtue of County of Floyd, of a certain Order of Sale issued out of the Honorable District Court of Floyd County, on the 6th day of December, 1916; by Tom W. Deen, clerk of said court, against J. D. Price, J. W. Bowers, E. E. Bowers, Bonnie Williams, M. C. Williams, Sam Hamlin, Barton Hamlin, Albert Hamlin Norvall, Maggie Bowers, Bartley Bowers, Emerson Bowers, Juanita Bowers and Curtis Hamlin, for a foreclosure of plaintiff's vendors lien on the property herewith described and as against J. D. Price, defendant for the sum of one thousand two hundred sixty-five and 20/100 (\$1265.20) dollars and costs of suits, in cause No. 919 in said Court, styled Mrs. Hattie Baker versus J. D. Price, et al, and placed in my hands for service, I, J. A. Grigsby, as Sheriff of Floyd County, Texas, did, on the 7th day of December, 1916, levy on certain Real Estate, situated in Floyd County, described as follows, to wit:

* Lots Nos. 7, 8, 9, 10, 11, 12, 13, block A; lots Nos. 14, 15, 16, 17, 18, 19, 20, block B; lots Nos. 7, 8, 9, 10, 11, 12, 13, block B; lots Nos. 14, 15, 16, 17, 18, 19, 20, block C; lots Nos. 7, 8, 9, 10, 11, 12, 13, block C; all situated in Floyd County, Texas, and in the Bowers and Price Addition to the town of Floydada, Texas, as shown by the plot of said Bowers and Price Addition, duly recorded in Floyd County, Texas, and levied upon as the property of said J. D. Price, J. W. Bowers, E. E. Bowers, Bonnie Williams, M. C. Williams, Sam Hamlin, Barton Hamlin, Albert Hamlin Norvall, Maggie Bowers, Bartley Bowers, Emerson Bowers, Juanita Bowers and Curtis Hamlin. And on Tuesday, the 2nd day of January, 1917, at the Court House Door of Floyd County, in town of Floydada, Texas, between the hours of ten a. m. and four p. m., I will sell said lots as described at public vendue, for cash, to the highest bidder, as the property of said J. D. Price, et al, by virtue of said levy and said Order of Sale.

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

Witness my hand, this 7th

day of December, 1916.

J. A. Grigsby,
Sheriff Floyd County, Texas.
(SEAL) 7-4t

SEEKING CONVENTION FOR ADOPTION NEW CONSTITUTION

Dallas members Will Present Concurrent Resolution in Legislature

A constitutional convention for the purpose of revising the basic law of Texas will be sought by Representative C. O. Laney and State Senator J. C. McNealus, both of Dallas. A concurrent resolution calling the convention will be introduced by the two men in the Thirty-Fifth Legislature which convenes at Austin on Jan. 9, 1917.

Mr. Laney is of the opinion that the chances are the best they have ever been for the passage of the resolution. He said that he would oppose any further efforts to patch up the present document. Joint resolutions submitting constitutional amendments to a vote of the people require a two-third majority, whereas only a majority in each house is needed for the concurrent resolution calling the convention.

"My idea of a Constitution is that it should be a statement of the fundamental law and not a statute book," Mr. Laney said. "Then we would not always meet the objection that every bill introduced is unconstitutional."

"What we call our Constitution is really a hotch-potch of legislation. Approximately 300 measures to amend the Constitution have been introduced in the Legislature during the last ten years. Since Sept. 25, 1883, the Constitution has been amended thirty eight times, and the courts have virtually amended it many more times by decisions. It covers ninety-six pages of ordinary printed matter, has sixteen articles and thirty-eight amendments, while the Federal Constitution only covers twenty-one pages of equal size and has only seven articles and seventeen amendments."

Among the changes from the present Constitution Mr. Laney would introduce in the new document are the amending of the homestead law, the increasing of the number of Judges of the Supreme Court, increasing the power of local self-government, reducing the number of members of the lower house, remodeling the election laws and changing the present system of operation of the Legislature.

