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The Floyd County Hesperian

EXTRA

VOLUME 47 FORTY-FOUR PAGES FLOYDADA, FLOYD COUNTY, TEXAS, TUESDAY, MAY 28, 1940 PRICE FIFTEEN CENTS NUMBER 16

Old Settlers to Celebrate Golden Anniversary

3-Day Rodeo Feature of 50th Anniversary Reunion Celebration

Arena At Wester Field All Set For Big Show; Matinee And Night Performances Tuesday

Headquarters of the Floydada Rodeo association at the Chamber of Commerce building have been in a turmoil for the past few days as entries for the rodeo events and entries in the sponsors contest poured in and final arrangements for the big three-day show were rushed to completion.

Rodeo stock from the Double-Heart ranch at Sweetwater arrived at the arena last week, with Ollie Cox riding herd on salty broncs, calves, and wild steers which will give the contestants a hard run for prize money.

Cox will act as arena director, with Roy Snodgrass in charge of the big show as general superintendent.

The opening performance was scheduled Monday night, with two big shows this afternoon (Tuesday) and tonight. Chutes and pens have been built at Wester Field, and bleachers have been constructed to supplement the space provided by the football stadium in order to accommodate a record-breaking crowd expected to attend the performances.

The final show will be staged Wednesday night. The matinee begins at 2:30 o'clock, all night performances starting at 8.

C. H. Featherston of Wichita Falls and Charlie Moore of Holdenville, Oklahoma, have been named as judges. Contestants will pick the third official.

Fifteen out-of-town sponsors, and probably thirty girls sponsored by local business men, will ride in the Grand entry at each performance and take part in the big opening parade of the Old Settlers reunion Tuesday morning.

Sammy Baugh of Sweetwater, former star football player with the TCU Horned Frogs and now with the professional Washington Redskins, tops the lists entries for the rodeo, having announced his intention of competing in the calf roping events here.

Nig Reed of Silverton, winner of the calf-roping last week at Matador, W. E. Burleson, Pete Keeling, and Lester Durham were among the early entries.

Top prizes are offered in the calf roping. Day money for each show being set at \$40 for first place, \$20 for second and \$15 for third. Day money in the wild cow milking will be \$30, \$20 and \$10, and the same prizes are offered in the bronc riding and steer riding contests.

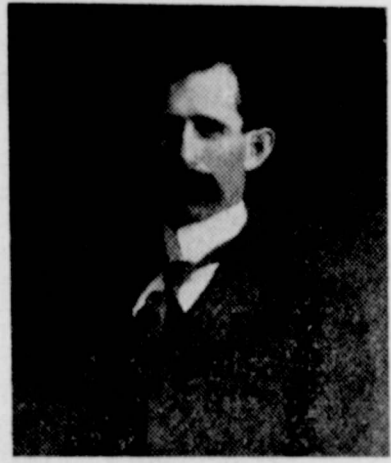
Prizes of \$30, \$20 and \$10 are offered in the rodeo events.

Slingshot Sam Baugh Enters Local Rodeo for Try at Roping

Slingshot Sammy Baugh from Sweetwater, former ace passer with the T. C. U. Horned Frogs, is ready to prove that in years of college and professional football he has not forgotten how to ride and rope.

Sammy was riding horses before he ever tossed a piekin, and he wired officials of the Floydada Rodeo last week that he'd be on hand, along with Ollie Cox and his saltiest rodeo stock from the Double-Heart ranch, also located at Sweetwater, to try for a bit of the day money in the local arena.

Baugh, now playing professional football with the Washington Redskins, was the sensation of the Southwest conference and the entire nation three years ago when he was piloting the Horned Frogs and passing to victory.



W. M. Massie, above, likes to be known as a land agent which occupation he has followed since 1890. But he grazes more cattle than a cattleman, raises more wheat than a wheat man, has promoted and built railroads, wholesale groceries and scores of other businesses, and owns more town lots than a town promoter. He is the county's Number One taxpayer.

W. M. Massie Tells Story of Colorful Career in Business

Pioneer Land Agent Permits Publication Of Personal Story For First Time

W. M. Massie, senior member of W. M. Massie & Bro., land agency came to Floyd county in 1889 from Parker county. He established his business in Floydada in 1890 and Mr. Massie is the oldest continuous land agency in West Texas.

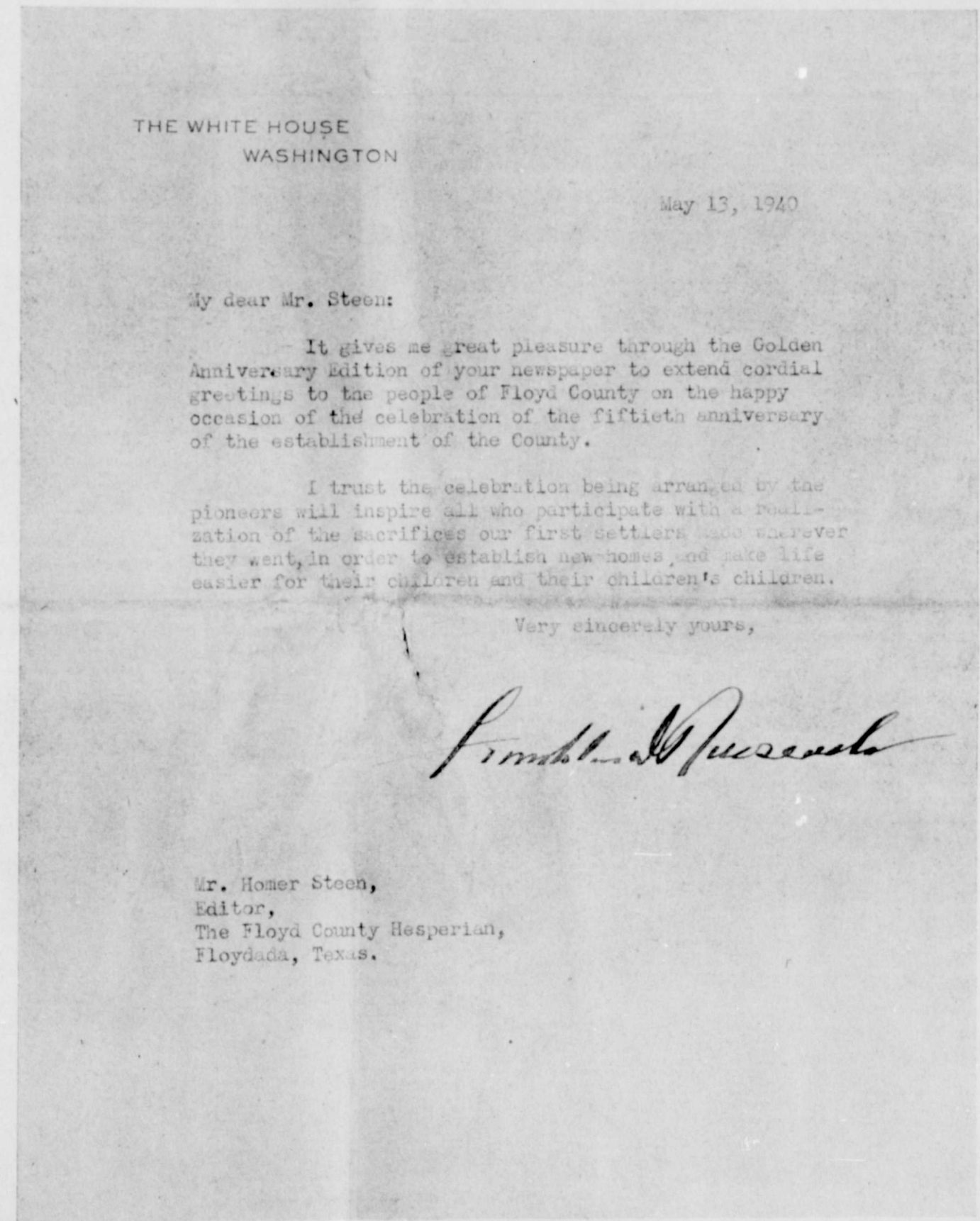
"In the campaign for the construction of a railway into Floyd county in 1907-10, Mr. Massie headed a successful effort to build without the payment of a bonus. The company which he formed of local citizens sold to the Santa Fe Railway company while the work was underway and the company finished the line into Floydada in 1910.

Mr. Massie settled 2 miles West of Della Plain, which is now a ghost town and built a little house 10x12 where he batched for some time and taught the second school in Floyd county. During his school term he kept two little boys, Robert and Jim Merrell, whose father had a ranch in Blanco canyon, 6 miles southwest of the present site of Floydada. Mr. Massie said he did not want to keep these boys for he did not feel that he could care for them properly and he told their father so. But after the father discussed the idea with the boys and their mother, the boys were of the same opinion they wanted to stay with Mr. Massie instead of a family. "And so I kept them," he said. "We often spent the week-end with their parents, and my brother, V. M. Massie, deceased, who at that time had a little ranch not far from the Merrill's.

"At that time I was not able to put up a windmill and I carried all the water we used from the public well at Della Plain. I had a large tin bucket and every morning I would take the bucket to school and bring the water home in the afternoon. After the school was out

(See W. M. MASSIE back page)

President Roosevelt Sends Greetings



Parade Will Be Feature Event of Reunion; Prizes Totalling \$80 Offered by Pioneers

Old Settlers Day Is Held Annually On 28th of May

May 28 is the big day in Floyd county and the one everyone looks forward to, for it is on this day the old settlers meet and celebrate the founding of the county which was organized in 1890. Those who are eligible to be called old timers are the ones who have lived in the county twenty-five years. The young "squirts" have a big time too, but they don't run things or tell the old timers how to do things. This is one celebration that no one sponsors and no one commercializes on, the pioneers just have it, and in their own way.

50 Girl Sponsors May Ride in Rodeo and Pioneer Parade

Floydada's rodeo and the Pioneer parade will be colorful affairs with probably fifty young ladies on horseback in bright western-style garb riding in the grand entry at the rodeo and the parade downtown.

Parade Will Be Feature Event of Reunion; Prizes Totalling \$80 Offered by Pioneers

One of the biggest features of Floyd county's biggest Pioneer Reunion will be the huge Fiftieth Anniversary "Parade of Progress" through the downtown streets at 10 o'clock.

Old Settlers Day Is Held Annually On 28th of May

Scores of horses and riders, bands, floats, and individual performers will take part in the event in competition for \$80 in cash prizes offered by the Old Settlers association. Cowgirl sponsors representing scores of business institutions in the county will ride in the line.

50 Girl Sponsors May Ride in Rodeo and Pioneer Parade

The following prizes are offered for entries:

- Prize for the lady chosen as queen of the anniversary day parade \$5;
- First and second prize for senior cowboy, \$2.50 and \$1.50;
- First and second prize for senior cowgirl, \$2.50 and \$1.50;
- First and second prize for junior cowboy, \$2.50 and \$1.50;
- First and second prize for junior cowgirl, \$2.50 and \$1.50;
- First, second and third prize for clowns of the parade, \$2.50, \$1.50 and \$1;
- First, second and third prize for floats in the parade, \$2.50, \$1.50 and \$1;
- Prize for best pioneer ladies' costume, worn in the parade, \$2.50;
- Prize for best pioneer men's costume, worn in the parade, \$2.50;
- Prize for best pioneer girl's costume worn in the parade, \$1;
- Prize for best pioneer boy's costume worn in the parade, \$1;
- Prize each of \$1 for best girl's and boys' Indian costume worn in the parade;
- A prize of \$2 for the largest horse in the parade and a similar prize for the smallest horse in the parade;
- A prize of \$2.50 for the oldest car in the parade;
- First prize of \$2.50 and second prize of \$2 for best early-day explorer's garb and outfit in the parade;
- Prize of \$2.50 for the oldest married couple;
- Prize of \$1.50 the newest married couple;
- Prize of \$1.50 each for the oldest man and oldest woman in parade;
- Prize of \$2.50 for the largest family;

Hold Eleventh Annual Fete In City Today

Thousands To Celebrate Fiftieth Anniversary Of County's Founding

Old Settlers by the hundreds and visitors and newcomers by the thousands will gather in Floydada today as Floyd county celebrates its Fiftieth Anniversary with the biggest Pioneer Reunion and Rodeo Roundup in history.

Elaborate preparations have been made to honor the Old Settlers as they gather for their 11th annual reunion on the occasion of Floyd County's Golden Anniversary celebration.

The first Old Settlers reunion was held in 1929, and J. J. Day was elected president of the new organization. Since that time the reunions have been held each year on the 28th day of May, the anniversary of the county's founding in 1890 with the celebrations steadily increasing in interest and attendance.

Today at the Golden Jubilee celebration a crowd of 10,000 or more persons is predicted.

Registration At 9
Registration for the pioneers will begin at 9 o'clock in the morning, and the biggest parade in the history of the celebration will get underway at 10 o'clock under direction of Parade Marshal C. L. Anderson.

The parade will be led by the Floydada High School band. In the line of march will be scores of riders on horseback and "Home-Stealers" floats. Prizes totalling \$80 are being offered by the Old Settlers association in connection with the parade and celebration.

Barbecue At Noon
Following the parade at 11:15 the Lighterust Doughboys, famous radio band, will present a 45-minute program from their sound truck.

An elaborate edition of the "chuckwagon" dinners of other years, the Old Settlers are planning a gigantic barbecue at noon as one of the principal features of the Golden Jubilee celebration. A corps of 20 men have been assigned the job of serving hundreds of pounds of barbecue and gallons upon gallons of coffee to the crowd.

The Old Settlers will head the list of those served. The barbecue is free to all, but when the call goes out to "come and get it" the pioneers are due to be first in line.

Afternoon Program
C. J. McCollum, postmaster at Lockney and President of the Old Settlers association, will open the formal program, of the day by calling the old timers to order at one o'clock. The meeting will be held on the courthouse square, as will the barbecue. Plans have been made to rope off a large portion of the square to allow room for the celebration.

At the conclusion of the program, beginning at four o'clock and continuing until 6, an old-fashioned square dance will start on the west side of the square. The Lighterust Doughboys will wind up the dance with a snappy 35-minute concert.

Pageant Planned
As a part of the afternoon program, a huge cast will be presented in a pageant, "The Builders," written by Dana Thomas Harmon of Lubbock and dedicated to the pioneers. The pageant, which will be presented during the program under the direction of Mrs. C. J. McCollum of Lockney, will depict fifty years of growth and progress in Floyd county from the coming of the pioneers to the present day.

The prologue will deal with "the coming of the pioneers." From whence they came and why. Memorial services will be in charge of Mrs. Lester Honea, assisted by Mrs. Gertrude B. Arnold of Silverton and Miss Mary Leda McAdams of Lockney.

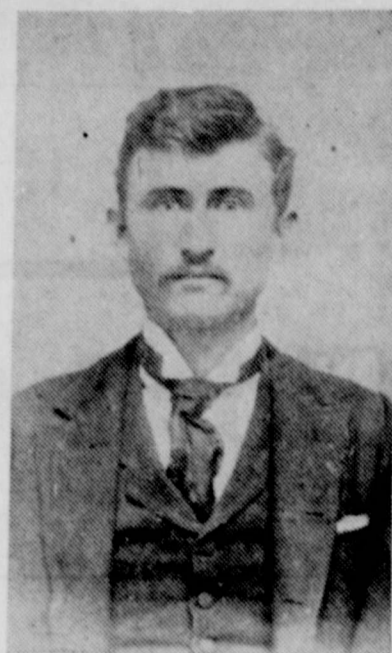
Talks by old-timers will feature the program, and the Floyd County Home Demonstration club chorus will present "A Century of Song," the number which they recently

(See Golden Anniversary back page)

An Album of Familiar Faces ... Pioneers All



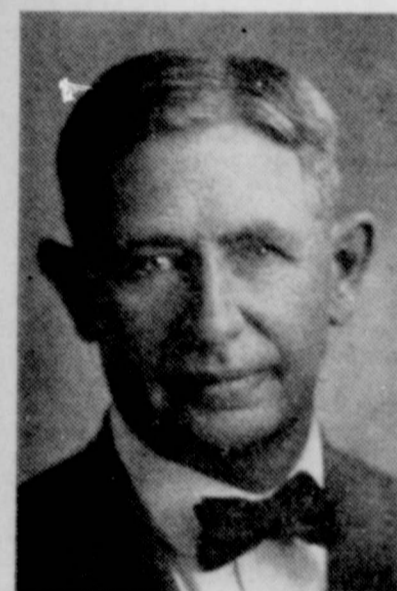
Here's Peace Officer History in Floyd county. Reading left to right: E. S. Randerson, J. M. Wright, Mrs. P. G. Stegall, J. R. Maddox, A. C. Goen, S. B. McCleskey. The five men are the sole surviving ex-sheriffs of Floyd county, and Mrs. Stegall is the widow of a former sheriff with whom she served as office duty.



W. W. Nelson, whose business acumen and strong personality made him one of the leaders in the mercantile business of pioneer days here. He was an officer and director in the First National bank during the difficult days of the Roosevelt panic in 1907.



Mustaches were Mustaches when these men were young in Floyd county. Sons of a pioneer family they are left to right L. B., John A. and Geo. L. Fawver.



Ranchman turned merchandiser in 1902, E. L. Ayres, above, conducts the mercantile establishment which he and associates began at Lockney in 1902.



Mr. and Mrs. S. B. McCleskey were pioneer settlers in Floyd county. He was one of the county's early sheriffs. They celebrated their Golden Wedding anniversary in 1932.



E. C. Nelson, deceased, was cashier and later president of the First National bank in Floydada, serving with that organization for more than a quarter of a century. He served as Floyd County Superintendent of schools after retiring from the bank.



J. S. Solomon, deceased, was a pioneer settler on the South Plains, later moving to Floydada where he served for many years until his death as Justice of Peace.



Calep McDermett, for whom McDermett Post American Legion of Floydada was named, was killed by machine gun fire in the fierce fighting in early October of 1918 in the Meuse-Argonne sector. Several living members of the post had a baptism of fire in that series of battles.



Mrs. W. M. Massie is shown here with her grandson, William Massie Murray, of Harrisburg, Pa., who visited her last winter. She has contributed an article on the local Cumberland Presbyterian church organization in this issue of The Hesperian.



A. V. Haynes, deceased, was a pioneer in modern ginning in Floyd county. He was the first manager of the West Texas Gin company here, later the Haynes Gin and now known as the Scott Gin.



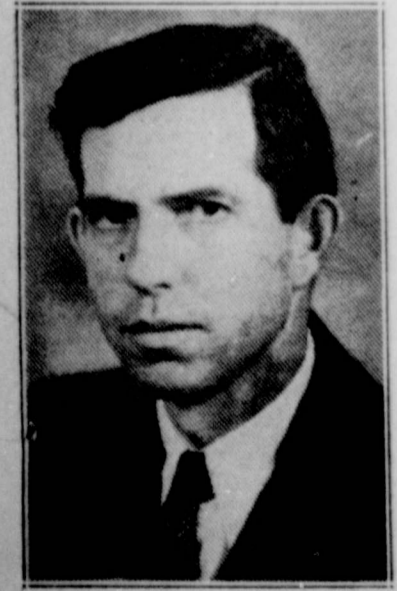
Isaac Wilhoit and Mrs. Wilhoit were pioneer Floyd county settlers. Both are now deceased. They were the parents of Mrs. C. Surginer who still lives in Floydada and, herself an old settler, will attend the reunion today.



Ira D. Gamble was a pioneer in the mercantile and real estate business in Floyd county. He is now deceased.



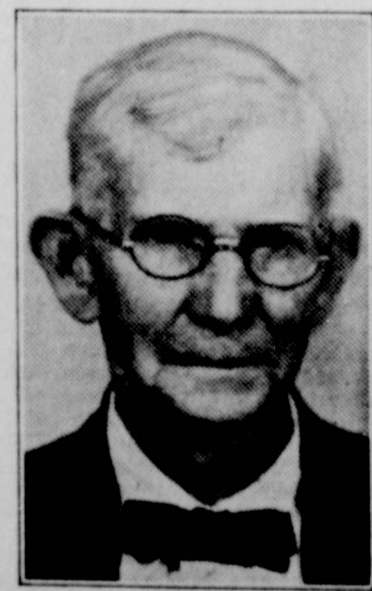
Legionnaires—Among the first members of the McDermett Post of American Legion in Floydada were the men above. Left to right, top row, they are Robert McGuire, J. E. Horton (now deceased), J. D. Colville, and A. J. Folley. Bottom row; L. T. Bishop, John W. Maxwell, and W. L. Fry.



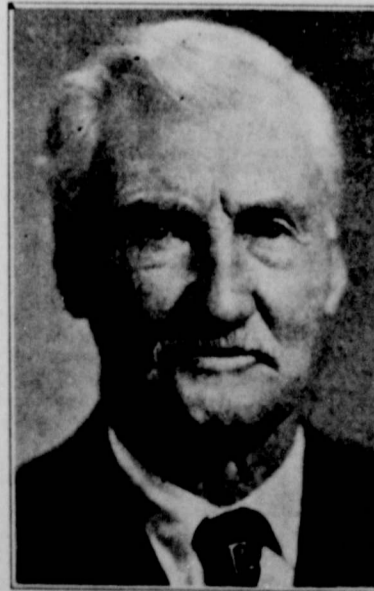
James K. Green, now dead, worked for his uncle, James B. Posey, in the old Floyd County bank, and was later associated with the First State bank when it was organized in 1909. For many years he was secretary of the Floyd County National Farm Loan association, moving to Houston in 1932.



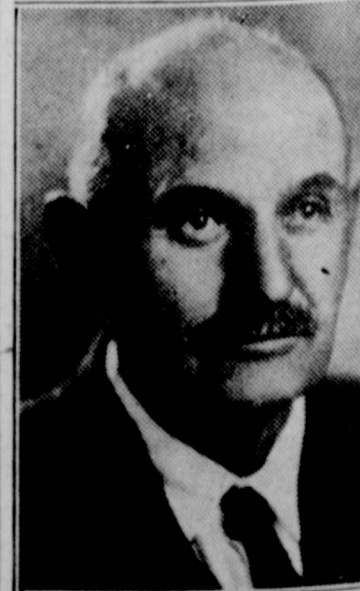
First County School Board—This 1924 photograph pictures members of the first County Board of Trustees. In the top row, left to right, are J. H. Upton, member from precinct 3; J. W. Howard (now president of the board) member from precinct 1; and Price Scott, county superintendent. Bottom row: J. F. Dollar, member from precinct 2; L. B. Maxey, board member at large; and W. N. Jones, member from precinct 4.



S. A. Greer was a pioneer Floyd County stock raiser. Coming to the county in 1891, he remained here until his death last year.

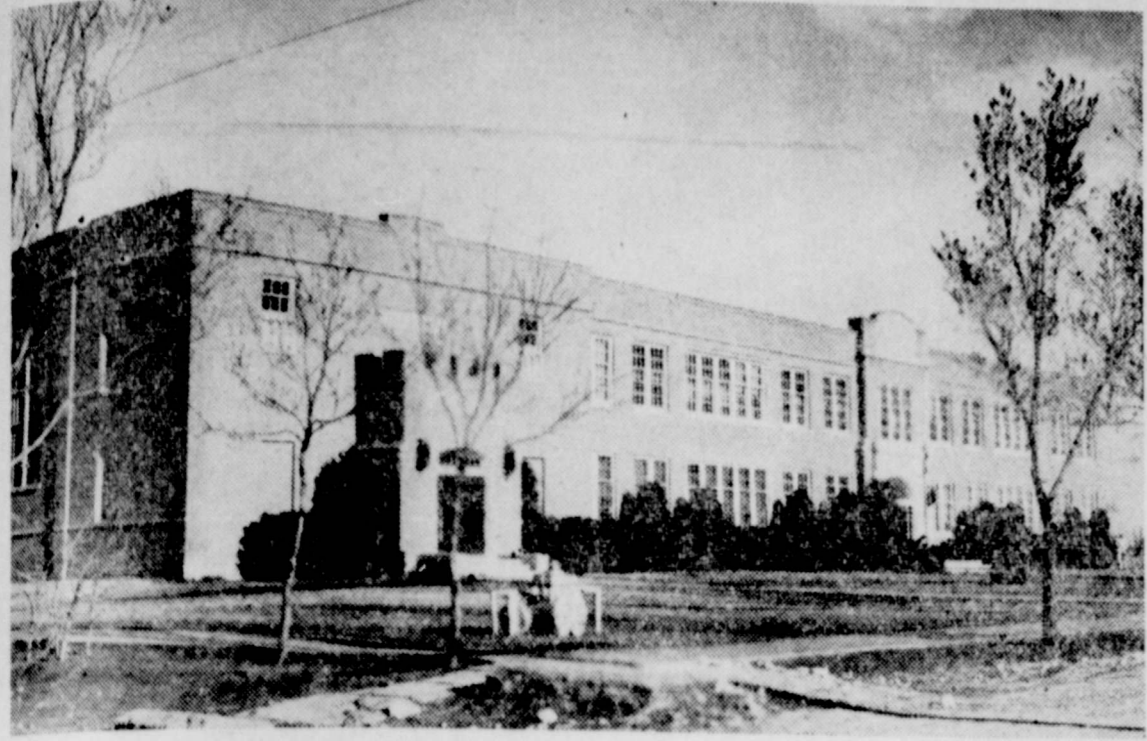


Brigadier General in the Army of the Confederacy, Thomas Montgomery is still active at the age of 93 in the management of the TM-Bar Ranch in Floyd county.



Early-Day Rancher was L. H. Lewis, who worked for years as a hand on the Matador ranch, later starting the Lewis ranch which is now operated by his son, John Lewis.

Plains Towns Sending Delegations to Celebrate



This magnificent school building is that of Lockney Independent School district, used to house the high school. Built in 1929 it cost \$85,000. This recent photograph indicates the care used in keeping and landscaping. It houses one of the best gymnasiums in this section in a wing not shown in this picture.

Sand Hill PTC Leads Drama In Rural Area

Floyd County Group Gets National Publicity With Community Plays

Interview with Ed Holmes, Sand Hill

Drama in Floyd county is confined almost wholly to the rural communities and is considered a very important factor in the schools and the social lives of its citizens. The particular type of organization in existence today had its beginning at Sand Hill October 17, 1924, and is composed of pupils, teachers and young people of the community, hence the name P. T. C. society.

Being partly composed of parents and teachers it brings them in closer contact and with the exchange of plays the people of one community come to know the people of all other communities.

Sand Hill P. T. C. society received national publicity in 1931 in a series of articles written by Miss Myrtle Murray, then district home demonstration agent of Texas, and published in Farm and Ranch and other large publications. Also Ed Holmes, their president for many years, the entire life of the society, has been called to other counties to outline their system.

The same system has always been followed. Everybody buys tickets, including the players; any and all expenses presenting plays are paid including 2c per mile for all cars going to practice or exchange plays. No person has ever paid one penny to the P. T. C. except buying season tickets and general admission to the plays. Season tickets are sold in the fall when money is easy to get. The plays are presented when convenient during the winter and spring following. Every person under 10 and over 60 years get a free ticket.

Pupils in the 5th and 6th grades get the first chance to sell season tickets each year. A free ticket goes to every student who sells \$5.00 or more. A prize goes to both the boy and the girl who sells the most tickets. These grades look forward to this chance from year to year. Half tickets are sold for 35c; whole tickets for 75c; general admission 5c and 10c; 10 plays are guaranteed.

A large number of plays have been presented in Sand Hill auditorium since Christmas night 1924. Several hundred dollars have been collected during the past years. All of this money has been spent at Sand Hill training young people, furnishing good entertainment and buying equipment for the school and community. In 1934-35 season the P. T. C. paid \$75.00 on new Delco batteries for their school. In other years they helped pay for a new outdoor gym, lights, chair seats in the new auditorium, stage equipment \$152.00, for complete baseball equipment, and each year for gas, oil and repairs on Delco light system.

Some of the most successful plays staged were "Safety First" and "Page Asa Bunker," comedy plays; "The Yellow Shadow," and "Hobgoblin House," mystery plays; and "The Mill of the Gods," a straight drama. It was presented in seven communities and brought every audience to tears.

Financially speaking, "Hobgoblin House" was the most successful, on Christmas night, 1934. Sand Hill's large auditorium couldn't begin to hold the crowd and the play was again presented by popular request one week later. Admission for the two nights above the season tickets already sold was \$64.50.

Similar dramatic clubs have been organized at South Plains, Aiken, Irick, Starkey, Pleasant Hill, Fairview, Lakeview, Harmony, Cedar Hill, Lone Star and Liberty, and are the outgrowth of the literary societies which were in existence in the earlier schools.

Aaron Carthel Is Son Of Pioneers

Aaron Carthel, wholesale and retail agent for Phillips Petroleum company, was born and reared on a farm four miles north of Lockney. He is the son and grandson of pioneer residents of Floyd county.

Mr. Carthel's grandfather, Joey Carthel bought the first power thrasher in this country. He with Aaron's father, W. A. Carthel, hauled freight from Canyon to points on the south plains in the early days.

As agent for Phillips since January 15, Mr. Carthel has enjoyed a nice patronage. Quality Phillips products include Phillips 66 Motor oil, Phillips Polygas, Phillips 66 lubricants.

CORRECTION

Elsewhere in this edition of the Hesperian appears the statement that J. J. (Uncle Joe) Day was first postmaster at Starkey, now a "dead" postoffice. This is an error as we later have learned that Mrs. Day now deceased, acted in capacity of first postmaster.

Office supplies, forms, Telephone



The Famous Tiger Bull of the Double Heart Ranch, Sweetwater, is shown in the above picture. This bull, which has thrown 68 riders, is just one of 25 head of wild brahma bulls that are being used for the bull riding contest at the Floyd County Golden Anniversary rodeo which held its first performance Monday at 8 o'clock. Other performances will be at 2:30 o'clock this afternoon, 8:00 o'clock tonight and again tomorrow evening.

Spur, Tulia, Dumas And Lamesa Groups Join Merry-Making

Invitations To Rodeos, Anniversaries Will Be Extended Here

Visitor delegations from several towns in the Panhandle-Plains region will be in Floydada Monday night and Tuesday to join Floyd county and its guests in celebrating the Golden Anniversary. Attendance will be increased. The crowd is expected to exceed the estimated 10,000.

Among the neighboring cities sending booster tours and delegations are Dumas, extending invitation to the Dumas Rodeo; Tulia, celebrating the Pioneers reunion in Swisher county; Spur, advertising the Spur Rodeo to be held next month and Lamesa, Dawson county invitation to attend the Lamesa Rodeo also in June.

These visiting groups will participate in the amusement and good time at the rodeo at Wester Field Tuesday and will be included in the Golden Anniversary parade Tuesday morning at 10 o'clock. Bands will accompany some of the delegations.

The festive spirit is prevalent over the entire plains country this year as residents join in various anniversary celebrations, rodeos and round-ups. It's a gay summer for the "old-timers" and a whooping good time for the new-comers and youngsters who did not know the south-west as it was in the good old days.

Thousands of people of this territory will be on hand to tell the visitors to "get down and come in" and join the fun and excitement of Floyd County's fiftieth birthday party.

Palace Beauty Shoppe One Of Oldest In Co.

Palace Beauty Shoppe, one of the oldest beauty shops in Floydada, has been under the management of Mrs. Bess Cantwell, the past eight years. It is located on West California street in the balcony of the Palace Barber shop.

Mrs. Cantwell formerly proprietor of the Marinella Beauty shop on the west side of the square, came to Floyd county from Sherman, in 1927. She was, prior to that time interested in Sherman as a beautician. The shop is owned and operated by Mrs. Cantwell.

F. C. Harmon Resident Here For 32 Years

Celebrated 19th Year In Business With A Huge May Sale

F. C. Harmon, owner and manager of F. C. Harmon Furniture, Harmon Funeral Home and Harmon Burial association, has been a resident of Floyd county since May 10, 1908 when he moved here from Manchester, Tennessee.

Mr. Harmon attended the early day school in Floydada from 1908 to 1909. In 1909 he entered the employ of the Floyd Mercantile company, a dry goods store, and continued in this position until the buildings on the west side were destroyed by fire in July, 1911.

After the fire of '11, Mr. Harmon went to Taylor, Texas to work for "Uncle Joe" Bowers for eight months and that period of time returned to Floydada to work in the Bowers store here for another year. The next two years he spent in Arizona and New Mexico and in 1915 came here to enter the employ of the Fair Store.

In 1917 Mr. Harmon became associated with Mitchell Brothers Hardware and Furniture and purchased an interest in this firm in May 1919. This partnership was dissolved on April 21, 1921 with Mr. Harmon assuming ownership of the furniture and undertaking department. He has continued in business since that date and last month celebrated his 19th anniversary with a very successful sale.

The Harmon Funeral home opened in November, 1935 at the present location in the Masonic building. The furniture business has been in its present location since March 1, 1939.

Present employes include H. G. Parker, S. J. Chenoweth, Leverett Smith, Trenton Davis, C. B. Chandler, Ed Stewart, Melvin Ray and D. I. Bolding, Jr.

Nurse (in lunatic asylum): There is a man outside who wants to know if we have missed any male patient.

Doctor: Why? Nurse: He says someone has run off with his wife.

Typewriter and pencil carbons, all sizes, Hesperian.

Country Club Set In Natural Beauty Of Blanco Canyon

Club Was Organized In 1925 With One Hundred Charter Members

Situated in Blanco canyon, 7 miles south of Floydada, Floydada Country club is the most beautiful natural beauty spot of Floyd county. The ground contains 160 acres and was purchased from J. J. Day, a colorful character of the early days in Floyd county. He and his family lived in a dugout, near where the club house now stands, for 18 years. There are only two pages in the abstract, Mr. Day being the original grantee, that is from the State of Texas to Mr. Day, and from Mr. Day to The Floydada Country Club. It is also a point of historical interest since it is crossed by the famous Mackenzie trail.

The canyon forms a natural fence on the west and south sides of the ground. White river forms a natural water hazard for a nine hole golf course, which crosses the river five times, making a complete circle around a high peak. In the spring-time the hillsides are covered in wild flowers of many colors and hues. Lots of native trees, such as hackberry, cottonwood and mesquite grow on the banks of the river. Paper shell pecans, ash, American elms and Chinese elms have been planted here and there to add to the natural beauty.

Fifty head of sheep run on the pasture help to defray the club expense and to supply meat for an annual barbecue. The date is decided each year by the directors. J. H. Shurbet, master barbecue chief of West Texas, prepares the annual feast.

A concrete swimming pool is supplied by two shallow wells. The club house which is 40x36 is equipped with a Delco light plant and telephone connection with Floydada.

The club was organized in 1925 with 100 charter members and the shares were sold at \$200.00 each. Jeff D. Ayres was elected the first president with R. E. Fry, Jas. K. Green, O. P. Rutledge, Lon M. Davis, J. V. Daniel and W. Edd Brown as directors.

Miladies Specialty Shoppe Opened 1923 By Mrs. A. J. Welch

Miladies Specialty Shoppe was opened in 1923 by the present owner, Mrs. A. J. Welch, and Mrs. C. M. Wilson in the building now occupied by Glad Snodgrass on south Main.

After about a year in the original location, Miladies Shoppe moved to the south side in the Montgomery building and occupied this site until 1926 when the store and contents were destroyed by fire. After the business burned Mrs. Welch re-entered business alone at the south side location and was there until 1933 when she moved Miladies Shoppe to the present location on West California street.

Miladies Shoppe has for several years been regarded by many women in this area as style headquarters. Many nationally advertised brands of ladies and misses wear are featured. Among these are Nelly-Don, Franklin and Bloomfield dresses, Redfern and Sycamore coats and hosiery, lingerie, millinery in fact everything for women with the exception of shoes.

Employed with Mrs. Welch are Mrs. H. O. Pope, Mrs. Bill Daily and Mrs. A. J. Cline. Mrs. A. P. Horn was employed for eleven years with the firm.

Those who know assert that a sense of humor helps its owner through the tough spots of life.



L. C. McDonald Has Been Land Owner In County for 38 Years

Native Of West Virginia Now Conducts Implement Business In Floydada

L. C. McDonald, implement dealer in Floydada, has been a land owner in Floyd county since 1902 and a resident for the past twenty-five years. Mr. McDonald, a native of Keyser, West Virginia, purchased a section and half of land in the county thirty eight years ago.

Mr. McDonald and family moved to Floydada in 1915 and he engaged in farming from that date to 1928 when he entered the implement business here. In addition to becoming a successful Oliver and Allis-Chalmers farm machinery dealer, Mr. McDonald maintained large scale wheat farming until 1937 when he disposed of his land.

As chairman of the board of directors of Farmers Grain company, Mr. McDonald has contributed to the improvement of grain marketing conditions in this area. He has held this position for several years.

Associated with Mr. McDonald, who now devotes his entire time to his implement business, is his son Clement B. McDonald. Another son, Leroy McDonald, engages in the same type business at Tulia.

Piggly - Wiggly Is American Way, Was Begun 23 Yrs. Ago

Floydada Store Opened Seven Years Ago; Is Widely Patronized

Piggly Wiggly's is the American way of shopping. When Floyd county was organized and up until less than a quarter of a century ago, American women knew no easy shopping way like is found at Piggly Wiggly stores today.

Piggly Wiggly stores the nation over recently celebrated the twenty-third anniversary of the founding of this plan of merchandising. The sanitary packaging of many of the products once sold in bulk can be traced to the Piggly Wiggly trail-blazing system.

The local Piggly Wiggly store was opened here seven years ago with J. B. Claiborne and Ashley Lawson as joint managers. Later Mr. Lawson went to another store and Mr. Claiborne remained as manager of the Floydada firm.

Piggly Wiggly in Floydada enjoys a splendid patronage. Residents of this territory find a complete line of high quality groceries, fresh vegetables and fruits and a large selection of meats at this large grocery.

Arwine Drug Company Enjoys Nice Business In Floydada Territory

Arwine Drug company, owned and managed by J. A. Arwine, enjoys the patronage of many residents of Floyd county, new comers and old-timers as well. It has operated in the present location for several years and "the convenient corner" is known by everyone in this area.

All kinds of drugs and drug sundries, cameras and equipment for photographers, fountain service and reliable prescription department are featured at Arwine Drug company. Mr. Arwine is active in civic activities in Floydada. He is a member of the Rotary club, McDermott Post American Legion, and other groups.

Sell it with a classified advertisement in The Hesperian.

J. C. Wester In Business Since 1927

Eight Hundred Forty Barrels Flour Used Annually Representing 250,000 Lbs.

Wester's Bakery, representing a \$30,000 business, wholesale and retail, has a payroll of approximately \$150 a week. The business, organized June 1, 1927 is owned by J. C. Wester, city and S. H. Wester, Plainview. There are six regular employees and two truckers.

The equipment consists of a dough mixer, dough break, moulding machine, proof boxes equipped with steam boiler, two ovens, cooling room, slicing machine and wrapping equipment.

Last year the bakery used 36,000 pounds sugar, 4 car loads flour, 980,000 cubic feet of gas, 8,000 kw hours electricity.

I have a boy, and I want him to know We reap in life just about as we sow.

And we get what we earn, be it little or great, Regardless of luck and regardless of Fate.

She: "Did anyone ever tell you how wonderful you are?"

Job: "I don't believe they ever did."

She: "Then where'd you get the idea?"

The Floyd Co. Hesperian

Established 1896 by Claude V. Hall. Entered as second class mail at the postoffice at Floydada, Texas, April 20, 1907, under the act of Congress of March 3, 1879.

Published by The Hesperian Publishing Co., Inc., Floydada, Texas. HOMER STEEN, Editor

Subscription Prices: In Floyd and adjoining counties—one year, \$1.00; six months, 50c; three months, 25c. In advance.

Outside Floyd and adjoining counties—one year, \$1.50; six months, 75c; three months, 40c; in advance.

Advertising rates furnished on application

J. C. Penney Pioneered As Merchandiser

One Store Grown To A System Of 1566 In 38 Years Time

"The man with a thousand partners." J. C. Penney, has made a tremendous success in his pioneering of the merchandising field. J. C. Penney Co., Inc., which now operates 1566 stores, had its beginning in Kemmerer, Wyoming in 1902.

The advancement made by J. C. Penney company stores is attributed to the plan of operation that gives every employe an opportunity and chance to share in the earnings of the company. Record growth of J. C. Penney company in the past thirty-eight years shows as an example of the development made the nation over.

J. C. Penney company, Inc., opened the Floydada store in November 1929 and this one, like others, has made unusual progress. In the past eleven years the firm, under the guidance of Manager Walton Hale, has been remodeled and increased to twice the original size.

In June 1937, when patronage increased to the point that the quarters were no longer adequate, another building adjoining was secured and the store was doubled in size. A remodeling program in January, 1939 gave the J. C. Penney Co., Inc. store in Floydada its present appearance.

Mr. Hale, manager of the store since its opening in Floydada, has always been active in the advancement of Floyd county. He is a member of civic groups that cooperate for the welfare of the community.

Employees of the local store include Mrs. Jess Brown who has been in charge of the ladies ready-to-wear and millinery department since the store opened; Mrs. L. D. Britton, cashier for the past ten years; Mrs. Greer Christian and W. G. Caruthers.

Mr. and Mrs. J. C. Odum and daughter, Mr. and Mrs. Orville Moore and children of Floydada, Mr. and Mrs. C. E. Bartlett and son of Dougherty, and Mr. and Mrs. J. H. Poore and daughter of Lakeview visited in Plainview Sunday with Mr. and Mrs. Toad Thomas and children. Mrs. Thomas is the niece of Mrs. J. H. Poore and Mrs. C. E. Bartlett. Each carried a covered dish.

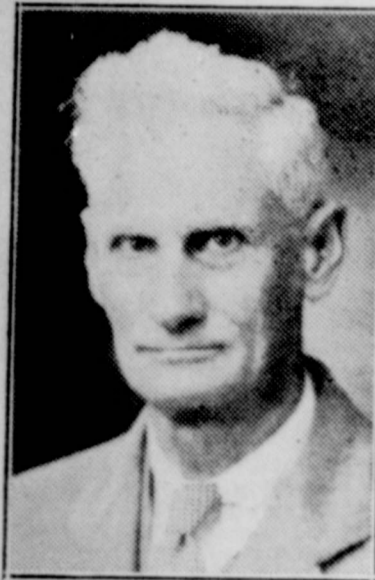
Mrs. O. M. Watson and Mrs. Pierce King spent Tuesday in Lubbock visiting their sons Olin Watson and Randall King.

Mrs. Herman L. Crow, of Bentonville, Arkansas, is here this week for a visit with her son, Earl Crow and Mrs. Crow, having arrived Tuesday.

Large appropriations by Congress would not be necessary as the money would be loaned by private capital, the Government supervising and guaranteeing the loan as is not the case in loans made by the Federal Housing administration.

Mahon stated, "I have been cooperating with Marvin Jones, Chairman of the House Agriculture Committee, since the introduction of the bill last year, and I shall continue to work for the improvement and passage of the measure."

Sell it with a classified advertisement in The Hesperian.



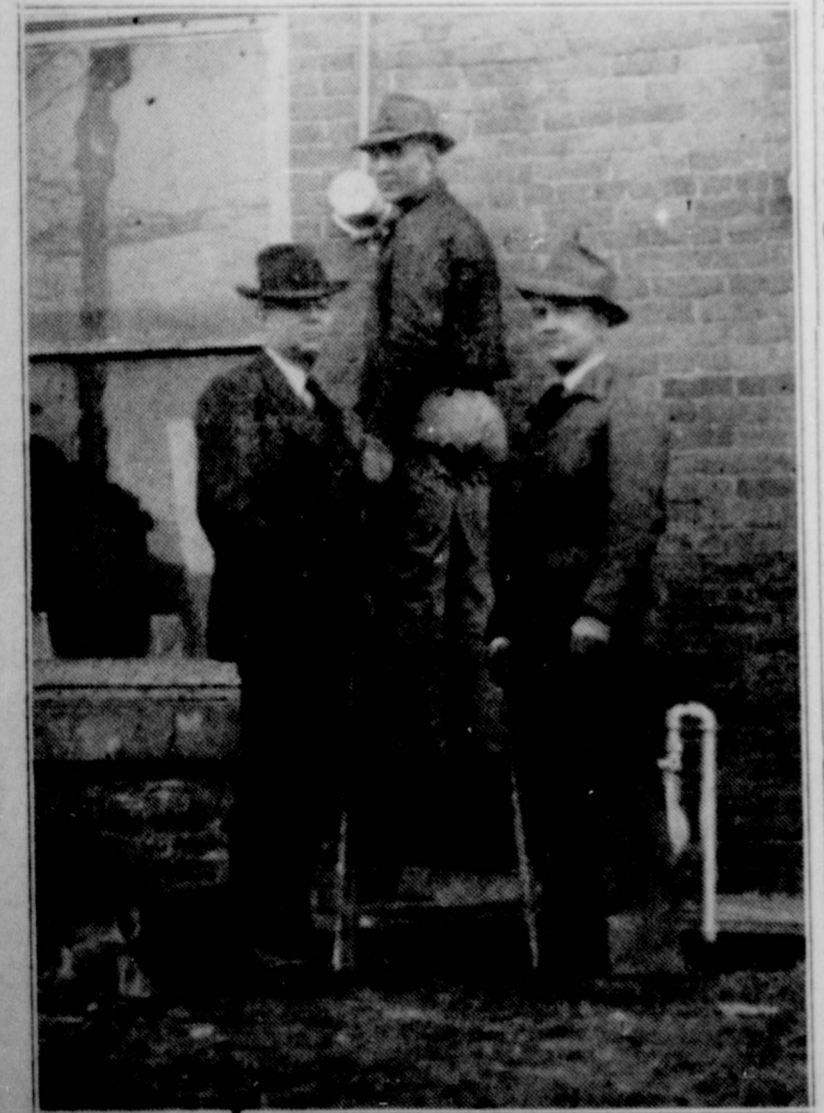
Claude V. Hall, who founded the Hesperian in 1896, now head of the History department at East Texas State Teachers college in Commerce. Unable to be present at the Golden Anniversary celebration, he is attending graduating exercises for a class of which his son is a member.

Better Farm Home Ownership Plan Is An Immediate Need

Mahon Asks Congress To Pass Legislation To Deal With Situation

WASHINGTON, May 20.—Declaring that a more comprehensive farm home-ownership program is immediately needed, Congressman George Mahon last week urged the congress to pass legislation at this session which would more adequately deal with the problem of farm tenancy. He spoke in support of two approaches to the problem. The first was a plan which would authorize the RFC to make loans up to \$50,000,000 to continue the Farm Tenant Purchase program which has been in operation since 1937. The House approved the plan as a part of the Agricultural Appropriation bill.

Mahon said that he felt a better approach to the problem would be through the so-called Farm Tenant Mortgage Insurance bill which passed the Senate last year and which has been approved by the House Committee of Agriculture. Under this plan loans would be insured by the Government for farm home purchases to the extent of a total of \$350,000,000 at 3% interest rate.



Another Progressive Step in the history of Floydada was recorded when the first meter was installed for the Floydada Municipal Power and Light plant opened in the past year. Left to right in the above picture are Glad Snodgrass, mayor, L. D. Britton, lineman and J. L. Puckett, city engineer.

WHEAT INSURANCE DOUBLED

A total of 378,000 wheat growers have taken out "all-risk" crop insurance on their 1940 crop and have thus guaranteed to themselves approximately 106 million bushels of wheat this year, the Federal Crop Insurance corporation reports on the basis of summaries of the premiums collected.

In 1939, the first year in which Federal crop insurance was available, 166,000 farmers insured their harvests for a guaranteed crop of approximately 61 million bushels. Part of the sharp increase in the major winter wheat states is attributed to the fact that for 1940 farmers were able to pay their insurance with advances against payments to be earned under the AAA program this year. That was not possible in all areas in 1939.

Hagood Dry Goods Enters Fourth Year Of Tenure In City

Carries Complete Line Of Dry Goods Stock Since Opening In 1936

Hagood's Dry Goods, although just entering its fourth year in Floydada, is already enjoying a splendid patronage from people of Floyd county and the trade territory. The store was opened in February 1936 by Cecil Hagood, owner and manager.

"Standard Brands Priced Right" is the slogan at Hagood's and this motto is carried out with national advertised wear for men, women and children at reasonable prices.

Among the well-known brands of apparel to be had at Hagood's are Paris Fashion shoes for women, one of the popular novelty lines in the country. Thorogood Health Shoes for Children; Dickie Work Clothes for men, made in Texas by Texas labor; Tom Sawyer sport and dress clothes for boys and others. Nanette and Shirley Temple dresses are featured for small girls and teen age girls will find Cinderella frocks to their liking. A large collection of Debbie Junior and Georgiana dresses, in all new styles and patterns, are on display for misses and women.

The men's department at Hagood's is most complete with everything for men and boys. John B. Stetson and Kensington hats, for work and dress; Cooper hosiery and underwear, Van Huesen and Trudren Val shirts and pajamas, Campus sport clothes, Nor-East and Cheyney ties, Marx made suits are features as are Justin Cowboy boots, just the thing to wear to the rodeo.

Mr. Hagood is active in civic and social organizations in Floydada and is one of the men who have contributed of time and resources to making the Golden Anniversary a success.

FAVOR LOCAL TREE SEED FOR FOREST PLANTINGS

Seeds of unknown origin and mystery-shrouded antecedents needlessly cost private tree planters in the United States much disappointment as well as financial loss each year by producing either scrubby and inferior trees, or trees unable to survive in the locality where they are planted, the Forest Service of the United States Department of Agriculture reports.