Another feature which Mr. Laney introduced two years ago is the proposal for a short session of each regular session of the Legislature, to be devoted purely to the introduction of bills. Each bill will be printed and a copy furnished the members, but no action will be taken. The short session would then adjourn for a period of thirty days in order to give the members time to study each measure carefully and eliminate the jokers. The extra time would also furnish an opportunity for the people to express their opinion, Mr. Laney said.—Dallas News.

Reports received here, indicate that Charley L. Berry, who is attending business school at Amarillo, is making good. He recently won a composition contest on the subject "Why a Farmer Should be Educated," with sixty other pupils of the school entered in the contest.

W. E. Pack and daughter, Mira, left Saturday for Corsicana to spend several days on a visit with relatives. Mrs. Pack has been at that place for the past month, being in ill health and undergoing medical treatment.

Try an ad in the Hesperian.

It Wouldn't.

An absentminded dry goods clerk was in love with a spirited girl. He took her hand one night and droned: "Dear, dear little hand! I wonder—I wonder"—and then his absentmindedness got its work in, and he said: "I wonder if it will wash?" The girl gave a sudden start. "No, George," she hissed, "it won't wash, and I may as well tell you, too, that it won't cook, or sweep, or darn socks, either. Good evening!"—Washington Star.

Facts About Animal Structure.

The complexity of animal structure is marvelous. A caterpillar contains more than 2,000 muscles. In a human body are some 2,000,000 perspiration glands, communicating with the surface by ducts, having a total length of some ten miles, while that of the arteries, veins and capillaries must be very great. The blood contains millions of corpuscles, each a structure in itself. The rods in the retina, which are supposed to be the ultimate recipients of light, are estimated at 30,000,000, and Meiner has calculated that the gray matter of the brain is built of at least 600,000,000 cells.—Exchange.

Discounting a Promise.

The Smith family owed the grocer \$40. He accordingly shut down on all supplies. The Smith family then promised to pay \$5 on account on Saturday night. Then, but not till then, the grocer would consent to resume relations.

Well, nothing was heard of the Smith family for two days. Two days later, on a Thursday morning, little Millie Smith turned up with a market basket at the grocery and said:

"Say, Mr. Prunes, mom says will you let her have two slices of ham and a pound of coffee out of that there live spot she's promised ye for Saturday?"—Detroit Free Press.

How Swifts Spend the Night.

A recent observer has noticed that at Gibraltar the swifts may be seen flying up to 10:30 at night and reappearing at daylight. Where do they spend the short interval? It is suggested that they spend the night in the air. Many careful observers who have watched them say that some time during the evening they ascend into the upper air until they are lost to view. It is believed that they spend the night in the higher regions of the atmosphere and descend again in the morning. Long ago Gilbert White observed that the swifts performed almost every action of life on the wing. Do they even sleep in the air?—London Globe.

Send a Thanksgiving Box.

A Thanksgiving box of good things is acceptable to almost any one who does not make one of a family group on Thanksgiving day. While teachers and students in boarding schools and colleges are usually associated with these boxes from home, the young man or woman in business with a boarding house for a home will be quite as appreciative of such a remembrance as any one else. For the woman keeping house in a small apartment a well stocked Thanksgiving box is a real joy and furnishes the wherewithal for a festivity worthy of the name of Thanksgiving.

His Expectations.

"Have you 'Great Expectations?'" asked the duffy haired damsel as she entered the circulating library and cast her large, lustrous blue eyes upon the new assistant. And he, his mental equilibrium upset for the moment by her loveliness, stammered out: "Well—er—no, miss, I can't say exactly that, but I believe I'm heir to my old aunt, who's got something just under a hundred pounds in the post-office savings bank."—London Telegraph.

Squint and Tuberculosis.

Squint is a sign of a predisposition to tuberculosis, according to Dr. W. C. Rivers, who writes to the Lancet announcing it and adding that the only previous observation of the kind is by Homer, whose picture of Thersites. Cross eyed he was, and halting moved on ill paired; his gibbous shoulders o'er his breast Contracted, pinched it, . . . was, according to Dr. Rivers, "drawn from a tuberculosis cripple of soured disposition."