As a general rule, local seed is the best for planting, the Forest Service says. Local seed gives the highest assurance that the trees will be worth the time, money, effort, and land involved in the planting. Seed ordinarily is regarded as "local" if collected within 100 miles of the planting site and from localities not more than a thousand feet above or below it in elevation. The United States Department of Agriculture has decided recently that only local seed or seed grown under climatic conditions similar to the planting site will be used for producing the hundreds of millions of trees used annually for re-forestation, watershed protection, erosion control, and field windbreaks by the various bureaus of the department.

U. S. CROP COULD SUPPLY PYRETHRUM NOW IMPORTED

When hot weather brings insect pests to homes and stables, advertisements recommend sprays to kill flies and mosquitoes. These are marketed under many trade names, but most consist of a solution of pyrethrum in a petroleum oil. Pyrethrum, long used as "insect powder," is of growing importance for control of other insect pests.

Before 1914, Dalmatia supplied almost the whole of the imports, but the World War cut off that supply and Japan captured the market. Foreign Crops and Markets, issued by the United States Department of Agriculture, says the Japanese products have not proved satisfactory in recent years.

Kenya in British East Africa has been growing pyrethrum of late and supplies nearly one-fifth of the 1937 imports. The pyrethrum plant is related to the garden chrysanthemums, and grows well in the United States, but the crop calls for too much hand labor. The Bureau of Plant Industry has developed an experimental machine to harvest pyrethrum and eliminate the hand labor of plucking the flowers which form the commercial product.

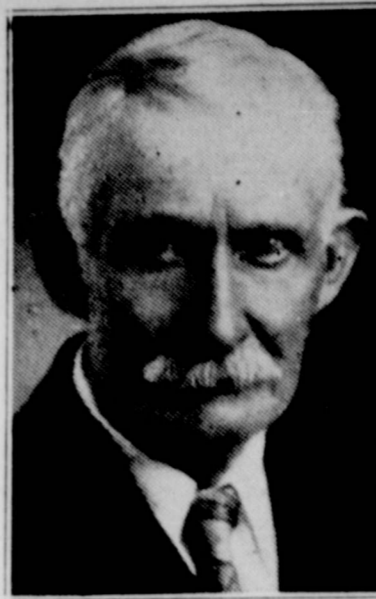
Howell Sue Bishop, of Dallas, is a guest of her grandparents, Dr. and Mrs. W. M. Houghton.

Typewriter and pencil carbons, all sizes. Hesperian.

These Helped Make Floyd County History



Mr. and Mrs. R. C. Bennett, of near Lockney, are among the first comers to Floyd county. Recently celebrated their golden wedding anniversary.



Mr. and Mrs. J. S. McLain, once residents of old Della Plain first town in the county. Mr. McLain hunted antelope for meat for the family table in the early day.



J. W. Howard, pioneer farmer and stock-farmer, served as county official for number of years. Makes his home in Floydada at present time.



Mrs. Sarah K. Duncan, widow of the pioneer Judge Arthur B. Duncan. She will be at the Golden Anniversary celebration today.



Glad Snodgrass, mayor of Floydada, is busy today meeting old friends and new. A resident of the county since the late nineties, he made a notable success in operating his own business.



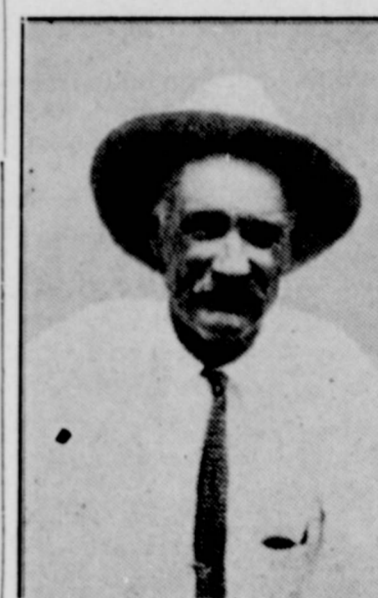
J. C. Gaither, deceased, a pioneer resident and Justice of the Peace for many years. Once secretary of Floydada's first Chamber of Commerce.



Roy L. Snodgrass, general chairman of the Rodeo association. Is directing the rodeo being staged as a part of activities of the golden anniversary celebration.



C. H. Featherston, former resident of Floydada, who will judge events in the rodeo being held here. The picture was made when Mr. Featherston lived here about twenty years ago.



J. A. Grigsby, deceased, was sheriff of Floyd county during the turbulent World War days. Noted as a peace officer all over West Texas.



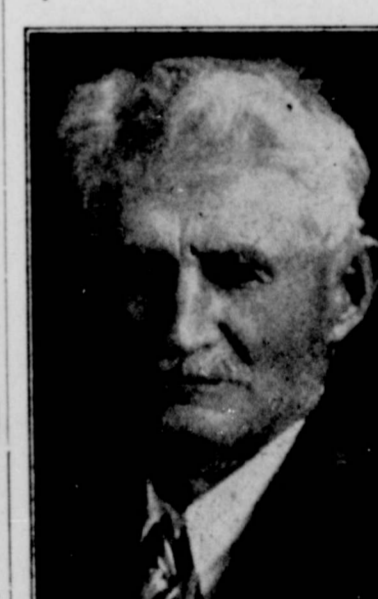
Judge W. B. Clark, deceased, pioneer teacher, farmer and county official. Well known by all the old timers and many of the more recent residents.



N. A. Armstrong, cattleman and livestock buyer, has operated largest livestock buying market in this section for a quarter of a century.



H. E. Cannaday, pioneer lumberman and contractor, director in the First National bank. Is now a prominent wheat grower and stock-farmer.



H. C. Randolph, now deceased, was pioneer cowman and stock farmer in Floyd county. Once known as the "oldest active cowboy" in the southwest.



R. A. Burrows, present agent for Dalby Motor Freight lines is a pioneer freighter in this region. Once hauled supplies from Childress, and other points to Floyd county.

Another Step Forward In The Progress Of West Texas Journalism!

The Golden Anniversary Edition Of The Floyd County Hesperian

IN THE PUBLISHING OF WHICH WERE USED

- 3200 Man Hours
- 4000 lbs. of Paper

- 100 lbs. of News Ink
- Efforts of 12 People

Presbyterian Academy Stands as Monument To the Boom Years

Old Building Is Still In Good State Of Preservation; Stands East Of Present Town

As a reminder of the boom years of 1909 and 1910 and the ideals of the citizens the old Presbyterian Academy stands east of Floydada in a fairly good state of preservation. Boys and girls who are now men and women once romped and played there and some of the parents are still living here who bought their homes to be near a good school to educate their children.

Just who thought of the idea to build this school no one seems to know but in 1909 it was discussed by the majority.

In the year 1910 the proposition was offered to the Southern Presbyterian, and they sent the president of Austin college here to investigate the proposition and after spending several days here he recommended the acceptance of the proposition.

Actual work was begun in 1910 on the 22 acre tract which was donated by Dr. R. A. Childers and Jno. N. Farris. W. T. (Billie) Montgomery offered to donate a tract of land northwest of the present site but on account of a defect in the title it was turned down.

The building committee was composed of the following: E. C. Henry, A. D. White, Judge A. L. Love and H. V. Tull, of Plainview, and one other. The contract price was \$19,666.00. P. D. Kaufman, of Amarillo was the architect, C. D. Patterson, of Dalhart was the general contractor and W. A. Gound was in charge of the carpenter work. The building was started August, 1910, and completed June, 1911. The first school opened September 1911.

John C. Schley was superintendent and Mrs. Schley and Miss Violet Buchanan were the three teachers. The first board of trustees were Rev. J. N. Ivey, Judge A. L. Love, Rev. Leonard Gill, A. A. Beedy, H. G. Tull, Tom Curry and E. C. Henry.

John Kelley came from North Carolina to teach the first school but it was not completed so he was paid \$750.00 and his contract was terminated.

Dr. Bailey and his wife from South Carolina came here to teach the second term. They were assisted by Rev. and Mrs. W. H. Matthews,

also an expression teacher, and a music teacher, who was Miss Ruby Barrow, of Plainview. The third term had the same teachers with perhaps the exception of the expression and music teachers.

During the second and third years the school boasted very fine basketball and football teams and both were dreaded by the high school teams.

The school lasted two and one-half years. The commencement exercises of the first term were held in May 1912. W. A. Gound recalled that Lee Rushing delivered a masterpiece oration on this program.

Among those who spent much time and effort in securing the academy were Rev. J. E. Stephens, Methodist pastor at that time; W. M. Massey, W. M. Colville, W. T. Montgomery, E. C. Henry, A. D. White, A. L. Love and others.

Brewster House Was Famous Early Day Hostelery In City

In tribute to Mr. and Mrs. George Brewster, deceased, several outstanding events of their lives were related by different friends in interviews Friday afternoon.

They moved to the county in 1890 and established one of the leading hotels in this section of the country. Stage drivers and traveling men of the pioneer days often spoke words of praise of the hospitality and good cooking found at the "Brewster House." They operated this hotel 33 years. Mr. Brewster also had a general merchandise store and one time a drug store at Lockney.

"He dealt in real estate. He was broadminded, contributed liberally to all public enterprises, beginning with the Lockney Christian college and closing with the Santa Fe Railway," said Mayor T. Z. Reed.

Mr. Brewster died in 1929 and Mrs. Brewster died in February of this year. They have four living children, Mrs. Alma Dillard, of Lubbock, Mrs. Daisy Dotson, of Olton; Grady Brewster, of Dalhart and Ethel Brewster, of Wichita Falls.

Charter Granted to McDermott Post of Legion Here in '19

Named For Floyd County Lad Who Died In First World War In 1918

(By John Reagan)
The charter of the McDermott Post American Legion No. 118, Floydada, was signed and sent to headquarters December 9, 1919. It was signed by the following members, some have passed away, some have moved, only six remain in the Post: H. E. Bartlett, Grady M. Vaughn, Jessie C. Covington, Roland E. Lowery, Rufus O. Lowery, Harry E. Dawson, James A. Maynard, J. A. McNeely, J. H. Reagan, J. V. Daniel, C. W. Hinson, Sam E. Goslee, Harry S. Stanley, L. S. Bartlett, C. S. Hawkins and Arthur J. Beedy.

The post was named in honor of Calep McDermott, a Floyd county boy who was killed in October, 1918 in France during the World War.

Since its organization the post has had lots of ups and downs. First we had to meet in the court house but a little later we rented a space in the Barrow building at the northwest corner of the square and here we held our meetings until we built the Legion hall in 1924 and moved in January 1925.

Since then we have had various activities in regard to charity among children. We have assisted mothers, helped soldiers obtain treatment. I will say we do not confine our efforts altogether to the families of ex-service men.

Some of you may remember we got our financial start to build our hall by putting on a rodeo and some other forms of entertainment in the early years for the post and now I might mention that the Post as a whole is very thankful to everyone in Floydada and Floyd county for the many things they did for the Post back when he had to have help.

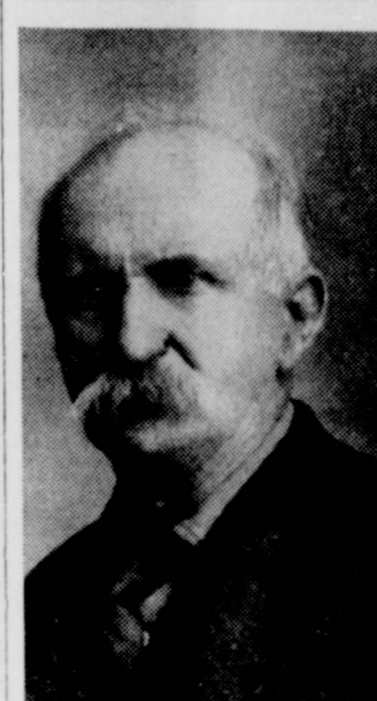
Floydada Post also has a ladies auxiliary that functions at all times when there is any real charity or social welfare work to be done.

This is something the town should be proud of as well as the Legion. Through the assistance of the Legion here there have been many hundreds of men, women and children received compensation, hospitalization, pensions, relief and many other things they could not have had unless they had been assisted by some person or persons.

Amarillo hotel, in Amarillo, has for many years been headquarters in that city for visitors from this portion of the south plains. C. S. Pryor, the manager is well liked by his many guests.

Mrs. W. A. Shipley Recalls Experiences During Pioneer Days

Shipley Dug-Out Located Southeast Of Present Town Was Dug In 1890, Still In Evidence



Mr. and Mrs. W. A. Shipley came to Floyd county in 1890, made their first home in a dug-out as did many of the early settlers. Mr. Shipley died in 1925. Mrs. Shipley still lives in Floydada, and is making plans to attend the reunion today.

Among the early settlers in Floyd county were Mr. and Mrs. W. A. Shipley, who came to the county in 1890 from Collin county and settled about 15 miles southeast of Floydada. Part of the land on which they settled now belongs to Geo. Fawver and Mr. Fawver says he knows the location of the old dug-out, the first one that Mr. and Mrs. Shipley made when they came to the county, faint evidence of it still being in existence.

While talking about her early days in this county Mrs. Shipley said, "I would just like to go out and look at the spot where that old dugout is just once more."

Mrs. Shipley was smiling and alert and seemed to love to talk about the old days. "I will be 87 in August and I am going to be in that 'Old Settlers' parade and I'll bet I am the oldest woman in it."

Mrs. Shipley related several little incidents of her early day life that still stands out in her memory. "One day I was going to A. M. Bourland's for the mail, riding my favorite mount, which was a wild mustang captured after we landed here, with my baby daughter, Hallie in front of me. The horse got scared and ran away. I could not check him so I threw Hallie into high grass and then I jumped. The other children tease Hallie until yet and tell her they knew something was wrong with her and they guess that is it. I always rode a sidesaddle. Lord, I wish I knew where that old saddle is today."

The first frame house the Shipley's built 5 miles southeast of Floydada. Later it burned. The family got out and their excitement forgot the baby girl, Hallie, and as they stood watching the house burn down, Hallie, who was a very small child, came up and said, "Well mamma, you were going to let me burn."

The old house was soon built back and Mr. Shipley and the boys hauled lumber from Childress. The house where grandma lives now was built 35 years ago by W. A. Gound and Mrs. Shipley thinks it contains some of the lumber from the first frame school in Floyd county.

"When any of the family became sick we used our old standby, turpentine and senna tea," Mrs. Shipley recalled. "One day I became ill and there wasn't a doctor in a hundred miles, by accident Mrs. Fannie Dawson, now of Wilson, who lived five miles away came to see me and rode over in a wagon. When she came up I told her what was wrong and asked her if she could stay and help me. She replied that we would make it fine. She was the only doctor I had and the next day Mrs. Curry came into this world."

"We had a Norwegian boy who worked for us by the name of Pete Peterson. While he was in our employ he married. One day one of our boys complimented his wedding suit and he replied: 'It should be good it cost \$7.50 in Abilene.'"

"One year when the children were going to school in a half dugout and Will Berry was the teacher, John thought it would be funny to put a box of cartridges in the stove, when they began to pop Mr. Berry went out the window and took frame and all with him. Mr. Shipley would always laugh when this incident was related. The next year our oldest son, Dan, taught the same school."

Mr. and Mrs. Shipley were born in East Tennessee in Bradley county. They married in the year 1873 and

moved to Dallas county in 1876, where they resided a short while before going to Collin county. There were seven children, two of whom died in infancy. The children are Mrs. W. P. Fullington, of Lorenzo; Elax and John T. of Ft. Sumner and Mrs. Roy Curry, of Floydada. One daughter, Mrs. Harve Snodgrass and two sons, Dan and Worth have passed away.

There are fifteen grand children and 13 great grandchildren. Mr. Shipley died in 1925.

Mrs. Shipley recalls that her mother wove and spun her own clothes. Mr. Shipley was a rancher and his two sons have a large ranch of 70 sections in New Mexico.

Prevent Lockjaw

Guard against tetanus or lockjaw by applying 3 1/2 per cent solution of iodine, mercurochrome, or alcohol to any scratch, no matter how small. If abnormal swelling and pain set in, see your doctor at once to get tetanus serum. — The Progressive Farmer.

THE GRIFFITH BROTHERS

Daffodore and Theodore, better known as Daff and Theo, Griffith, twin brothers, were pioneer farmers and grocersmen of Lockney.

They will be remembered by the early settlers because they were so much alike in ways and because they were so devoted to each other, according to Mrs. Daff Griffith, who still resides in Lockney, and lives close to the widow of the other brother.

The Griffiths were raised in Bell county but came to Floyd county in 1891 from Quanah and settled on land near Lockney.

Mrs. Griffith believes that her sons, Wat and Jake, were the first twins born in Floyd county. Both of them reside at Lockney. There were six more children of this family: Jim, of Lubbock; Roy and Theodore, of Lockney; Fred, of Santa Monica, California; Mrs. Ida Dodson, of Lockney, and Frank of Austin. Daffodore died in 1920.

Writing fluids, Hesperian.

Greetings Pioneers

We'll be there to help you when you come in to celebrate the GOLDEN ANNIVERSARY Celebration . . .

Self-Serve Laundry

Floydada's Oldest Self-Serve Laundry

E. T. WILLIAMSON, Proprietor

In Floydada Since 1916

Welcome Pioneers

TO FLOYDADA'S OLDEST DEPARTMENT STORE

Yesterday



As the years have come and styles have changed, so have we—

We welcome you to come and buy the Very Latest Styles of Today.

To - Day



Martin Dry Goods Co.

"Floydada's Pioneer Dry Goods Co."

Old Fashioned



Greetings

to

All Of You

Pioneers and new-comers alike who today are celebrating the Golden Anniversary of the county's organization!

We extend our most sincere gratitude to those who have contributed to the county's advancement in the past half-century.

G. C. Tubbs Insurance Agency

R. A. Burrows Pioneer Freighter Of Floyd Co.

R. A. Burrows one of Floydada's oldest freighters came to Floydada from Hale county, in 1908. He was one of the early-day pioneers of the plains and remembers some of the firms he served as Boerner & Nelson, C. Surginer Hardware, Floyd Mercantile Company hardware, White Drug company and J. G. Martin's Lumber company.

Mr. Burrows is at present agent of the Dalby Motor Freight lines serving Floydada. He has been with the company since December 1935. The company serves Floydada with excellent schedules.

Mr. and Mrs. Burrows have reared a family of four girls and one boy, all of whom finished their school work here.

Want to trade? Use a want ad. Save time, worry.

Your Community Hospital

Extends Greetings to the Pioneers of Floyd County, and our more recent citizens as well, on the occasion of the County's Fiftieth Anniversary.

Floydada Hospital and Clinic

Dr. A. E. Guthrie

Dr. Donald H. Pitts

Geo. B. McAllister, Business Manager

Circulating School Library Started by Supt Walter Travis

Now Has 3500 Volumes For Use Of All County Rural Schools

By Mary Gamble Shaw
Floyd County's Circulating School library was first begun in the fall of 1936 by Walter Travis, who was county superintendent at that time. Each school in the county contributed from ten to thirty books toward the library, or paid a fee if no books were on hand that were desirable or in fair condition. In the spring of 1937 \$150.00 was given the library by the County Board to be used in buying new books and repairing old ones. In 1937-38 and each year since, each school district paid in \$5.00 for each teacher employed.

The library has about 3500 volumes in the library, according to a report given by Clarence Guffee, county superintendent. The library is divided into the following sections: story books, fiction, education, science, history, English, mathematics, biography, and a special shelf of books for teachers.

The library is operated by the county superintendent for the use of the schools and the teachers. Only teachers use the library, taking books out for a period of four weeks, the return date always falling on Saturday, no matter what day during the week the books are taken from the library.

Teachers, as well as school children have been getting full value from the library it is believed, as they are having the use of hundreds of new books during each school term instead of a dozen or so.

1929 Study Club In Twelfth Year Of Organization

By Mrs. Richard Stovall
Observing on May 14 the 43rd birthday of the Texas Federation of Women's clubs, and celebrating this past April 18, the Golden Jubilee of the General Federation of Women's clubs, it is fitting that the Treasure Chest of the Women's clubs of Floyd county recreate a picture of their history and activities.

On May 2, 1929, the 1922 Study club sponsored the organization of the 1929 Study club with Mrs. A. P. McKinnon acting as club mother. Mrs. Troy Jones, now of Gatesville, was elected the first president with the following charter members: Mesdames Robert Sone, A. D. Cummings, Flynn Thagard, Eddie Bush, O. P. D. O'Brien, O. W. Fry, E. L. Norman, J. J. Welborn. Of the charter members Mrs. Fry and Mrs. Welborn are still active members.

The 1929 Study club was federated with the State Federation of Women's clubs the year of its organization and has held its membership in this federation each successive year.

Since 1929 the club has helped sponsor the organization of the Little Theatre, Girl's Scouts, flower show, safety camp sign, a Junior Study club, loan to college students and is a state club house patron.

The club has donated to the community Christmas tree fund annually, the Penny Art fund of Texas as annually, the city beautification program, furnished a chair for the state club house at Austin and donated on furniture for the district.

The club has had the following five presidents, given in order of service: Mrs. Troy Jones, Mrs. LeRoy McDonald, Mrs. A. D. Cummings, Mrs. A. J. Polley, Mrs. G. L. Kirk and Mrs. Richard Stovall.

The standing committees for the club year 1940-41 will be as follows: Mrs. John Hoffman, Mrs. G. L. Kirk, Mrs. E. H. Balch, year-book committee Mrs. R. S. Wilkinson, Jr., Mrs. J. L. Puckett, Mrs. H. G. Barber, Notification committee, Mrs. R. C. Wakefield, Mrs. Walton Hale, Mrs. A. J. Welch, entertainment committee, Mrs. Walter Wood, Mrs. W. R. Simon, and Mrs. O. W. Fry, sunshine committee.

The subject for the next year's work will be "America and American Personalities."

The club will re-assemble next fall at the home of Mrs. G. L. Kirk with Mrs. E. H. Balch and Mrs. John Hoffman as joint luncheon hostesses.

R. F. Foster Awarded Gold Boutonnaire In Electrolux Sales

R. F. Foster, salesman for Elliott Appliance company, received word the first of the week from George S. Jones, Jr., vice president and general sales manager of the Servel Electrolux Refrigeration company that he would receive a Gold Lapel Button for "better than average" accomplishments in selling Servel Electrolux refrigerators during the month of April.

Mr. Foster is one of a small group of sales people in various parts of the United States who has won recognition as "Servel Star Salesman." To receive this gold button a salesman must sell 300 refrigerators.

Mr. Foster is salesman for the Servel Electrolux Refrigerator in Floydada with offices on the East side of the square.



At The Teachers Institute of Floyd county in 1904: Back row, left to right, Claud Burrus, Terrell W. Haymes, Edgar Allen, Miss Linda Adair, Judge Arthur B. Duncan, Claude V. Hall, J. D. Burleson; front row, left to right, Mrs. Bettie Block, Mable Newell, Miss Ellison, Miss Hamilton, Miss Ida Hart, Miss Lillian Merrick, Miss Hamilton.



Floydada Volunteer Firemen: Here is the present Floydada fire department. At left, standing, are Buster Dickerson, Carl Nelson, and Virgil Orman. Standing on the fender behind them are Shorty Barker and Roy Nabors. In the truck are Carl Rogers and, at the wheel, Ike Finley. Front, on the bumper, are Melvin Henry, Verne Elliott, and E. A. Thomas. At the right are, in order, J. L. Baxter, John Lewis, Bud Sparks, W. B. Hinkle, and Nightwatchman Lee Howard.



Conner Oden, owner and manager of Oden Chevrolet company, is pictured above standing beside a 1940 Chevrolet. Front of the building is shown in the background.

Assembly Of God Church Organized By Joe Williams

By Mrs. M. B. Martin

In the spring of 1938 Rev. Joe Williams, of Big Spring, came to Floydada for the purpose of establishing an Assembly of God Church in Floydada. After looking the city over for a suitable location he decided upon two lots on west Virginia street. A prominent business man of Floydada donated one lot and the other one was purchased by the Assembly of God people in Floydada. The foundation for the church building was laid in the early fall of 1938, and by the last of November the building was near enough finished for the first service.

The following May Rev. Williams had the church set in order with twenty charter members, they are: W. H. Wiggins, Oma V. Wiggins, W. P. Cruce, Louise Carter, Lillie Alice Wiggins, Hettie Bennett, W. G. Williams, H. C. Lewis, Morine Louis Edna Patterson, Mrs. R. F. Luttrell, Mrs. M. B. Martin, Virgie Carter, Addie Gray, Neva Carter, A. J. Hammonds, Lura Pyle, S. E. Hammonds, Fay Hammonds, Mrs. A. J. Hammond.

Rev. Williams then resigned as pastor saying that he felt that his work was finished. The church then called sister Jewel Clark also of Big Spring as their pastor. Sister Clark proved to be a very able pastor and remained until late in the fall of 1939. She then resigned and Rev. R. M. Owens, of Tahoka,

filled in her unexpired term. In the spring of 1940 Rev. Owens announced his intention of resigning, and the church then elected Rev. H. C. Lewis of Floydada, as their pastor for 1940. Since the church was set in order a year ago there have been 18 members added to the church roster, a slow but steady growth in membership. This little church looks forward to a real future in Floydada.

G. C. Tubbs Insurance Pioneer In Floyd Co.

Pioneer Insurance Company Dates Back To January 1910

G. C. Tubbs Insurance is located in the First National Bank building with entrance on West California street. It is owned by Judge G. C. Tubbs and operated by his daughter Mrs. Wilmer Jones, Jr.

The company, under the direction of Judge Tubbs dates back to 1920. It carries a complete coverage of Fire and Allied lines. Judge Tubbs came to Floyd county in 1910 from Temple, Oklahoma. A year later he was married to Miss Brownie Bell Henderson. Judge and Mrs. Tubbs are the parents of three children, Mrs. Jones, Richard, now a student of Texas Tech and Miss Mary Louise.

Mrs. Jones became manager of the company in January 1939 when her father was elected as judge of Floyd county where he is now an incumbent for re-election.

Carbon paper, typewriter ribbons. Hesperian Publishing Co.

Church Of Christ Here Grew From Labors Of S. W. And C. W. Smith

(By Ohmer W. Kirk)

The beginning of the movement which resulted in the present Church of Christ in Floyd county is found in the work of S. W. Smith and C. W. Smith. Claude V. Hall's history of Floyd county records that in the Spring of 1894 these two men were active in the work of locating and establishing a Christian college.

C. W. Smith is mentioned as the second preacher to enter Floyd county. Before the turn of the century worship was held in Floydada from house to house. Soon after 1901 regular worship was held, in a frame school house in north Floydada, later in a building owned by the Methodist church. This building was used once each month by the religious faiths of the town. About 1910 regular weekly meetings for worship were held in the old court house district court room. About 1911 a small frame building was erected at South Wall and East Kentucky streets, which served until 1927, when a brick building was erected at the same location. This building has a seating capacity of about four hundred.

Preachers and teachers who served in the early days will be remembered by the old settlers as S. W. Smith, C. W. Smith, G. H. P. Showalter, Milton Showalter, N. L. Clark, Abe Freeman, J. J. Day, J. J. McCarty, John Reagan, E. B. Mullins, Charles W. Watkins, the Bentley brothers and E. A. Bedcheck. A teacher in the schools, professor Glass was also a leader in church teaching.

Names of members well remembered as charter and early members include Duncan, Day, Dallas, Andrews, Starks, Steen, Murry, Reeves, Edwards, Walling, Shipley, Bosley, Watkins, Mullins, Beck, McPeak, Hall Goen, Smith, Splawn. The membership has always been composed of people living on farms surrounding Floydada as well as residents of Floydada. The church was set in order about 1927 by N. L. Clark. In 1939 R. F. Jackson, N. R. Austin and J. M. Harrison were added to serve as elders.

Magnolia Company Has Served This Area Since 1914

Magnolia Petroleum company, oldest existing wholesale oil company operating in Floyd county, begun serving people of this area in 1914. Magnolia products which include Mobagas, Mobiloil and Mobilubricants are widely used by motorists and farmers in the territory.

H. O. Cline, resident of the county since 1923, and Arel C. Rainer, here since 1910, are wholesale dealers. Mr. Cline has been associated with Magnolia since 1928 when he became manager of Magnolia Station No. 1, now operated by his brother, A. J. Cline. Mr. Rainer entered the business with Mr. Cline in 1935. His previous experience had been with Sinclair.

Western Auto Associate store, operated by Mr. Cline and Mr. Rainer was opened in May, 1938 at Magnolia Station No. 2. A saving on accessories, parts, tires, radios and appliances is effected by the "factory-to-consumer" plan of operation used by Western Auto Associate stores.

Western Auto store features a complete line of Davis and Davis de Luxe tires, Wizard batteries, replacement parts, accessories, electrical appliances and Truetone radios.

Nature working alone produces a jungle, not an orderly garden. It takes both God and man to make a garden.

Lockney Chapter Of Eastern Star Formed Early In Year 1909

(By Mrs. G. J. Stapleton)
Chapter Number 437 O. E. S., was organized in Lockney in May, 1909, with Lillian Britton as worthy matron and E. P. Thompson, Worthy Patron.

The following were charter members: Mrs. Essie Howard, Mrs. Mollie Mathews, Mrs. Josephine McGehee, Mrs. Maggie Nichols, Mrs. Millie D. Nix, Mrs. Mollie Norris, Mrs. Rose Ramsey, Miss Louise Ramsey, Mrs. Roseland Thompson, Mrs. Malissie Stalcup, Homer Howard, J. S. Miller, J. L. Norris, C. P. Ramsey, T. Z. Reed and W. P. Stalcup.

All charter members are living with the exception of Mr. and Mrs. Stalcup and Miss Louise Ramsey. We recently gave a reception honoring our charter members and Judge and Mrs. E. P. Thompson were present. Their home is now in California.

Mrs. Jewel Kenady is our present worthy matron and Jess Cox, worthy patron but on May 31 we will install Mrs. Mildred Moore as our new worthy matron and Jess Cox as worthy patron.

We have always been an active chapter and at various times have held schools of instruction. We always send a delegate to the grand chapter. It is our desire at all times to share the joys and sorrows of our sisters and brothers and live a life of service in our community.

Sell it with a classified advertisement in The Hesperian.

FLOYDADA HOSPITAL CLINIC HAS EXCELLENT EQUIPMENT

Floydada Hospital & Clinic, with Drs. A. E. Guthrie and Donald H. Pitts, was re-modeled and re-opened with a largely increased surgical equipment 18 months ago. Since that time additional equipment has been added at heavy cost. At this time the hospital is equipped for a complete clinical diagnosis, as well as hospitalization.

Geo. B. McAllister is business manager of the hospital.

W. U. White Grows Up In Drug Business In Early Day Floydada

W. U. (Ulmer) White, who owns the White Drug company, one of Floydada's leading pharmacies, was brought up in the drug business from pioneer days to modern times.

His father, A. D. White, was one of Floydada's earliest druggists, buying an interest in his first store in 1897. Ulmer, born at Della Plain a short time after his parents moved to Floyd county, worked in his father's store for many years, and with the exception of a short time spent in business at Matador, has worked in and owned drug stores in Floydada since early manhood.

He established his present business here in 1929 and still operates the modern drug and pharmacy next door to the Palace theatre in Floydada.

Want to trade? Use a want ad. Save time, worry.

Hesperian Ads Pay



Pioneers Of Floyd County

We extend to you our most sincere Best Wishes for a glorious celebration of the—

GOLDEN ANNIVERSARY OF FLOYD COUNTY

We appreciate the opportunity of having a part in the latter day progress in Floyd County and the privilege of serving you!

C. H. Elliott & Company

R. H. Foster, Salesman
Electrolux Refrigerators — Butane Service



Welcome Pioneers

From ANOTHER PIONEER

Come to see us while here for the Golden Anniversary Party!

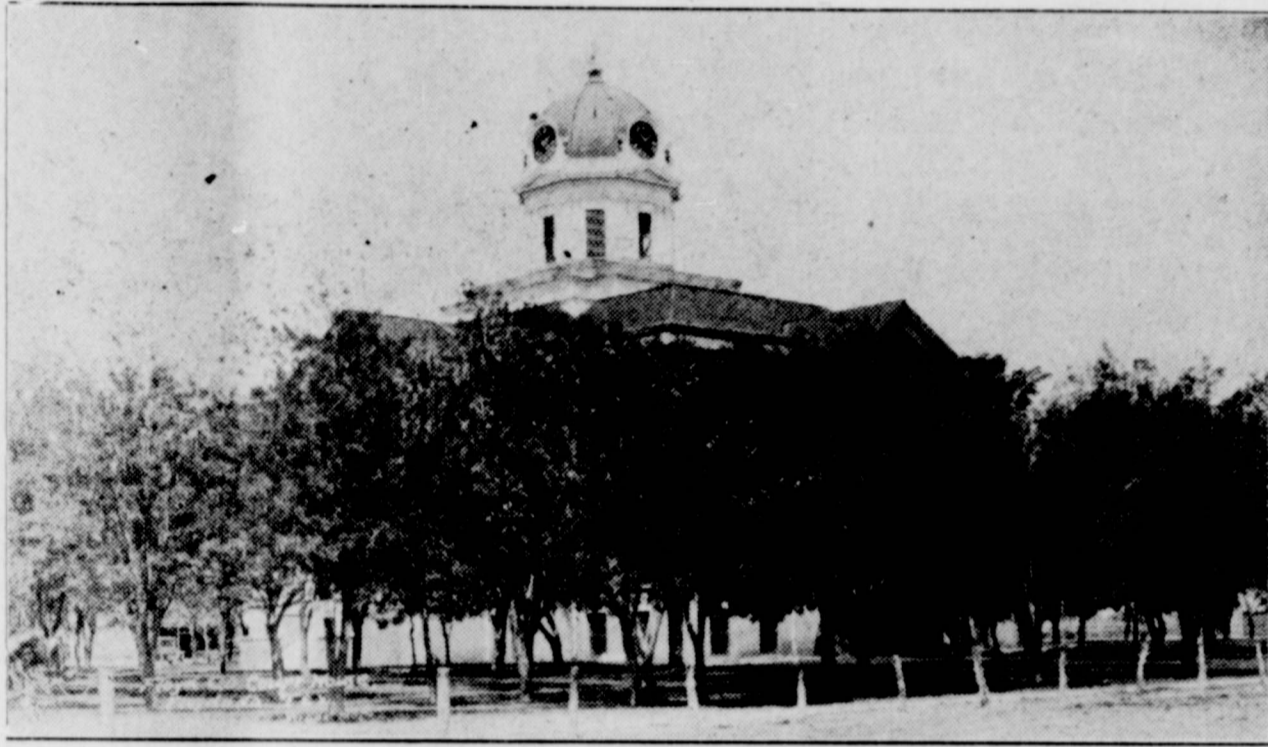
We have served the residents of this area for several years and during this period have enjoyed a liberal share of your patronage.

We are glad we are having a part in the development and advancement of Floyd County.

White Drug Company

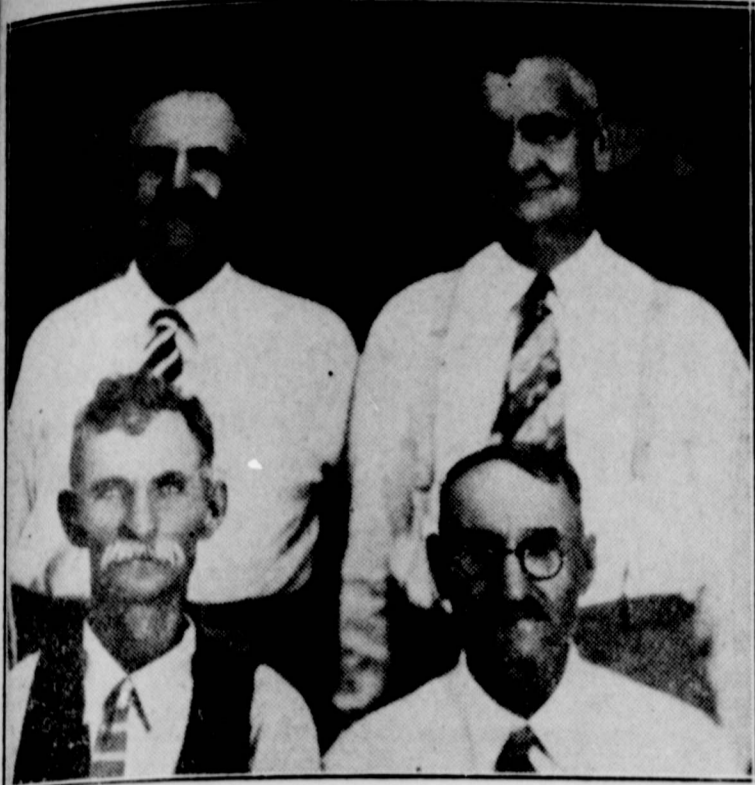
Phone 202

State Of Texas County Of Floyd



We, the County and District officials, take great pleasure in wishing all the pioneers of Floyd County a Happy Golden Anniversary celebration. We appreciate the accomplishments you have made in the past half-century!

<p>ALTON B. CHAPMAN District Judge 110th Judicial District</p>	<p>JOHN A. HAMILTON District Attorney 110th Judicial District</p>
<p>G. C. TUBBS County Judge In Floyd County since 1910</p>	<p>A. B. (Byron) CLARK County Clerk In Floyd County since 1897</p>
<p>FRANK L. MOORE Assessor and Collector of Taxes In Floyd County since 1908</p>	<p>MRS. O. M. CONWAY County Treasurer In Floyd County since 1917</p>
<p>CLARENCE GUFFEE County Superintendent In Floyd County since 1926</p>	<p>GEO. B. MARSHALL District Clerk In Floyd County since 1911</p>
<p>A. S. CUMMINGS Commissioner Precinct No. 1 In Floyd County since 1905</p>	<p>E. R. HARRIS Commissioner Precinct No. 2 In Floyd County since 1907</p>
<p>M. H. TAYLOR Commissioner Precinct No. 3 In Floyd County since 1899</p>	<p>H. J. (Hugh) NELSON Commissioner Precinct No. 4 In Floyd County since 1917</p>
<p>F. N. (Fred) CLARK Sheriff In Floyd County since 1910</p>	<p>WALTER D. NEWELL County Surveyor In Floyd County since 1903</p>



Four cowboys of the early Matador ranch era, who went to work for the company in the spring of 1879 after the first cattle were thrown on the range in 1878. Back left to right, Warren Brown, J. D. Starks, front O. C. Bailey, Bob Stelder. This picture was made in Floydada in 1928. All are since deceased.

History Of Music Club Of Floydada

**Mrs. C. B. McDonald Will
Head Club As President
Another Year**

One of the youngest federated clubs of the town is the Floydada Music club, which was organized in April 1939 with Mrs. C. B. McDonald, president. The club is federated with the district, state and national organization and has a membership of twenty-seven.

During the past year, meetings have been held monthly on the first Thursday night of each month from September until May inclusive. The past year's course of study was "The Fundamentals of Music" by Kark W. Gehrens. In addition to the study several programs were given on the subjects of Southern Music, Modern Music, Federation Day and International Music. A Christmas pageant, a Texas Day program and an observance of Music Week comprised the course for the year.

As a brief resume of the years work, two delegates were sent to a district meeting at Lubbock in November. Local members were included in a Fine Arts program at this meeting; A Fine Arts program at a joint meeting of the three federated Study clubs of the city was given; A picture, "The Great Victor Herbert," was sponsored and a donation to the Floydada High school for the purchase of books made.

At this time the club is inactive until September when a new course of study will be started.

Charter members are Mrs. McDonald, Mrs. G. E. Bond, Miss Elizabeth Caldwell, Miss Bernice Dallinger, Mrs. Pearl Fagan, Mrs. Lola Gallaway, Mrs. Dean Hill, Mrs. W. D. Newell, Mrs. Elvin Rainer, Miss Evelyn Roy, Miss Imogene Roy, Mary Frances McRoberts and Dorothy Nell Swinson.

Other members are Mrs. Verner Norman, Mrs. W. D. Johnson, Miss Bert Ione Smith, Miss Betty Newell, Miss Emma Louise Smith, Miss Thomasine Cox, Misses Vera and Maudie Meredith, Mrs. J. B. Bishop, Mrs. Tom J. Boyd, Mrs. Buck Bishop, Mrs. L. W. Chapman and Mrs. W. T. Hamilton. Mrs. J. N. Johnston is an associate member.

Church Of Christ At Lockney Is One Of County's Oldest

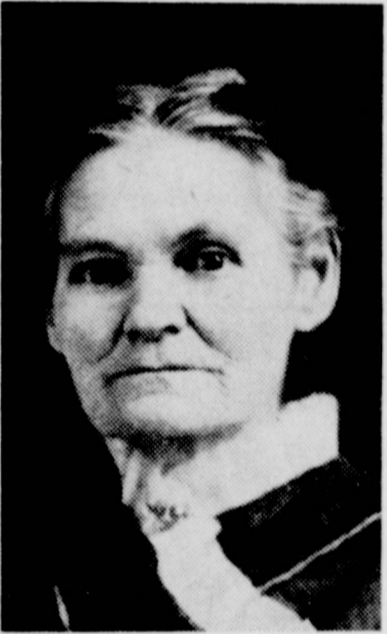
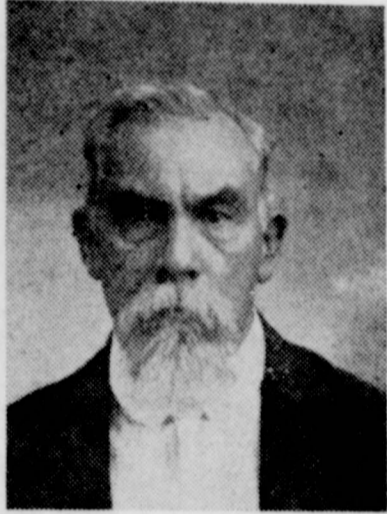
The Church of Christ of Lockney was organized in 1894 with Charles W. Smith as the first minister, and W. E. Broyles and J. L. Shaw elders. The congregation met from house to house until 1895 when the Lockney Christian college was established by Churches of Christ of the Southwest.

The congregation met in the college auditorium until April, 1928 when the present Main Street Church of Christ building was constructed at a cost of \$30,000. At that time J. Early Arceneaux was the minister.

Main Street Church of Christ is considered one of the most modern buildings on the South Plains. It is built of cream-colored rough faced brick, has a tiled roof and stained glass windows. A concrete basement provides ample accommodations for Bible classes. The baptistry is built of solid concrete and is equipped with indirect lighting. The main auditorium and balcony has the largest seating capacity in Lockney.

Officials of the congregation at present are Herbert Broadus, minister; Floyd Huff and Robert Smith, elders; Lester Honea, T. E. Cowart and J. W. Baggett, deacons; George Meriwether, business secretary of building fund.

Hektograph Inks, Hesperian



W. E. Broyles and Mrs. Broyles pioneered in Floyd county, arriving here in 1895. Now deceased they resided in Lockney many years and Mr. Broyles was one of the moving spirits in the religious and business life of the community.

W. E. Broyles Were Pioneer Family In Floyd County In '94

Mr. and Mrs. W. E. Broyles were pioneers of Floyd county, and although they are deceased, will be remembered by many for their generosity and hospitality. They moved to Floyd county July 10, 1894 and settled at Floydada where their baby son, John C. Broyles was born. They stayed in Floydada one month and moved to a farm three miles southwest of Lockney. Mr. Broyles paid 95 cents per acre for this farm which included a two-room house with a shed room and a dugout. They lived on the farm until 1907 when they sold out and moved to Lockney and Mr. Broyles went into the lumber business which he kept until his death in 1917.

Mr. Broyles helped to build the Church of Christ and also the old Christian college at Lockney. The Broyles family had the first Singer sewing machine in Lockney and people came from far and near to do their sewing.

There were seven children of their own and three orphan children in the Broyles family. They are Mrs. W. N. Kelly, who died in 1936; R. M. (Bud) Broyles, of Longview; Ira Broyles and Mrs. R. P. Shelton, of Lockney; I. B. Broyles, of Fort Worth; Mrs. Carl McAdams, of Lockney and John C. Broyles, of Houston.

Mrs. Kelly was a young married woman and came to the county with her parents. Her son, Neil Kelly, was killed in action in France during the World War. Mrs. Kelly was a gold star mother and made a pilgrimage to France when mothers from the United States went to visit the graves of their sons.

According to Senator Lee of Oklahoma, every mouthful of bread the consumers of this country eat was raised by a farmer who lost money on it.

Floydada IOOF Organized '02 by Dr. Andrews

Grandfather Of Local Man Organized First Odd Fellows In Texas

(By W. A. Gound)

In 1845 Jacob deCordova, the grandfather of G. W. deCordova, of Floyd county, and a few associates organized the Odd Fellows Lone Star Lodge No. 1, which was the nucleus of Texas Grand Lodge and Orphans Home at Corsicana and the Aged Odd Fellows home at Ennis.

In the Corsicana home is maintained a complete school including kindergarten and high school. The graduates from this high school go into the higher state schools without examinations. Twenty-five boys from this home served overseas during the World War. Floydada lodge has a boy and girl in the home and to say we are proud of the work they are doing is only beginning to express our feeling about the two Adams children whose father has passed away.

Floydada Lodge No. 34 was organized in 1902 by Dr. R. C. Andrews, J. C. Malloy, J. F. McCarty, W. S. Compton and W. A. Gound. The first initiation in the lodge after its organization was J. C. Bolding

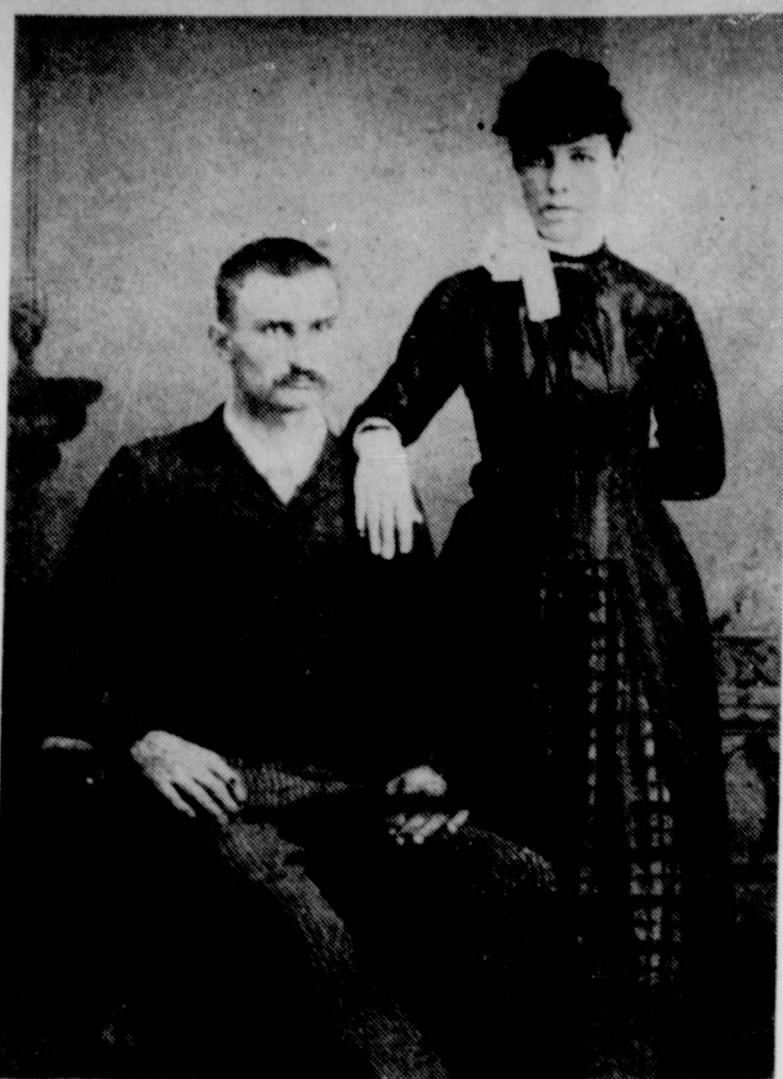
who is yet a member and has done a noble part in carrying on the fraternity work of the lodge. The organization was held in an old building where the First National bank building now stands. In 1903 the Woodmen and the Odd Fellows erected a building at the southeast corner of the square which was finally sold and moved away. The present officers are B. Nichols, Noble Grand; J. S. Chenoweth, Vice Grand; G. N. Shirey, secretary; F. M. Woolsey, chaplain. The meetings are held every Thursday night at the Barrow building. An annual celebration is held each year on April 26 to celebrate the founding of the first lodge in the United States. On this occasion we have a program and usually a big supper.

Firm Of Goen & Goen Formed 13 Years Ago

The firm of Goen & Goen, located in the Boothe building on West California street, was organized on January 1, 1927, the senior member being A. C. Goen, who has engaged in the real estate business since the early 1900's here except for the interim in which he served as sheriff and tax collector. M. P. Goen, junior member, is a son of A. C. Goen. The agency has dealt in real estate, loans and insurance of all kinds except life since its organization.

Cloverlake Creamery at Plainview enjoys a liberal patronage from the people of Floyd county. Trucks from this plant make regular trips to this area delivering Cloverlake dairy products.

Business man's department store. Hesperian Pub. Co.



Fifty-One Years ago, Mr. and Mrs. A. D. White had this picture made at Fort Smith, Arkansas, the day before they started for Texas. They spent their first night in this part of the State of Texas at the Matador ranch enroute to Floyd county.