The Springs of Wit.

The Browns were at dinner. The second course was brought on, and there was a period of silence broken only by the sound of knife and fork. Then Brown looked up.

"What is this?" he asked, pointing to the joint.

"The butcher said it was spring lamb," replied Mrs. Brown.

"Umph!" grunted Brown. "The butcher was right. I've been chewing one of the springs for the last five minutes."—London Tit-Bits.

Sluggish Rivers.

In the course of a reading lesson a teacher received a smart answer from one of his pupils, though possibly the wit was unconscious. In the piece being read occurred the passage, "The majority of the rivers in Russia are sluggish in their course."

Pointing to the boy who had read, the teacher said:

"What is meant by a river being sluggish?"

"Why, sir," replied the lad, "it means that it likes to stick to its bed."

S. C. VANDERLIP

Optomelrist
Eyes tested; glasses properly fitted. All work guaranteed, Floydada, Texas.

Magnetic Foot Batteries

Warm the feet and keep them warm in all cases. They cure cramps, rheumatism in the feet, chilblains sore and tender feet or hot sensitive feet. Second block west Cottage Home Boarding house NORTH SIDE STREET

Drs. Smith & Smith

Announce the removal of their offices to front rooms second floor of the Willis Bldg. Special attention given to diseases of the Eye, Ear, Nose and Throat. GLASSES FITTED.

J. B. BARTLEY

Attorney-at-Law

Office in Court House

Land Titles and Land Litigation a Specialty

Floydada, Texas

Drink EL MATE

The new South American refreshment, all fountains 5c

S. D. TANT

Attorney at Law

General Civil and Criminal Practice

ROOM 6

First National Bank Building, Floydada, Texas.

Arthur B. Duncan

General Land Agent and Abstractor

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 Lands and Town Lots with me if for Sale or Lease;

And give me your Abstract of Title Work.

Office S. E. Corner Public Square Address

ARTHUR B. DUNCAN

Floydada, Texas

SCOTT'S EMULSION

OF NORWEGIAN COD LIVER OIL

usually stops a stubborn cough or chest cold when ordinary specifics fail.

It helps strengthen the lungs and throat—adds energy to the blood—and gives the system the force to help resist disease.

Use SCOTT'S Refuse Substitutes

Scott & Bowne, Bloomfield, N. J. 16-8

An Appreciation

—At the close of the old year and the beginning of the new, it is our pleasure to extend thanks for the good business given us by our large list of customers, and to express the hope that we may enjoy a liberal share of your patronage during the year 1917.

—Our resolution for this year is to give the best building material and the best and most courteous service your money can buy at a Lumber Yard.

Floydada Lumber Company

A. E. Johnson, Mgr.

HESPERIAN WANT ADS

For Sale

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

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

See Dr. Childers for residence lots from \$40 to \$60. Easy monthly payments. 2tc

See C. H. Featherston for fire insurance. 1tc.

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

For first class shoe and harness work bring your work to north side repair shop. Open all work days of the week. tf. O. R. Eastwood.

Residence building sites, from \$40 to \$60 per lot, for sale on monthly installments. Dr. R. A. Childers. 2tc

"State Licensed Auctioneer"

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

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

If you want to buy land see G. G. Tye, Manager Banana Land & Loan Co. 4tc

LOST — Coming 6-year-old Hereford cow, branded 7HA connected on left side and small 7 on left hip. Think has large, unmarked, unbranded calf following her. Will reward anyone locating cow and notifying sheriff. Tom H. Buster. 3tp

FOR SALE—640 acres well improved, \$2,000 cash, balance on terms not to exceed 10 years. 160 acres, \$1,000 cash balance on terms not to exceed 10 years. \$30 per acre for each tract. See owner. Frank Ross, Idalou, Texas. 4tp

Full-blood Duroc Jersey gilts for sale. R. C. Scott, one mile southwest of town.

If you have Vendors' Lien notes to sell or if you want to borrow money on real estate see G. G. Tye, manager of the Banana Land & Loan Co. 4tc

FOR RENT—Two rooms, furnished or unfurnished; well lighted. Phone 225. 1tc

For Sale—Sows and pigs. Call 198-42. 2tp

See C. H. Featherston for fire insurance. 1tc.

List your live stock with Steen & Smith. tf

See C. H. Featherston for fire insurance, 1tc.

List your Land with Tye if you want it sold. 4tc

STRAY CALF—Taken up at my place about two months ago, small, red calf, bald-faced, no mark. Owner can have same by paying for this ad. S. H. McGown, 8 miles southeast of Lakeview. tf

List your lands with Steen & Smith. tf

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

See C. H. Featherston for fire insurance. 1tc.

We Get the Money Quick

8 per cent farm and ranch loans negotiated on short notice; no commission or trimmings, prepayment privileges. Phone, write or come and see me.

Geo. T. Meriwether, Lockney, Texas. ti

About 50 residence lots for sale at from \$40 to \$60, on monthly payments. See Dr. R. A. Childers. 2tc

Land Wanted

We want to list more farms for sale. If you want to sell list with us. J. T. Pitts Realty Co. tt

Do you like good biscuits? Then try a sack of WHITE CREST, soft wheat, highest patent flour and be convinced. Sold at Floydada only by Duncan Grocery. 2tc

We have some good shallow water improved farms for sale, also some unimproved land. Prices right. Also two ranches to sell. Buy direct from owners. Part cash, balance long time. Write Shore & Hill, Hereford, Texas. tf

FOREMOST Flour is the economical flour. Foremost is the new name. Better quality and better results or your money back. Farmers' Exchange. tf

Buys Buick Four

T. F. Anderson last week bought a Buick "Four," model '17, through Gamble Land & Cattle Co. agency.

Typewriter ribbon. Phone No. 8

Windmill and tower, ready to run, for sale or trade. See me quick. Jno. A. Hollums.

JITNEY SERVICE CAR in connection with Hughes Livery Barn. Goes any place, any time, anywhere. Phone 53 or 20. 2tc

WANTED TO RENT—For 12 months, good residence with 3 to 5 rooms. Telephone 238. 1tp

Two unfurnished rooms wanted for light housekeeping. Telephone 238. 1tp

Service.

Brain service can be bought. Lip service can be hired. Physical service can be contracted for. But heart service is the kind you get when you pay in the coin of appreciation, kindness and consideration.

Service is the true basis of all good business, and until you get the heart throbs of your organization working with you and not just for you lack one element that is of more importance than you perhaps think.—"Silent Partner."

Didn't Want a Postoffice.

In most countries the introduction of postal facilities is regarded as an unmixed blessing, but it was not so in Korea. The postoffice erected there in 1888 had but a brief existence. The mob, in their blind hatred of all innovations, rioted and burned it to the ground. The natural result was to make Korean stamps of the first issue in a used state of great value. The matter was allowed to drop for a time, and it was not until ten years later that the present system was established.

Served Him Right.

"I have made all sorts of sacrifices for you," complained the husband, driven to the wall at last. "What did you ever give up for me?" "What did I ever give up for you?" repeated the exasperated wife. "Well, I never! Why, you cheap humbug, I gave up three or four of the nicest young fellows in this city, that's what."—Cleveland Plain Dealer.

Cause and Effect.

The man with the unbarbered hair sauntered into the editorial presence while the office boy wasn't looking. "I have a little poem here," he began, "and I thought perhaps—" "Good!" interrupted the busy editor. "Have a chair, please, while I write you an order on the cashier for \$20." Whereupon he of the uncut hair dropped dead.—St. Louis Globe-Democrat.

Origin of Earrings.

There is a tradition that when Sarah, jealous of Hagar, vowed to dye her hands in the latter's blood, Abraham saved the situation by boring Hagar's ears and letting Sarah insert silver rings, so that her vow was fulfilled. The rings, however, lent such splendor to the girl's dusky cheeks that Sarah soon adopted them herself, and this was the origin of earrings.

Breaking the Sabbath.