Pioneers Plan to Mark Della Plains Cemetery After Half A Century

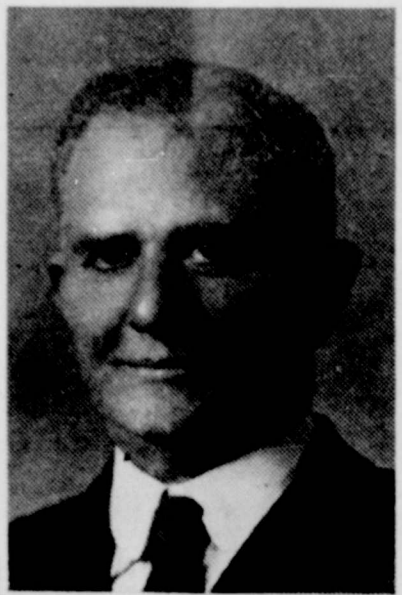
Memorial Services Will Be Held Tuesday Afternoon As Part Of Afternoon Program

After fifty years the plot of ground five miles north of Floydada, representing the city of the dead of Floyd county's first burial ground at old Della Plains is due to be marked with some kind of a memorial shaft. Situated on the slope of the hill on a farm now belonging to Glad Snodgrass of Floydada the plot is unmarked and untended, though through the years the plowman's share has been directed around the hallowed ground.

Memorial exercises Tuesday afternoon at the pioneers re-union will be held for these dead as well as for all the others who have passed over the river during the past twelve months. At that time the movement will be started to have the shaft or memorial marker placed. Public subscriptions for the purpose will be taken and a committee named to handle details of the matter when funds are deemed to be sufficient.

The list of the pioneer men, women and children who died in Floyd county in the days prior to the founding of Floydada and Lockney and whose remains were interred in Della Plains cemetery, has been assembled and with the possibility that one to five names may have been omitted, this list is as follows:

1. Grandma Braidfoot, mother of T. J. Braidfoot;
2. Edwin O. McLain, son of R. E. L. McLain;
3. An elderly man named Banister;
4. Sol Bronson;
5. Willie Collins;
6. A little girl named Bronson;
7. A baby named Byars;
8. A baby named Worley;
9. Mrs. J. A. Callihan, mother of J. S. Callihan of Wake and of Mrs. Langford, of Floydada;
10. Mrs. Ella Mickey, wife of Lou Mickey;
11. Annie, infant child of Mr. and Mrs. George Mickey;
- 12-13. Mrs. Georgia Mickey and baby;
14. Zeph Mickey, son of Zeph Mickey;
15. A young man named Vander-



Jno. N. Farris for many years was president of the First National Bank of Floydada and a leader in the county's development. He worked several years as a cowboy and later owner his own ranch in the vicinity of Quitaque. He died here during the epidemic of pneumonia in 1918.

Of these all died of natural causes, it is believed, except Willie Collins, whose horse was thrown when he roped a yearling and the boy sustained a broken neck in the fall; and Zeph Mickey, who burned to death. Among those who collaborated in making up this list were J. T. McLain and his sister, Mrs. Della Pulingim, who were children at Della Plains in the early days, Mrs. E. C. Henry, who attended the Byars and Worley children's funerals, S. D. Mills, W. M. Massie, and others.

Writing fluids, Hesperian.

Massie Wholesale Grocery Opened In 1912; Progressive

Once Shipped Merchants Of Canyon, Post An Amount Of Goods

Massie Wholesale Grocery, another of the pioneer firms in Floyd county, was started in 1912 by W. M. Massie and C. M. Massie. Building to house the new enterprise was constructed in 1911 and business was begun the following year. J. B. Jenkins, a long time resident of the county, was employed by Massie Wholesale grocery from 1912 to 1916. G. T. Massie worked with the institution from 1916 to 1923. Other employes since that date include J. A. Carruth who became associated with the firm in 1923, A. P. Horn from 1927 until three years ago; Truett Butler, 1923-26; Kenneth Umberson, 1926-30; B. Nichols since 1926; J. F. Klebold, 1927 to 1937.

The present force include W. H. Baker, W. A. Kirk, Fred Bell and Creed Parrish. In the early days of the Massie Wholesale grocery, orders were shipped as far north as Tulsa and Post and south to Post but in later years the business has been confined to a shorter radius about Floydada.

Geo. Mahon Sends Greetings To Old-Timers And County

"May I extend this word of greeting to the people of Floyd county upon the occasion of the Golden Anniversary of the county. To celebrate and be happy in these perilous times is the high privilege of the people of very few nations in the world today. Our nation is not perfect, but we ought to thank Heaven every day for the wonderful privileges which are ours.

"War with its death and destruction has had a profound effect not only here in Washington but throughout the country. There is sympathy for the distressed and bleeding people everywhere.

"I conceive it to be my highest duty and greatest privilege as a Member of Congress to help in every effort to keep our country at peace. Recent developments must not be permitted to weaken our determination to stay out of war. I have been saying for several years that despite the many pressing domestic problems the most important task before us today is keeping America at peace. Toward that end let us continue to prepare for our defense in a military way, and let us also prepare by promoting at home the principles of morality and Christianity, love of country and the flag."

Geo. Mahon.

Same Thing

Father: "My son, I won't have you constantly at the bottom of the class as you are."

Age Seven (bored): "Can't see it matters myself, Pa. They teach the same thing at both ends."

First Drunk: "What did you say when you lost at strip poker?"

Second Ditt.: "I shed plenty."



Pioneer Days Are Gone

yet we live them again as we celebrate the Golden Anniversary of the county today!

We appreciate the many accomplishments of the pioneers and are glad to be having a part in the development of this area.

Floydada Insurance Agcy.

W. H. Henderson



Ride 'Em Cowboy

We're ready to celebrate the Golden Anniversary of the county's organization in 1890.

RELIABLE MOTOR SERVICE

— With —

- McQuay-Norris replacement parts, well known to all the motoring public. Specializing an engineered ring for every make car, thereby eliminating excessive oil consumption.
- Thermoid Brake Lining—dependable brake lining. "Rely on your brakes instead of your horn."
- McCord mufflers and tail pipes. Avoid monoxide gas.
- Niehoff ignition parts, complete for all cars.
- Purolator—the first in oil cleaners.
- National Tires and Hivolt Batteries, unconditionally guaranteed.
- Wagner Lockheed Brake parts. Keep your brake mechanism serviced.
- Texaco Products.

Sharp's Motor Service

PHONE 70

W. H. (Bill) Sharp

All Dressed Up



and on the way to Floyd County's Golden Anniversary Celebration!

WE'RE GLAD

To Welcome all the old-timers and the new-comers to Floydada for the Birthday Party.

CURLEY'S CAFE YOUNG'S CAFE
McDONALD HARDWARE
SAM'S BODY & FENDER WORKS
JOHN REAGAN

Ride 'Im Cowhand!

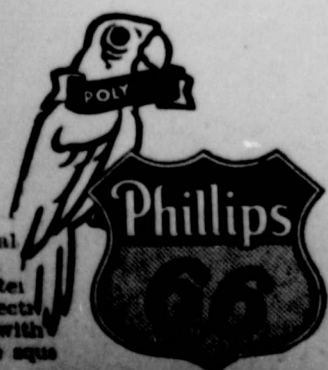


Going to the Floyd County Golden Anniversary Celebration and we'll be using...

PHILLIPS 66 Gasoline ... Oil ... Lubricants

High quality, long lasting, economical products!

We appreciate the advancement made by the pioneers since the county was organized in 1890.



Aaron Carthel
Phillips 66
Wholesale and Retail
FLOYDADA

Congratulations Pioneers

ON THE CELEBRATION OF THE GOLDEN ANNIVERSARY

Wilson Kimble
OPTICAL and JEWELRY



Pioneers of Floyd County

We join in extending to you our most sincere felicitations on the occasion of the celebration of Floyd County's Golden Anniversary.

Throughout the years we have greatly enjoyed our association with you. We appreciate the many friends whose support has been a contributing factor to our continual service.

As we review the past fifty years of the county's history, we think it only proper that we live not alone in the past, but look toward tomorrow with a spirit of faith and optimism.

F. C. HARMON FURNITURE
HARMON FUNERAL HOME
FARMON BURIAL ASSOCIATION

Floydada, Texas

First Christian Church Traces History To '91

First Services Were Held In Old Courthouse As Early As 1891

By Mrs. Lynn B. Fawver
Back as early as 1891 the Churches of Christ met in a body, first in the homes and later in the old wooden courthouse, to observe the communion service and study the Word of God. The church had an occasional visiting minister to bring the message.

In the fall of 1908 Rev. Hamblin, assisted by his song leader by the name of Drake, held a revival meeting at the Old Methodist church building located at that time at the southwest intersection of Main and Virginia streets. At the close of this meeting, the First Christian church of Floydada was organized. There was a charter membership of fifty-seven members.

Eight Charter Members
Eight charter members remain and are residents of Floyd county. They are Dr. V. Andrews, Mr. and Mrs. L. B. Fawver, Mrs. J. D. Starks, Mrs. Jas. K. Green, Mrs. Champ Walters, Mrs. R. H. Willis and Mrs. Dora Reagan.

Early Settlers Recalled
We remember some of the early members of the horse and buggy and white-topped back days, who through their faith and devotion to the church, traveled many miles on dirt roads to attend services. Among them were the Ellisons who lived fifteen miles East of Floydada and the Emerts who, a few years later were also regular attendants at church services.

Mr. and Mrs. H. M. Hart, ten miles east of town; Mrs. Hart's work and devotion to the church will be remembered. She was a teacher of the Ladies' Bible class for a number of years. At this time she lives at Lawndale, California, and is 87 years old. Though confined to a wheel chair, for the past several years, she is still interested in her church work. In her frequent letters she always asks about the Floydada church and its progress.

Others who traveled from ten to fifteen miles to service were the Lees of Pleasant Hill, now of Clovis, California the Pelphreys of the McCoy community, the Scotts of Floydada, and many others. This was the true pioneer spirit of the early-day christians.

First Church Building
In the spring of 1909, from the results of the Hamblin meeting, the congregation of the First Christian church decided to build a place of worship. Three lots were donated by W. M. Massie. One lot was bought in September 1909 from J. B. Bartley and wife, W. A. Gound. He received the bid for \$1300. The lumber was hauled from Plainview by wagon.

When the building was completed and dedicated, it was free of indebtedness, through donations of members and friends. The first pastor was the Rev. Jewel Howard who gave the church half-time service. The church, originally, had a porch across the front and back of the building. The idea of the members was to use this building for a parsonage with intentions of building a church building later. This was also the reason for not building on the corner lot.

In 1910 this building was damaged by storm and repaired by W. A. Gound.
In 1923 the church was remodeled enclosing the porches in the building proper and the baptistry and pulpit were added.

Up until this time baptismal service were conducted at a large concrete tank at the home of Dr. R. C. Andrews, or down on the canyon at a running stream. This little church served well for 30 years.

It has been remodeled with a modern kitchen and dining hall and rechristened, "Fellowship Hall" and continues in service to the church and community.

In September 1938, mainly through the prayers and efforts of the ladies' organizations of the church and our pastor, Rev. Gordon G. Voight, the congregation decided to build a new place of worship, the beautiful new edifice which now adorns the corner lots. The contract was let to S. F. (Buck) Conner. The building and furnishings are valued at \$10,000. This building with no indebtedness, was dedicated to the service of the Lord in a day-long service on Easter Sunday, April 9, 1939, with 150 active members of the church.

We want our new church to be known, as was the old church, the "Little Church with the big welcome," where the humblest as well as the wealthiest are always welcome. Remember, the church is not ours, but God's.

Other property of the church include the first parsonage built on South Main street in 1924. This lot was donated from Mrs. Ewing, the former Mrs. Houghton. L. B. Fawver was foreman on this building job. Most of the work was donated by members and friends of the church. This property was later sold for a consideration of \$2,000 and the present parsonage was built in 1926. It is located on West Georgia street. Hugh Cannaday was the contractor for this job. The lots were a donation from Mrs. Lora Farris.
A residence adjoining the church on the west was bought in 1929 from John Callihan. It has been remodeled and made into Sunday school rooms where it has been in continuous use since.
An active Sunday school has been in operation continuously since the church was organized and has contributed largely to the growth of the church. Lon M. Davis is now serving as Sunday school superintendent.



This church at the corner of Fourth and Missouri streets was dedicated debt-free in appropriate ceremonies by the First Christian church early last year. Its interior is as neatly finished as the exterior appearance indicates.

Mrs. Fullingim Writes Of First Days In County

Came To Della Plain With Parents In 1885 From Brownwood, Texas

(By Mrs. J. K. Fullingim)
My parents, Mr. and Mrs. B. F. Farmer, moved to Floyd county in the fall of 1885 from Brownwood, when I was a girl just 14 years old, and settled at Della Plain. As I recall there was a store and a hotel there at that time and the hotel was run by Mr. and Mrs. T. J. Braidfoot. My sister, Miss Ida Farmer and J. W. Hamilton were the first couple married in Floyd county. The ceremony was performed by Rev. Smith, pastor of the Methodist church at that time, who, also married my husband and me. My sister now lives at Bakersfield, California.

For entertainment in those days the young people would have play parties, candy pullings. We had to call it a play party, to get to go when in reality it was nothing more or less than a square dance. The cowboys would come in town on Saturday nights for the fun and it was at a play party that I met my husband, J. K. Fullingim, who was working on the Matador ranch.

Some of the families that lived at Della Plain when we were there were the McLain's, Buck Sams' father, Andy Sams, a family of Terrys, Mrs. Ragle and Mrs. Sams now live at Lockney. Mrs. S. E. Sugs of Crosbyton, and Mrs. Sams of Lockney, are twin sisters.

Soon after I married we moved to Mott camp on the Matador ranch in Motley county and lived there two years. I was just a little afraid because just a short time before we moved to the camp two brothers had been killed there.

When we first came to Floyd county you could go out and kill an antelope any time. We would dress them and hang them on the windmill where they would keep indefinitely. There were not any flies to bother the meat. They used to mow the prairie hay just like they do millet straw and other hays and stack it close to basins where they cut it. It was the only feed and protection, too, for the cattle. Young people now can't imagine how things looked then and how we had to do when the country was settling up.

We moved to Old Emma in Crosby county and lived there seven years. Mr. Fullingim was sheriff for eight years of Crosby county. My children used to go from Old Emma to the present site of Crosbyton and pick up cow chips. There wasn't anything there at that time but a gin and a place for cattle to water and there were plenty of cow chips. My children would pick them up and sell them to other people at 50c per box and deliver them with a donkey hitched to a big box nailed on a sled. I remember one time I told my little boy that it was in the paper about him selling chips and he cried and said he didn't see why they had to print that. Of course it wasn't but I was just teasing him.

When we first moved to Crosbyton there was very few settlers and we lived in the south part of town and bought the place from Julian Bassett. Later we bought the City hotel from A. D. Myers, who had moved the hotel from old Emma when they picked up old Emma and moved it to Crosbyton. Sometime we attended church services at the old Quaker church.

(Ed.—Mrs. Fullingim has been running the City hotel at Crosbyton for the past 27 years. She is assisted by her daughter, Mattie. She has three other daughters, Mrs. H. L. Andrews, of Clovis, New Mexico; Mrs. R. J. Coffie, and Mrs. Buck Walters, of Crosbyton; one son, Clarence, died in 1914; Mr. Fullingim died in 1928.)



Mr. and Mrs. J. A. Huckabay, both deceased now, farmed for many years South of Blanco canyon and lived for a time in Floydada before their death.

Unless we make ourselves useful, we can't expect the world to pay much attention to us.

Orville Harris, Owner Harris Auto Repair Located On E. Calif.

Orville Harris, owner of the Harris Auto Repair, came to Floydada, with his parents, Mr. and Mrs. S. T. Harris, in September 1915 from Grayson county.

Mr. Harris has been in the machinery and automotive repair business in the county for the past 15 years. He has been in business at the present location for the past 17 months.

The business specializes in automotive and tractor repair, radiator repair and welding.

In March, 1939 Mr. Harris and A. L. Sparks bought out the Cline Automotive repair on East California street and in December 1939 Mr. Sparks sold his interest to Mr. Harris.

Other than Mr. Harris Raymond Holt is employed as assistant.

Mr. and Mrs. Harris are the parents of six children. Mrs. Harris was Miss Mable Steen, daughter of Mr. and Mrs. I. M. Steen.

Mrs. V. A. Leonard Wed At Mount Blanco

Mrs. V. A. Leonard first lived in Crosby county in Blanco Canyon just across the Floyd county line after she came to West Texas. She lived in Ohio and came here to visit her uncle, Hank Smith, and his family who lived at Mt. Blanco. The nearest railway point at that time was at Colorado City and she stayed there several days at the old St. Charles hotel waiting for her uncle Hank to come after her.

It was while she was visiting her uncle that she met Mr. Leonard who was working on the Spur ranch. Mr. Leonard built a little store at Mt. Blanco and he and Mrs. Leonard married in November, 1887. Mrs. Leonard said, "We were the second couple to marry in Crosby county. We built a dugout in the side of a hill and lived there for quite a while. We moved to Clarendon in 1907 and remained there until 1917, when we moved back to Floyd county and I have been here ever since."

Mrs. Leonard said she had told her life's story so many times she did not like to repeat but she did relate one little incident of her early romance, saying that Mr. Leonard used to take her for a ride in the old buck board and he would pick the wild evening glory and give them to her for a bouquet.

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An active Sunday school has been in operation continuously since the church was organized and has contributed largely to the growth of the church. Lon M. Davis is now serving as Sunday school superintendent.

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WELCOME PIONEERS!



We appreciate the advancement which has been made as a result of the ambitions and fortitude of the Old Timers.

We are glad to join in wishing for all of them and all of you a most HAPPY

GOLDEN ANNIVERSARY CELEBRATION!

Retail Merchant's Association
OF FLOYDADA
Mrs. P. G. Stegall, Secretary

AUTOMOBILE STYLES HAVE CHANGED TOO



From the early Model "T" to the New Ford V-8 . . . is a transition that rivals the progress and advancement of Floyd County since its organization fifty years ago!



Welcome old-timers and newcomers to the Golden anniversary celebration today.

We invite you to come in and see the brilliant, new Fords while you are in town.

This New Ford '40 has 22 New Features



We'll be looking for you in
FLOYDADA
On **TUESDAY, MAY 28**

Bishop Motor Co.

Authorized Fords SALES and SERVICE
FORD MERCURY LINCOLN



Through The Years—
Your Best Entertainment

We are glad that we have had a part in the advancement of Floyd County—And that we now offer two of the most modern theatres in West Texas!

Now Showing

PALACE Rosalind Russell and Cary Grant In "His Girl Friday"	RITZ Claire Trevor, John Wayne In "Dark Command"
---	--

Palace Theatre
Ritz Theatre
FLOYDADA

Greetings Pioneers

On the occasion of the Celebration of Floyd County's
GOLDEN ANNIVERSARY

Fogerson's Shoe

Repair Service



Greetings Old-Timers

— From —
A NEW COMER!

Although just entering our second year in Floyd County we already number many of you among our friends and customers!

RELIABLE PRODUCTS

- En-Ar-Co and National Motor Oils
- National Lubricants
- White Rose Gasoline
- G. & J. Tires

Jetton Oil Co.

WHOLESALE and RETAIL



Open Day and Night

Willson & Son Lumber Company Grows in Scope

Firm Established In 1916; Grows To Present Eminence

Change From Lumber Yard To Builders Store In 25 Years

A transition from a lumber yard to a building and material store is the story of Willson and Son Lumber company which had its inception in 1916. This firm, which has had an active part in the building progress of this section, was begun almost a quarter century ago by D. M. Willson, now deceased, and his son, J. M. Willson.

Originally the stock of Willson and son included only the necessities for building the most simple type structure or lumber, shingles, nails and the like. Today Willson and Son Lumber company yards carry everything in stock to build a home and make it replete with modern conveniences.

From its start in Floydada, Willson and Son Lumber company has enjoyed sensational growth in size and service.

Yards are now in operation at Silverton, Quitaque, Tulla, Vernon, Peterburg and Mangum, Oklahoma.

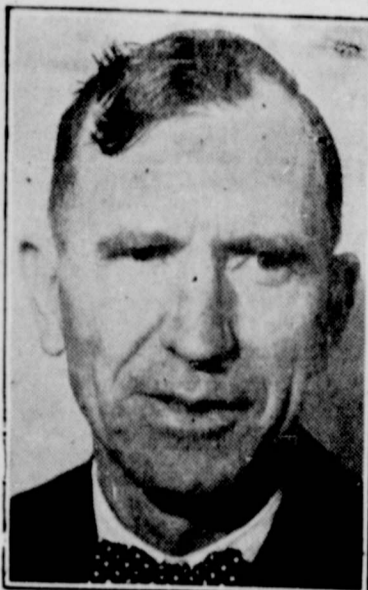
Many of the homes in Floyd and adjacent counties were constructed with materials purchased from Willson and Son Lumber company yards. A policy of close cooperation in plans and coordination of effort have combined to make Willson and Son building headquarters.

Community Leader

J. M. Willson, junior member of the firm who became manager after his father's death, has had a consistently active part in the advancement of the Panhandle-Plains country, especially Floyd county. His has been the part of a community leader and advisor to business and professional groups. He has devoted much time to activities that tend to improve the general welfare of Floyd county.

Mr. Willson, an ex-service man, has been active in Chamber of Commerce, Rotary and Lions clubs, is a member of the Methodist church and lay leader of the Northwest Texas conference. He has served as member of the Floydada City county, a trustee of the Floydada Independent School district and in other official capacities.

Hektograph inks. Hesperian



Jim Willson, present head of the Willson & Son Lumber company, is prominent in civic affairs in Floydada and throughout this section. A leading layman in the Methodist church, he is active also in Lions and Rotary clubs and other civic organizations.

First Post Office In Crosby County Was At Mt. Blanco

Mt. Blanco was the first postoffice in Crosby county. It was established in 1879 at the rock home of Mr. and Mrs. H. C. (Uncle Hank) Smith, 10 miles north of Crosbyton and eighteen miles southeast of Floydada.

Mrs. Elizabeth Smith (Aunt Hank) was postmaster and served until 1916, or a total of thirty-seven years. During the last years of her service she was said to be the oldest postmistress in the United States.

During the early days of the postoffice Aunt Hank handed the mail out of a window of her home to the patrons. During later years a small building for the postoffice was built in the yard at the family home. This building still stands on the Hank Smith premises. Mrs. Smith's son, R. B. Smith, and family occupy the home.

K. J. Mathies was appointed postmaster in 1916 and served until 1920, when the postoffice was discontinued.

Hillcrest Is Named By Newlyweds Who Opened Postoffice

Mr. and Mrs. Frank Montague Begin Married Life As Pioneers In 1897

In 1897 Mr. and Mrs. Frank Montague, then a young bride and groom started out to make their home in this western country, settling on a section of land 16 miles northeast of Floydada. They purchased the land from the State of Texas for \$1.00 per acre and a set of improvements that were on the place from L. H. Lewis for \$300.00. The land had also formerly belonged to Mr. Lewis but he had turned it back to the government.

Before the establishment of a postoffice at the Montague home the mail was carried from Floydada to Childress by stage and the teams were changed at their home. Mrs. Montague's brother, Charlie Wilson, still a resident of Floyd county was one of the first stage drivers.

Mr. and Mrs. Montague decided they needed a postoffice and made application for it in 1898. Mrs. Montague, now a resident of Floydada tells about it in her own words: "The first thing we did was to get a postoffice directory and search it through to see that we did not submit a duplicate name. Also we had to have only one word as two words were not accepted then as names for postoffices. We had just read a sweet little story entitled, 'Hillcrest,' and as I remember it, it was something about a young couple just starting out in life. This was an idea and so Hillcrest was the name submitted. It was accepted and the new Hillcrest postoffice was created in 1898.

"We thought too, the name was appropriate for the location since our home was the first one after you came upon the caprock. It was very romantic and a great thrill to us when we were informed that our name, Hillcrest, had been accepted by the post office department. Mr. Montague was supposed to be the postmaster but in reality I did the work. He kept pretty busy with his other work, occasionally he carried the mail, using a two wheel cart, drawn by two Spanish mules. They were driven in a dead run.

"The mail carriers were true westerners coming rain or snow and serving the whole countryside by bringing from pins to plows. Lots of times there were passengers on the stage and we soon made provisions to take care of passengers and also drivers who would spend the night in bad weather. "The first mail carrier was Festus A. Steen, brother of Homer Steen, now editor of the Floyd County Hesperian; second, T. H. Edwards; third, Tom W. Deen, former county judge of Floyd county; fourth, C. W. Thagard; fifth, Jno. Fawver. Mr. and Mrs. Montague moved to Floydada in 1901 and the postoffice was moved to the W. B. Crabtree place, 14 miles crow flight, northwest of Floydada. It was discontinued in 1910.