Two Scots, one old and the other young, set out one bright winter Sunday morning to walk ten miles to kirk. The sun shone gloriously. The frozen road rang under their feet. The cold, pure air was exhilarating. The younger Scot looked up at the glittering blue sky and said: "It's a fine day."

The older man frowned and answered: "Aye, it is a fine day, but is this a day to be talking about days?"

Geodesy.

Geodesy is the name given to the science of measuring the surface of the earth.

Start the New Year Right By Giving This Store a Share of Your Patronage

Everything we sell goes out with our Slogan, "Satisfaction or Your Money Back" and we will always have quality goods at reasonable prices.

Our New Furniture and Art Squares are now ready to be shown to advantage and we invite you to come in and let us figure your Bills.

May Peace and Prosperity
be yours in 1917

O. P. Rutledge

"The Store of Service"

Colored.

Jones had just returned from his annual trip in his yacht and was recounting his experiences. "I never saw such a storm in all my life." "Pardon me, my friend; since you saw the storm no doubt you can tell us what color it was." "Certainly. The wind blew and the storm rose."—Chicago News.

Mere Formality.

"Shall we tell papa?" asked the girl. "Hub?" "That you are his son-in-law elect?" "Don't you suppose that the old man knows that something is up after have been hanging around here for years? What's the use of telling him with a notification coming?"—Louisville Courier-Journal.

Early Artificial Limb.
There is preserved in the Royal College of Surgeons, London, what is probably the very earliest specimen extant of an artificial leg. This remarkable limb is considerably over 2,000 years old, having been unearthed in 1885 from a tomb at Capua, which was built at least as far back as 300 B. C. Yet for beauty of shape and carefulness of construction it might vie with many of those turned out today. It is made with pieces of thin bronze, fastened by bronze rivets to a hollow wooden core, and is modeled so as to accurately represent the form of a real leg. The outside is believed to have been enameled flesh color, and the upper part of the artificial leg was connected with the living stump by means of a circlet of sheet bronze edged with small rivets, probably used to fasten a leather lining.—Pearson's.

The New and Old Geology.
In its early history geology presented two schools—one insisting on a doctrine of "catastrophes," the other on a doctrine of "uniformity." The former regarded the changes which have manifestly taken place in our planet as having occurred at epochs abruptly, while the other school, reposing on the great principle of the invariability of the laws of nature, insisted that affairs had always gone on in the same way as they do now. It is hardly necessary to say that the latter theory has driven the old theory of catastrophe completely from the field.—New York American.

Big William Penn.
The statue of William Penn at the city hall in Philadelphia weighs thirty tons and is thirty-seven feet high. Some other dimensions are: Hat rim, twenty-three feet in circumference; nose, thirteen inches long; eyes, twelve inches long and four inches wide; hair, four feet long; arms, twelve feet six inches long; waist, twenty-four feet in circumference; legs, from ankle to knee, ten feet; calf, eight feet eight inches in circumference.

Good Business.
"We're raising \$10,000 to build a library," said the committee calling on a Scotch millionaire, "and we want you to be one of ten to give \$1,000." "I'll tell you what I'll do for you," said the canny Scot, "I'll give you the last thousand."—St. Louis Post-Dispatch.

Powdered Wigs.
From childhood Louis XV., French monarch, used powder upon his wig and made it completely white, which custom was imitated by his courtiers. This practice continued until the reign of terror, when wigs and powder disappeared together from France.

Typewriter ribbon. Phone No 8

Wood Briggs Story Teller

On
"Making the World go 'Round"

Will Appear at the High
School Auditorium Tues-
day Evening, January 9th

Single Admission
50c and 25c

Auspices Civic Improvement
Lyceum Committee

A PROGRAM THAT IS DIFFERENT
Don't Miss it

Get the Date
January 9th

Announcing a Change in Business

We wish to announce to the public that we have bought the dry goods stock and accounts of

Price-Foster Dry Goods Company

Our store has been closed since Christmas Day for the invoice, and in re-opening our store we wish to extend hearty thanks for the most excellent business which Price-Foster enjoyed at your hands. We hope that we shall be favored equally with your patronage during the year just ahead. Every effort will be made to merit your trade; Right Prices, Quality Goods, More Widely Assorted Stock and Good Service will be at your command in our store.