KINDER

Located on the Floyd and Briscoe County line on Section 4 in Block 4 is the shipping point of Kinder, established on the Fort Worth and Denver Railway in 1929. Mrs. John Farris owns this section of land and named this little place in honor of her younger son, Kinder. At this station large quantities of Sand and gravel are shipped by the Quitaque Sand and Gravel Co.



Old Wagon Train—The above picture, made about 1906, illustrates early day transportation in Floyd county. The wagon train is loaded with cotton on the way to gins at Childress. O. S. Battey is the driver, perched on the seat of the lead wagon. The cotton was raised on the Battey farm near Lakeview . . . before the advent of the railroads made wheat a major crop.

Curlew Postoffice Derived Name From Native Plains Bird

(Miss Anna Sims, daughter of J. W. Sims)

Curlew was founded in 1891, 4 miles north of the present town of South Plains. John Hardwick built a small stone house and was postmaster and store keeper. About 50 families were supplied from this office, the mail being brought from Silverton once each week on Saturday. The mail came from Clarendon to Silverton. Tom Hines from Arkansas was the official carrier.

The Post Office got its name from the Curlew bird which was plentiful in the early days. While the citizens were gathered to give the office a name a flock of curlew flew over and the name Curlew was given the new Post Office.

On Saturday the people, sometimes as many as thirty, would gather to get the mail. The carrier would sometimes fail to make connection at Silverton and would come back without the mail. So the next day being Sunday someone would volunteer to go and a supply carrier would be sworn in.

Mr. Hardwick sold out to Cooper Wimberley who kept the office for a few years. It was moved then to the Hamilton home and from there to the Walter Long home. Then J. D. Childress bought out the Hamilton family home and the Post Office was again moved back to the Hamilton place.

In 1906 the Post Office was moved to the J. W. Sims place and Mr. Sims was postmaster until the office was discontinued in 1919. In 1906 the office was supplied by the state coach which ran from Lockney to Estelene with a branch line from Silverton.

Flomot Has Modest Beginning in 1902 With General Store

First Established As Post Office By Welch At Turn Of The Century

Flomot, now a village of some 500 population, had its modest genesis about 1902, when a small general store was established; then quickly followed the usual blacksmith shop, another store, a gin, a school house, two churches and in recent years several service stations, garages, a drug store, a tourist camp, a second gin, and practically everything essential to the make up of a small country town.

The first Flomot was established as a postoffice by a Mr. Welch in 1900 in his home 3 miles west of its present location, right on the Floyd and Motley county line, hence the name Flomot.

In 1902 Ebb Hewitt opened a store at the present site and the postoffice was moved from the Welch home to his store. It is in the center of a flourishing farm community, and only a mile north of Quitaque Peaks.

Pioneers OF FLOYD COUNTY

We join in welcoming you to Floydada for the Golden Anniversary Celebration.

We are proud of what you have done and assure you we will do our best to carry on the progress of Floyd County!

Lackey's Blacksmith

EAST OF CONSUMERS



PIONEER DAYS

❖ Are Gone ❖

But the building of Floyd County continues.

We are proud of what has been accomplished by the pioneers in the past half-century. We realize that much of the progress would have been impossible had not a spirit of co-operation and good will prevailed among the old-timers.

Quality Building Material

Have had a vital part in the actual building program. In the early days it was a huge task to obtain the essential materials for home and business building construction. Now, within a short while, all kinds of lumber, brick, millwork, shingles, builders hardware and plumbing and heating supplies are at your disposal. We welcome an opportunity to discuss your building or repair needs.

PIONEERS . . .
We join in wishing you the best of everything on the occasion of the Golden Anniversary Celebration of Floyd County.

Willson & Son Lumber Company

Farmers Grain Company Has Big Business

Company Has Enjoyed Continuous Growth Since Organization In 1929

Farmers Grain company, another of Floyd county's firms which has had a part in recent growth and progress, was organized and incorporated on May 1, 1929 as successors to Floydada Wheat Growers association.

Original directors of the institution were J. D. Christian, president; W. N. Jones, a director since the firm's organization; J. R. Readhimer, C. B. Sims, Geo. Finkner and W. C. Cates. Mr. Cates resigned to become manager, a position he has held since 1929.

The Farmers Grain company has enjoyed continual growth and expansion and now owns and operates three elevators and a mill and wheat treating plant. A mill and wheat treating plant was erected in 1930 and two years later the company acquired the Boothe Spur elevator, located east of Floydada eight miles. In 1938 the Boothe Mill and Elevator properties, just across the street from the original Farmers Grain, was added to the properties.

Farmers Grain company annually purchases hundreds of thousands of bushels of wheat from farmers in this vicinity and in the region about the Boothe Spur elevator, kept open only during harvest season. Feeds, seed grains and other supplies for stockman and farmers are kept at the Floydada elevator.

Employees of the Farmers Grain company include Mr. Cates, the manager, E. S. Johnson and Carl Nelson.



Horse And Buggy Days were passing when this street scene was made in Floydada in 1914. While wagons and buggies are still prominent on Floydada streets, the automobile is crowding the scene. The picture was taken a short time after the present First National bank building was erected on the southwest corner.

Q. A. & P. Rails—

(Continued from page one)

the surrounding country, and that its boundary is marked by an escarpment generally referred to locally as Cap Rock. It presents difficult engineering problems in locating consistent grade lines for extending a line from the lower to the higher levels.

As an indication of the change in elevation, it was found that beginning with an elevation above sea level at Quanah of approximately 1,500 feet, the line reached an elevation of 1,900 feet at Paducah, Texas, and 2,100 feet at a point a short distance west of Paducah, and beginning at the crossing at Tongue River, a distance of twelve miles west of Paducah, the ascent to the Staked Plains is almost continuous, the line reaching its highest elevation of 3,300 feet above sea level at Floydada, Texas, the present western terminus of the Quanah Line.

Surveys were made from Paducah in five general directions, one preliminary line following a route through the southwest part of Motley County into Dickens County via Lubbock, Texas. A second line was run through Matador, Texas, following a general westwardly direction; however, the cost was found to be prohibitive, due to heavy grading and prospects of tunnel work west of Matador. Other lines were run passing Matador on the south about three miles and another line passing Matador about four miles north, all of these surveys falling of purpose. The line eventually was constructed on its present location through the south part of Motley County, reach-

ing the Staked Plains via Wolf Creek Point, following closely a wagon trail adopted by buffalo hunters during the early eighties. This route was only feasible one over which consistent grade line were found possible.

At the time the line was extended to MacBain, the citizens of Matador to a junction with the Quanah Line, connecting at a point three miles east of the present town of Roaring Springs, the length of the connecting line being eight miles. That line was known as the Motley County Railroad and operated independently until July, 1926, at which time it was purchased by the Quanah Line, and by an act of the legislature consolidation effected with that property.

In 1928 the main line was further extended to Floydada, Texas, county seat of Floyd County, a distance of 30 miles, its present western terminus.

As operated today the Quanah Line extends from Red River via Quanah, Texas, to Floydada, Texas, with a branch line to Matador, Texas, operating a total of 130 miles. The property is of standard construction with full section ballasted roadway, and the substituted for the original pile trestle bridge construction concrete culverts and concrete boxes over all small waterways. The investment in property is \$3,545,654.18.

The line crosses three important streams, namely: Pease River and Tongue River, both located in Cotton County, Texas, and Dutchman River, in Motley County, all having their head waters on the Staked Plains.

The principal manufacturing

plants on the line, engaged in the manufacture of gypsum products, are located at Acme, Texas. The line west of Acme passes through agricultural and grazing lands, the tonnage from that region consisting principally of cotton, wheat, sorghum, and other grains, also livestock. Interchange points with other carriers at Floydada, Acme, and Quanah and Red River afford the movement of passenger traffic.

The Quanah Line rails serve four county seats, to wit:

- Quanah, Texas, county seat of Hardeman County.
- Paducah, Texas, county seat of Cottle County.
- Matador, Texas, county seat of Motley County.
- Floydada, Texas, county seat of Floyd County.

The general offices of the Company are located at Quanah, Texas. The building is stucco type, tile roof, Mission style, the lower floor serving as passenger facilities.

The name Quanah, adopted for that city, while not euphonious, was chosen on account of its historical significance to the locality, namely the home of the Comanche Tribe of Indians of which Chief Quanah was the last of the ruling tribe. The Quanah, Acme & Pacific Railway Company is usually referred to as the Quanah Route.

Less than fifty years ago there was no town of Quanah. It was created in 1885, about the time when surveys were first begun by the Fort Worth & Denver City Railway through this section of Texas, the town being founded by General Granville Dodge, builder of the Fort Worth & Denver City Ry.

The first passenger train (The Fort Worth & Denver City Railway) reached Quanah in 1887. The "Frisco" built into Quanah from Oklahoma City in 1903.

Stockholders at the time were E. C. Nelson, Mrs. Jno. N. Farris, Velma and J. Verne Nelson, J. V. Daniel, H. E. Cannaday, O. W. Stroup, Thos. Montgomery, W. N. Jones and I. E. Martin. Mr. Nelson was president, Thos. Montgomery and Mrs. Jno. N. Farris, vice presidents, J. V. Daniel, cashier. These with J. B. Jenkins, O. W. Stroup and H. E. Cannaday comprised the board of directors.

Employees at the time Frank L. Moore and Miss Annie Marie Moore, assistant cashiers, O. M. Watson, collections, L. J. Welborn and Chas. Bedford, bookkeepers, and E. L. Norman, assistant cashier.

When banks the country over were closing in the face of depression's onslaughts, the First National in Floydada maintained a sound condition and transacted business with its customers. After the bank holiday and the organization of the Federal Deposit Insurance corporation, a short time later, the local institution became a member of this group. Deposits up to \$5,000.00 are insured in the Federal Deposit Insurance corporation.

J. V. Daniel, who advanced from a cashier's position, succeeded E. C. Nelson as president when the latter retired. Present officers include Thos. Montgomery, chairman of the board; Mrs. Jno. N. Farris, vice president; O. M. Watson, vice president; E. L. Norman, cashier; Chas. H. Bedford, assistant cashier; Lewis I. Norman, assistant cashier; Earl Crow, assistant cashier and Tucker Teutsch, assistant cashier. Directors are J. B. Jenkins, W. N. Jones, H. E. Cannaday, Mrs. Farris, Col. Montgomery and Mr. Daniel.

Highway Aid—

(Continued from page one)

ning at Del Rio on the Mexican border and connecting at Claude with the state highway going north to Guymon, Oklahoma.

The route has been paved in recent years from Rails to Floydada and on north for 8 miles toward South Plains. County officials in both Floyd and Briscoe counties are working now to secure completion of the project through this section.

The road will be of particular importance since it will be a direct route to the Palo Duro State Park in Palo Duro Canyon east of Canyon.

The Good Old Days Are Back Again

When the Pioneers get together for the Celebration of Floyd County's Golden Anniversary on May 28th. We will be there to help you and recount many of the interesting occurrences of a bygone day.

We appreciate the old-timers and what they have done for all the county. The past fifty years have been progressive and we face the years to come with a determination to carry on the task of achievement.

For Eleven Years....

We have served the people of this territory with Feeds, Seed grains and have purchased many thousands of dollars worth of farm products. We have enjoyed our associations with you and hope they may continue.

Best regards to all our friends and customers on the eve of Floyd County's Fiftieth Anniversary!

Farmers Grain Co.

Floydada — Boothe Spur
Phone 43

First National—

(Continued from page one)

E. C. Nelson, Jno. N. Farris, R. C. Andrews, J. B. Jenkins, Harry Weatherly, I. E. Martin, Edgar B. Howard, H. E. Cannaday, and F. M. Butler. In the fall of that year Harry Weatherly moved away and N. A. Armstrong, recently from Kansas and operating in the cattle business on an extensive basis, was elected a director to succeed him. It was in this year, too, that another name was added to the pay roll. This was J. V. Daniel who began work in September and was elected an assistant cashier in November, the band thus having two assistant cashiers, F. M. Butler being the other. Butler was elected cashier of the bank in January 1917, however, when E. C. Nelson was made active vice president.

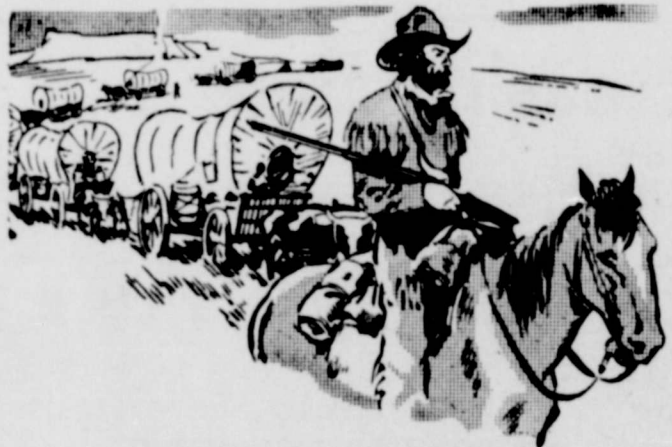
In December of 1917 the decision was reached to add the two story extension 30x50 feet on the rear of the building making it extended to the alley. In that year the minutes show the surplus of the bank's invested capital to have reached \$30,000.00. About the same time the addition was being constructed the bank sold 23 feet, 5 inches of its front footage, extending back for 80 feet to Dr. J. H. Massie, together with the one story building on it for \$5,000.00.

At about the same time the name of J. V. Daniel disappeared from the payroll of the bank to re-appear in late 1918 after the signing of the Armistice, which ended the first world war, and in 1919 the names of Daniel, Maury Hopkins, O. M. Watson and Miss Anna Marie Moore, appear as a clerical force in its employ.

In 1920 O. W. Stroup, of Quitaque, was elected a director of the bank and was F. M. Butler, the latter also being named as secretary of the board to succeed E. C. Nelson. In April of the same year J. V. Daniel was elected cashier. In September the surplus account was recorded at \$50,000.00 for the first time. In November H. E. Cannaday was elected a director succeeding C. Sur-giner, who after 17 years of connection with the bank, sold his stock and resigned. In December, 1920, Mrs. Jno. N. Farris was elected secretary of the board. From January of 1921 until March, F. M. Butler served the bank as president, resigning on the latter date. He was succeeded by E. C. Nelson and Mrs. Farris was elected as vice-president.

Observe Birthday

The twenty-fifth anniversary of the bank was observed in April, 1928 when the institution completed renewing and refinishing of the banking room. Hundreds of Floyd county people and out of town visitors were present for the affair which included an inspiring program.



DAYS of 1890

Pioneers of Floyd County were wending their way through the unbroken plains on the trail to a new land! There were few conveniences and no comforts, water was where they found it and it was a long way between drinks.

Now A Half-century later... a turn of the hand brings a supply of pure, crystal-clear water gushing from a hydrant!

—CONGRATULATIONS PIONEERS—

ALL THE WATER-SUPPLY, STORAGE AND DISTRIBUTION SYSTEM, AND SEWAGE SYSTEM IN FLOYDADA—

—Built By—

Sherman Machine & Iron Works

ERIE SHERMAN, Vice-President
Oklahoma City, Oklahoma

Rope 'Em
Cowhand



—and hold 'em till we get to the Golden Anniversary Celebration of Floyd County.

CONGRATULATIONS...

Pioneers on your accomplishments in the past fifty years, we are proud of what you have done.

GREETINGS—

from another PIONEER FAMILY!

SMITH'S GROCERY

Lakeview

1903

37 YEARS
OF

1940

SERVICE TO THE PEOPLE OF FLOYD COUNTY



THEN—

— And —

NOW—

- For Thirty-Seven of the Fifty Years, since the organization of Floyd County in 1890, we have served the Ranchmen, Farmers and Businessmen of the territory. We have watched the county grow and advance from one of thousands of unbroken acres to a section of rich agriculture and one that annually produces thousands of dollars worth of livestock.
- The Founders of this institution envisioned a great future for the plains . . . and the present state of development is a culmination of their aims and hopes. This institution has, throughout the years, joined and supported every constructive movement that tended to improve the general welfare of the people it served.
- Our sincere best wishes to old-timers and newcomers alike on the occasion of the Golden Anniversary Celebration, honoring the organization of Floyd County in 1890.

The First National Bank

Member Federal Deposit Insurance Corporation

THOS. MONTGOMERY, Chairman

J. V. DANIEL, President
 MRS. JNO. N. FARRIS, Vice President
 O. M. WATSON, Vice President
 E. L. NORMAN, Cashier

CHAS. H. BEDFORD, Asst. Cashier
 LEWIS I. NORMAN, Asst. Cashier
 EARL CROW, Asst. Cashier
 TUCKER TEUTSCH, Asst. Cashier

DIRECTORS: J. B. Jenkins, W. N. Jones, H. E. Cannaday

Mayshaw, Ghost Town Of '40 Thrived In '92

Named for Wife of Founder; Dug-outs Now Mark Townsite

Tired Of Inter-Community Warfare, Citizens Of Mayshaw Decide To Build Town Of Their Own

A new town was started in 1892 by citizens of Floyd county and was named Mayshaw in honor of Mrs. May Shaw, the wife of A. J. Shaw, one of the promoters of the new enterprise. The site chosen for Mayshaw was two miles west of Della Plain on a patented section owned by Shaw. After 1896 there were only a few dugouts to mark the site of the defunct town.

After the supreme court had held that Floydada was the legally chosen county seat of Floyd county, many of the supporters of Della Plain regarded its cause as hopeless, and turned their attention to a new project, with the plea for harmony. The Citizen's Town company was organized and its stock capitalized at \$11,000, the value of each share being \$5.00. At the head of this enterprise were A. J. Shaw, of Galveston, Illinois and A. F. Dodson, J. H. Dodson, B. F. Farmer, A. J. Sams and others of Floyd county.

The Mayshaw Zephyr explained the cause of the town's existence as follows: Mayshaw was started by the citizens of Floyd county who were tired of the ceaseless warfare being waged between the various towns of Floyd county determined to build a town of their own and for this purpose hold a mass meeting and elected a committee of seven persons who were to select a site.

The reasons given for selecting the Shaw site were "that this section was near the geographical center of the county, had a perfect land title, was almost the exact agricultural center of the county, had a splendid natural drainage, a magnificent view and last, it was known that plenty of water could be secured upon this section at a very small expense.

For a few months during the summer of 1892 Mayshaw seemed to prosper. A postoffice was established, a small public library was installed, and some new business enterprises were projected, but came to naught. A few of the houses at Della Plain were removed to Mayshaw, while others were moved to Erickson county.

Town Declines
Colonel and Mrs. Shaw showed a paternal interest in the new town and encouraged the projected enterprises but conditions were adverse to the town's growth, as a long continued drought and a grasshopper plague followed in 1893. Vainly did the Mayshaw Zephyr attempt to attract recruits to the town. Its editor, J. H. Dodson, was a candidate for county judge and during the first

year of its existence this publication was set free to the citizens of Floyd county. It inserted without cast classified reading notices and the marks and brands of stockmen. In 1893 Dodson moved to California, and the Zephyr ceased to function until it was revived in 1894 by W. C. Hawkins. In the spring of 1895 Hawkins discontinued the publication and succeeded J. F. Lockney as editor of The Floyd County Times at Floydada.

Among the leading spirits of Mayshaw, besides J. H. Dodson, the editor and his brother, A. F. Dodson, the manager of The Citizen's Town company, were I. B. Vorhees, a mechanic and windmill expert, S. H. Brown, the blacksmith, G. W. Farnsworth, a public-spirited farmer, C. F. Ramsey, one of the first members of the commissioner's court of Floyd county, A. J. Sams a merchant, Mrs. T. Cromartie, proprietor of the Winsor hotel, E. P. Thompson, who was "Prepared to put up or repair all kinds of windmills on short notice," and G. W. Grammer, who proclaimed himself an instructor in music, stenography and penology.

A Sunday school was organized at Mayshaw and there was preaching the first Sunday in each month by Rev. Anson Cox, of the Friend's church, and every third Sunday by C. W. Smith of the Church of Christ.

On May 19, 1892, the commissioner's court of Floyd county created the Mayshaw school district, and the first session was taught by Miss Rosa Ewing, a daughter of J. A. Ewing.

A Baptist minister and Populist leader, organized on April 28, 1892, the Mayshaw's Farmers alliance, with S. M. Brown as president, H. Terry as vice-president and S. F. Lindsay, as secretary, and on Saturday, May 14, it held its first regular meeting.

The following news item from The Mayshaw Zephyr tells about a party given by the young people of Mayshaw: "Thursday night May 2, 1892, a number of the youth and beauty of Floyd county went to celebrate the completion of the new business house of J. B. Anthony of Mayshaw. Messrs. Cox and Farmer furnished the music and dancing continued until the wee small hours."

But Mayshaw's prosperity was of less than two years duration. Her promoters lost heart, as those of Della Plain did, and by degrees, the town was depopulated and in 1896 only a postoffice and a blacksmith shop, both of which was under the management of S. H. Brown were left.

Phantom Herd Still Roams Battle Site

Legend Recounts Tale of Mackenzie Battleground Near Tule Canyon

Ed. Note: This legend was written by Patricia Rodgers, 12 year old daughter of Mr. and Mrs. Rex Rodgers who live on the headquarters of the S. M. Rodgers ranch at the mouth of Tule canyon. It was just about 100 yards from this home that 1450 horses were killed by General Ronald S. Mackenzie and his men. A bronze tablet bearing the following inscription has been erected on this spot: "On this site on September 29, 1874 by order of General Ronald S. Mackenzie 4th U. S. Cavalry approximately 1450 horses were shot down. These horses were captured from Indians in the Mackenzie battle, in Palo Duro canyon, on Sept. 29, 1874. Reason assigned: to prevent Indians from night stampeding and recovering them."

This tablet also marks the route of the old Mackenzie trail. It is located 12 miles east and two miles south of Tulia. Mr. and Mrs. Rex Rodgers and their three daughters, Priscilla, Patricia, and Jacquelin, assisted in erecting this monument. The children were born and raised on this historical spot and can tell all about the Mackenzie trail, the minor skirmishes in the Tule canyon, and the major battle at the Palo Duro.

The little girl who wrote this story said, "On stormy nights I love to imagine that I can see those beautiful steeds with flowing manes and tails romping on the rim of this canyon and perhaps answering the neighing of a lost mate in the canyon below."

The Phantom Herd
Recently as I watched my grandfather's cattle peacefully feeding in the old Mackenzie battleground I thought of what had been said of the Phantom Herd of the riderless steeds. How on stormy nights they wheel and gallop over the hills where sixty-two years ago they were shot by General Mackenzie's expedition to keep them from the hands of the Indians.

The building of the Union Pacific railroad cut the Great Bison range in two. By treaty with the United States government, south of the Arkansas river belonged to the Indians as their hunting grounds. When the buffalo began to thin out north of the Arkansas the better equipped hunters of the white race began to cross the Arkansas and to locate their camp near Adobe Walls.

The Indians rightfully resented this and gathering of the various tribes resulted in council of war. The Indians drove out the white men's camp at Adobe walls after which permission was granted to wage war against the Redmen.

The Texas Panhandle, eastern New Mexico and Western Oklahoma became the theatre of a war that lasted intermittently for ten years. The policy of the army was to harry the Indians until they were brought to terms. Expeditions coming in from the various directions made this the only practical way to combat the nomadic Indians.

In 1874 General Mackenzie with a force of about 800 men camped near Quitaque Peaks. His scouts located a large herd of horses three miles west of Rock Creek, where on the twenty-sixth of September he defeated a force of about 600 Indians who retreated in a westerly direction.

The next day was spent in a leisurely march after the retreating Indians. Arriving on the head of the Tule canyon they located their camp nearby. That night they started for the winter camp of the Indians on the Palo Duro canyon. "We arrived" said Sergeant B. Charlton, "at the Indian camp in early dawn. From where we were situated, we could see the vast camp as it lay stretched several miles before us. The only trail leading down into that abyss was a narrow path allowing only one to file down at a time.

"As we were near half-way down, a guard discovered us and, waving a blanket, disappeared over the edge. The next thing I remember we were filing down into a pit of yelling Indians, stampeding horses and hot rifle fire."

The Indians retreated after an all day battle, carrying their wounded, leaving behind their camp belongings and horses. They started back to camp that night arriving around one or two o'clock. "Then," said Sergeant Charlton, "General Mackenzie ordered that immense herd of horses shot. Some questioned his judgment, but it seemed the only thing to do under the circumstances."

After the killing of their horses the Indians straggled back to their reservation, discouraged and beaten. Thus ended the Indian wars in West Texas. The soldiers withdrew to Fort Richardson, arriving in a snow storm. The carcasses of the slaughtered horses and later the sea of bones led to the legend of the Phantom Herd that gallops again on stormy nights.

Aiken Located In Heart Of Shallow Water Irrigation

Aiken is located in the west part of Floyd county two miles east of the Hale county line, on the branch of the Santa Fe railroad from Plainview to Floydada and right in the heart of the shallow water irrigation belt, in one of the best parts of the county.