C. Foster of the firm of Price-Foster Dry Goods Company remains in the firm, Mr. Price withdrawing. Geo. W. Foster who buys the interest of Mr. Price comes from Lamesa, Dawson County. To many of the old-timers he is well-known. With those who have come to this county more recently, he is very desirous of becoming acquainted.

We invite you to our store. Make this your headquarters. A clean bright store, and a clean bright stock is at your service if you need Dry Goods. We will be glad to show you through whether or not you buy.

Again hoping to merit your Patronage and Confidence during 1917, we are,
Yours for Business,

Foster Brothers

Floydada, Texas

Phone 30

Office Phone 15

Showing 1917 Model Indian

J. F. Boothe, Indian Motorcycle agent, is showing the 1917 model of the Indian Powerplus Motorcycle, a new one having just arrived from the factory last week, attracting quite a bit of attention from lovers of the wheel pastime. Refinements are being

featured in the 1917 model of the Powerplus Indian this year, chief of which is the new Triple stem fork, which affords greater strength and better anchorage for the adjustable handle bars. The frame has also been strengthened; enlarged gasoline tank capacity, improved gear-shifting arrangements are two

other improvements over former models.

Another departure which is expected to attract attention is the finish. The conventional red of the machine is added to this year by a black panel striped with gold, adorning all flat exposed surfaces; or the machine may be bought in the olive drab finish, striped in black and gold.

Foster Bros. Succeed Price-Foster

Judge Geo. W. Foster, of Lamesa, Buys Interest of J. D. Price in Firm

The Price-Foster Dry Goods Company store has been closed since Tuesday invoicing the stock and accounts, Mr. J. D. Price having sold his interest to Judge Geo. W. Foster, of Lamesa, a brother of C. Foster of the firm, and son of Mr. and Mrs. J. J. Foster, of this city.

The store will be re-opened in the morning under the name of Foster Bros.

The new firm member has been county judge of Dawson County for the past four years, and was re-elected to office in November. He has tendered his resignation as judge to be effective on January first, and will move here immediately with his family.

The aggressive business policy which has marked the store during the past three years, will be continued, C. Foster stated Tuesday evening. "We have just finished remodeling the store and introducing features which make it the most modern store in this section, and we should be able to make it a better store than ever during the ensuing year," he said.

Mr. Price, who is retiring from business, has not made his plans public. He will, however, continue his residence in Floydada.

Couple Married Here Sunday Will Make Home in Arizona

Christmas Day at 5 p. m., Mr. Paul Banks and Miss Bessie Barnett, who live south of town thirteen miles, were married at the Methodist parsonage in Floydada, Rev. W. M. Lane officiating.

Mr. and Mrs. Banks plan to make their home in Arizona.

Mrs. J. B. Nance and children, of Plainview, spent from Saturday until Tuesday here, the guests of Mrs. J. D. Price.

John Campbell, of Jones County, is visiting with his brother, T. J. Campbell, this week.

Fred Sanders is spending the holiday season with his parents, Mr. and Mrs. M. T. Sanders. He will return to business school at Amarillo about the first of the year.

Morris Yearwood was home for the holidays from Tulia.

To Our Friends To Our Customers To Our Competitors GREETINGS

We wish to increase our prosperity, to expand our trade, to grow in wealth and wisdom and our conception of the right way to accomplish this is not to pull down others and profit by their ruin, but to help all our friends to prosperity that we may all become stronger together.

We Sell Furniture, Hardware
and Implements

Kirk & Windsor

Phone 84

An Appreciation

With the passing of the old year and the beginning of the new, we extend to our patrons and friends the

Season's Greetings

May the New Year bring you Peace and Plenty.

During 1917 we expect to carry a full line of Popular Priced Merchandise, and extend to you a cordial invitation to visit our store and see the many bargains on display.

Bring the little ones. They are always welcome.

The Racket Store

Rear First State Bank Building
Floydada, Texas