The town was established in 1909 and has one general merchandise store, one elevator, one gin, two churches, school, and 15 residents. The population is 110. It was named in honor of F. O. Aiken, one of Floyd county's early pioneers, who purchased the section of land that the little town of Aiken is located on from the State of Texas on October 23, 1898.

Aiken is in one of the best farming sections of Floyd county, having the shallow water irrigation which affords a means of raising good crops each year, and especially has proven its worth the past few years, during the continued drought.

Uncle Joe Day Was First Postmaster Of Starkey Office

Rev. J. J. Day with his wife and small son, W. M. and mother Sarah Day, were among the early settlers in Floyd County. Mr. Day is a twin brother to Mrs. A. B. Duncan, who was the first woman to make her home in Floyd county. Mr. Day came here April 16, 1887 and made his home in a one-room dugout in Blanco Canyon, seven miles south of Floydada.

He secured a perm for the Starkey postoffice in 1889 and it was kept in the dugout home for about 14 years. Three names for the postoffice were submitted but Starkey was the one chosen and was in honor of Mrs. Day's father, William Starkey. The office was supplied from Amarillo and cancellations were the only pay they received. Mr. Day was appointed postmaster but his wife was in reality the postmistress.

A three teacher school now stands near the old postoffice site and still bears the name of Starkey.



First Postmaster of the now defunct Starkey postoffice was J. J. (Uncle Joe) Day, one of Floyd county's earliest settlers.

Barwise, Platted In 1928, Is Named For Rails Attorney

Barwise was platted in 1928 and was named for Judge J. H. Barwise who lives at Fort Worth. It is 10 miles west of Floydada on the Fort Worth and Denver.

Nearby are a number of well improved farms, some of them under irrigation, that belong to the J. W. Stringer estate. The town was first named Stringer but some freight shipped to Stringer went to some small puncture in another part of the state named Stringer so it became necessary to change the name. L. R. Stringer, a son of the late J. W. Stringer, said, "We did not have a suitable name for the town at the time and the community called it Granary. The Fort Worth & Denver wrote me, asking the name of the town and I told them we did not care to name it, but that they should do so, and they named it Barwise."



Hi-There Pioneers!

● Accept our heartiest congratulations for your accomplishments in the development of Floyd County from an untenanted wilderness to a rich, productive agricultural region of schools, homes and churches. We hope that all the best will be yours during the Golden Anniversary Celebration of the organization of Floyd County in 1890.

We are glad that we, as firms and individuals are having a part in the advancement of Floyd County.

Newton Gin Co. Newton Merc. Co. Dougherty Lakeview Gin Co.

Lakeview



A Welcome Awaits You!

In true Western Fashion at the Panhandle-Plains stopping place in Amarillo.

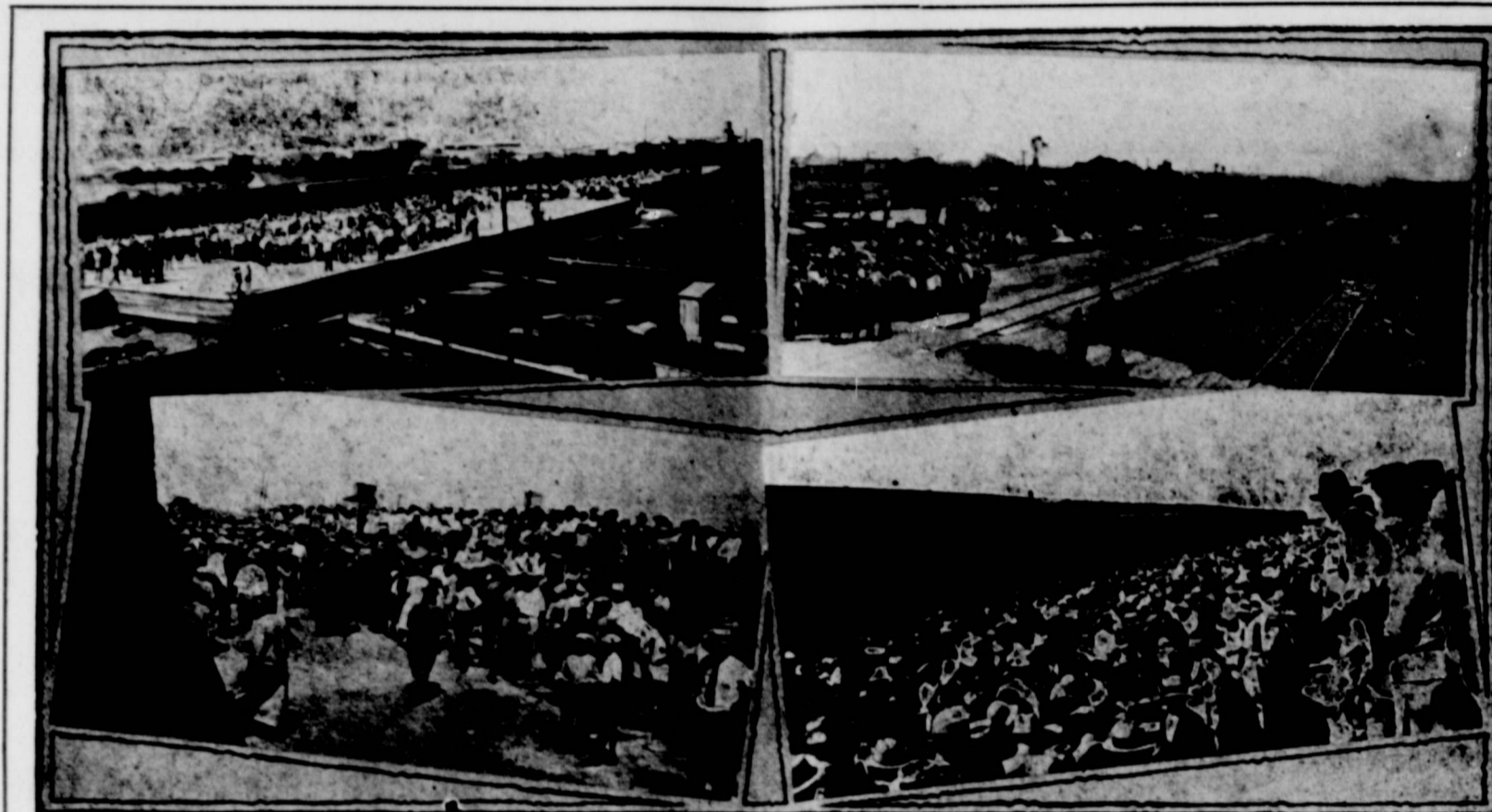
● Throughout the years you people of Floyd County have shown a distinct preference for the Amarillo Hotel when visiting here.

CONGRATULATIONS
Floyd County on the Golden Anniversary

Amarillo Hotel

C. S. PRYOR, Manager
AMARILLO

THE FIRST Q. A. & P. TRAIN ARRIVED IN FLOYDADA IN 1928



- As bands played and crowds cheered, the first Q. A. & P. train arrived to mark the opening of a new travel and shipping route to the East!
- Pictured above are actual scenes near the Q. A. & P. station here in 1928.

We Are Glad To Be Having A Part In The Advancement of One
of The Largest And Most Progressive Agricultural
And Livestock Raising Sections In Texas,
The Nations Greatest State.

OUR BEST REGARDS

To the Pioneers of Floyd County for their achievements during the past 50 years since the county was organized in 1890.

OUR BEST WISHES

For the Celebration of Floyd County's Golden Anniversary in Floydada, May 28th.

Quanah, Acme & Pacific Railway Company

ROBERT MEDLEN, Floydada, Local Agent



W. L. RICHARDSON, Traffic Manager

The Floyd County Hesperian

VOLUME 47

FLOYDADA, FLOYD COUNTY, TEXAS, TUESDAY, MAY 28, 1940

NUMBER 16

Floydada Observes 50th Year of Organization

Tuco Brings Electric Light And Power Service To Floydada In 1916

Franchise Is Given Firm for 50 Years

Twenty-Four Hour Service Is Guaranteed By Texas Utilities Company

The year of 1916 was in many respects a history-making year in Floydada. In addition to a program of business and residence construction that made business hum in the city, the year marked the beginning of electric light service to the community.

Files of The Hesperian record the various steps by which Texas Utilities company and the city of Floydada agreed on a 50-year franchise and for work to begin on the distribution system.

At the time N. A. Armstrong, A. D. White, C. C. McMillan, R. A. Childers and Jno. N. Farris were city councilmen, with Judge W. T. Montgomery serving as mayor, Councilman A. D. White in particular gave the matter of a franchise close study for light and power in the city. On March 23 The Hesperian's reporter, telling of a meeting of the council on the Tuesday night previous, said among other things:

"An electric light service of some nature is practically a certainty within the next few months. More than one plan of procedure is open to the council. For this reason special study will be given to franchise matters for electric light plants."

At the time the city was considering ways and means of getting a plant built locally. By April 17 matters had developed to the point where it was decided wise by the council to proceed with a franchise for Texas Utilities company.

On the night of the seventeenth of April, it is recorded in The Hesperian of April 20, 1916, "The Texas Utilities company, operating out of Plainview and Lubbock, and the City Council of Floydada reached an understanding as the basis for a franchise to be granted by the city for a lighting and power service. Manager Drumm and Attorney H. C. Randolph for the electric light company, met with the council at the mayor's office where the transaction was completed, except for the actual franchise grant.

"The company is given six months in which to complete the local lighting system, but it is estimated that not over four months, and probably three months, will be required.

"Twenty-four hour service and a maximum rate of 15 cents for house lights are two of the provisions of the contract. Current for city lights will be furnished at not exceeding 10 cents."

The matter of an agreed "24-hour service" had significance at the time because many communities with electric light service were getting a brief period of daylight service and 12 hours or less of service at night.

The installation of the lighting system did not take place as fast as was hoped for and anticipated by the light company and the city councilmen, and probably the city councilmen, as well, for The Hesperian reports on August 24:

"Light and power service, which it was announced would probably be given Floydada patrons by August 15 by the Texas Utilities company, will probably be delayed until October 1 or later. Manager R. A. Drumm stated recently that lack of material and inability to get deliveries on necessary construction materials are the cause of the delay."

At that time the war had been going on in Europe for two and a half years and inability to get construction material was beginning to hamper industry in many ways.

Lights Switched On
Finally, however, on October 31 these various and sundry delays had been overcome and the first lights in Floydada were switched on November 2 The Hesperian says: The first electric lights furnished residents of Floydada under the franchise granted them practically six months ago were switched on Tuesday night when The First State Bank, The First National Bank, and the local office of the company were lighted by current from the high line. The first lights were switched on at 14 minutes after 7 at the First State Bank. The remainder of this (See Tuco Brings on Page 5)



Dr. and Mrs. R. C. Andrews above, maintained an old-fashioned southern home, the hospitality of which was famed far and wide during their lives in Floydada beginning in the very early nineties. A veteran of the Confederacy the doctor was one of the mainstays of the community during the pioneering times in addition to carrying on an active medical practice.

Floydada Chamber of Commerce Sets Pace For Progress Of City

First Chamber Functioned In 1908 As Civic Club Under Leadership Of Judge Gaither

To write a history of the Floydada Chamber of Commerce would be to tell a story of the unselfish activities of a good number of leading business and professional men of Floydada—men who wished to make their town a more profitable and pleasant place in which to rear their families, to make a town which would attract other business men with business enterprises, to make it expand and grow in population as well as to develop its conveniences and beauty.

In searching the records of the activities of the Chamber of Commerce, one finds that away back in about 1908 or 1909 there was an organization functioning as a civic club or Chamber of Commerce. According to memories of some of Floydada's citizens, the late Judge J. C. Gaither acted as secretary of this club. Later it died, however, and other organizations were perfected and carried on for a while.

In November, 1915, a Floydada Chamber of Commerce was organized with J. D. Price as president, George A. Linder, secretary-treasurer, and with 65 members. In the organization which expanded to 100 members in a three weeks membership drive. This organization functioned a year or two, but interest gradually died, and finally the organization died. However, during its existence, it did many things for the good of the community, such as working with the church, school on clean-up campaigns, street improvements, and sidewalk building.

One of the many "big days" with this organization was its Turkey Day. On certain trade days, in order to get the crowds to town, many turkeys were taken to the tops of business houses, turned loose, and parties who could catch the turkeys would be the keepers. Tags were tied to the turkeys' legs to tell the donor of the said turkey. To make it even more interesting, a one dollar bill would be tied to some of the turkeys in addition to the name of the giver. This made a mad scramble for the turkeys. As many as 103 turkeys were given away on one occasion.

Some of the other undertakings of the Chamber around 1915-1916 included a Floydada Concert band, Star Mail Routes, Rural Route Extensions, Road Tax for Precincts No. 1 and 4, electric Plant and prizes for the Ice Plant and prizes for the school fairs. A. V. Haynes, N. W. Snodgrass, C. H. Featherston, Glad McCleskey, N. A. Armstrong, Homer Steen, G. A. Linder, F. P. Henry, W. C. McCoy, and W. M. Windsor were names prominent in the activities of those days.

During the years from 1916 to 1920 during the World War, the Red Cross and sales of Liberty bonds took up all of the extra energy of the business men and the Chamber

of Commerce dropped out of existence again. However, the same loyal citizens who usually carried on for the "Old Home Town" were busy with these activities.

In April, 1920, ten business men met to discuss the reorganization of the Floydada Chamber of Commerce. Several meetings were held with such men as Lee Montague, Homer Steen, Glad Snodgrass, R. E. Fry, W. H. Seale, G. C. Tubbs, J. M. Willson, Roy Snodgrass, J. S. Collins, John A. Hollums, J. U. Borum, F. M. Butler, O. P. Rutledge, and N. W. McCleskey's names being listed in news items of the operations of the Chamber of Commerce.

Several meetings were held from April, 1920, to the latter part of that year, with the result that in January, 1921, a number of men met in the rear office of the First National Bank building and decided to perfect a permanent organization. In that meeting F. M. Butler was elected president; C. R. Houston, vice-president; R. E. Fry, temporary secretary-treasurer and the directors were W. H. Seale, W. M. Masse, Homer Steen, and T. S. Stevenson.

This organization has never failed to carry on its active membership since that date up to the present time with either a part time or a full time paid secretary.

Maury Hopkins was hired as secretary full time during the latter part of 1921 or the early part of 1922, and the Floydada Chamber of Commerce was one of the most active organizations of its kind in the entire plains country. Much of the constructive work was done for the good of the town. Q. A. P. railroad construction during these days kept all Floydada business men very active. Glad Snodgrass, Frank M. Dougherty, and Maury Hopkins, as well as many other of the local citizens, played a prominent part in getting the Q. A. & P. into Floydada.

Paving Floydada's streets, building Floydada's Public School buildings, assisting in the city's water works system, sewer system and trynk to get the A. and M. college located in Floydada (later developed into Texas Tech college) were some of the many activities of the group at that time.

Eld Bishop followed Maury Hopkins and made an outstanding secretary also. In fact, as Floydada developed such secretaries as Maury and Eld, larger towns would come along and take them away for their activities. O. P. Rutledge followed Bishop as secretary, and he in turn, was followed by S. W. Ross, each handling the job to the complete satisfaction of the entire citizenship, but they later entered their own line of businesses.

During Eld Bishop's time, there were many interesting elections try-

(See C. of C. page 8)

Rotary Club In Tenth Year Of Civic Service

Organized In 1929 By D. W. Fyffe, Has Continuous Record Of Activity

Each Wednesday for the past 10 years a group of representative Floydada business men have met for one hours fellowship with each other and to assist when and where ever possible in building a greater Floydada and Floyd county.

"Service Above Self," has truly been the slogan of the Floydada Rotary club during its 10 years of existence.

While Rotary may not be included among the "Pioneers" of Floyd county as an organization, yet, Rotary is a pioneer in service clubs for it was back in 1905 that a lonely lawyer by the name of Paul P. Harris who had just landed in Chicago, conceived the idea that one should expand and develop his acquaintances among other business men of his community, so he called in a few of his acquaintances and talked his plan over with them and they agreed to meet the next week at some other friends place of business for an hour of fellowship and rotate the meetings from week to week, hence the name Rotary.

The original members of this organization were Paul P. Harris, a lawyer, Gus Loehr, a mining engineer, Hiram Shorey, a merchant tailor, Sylvester Schiele, a coal dealer, Harry Ruggles, a printer, and Will Johnson, a real estate dealer they soon decided to invite others and soon an organization was perfected with the following officers: Paul P. Harris, founder, Sylvester Schiele, president; Will Johnson, secretary and Harry Ruggles, treasurer. Paul P. Harris and Sylvester Schiele are both active members of the Chicago, Rotary club today. Paul Harris being President Emeritus of Rotary International.

In August 1910 the National association of Rotary clubs was formed at the first convention, which was held at Chicago, Illinois. Sixteen clubs were then in existence with a membership of fifteen hundred men. From that date on to the present time Rotary has been established in practically every country in the world with a membership of more than 250,000 and more than 5 thousand clubs.

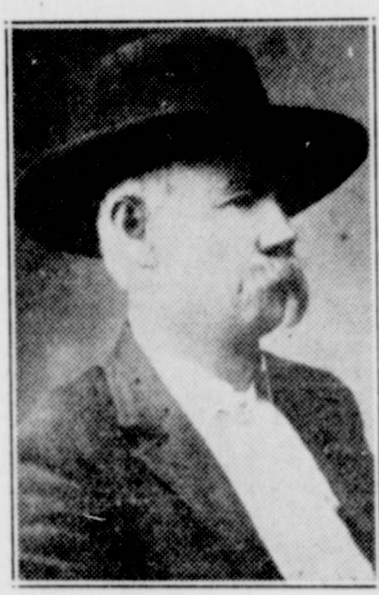
Rotary came to Floydada in 1928. It was through the efforts of some of the leading business men of Floydada that Rotary was established here. D. W. Fyffe, led the movement and succeeded in securing enough members to insure the establishment of a club. The Rotary club of Plainview was the sponsor club and on January 15, 1929, the District Governor of the 41st district of Rotary International, Rue Parcells, of Amarillo, delivered the charter to the Floydada Rotary club, Number 3007.

The officers elected were D. W. Fyffe, president; G. C. Tubbs, vice-president; Chas. M. Wilson, secretary; Robt. McGuire, sergeant at arms; with Homer Steen and Herman L. Crow as directors. Of the original charter members of the Floydada Rotary club, 9 are still active members of the club, they are: T. P. Collins; R. E. Fry; Dr. Will Houghton; Dr. Wilson Kimble; Roy L. Snodgrass; Dr. C. M. Thacker; G. C. Tubbs; J. M. Willson and D. W. Fyffe, now an honorary member.

Rotary's method of securing members is unique in that only one man from each distinctive classification can become a member, each member is the representative or ambassador of his particular business or profession, and that classification is loaned to him and he cannot pass it on to another. Rotary has no connection with any other organization, except representation on the local service clubs council. All political and religious discussions are positively forbidden in Rotary. Rotary has absolute respect for the religious faith of all its members.

"Service Above Self—He Profits Most Who Serves Best." There is no truer or finer motto in all the world. The man who really profits in life is the one who serves, and the one who profits most is the one who serves best.

The word "profit" as used does (See ROTARY CLUB page 4)



First Mayor of Floydada was Judge W. T. Montgomery, now deceased. The judge was one of the founders of the pioneer city, and drug the chain when Floydada was first laid out.

Fire Department History Recounted By Present Chief

Early Day Firemen Pulled Two-Wheeled Cart Until Model T Days

(By V. L. Elliott, Fire Chief)
Folks, here is the Fire Department's history as far back as I can find out. It goes back to the days when Warnie Hilton was a young man. How long ago that was I don't know, but I do know that it goes back to the horse and buggy days because they used a two-wheeled cart. I think Mr. Hilton pulled it by himself until Roy Snodgrass, John McCleskey, R. E. Fry, Ulmer White, Bob McGuire and several other boys grew up.

They had a two wheel cart with shafts to pull it with and I think they had about 200 feet of hose. What I can't figure out is how they ever got enough pressure to put out a fire up on the roof of one of these two story buildings. This equipment was purchased sometime after 1909.

But anyway they got along and had a lot of fun and they continued to fight fires with that equipment until model T Fords came out. The city was really proud of their big red Model T fire truck that they purchased in 1922. At this time a volunteer fire department was organized and the department has been progressing slowly but surely ever since.

In 1926 the city purchased a Dodge truck which has sure been faithful, having made every fire since that time. Well folks I have guessed at most of these things up to now but nevertheless some of them are true. I joined the fire department in 1929 and I can tell you most of the things that happened since that time.

Thinking back to the time I joined brings back memories of G. R. Strickland, one of the best friends the department has ever had. He was chief when I joined the department and I give him credit for making the fire department what it is today.

The fire department is housed in the \$15,000 city hall. Besides the fire truck station there is a recreation room and bed rooms that accommodate eight men. The recreation room is equipped with pool tables, domino tables and a radio. The fire fighting equipment is valued at about \$10,000. I have served as chief for the past six years.

Fighting fire today is a profession for we have a fireman's short course at A & M. college each year. We used to think the more water we used the better. I will tell you about a fire we had in a grocery store. Back in '31 or '32 the alarm was turned in and we rushed down to the business district and found the "M" System store on fire. We kicked out the glass in the front door, put four men on the nozzle, turned on 250 pounds of pressure and washed everything off the shelves. We had water ankle deep all over the floor and after putting in enough water to fill the depot, we found that the trash can had a little fire in it. So it is not the amount of water you use but where you put it. Back in those days we had more water damage than we did fire damage.

City Founded In 1890 Becomes County Seat After Heated Battle

Early Days In County Are Turbulent Ones For New Communities, Historians Reveal

Floydada was organized as Floyd City, May 28, 1890 and went by that name until 1892 when it began to be called Floydada. After the county was organized application was made to the postoffice department for the establishment of a postoffice bearing the name of Floyd City; but it was rejected for the reason that there already existed a postoffice in Hunt county called Floyd. There are two versions of the story of where the name of Floydada came from. One is that it was named Floyd for the county and Ada for Mrs. Ada C. Price, mother of Thomas Lawson Price and Mrs. Celesta B. Price Thomas.

The other story goes that the name Floydada was submitted but the postoffice department misread the name and granted the postoffice in the name of Floydada. Picturesque Blanco canyon which holds so much historical significance to Floyd and Crosby counties is just to the south while the caprock, which is the beginning of the plains or Llano Estacado is 17 miles east of Floydada, and follows very close to the eastern line of the county.

Floydada existed as an idealty about three years before it was in reality. Mrs. Caroline V. Price, of Jefferson City, Missouri, owned much land in Floyd county. Early in the year of 1887, when Della Plain now a ghost town, was being projected, Mrs. Price and her husband, James B. Price, determined upon the matter of founding a town as the embryo county seat of Floyd county. The section just south of the Terry place, and two miles north of the present location of the present location of Floydada was platted for a town.

In the month of February a party of persons left Childress with the intention of founding a town in Lubbock county. Among them were W. T. Montgomery, J. J. Harrison, M. C. Williams, J. A. Reed, G. H. Chipman, J. H. Henderson and James Broyles. The names of the other two are not known. After looking over the country they were dissatisfied and went to Estacado. While there a copy of The Della Plain Review was seen. This publication was heaping anathemas upon the commissioners' court of Crosby county for its reluctance to permit Floyd county to organize. In this way the Review had aroused among people at Estacado considerable opposition to Della Plain. The prospectors from Childress were quick to see the possibility of starting a new town in Floyd county. At this juncture they were shown the plat of the town which Mr. and Mrs. Price had laid out three years before. Plans for the town were discussed but the party failed to agree and separated. But activities on the part of some did not cease entirely.

In the meantime M. C. Williams returned to Childress and wrote the Prices in regard to the situation in Floyd county. They immediately sent J. K. Gwynn as their agent. Mr. Williams returned to Floyd county and plans were perfected for the new town. It was platted precisely as the one Mr. and Mrs. Price had laid out in their deed to the public of March 12, 1887. The business lots were 25 feet wide and 150 feet long. The business blocks contained, on an average, thirty-two lots each, and the residence blocks, sixteen lots each. The four principal streets leading from the court house square were 100 feet wide; all the other streets, seventy-five feet wide.

The appearance of Mr. Gwynn upon the scene was a great impetus to the new town movement. He was from a distant state. He was the reputed representative of great financial interests.

Besides Mr. Williams and Mr. Montgomery who were already here, J. Westmoreland, M. F. Rountree, W. J. Westmoreland, J. D. Starks, and others from Childress came. Mr. Williams filed on the school section south of the Floydada town section; Mr. Harrison on the one west; Mr. Starks on the west half and

Mr. Westmoreland, on the east half of the one north; and Mr. Rountree, on the one east.

Lumber was soon placed on the ground for substantial improvements. Mr. Starks was the first to erect a house on his land and it was built just south of the present old compress site; J. J. Harrison built his home where the old W. M. Masse place now stands. The first man to "Strike a lick of work" on the town section was Mr. Montgomery. It was the removal of a mesquite grub on the public square near where Will W. Nelson's grocery store stood. This was the beginning of the substantial improvements that have been placed at Floydada.

Saloon First Building
J. J. (Uncle Joe) Day relates the story of the first business house with a chuckle. It brings back memories to him of the time when he sneaked to town from his dug-out home in Blanco canyon, got on a big drunk and then stayed out late so his wife would not find it out. "There were five barrels of whiskey here before there was any place to put it other than the wide open prairies." The building was erected early in the Spring of 1890 on the southwest corner of the public square. It was twenty-one feet wide, thirty feet long, and a story and a half high. M. C. Williams was proprietor of the saloon and J. D. Starks was bar tender. In January 1893 Johnson Bros. & Ainsworth occupied it with their stock of general merchandise and the Floyd County bank. In 1896 this firm retired and was succeeded by that of McMannis & Posey. Early in the spring of 1898 this firm dissolved. James B. Posey continued business as a banker and dry goods merchant. From 1900 to 1903 it was successfully occupied by the retailing of merchandise by Walter S. Posey, Montague and A. C. Bowers.

The building was enlarged first by Johnson Bros. & Ainsworth and later on by Montague & Posey. The upper story was from time to time used for various purposes; namely as a gambling den, a printing office, a residence, a store room and a lodge for secret orders. It was no respecter of persons. It received, entertained, and dismissed all alike. The building was destroyed by fire in February 1903.

After the Exchange saloon building was begun two rooms of the Hardy hotel were commenced, and it was completed before the former was. It stood where the G. R. Crigg's store later was located. In the spring of 1896 the Hardy hotel was moved to Lockney. Across California street south of the Exchange saloon a small office building was erected by Westmoreland, Harrison & company, real estate agents.

County Seat Election
In the midst of these improvements the organization election and county seat contest were in full force. Lockney had been induced to rally to the standard of Floydada, and thus Della Plain was confronted with the combined opposition of both Floydada and Lockney.

In the outset Floydada did not desire the election for organization so early in the year, but Della Plain did not want the matter delayed. She felt that the sooner the election came off the better it would be for her success. But the commissioners' court of Crosby county was in a bad humor with Della Plain. Finally it was represented to the Commissioners' court of Crosby county that the town of Lockney was also demanding the order for Floyd county to organize and the order was promptly passed. Thus Della Plain secured what she had been yearning for. The issue was forced upon Floydada and Lockney. They stood together and Floydada became the county seat May 28, 1890.

Floydada as a town was merely begun at the time Floyd county was organized. But after the election Floydada became known far and wide as the "Future great city on the plains" and the "Commercial (See Floydada Observes on Page 8)

Masonic Lodge County's Oldest Organization

Charter Granted By Grand Lodge In 1891 To Floyd City Lodge

Organization Has Functioned Continuously For 49 Years Through Drought And Depression

By R. C. Scott
Floyd City Lodge No. 712, Ancient, Free & Accepted Masons was organized 49 years ago, and has been functioning continuously since that time, thus making it the oldest organization of its kind—or any other kind so far as the writer recalls, still in existence in Floydada.

In view of the fact that all charter members of the lodge have been removed from the same—by death or otherwise, a story relative to its early history would be principally a summary of dates and events in connection therewith, by reference to early files and records, such as have been preserved down through the years for interested posterity in general and Masons in particular.

Floyd City Lodge was set to work under dispensation issued by Edict of the Grand Lodge of Texas, (at that time domiciled at Houston, Texas) in the year 1891. In the course of time and events, the name was changed from "Floyd City" to "Floydada Lodge"—just as the name of the town of Floyd City was changed to Floydada by common consent because of the fact that there was another town in Hunt county, already named Floyd City.

Records show that Bro. W. L. Saye, Deputy Grand Master, residing at Clarendon, Texas, and serving the 39th, District of Texas, (Floyd county being located in that district at the time), set the lodge to labor with the assistance of Bro. A. J. Welter, residing at Plainview. Both of these brethren, of course, have long since passed away. The records of the Grand Lodge of Texas, reflect that at that time there were only three lodges in West Texas, viz. Amarillo, Clarendon and Childress.

ing were appointed to their respective stations and places: S. A. McMannis, treasurer; W. T. Montgomery, secretary; T. M. Bartley, S. D.; L. C. Darby, J. D.; S. B. Chadwick, S. S.; R. M. Emerson, J. S.; and D. W. Jenkins, Tyler. Of the above, it is interesting to note that W. O. Menefee, was an early postmaster and minister in Floydada; J. I. Carter, was first county surveyor; R. C. Andrews, first resident physician; R. M. Emerson, first county treasurer; L. C. Darby, first county assessor; and D. W. Jenkins, first sheriff of Floyd county.

Other old timers and original members, that we recall: R. E. L. McLain and John A. Ewing, original founders of Della Plain—the old town about six miles north of Floydada, that gave us a run for the county site, and after defeat—vanished into a ghost town; B. P. Merrell, remembered by the oldsters as Uncle Perry Merrell, — old time stockman; Peter M. Hall, stockman; H. G. Poole, Stockman—and of course, we all remember W. T. (Billie) Montgomery, the old Stag and War Horse, whom we all loved and respected—and who was one of the land marks of the town he helped to organize. And that grand old country doctor, first citizen, Mason and christian gentleman—R. C. Andrews—(Requiescat en Pace)—who literally held the lodge together, during the times of depression, droughts and grasshoppers—times that really tried men's souls and revealed the stuff of which they were made.

To the younger generation, these names, perhaps, do not mean much, but to those of us who are left, the mention of them bring many memories, happy and otherwise, of the days of "Auld Lang Syne."

The lodge was first set to work up stairs in a building located on Lot 4, Block 71.—West side of square, now occupied by the Bowling club. During this same night, or sometime before morning, the building was entirely destroyed by fire together with all lodge contents. About this time, perhaps a little later, town and county went into a "Tall Spin," and both were threatened with obliteration on account of droughts, etc. I find many reference in the records of defaulted payments and extensions of time on outstanding obligation, in its attempt to re-habilitate itself. It was really pitiful to read the record of these trying times. However, Floyd City Lodge did, in the course of human events, weather through, and

I am happy to say that all obligations were paid in full and without any discount. Later on down the line, the lodge hall was again destroyed by fire—but Sphinx-like, she staged another "come back" and the present brick building on West side of square, erected at a cost of around \$10,000.00 are in the clear and without any encumbrance whatever.

This rambling article would be incomplete from an historical standpoint without the mention of a few of the old timers that were associated with, and active in Masonic work—most of them, if not all, have passed over to that "Undiscovered, Lodge"—We recall and were personally and intimately acquainted with the following:

Dan (D. W.) Jenkins, who quit cow-punching on the F. Ranch (Goodnight & Moore) and came to town to run for sheriff, was elected, made a fine officer, and died in office.

F. M. (Marion) Reed, Half Circle S. Man;

W. J. Sweak and J. W. Smith (Preacher Smith) H-L.—now the M. V. Blacker outfit.

Tom Montgomery—TM ranch.

Al and Dick Phillips, old F. & J. ranch punchers; and J. N. Farris, F. ranch.

You folks around Come, Crosby county, all remember Uncle John Noble, recently deceased, who served Floydada lodge as tiler for many years, and who never failed to be at his post, coming up from around Come in all sorts of weather, hot or cold, wet or dry—the round trip of about 30 miles, on horseback or in his old buckboard. Good old John. What a man. Peace to his ashes."

There were several cow boys working on ranches in Floyd and adjoining counties, who were members of the lodge in its early years. On their periodical trips in from the ranches, some of these boys would get drunk, shoot the works so to speak and raise "Old Billy," generally. The hard-boiled J. W. would prefer charges, cite them to appear and give account of themselves—usually, at the next meeting they would show up in their right mind, apologize, were admonished and forgiven, and on the next trip to town, it was all to do over again. Nevertheless, boys and girls, they were all real He-Men.

Most of these rounders after they were tamed and burr-picked, became Floydada's very best citizens, and the records are here to prove it.

As a matter of information and interest to masons, local and otherwise, the following is a list of all who have served as master of the lodge since its organization, as we ascertained from the records, etc.

W. O. Menefee, J. I. Carter, R. C. Andrews, S. A. McMannis, J. B. Bartley, J. D. Starks, S. B. McCleskey, R. C. Scott, Tom W. Deen, W. T. Montgomery, R. E. L. Muncy, Tom P. Steen, V. Andrews, Thos. M. Bartley, Chas. Trowbridge, Jas. K. Green, L. B. Maxey, R. L. Henry, J. T. J. Dawson, W. F. Weatherbee, Joe P. Hart, R. B. Smith, R. H. Willis, G. C. Tubbs, M. L. Probasco, C. M. Meredith, N. R. Austin, C. M. Thacker, E. S. Randerson, Arthur Tubbs, A. J. Polley, J. W. Clonts, E. B. Johnston, Hal Scott, B. F. McIntosh, O. K. Davis, J. G. Wood, W. H. Henderson, Bill Sharp.



Wilson Jones, who has lived quietly here for the past several years, was once the "XIT Kid." His slight stature made him an ideal mustang runner in the days before fences on the plains. A man and his mounts had to outlast the mustangs, never permitting them to sleep or rest.

Floydada Eastern Star Among Oldest Chapters In State

Organized And Chartered In 1898, Local Chapter Bears Number 31

By referring to the records, Mrs. Leona Bell, relates a few of the facts in regard to the early history of the Eastern Star, Chapter Number 31. "As noted by the number it is one of the early organizations of our state. Social life in the early days was centered around the activities of the Eastern Star.

"Floyd City Chapter Number 31 was organized February 12, 1898, with twelve charter members. Mrs. J. D. Starks was the first Worthy Matron and J. L. Crabtree the first Worthy Patron. The chapter was instituted by R. W. Lemond, of Hale Center, who still keeps up an active interest in the work.

"Three charter members are still living. Mrs. J. D. Starks, R. E. L. Muncy, of Floydada, and Mrs. Zueada Pruitt, of Chandler, Arizona. Eight members have been granted life membership, having been members thirty or more continuous years, and having done outstanding service for the order.

"Floydada chapter now enjoys a large and active membership, having recently held one of the most successful schools of instruction ever held in this section of the state. The name was changed to Floydada Chapter in 1933.

Mrs. Bell is the daughter of the late V. A. Leonard and Mrs. Leonard, a pioneer family of Floyd county.

J. R. Maddox Served As Peace Officer Ten Years In Floyd County

J. R. Maddox, who qualifies as an "old timer" due to have a badge for the first time this year, moved to Floyd county to make his home in 1915. He was here for a short time prior to that date in 1913. Maddox, from 1918 to 1926 served in various capacities as a peace officer, being a deputy sheriff for six years from 1918 and in that period from 1919 to 1923 served the city as its marshal. He was elected and served as sheriff for the years of 1925 and 1926.

Since that time Mr. Maddox has been in private business, at this time engaged in the field seed business on East Missouri street.

Farris Siding Is Shipping Point On Denver Railway Line

(Mrs. John Farris)
John Farris Siding is a stock shipping point established when the Denver Railway built into Floyd county in 1928. It is 22 miles northeast of Floydada and 4 and one half miles east of South Plains.

John Farris formerly owned the section of land at this point and was also a cowboy on the old "F" Ranch and rode the range all over this country, later becoming a very prominent citizen of Floydada. Marvin Massie and Alvin Howard suggested his name to F. N. Clarity, vice-president of the railroad, who complied to their wishes. The place was first called Farris but it was learned there was a town, Ferris, with a similar name, and so John was added, giving his full name.

An old Chinese proverb (now, it wasn't Confucius), which we give you for what it may be worth: "As long as a thing is hard to do or causes you pain you are not doing it right; it's only when you get fun out of thing that you really succeed at it."

Woodmen of World Date History From Turn Of Century

Early Records Reveal Organization In Existence In June Of 1900

By J. R. Maddox
By referring to the old records I found that there was in existence a Woodman of the World Camp in Floydada as early as June 5, 1900, which must have been organized a short time before that date.

The roll call of a special meeting on the above date gave the following names: J. D. Starks, Council Commander, C. Surginer, Adviser Lieutenant; Jas. B. Posey, Banker; Dr. T. J. Taylor, Physician; Claud V. Hall, Clerk; L. B. Whitlow, Escort; W. B. Arnold, Sentry; W. W. Nelson, C. Surginer and W. T. Montgomery managers.

Jas. B. Posey, W. W. Nelson and Dr. T. J. Taylor, were appointed to a committee to draft by-laws for Floydada Camp No. 852. On motion it was agreed that Floydada Camp would hold its regular meetings on Saturday night preceding the first day of each calendar month.

A special meeting called Saturday, June 16, 1900. The following members answered to roll call: W. B. Arnold, age 29; J. N. Farris, age 34; C. V. Hall, age 26; J. B. Posey, age 42; C. Snodgrass, age 49; J. D. Starks, age 42; T. J. Taylor, age 28; L. B. Whitlow, age 32; W. W. Nelson, age 31; J. W. Pruitt, age 35; C. Surginer, age 38; E. M. Walling, age 48.

At a later date the name and number of the camp was changed to Floydada Camp No. 1175.

Other names which appear on the minutes of June 16, 1900, are E. C. Henry, R. P. Reeves, C. F. Rauser, J. C. Cooper and A. D. White, who were voted upon and accepted as members.

Another interesting item which appeared in the minutes of June 17, 1900: "Motion and second that this camp meet the first Saturday night after each full moon, motion carried." These minutes were approved and signed by Tom P. Steen, clerk.

The old Woodman and Odd Fellow building, formerly located on the southeast corner of the square, was removed several years ago. Since that time no regular meetings have been held. The camp at this time has several members and since removal of the old building, J. R. Maddox has been Consul Commander, O. B. Olson, clerk and Frank L. Moore, banker.

Nervous Passenger: Don't drive so fast around the corners. It makes me nervous.
Driver: You don't want to get scared. Do as I do—shut your eyes when we come to the corners.

A Vast Difference

in this scene and the appearance of Floyd County streets today! And there's a difference in the farming equipment used by the pioneers and the new Farmall.

FARMALL
And other McCormick-Deering farm machinery. The "Forty" farmer uses this modern power equipment.

CONGRATULATIONS . . . To Pioneers on the occasion of the 50th Anniversary of Floyd County.

We are glad that we are aiding in the advancement of Floyd County and we join you in looking toward the future with optimism.

Martin & Company

FLOYDADA

Hammonds & Co.

LOCKNEY
McCormick-Deering Dealers

Hesperian Want Ads Will Bring Results

We're Going Too

We have all the arrangements made to join you in a celebration of the Golden Anniversary of Floyd County.

We sincerely appreciate the progress which has been made during the past half-century. We know much of the advancement would have been impossible without the co-operation of the old-timers, one with the other.

We are glad that we are having a part in developing one of the county's most important and most reliable industries—Poultry!

Best regards pioneers.

Carmack Hatchery

Carmack & Jones

They Have Been To The Store

and have purchased an order of groceries. Scenes like these will never be again—But the weekly food needs must ever be filled with quality groceries.

We are glad that we have, through the years, served the people of Floyd County with quality foods and various home supplies. We remember the time when fresh, economical groceries were hard to get—now your local grocery has a complete line of fancy and staple foods to fit any taste!

Greetings from a pioneer firm to all of you on the occasion of the Golden Anniversary of the founding of the county.

Massie Wholesale Grocery

Floydada, Texas

First Methodist Church Is Held at Della Plain

Rev. W. B. Ford Leads Organization of First Church There in 1889

Services Held Earlier, Old Timers Recall, as Pioneer Ministers Made Circuit, Camp Meetings

(Ed. Note: Establishment of the Methodist church in Floydada goes back into the story of the first settlers' lives who ventured into this area. This story up to the year of 1905, is told below in the words of Olin S. Miller, himself the son of a pioneer. Additional historical chronology relating to the church here was gathered by Tom W. Deen.)

Wherever men have chosen to make their abode in any new country, there have always been some brave souls who were willing to endure all hardships to carry the message of the kingdom of God. Very soon after the earliest settlers came to this section, there came also those men of God whose business it was to look after the souls' welfare of those settlers.

Claude V. Hall, in his history of Floyd county, tells us that "as early as 1886, settlers in the Blanco canyon settlement heard preaching by ministers who chanced to be passing through the country. O. A. Shook, Thomas Duncan, and J. H. Stegall did some preaching in the homes of various settlers. During the autumn of 1886 there was a few days meeting in the canyon settlement. A brush arbor was provided and people for twenty miles about attended the services." Thomas Duncan, a cousin of A. B. Duncan's was the first of these Methodist preachers to work and preach among the settlers. He did much work among the cowboys at round-ups and wherever a congregation could be had.

In 1887, after the coming of J. S. McLain, and a number of other families to the Della Plain settlement, preaching services were held in J. S. McLain's dug-out home several times, also. Rev. Stegall, who even then, was an old man with a patriarchal white beard. He came from Dickens county in his buckboard drawn by two Spanish ponies, man and ponies alike being hardened to the winds and deprivations of the life they lived. He did much preaching and praying out on the prairies among the cowboys, as well as in the humble homes of the settlers. Mr. Hall gives us this interesting information from one of Rev. Stegall's letters: "J. H. Stegall writing from Dickens county September 27, 1888, reported that in company with Rev. John A. Wallace, a presiding elder, and Reverend Wiseman, he conducted a series of meetings, beginning at Estacado on September 15, then going to Plainview where they held Quarterly Conference on Saturday and Sunday, September 22 and 23, and lastly reaching Della Plain where Reverend Wallace preached on Monday evening. On the following morning Wallace and Wiseman left for Haskell to hold another Quarterly Conference, while Stegall proceeded to his home in Dickens county."

Another of those faithful early preachers was Rev. G. S. Hardy, at that time a young man full of enthusiasm and faith, and with a zeal to carry on for the master. He came for many miles and preached occasionally. He was equally at home whether riding over the waste stretches of prairie, camped by the trail near the grazing ponies, enjoying the freely given hospitality of the settlers in their dug-out homes, standing behind an improvised pulpit in those homes reading the word of God, or out on the prairies with the cowboys gathered around him. Brother Hardy served long well. Since that day he served seventeen years as presiding elder of this church. He never lost his zeal for the things worth while and his name shall go down in church history as one of the stalwart builders of the Kingdom in the hearts of men as well as a builder of the Methodist church in the Northwest Texas conference.

Reverend W. B. Ford took up a claim a few miles Southwest of the Della Plain settlement. He married Miss Hayden Boone of another pioneer plains family, bringing his bride to a dug-out home with very simple furnishings. His pillow was an antelope hide folded into shape, this he carried with him when he went to visit and preached among the other settlers. Mr. and Mrs. J. S. McLain, at whose home he visited many times, recalls an incident that appealed to the settlers sense of humor: Brother Ford became confused as to the day one Sunday on his claim thinking that it was Saturday. Never the less, he and his wife served well both among the Della Plain settlers and among other settlers at a greater distance from home. He helped to organize a Sunday school in the old store building at Della Plain in 1889. R. T. Miller was the first superintendent. The interest was good as some of the people who attended came for ten miles or more. Cowboys helped to swell the attendance, John K. Fullington and Elmer Keeley riding fifteen miles to service. Three or four families carried on. Later in the same year, 1889, the first Metho-

dist church in Floyd county was organized with Brother Ford as pastor and with six charter members as follows: Mr. and Mrs. J. H. P. Koeper, Mr. and Mrs. Perry Merrill, and Mr. and Mrs. R. T. Miller, all of whom are deceased except Mrs. Miller who is at present a member of this congregation.

Brother Ford did not confine his efforts to the Della Plain settlement. In 1891, Mr. Hall tells us, Brother Ford announced "a camp meeting in Blanco canyon, six miles south of Floyd City, beginning on Wednesday night before the fourth Sunday in July and continuing as long as Christian people are hungering and thirsting after righteousness, or sinners are convicted and crying, 'God be merciful to me a sinner.'"

Following Rev. Ford, Rev. R. M. Morris came from Plainview to Della Plain, once a month and preached. Old settlers recall that Amos Hamilton and Miss Ida Farmer was the first couple to be married in the Della Plain settlement. This ceremony was performed in the one room school house, all the settlers being invited. It is also recalled that the first funeral was that of grandmother Braidfoot. Also the funeral of Willie Collins, a young man who was killed by his horse falling on him, was among the first. No preacher happened to be available for these funerals. Brother Ford not having yet come to the little place. The neighbors did the best they could with the burial service and even made the caskets from one-by-twelve scrap lumber, covering the outside with black cloth. The blacksmith, Jim White, took the lead in making the caskets, the others assisting in any way that they could.

We learn from the report of Brother Ford to Quarterly Conference in 1891 that he preached at three places and received collections as follows: Floyd County \$23.55, Lockney, \$14.00 and Della Plain, \$1.00. As other settlements sprang up to the west and south, Della Plain lost its settlers as is evidenced from the above conference report. Some moved to Lockney, others to Floydada, the county site. The church had no property to move to, so it was an easy matter for the circuit rider to come to Floydada on the Sunday in each month that he had formerly gone to Della Plain.

A Sunday school was organized at Floydada in 1891 to which all denominations were invited but in which Methodist literature was used. R. T. Miller, Jas. B. Posey, S. A. McMannis served as early day superintendents, carrying on under many difficulties and discouragements, but never wavering in sincerity of purpose. Their children must have the advantages of a Sunday school and church services. All day school were held in the 22 by 30 school building erected in 1890 and though a simple, crudely constructed building of one room, it served the purposes and the work grew.

Rev. Ed. R. Wallace became the first pastor of the newly organized church in the county site town in 1891. He also preached at Lockney, Lone Star, and Silverton. His report to quarterly conference in 1893 shows four points on his circuit known as Floyd-Briscoe charge, Vernon District, Northwest Texas conference, Reverend M. K. Little, presiding elder. The four points on the charge at this time with their assessments for pastors salary are shown as follows: Floyd City, \$125.00, Silverton \$100.00, Lone Star \$50.00 and Lockney \$40.00, making a total of \$315.00, \$35.00 of which was for the presiding elder. At this time, 1893, Della Plain had been dropped from the list of appointments. That from the list of appointments satisfied pastors were not entirely satisfied with the spiritual state of the church, even in that early day is shown by a report to quarterly conference on April 20, 1893, on the general state of the church. Rev. Wallace said, "Most of the members appear to have the pure and undeveloped religion. Some few are not very devoted. I have heard of no members dancing but a few go to those break down parties, but they are going to quite just as soon as they get full of religion."

It was during the pastorage of Ed R. Wallace that the little church at Floydada felt the need of a home for the pastor. A house was purchased from Mr. Cox and moved from near Blanco canyon to the northeast part. This served as a parsonage for many years. The first man to occupy this home was Rev. Adams, a typical pioneer preacher with a large family. He came in 1894. It was in 1895 during his pastorage that the old college building at Della Plain was moved to Floydada by the late R. M. Irick, using ox teams for the purpose. This building was added to the one room school building making two rooms. It was a real social center serving all

denominations as a preaching place and church and community gathering in general. Brother Adams, because of his beliefs, later withdrew from the Southern Methodist church and joined the Free Methodist church. He passed away many years ago.

Reverend J. W. R. Bachman, R. M. Morris, H. A. Story, R. O. Eastace, Walter Griffith, T. W. Sharp, and George Fair, in order named served the church as pastors from 1893 to 1905. This was a period of formation and growth. The church increased in numbers, in prestige in favor with God and man.

Among the church officials during this time appear the following names: S. A. McMannis, Jas. B. Posey and R. T. Miller. Each filled every official position in the church during his time, and each has passed on to his reward. Uncle Tommy and Uncle Billie Martin, brothers, were faithful members. S. B. McCleskey took an active part as trustee in the early building program, serving in the same capacity in this church at the present time. Some of the old timers who deserve honorable mention for their faithful and active activity during this period are J. H. Yates, J. B. Bartley, J. C. Welch, J. C. Cooper, J. F. McCarty, L. P. Taffinder, J. H. Estes, W. E. Buckley, W. S. Posey, W. A. Gound, I. D. Gamble, W. A. Robbins, Tom W. Deen. These good men, with their families, and many others who

are not mentioned should be credited with laying the foundation of Methodism in Floydada.

The following local elders assisted in establishing Methodism in this county: Reverends W. H. Martin, C. J. Menefee, W. O. Menefee, and J. W. Maloy. An example of the faithfulness of these local preachers is found in a report of J. M. Maloy to the fourth quarterly conference in 1900 in which he said: "Dear Brethren, since I have been with you I have preached most every Sunday. I have appointments at the following places, Lockney, Sand Hill, Starkey school house, and Lakeview. I am enjoying religion and am endeavoring to live better each day of my life." We would not forget to mention as well, Reverend Paul Bentley, who made many trips and preached many times, Reverend W. H. Carr, who lived in the Harmony community and for whom Carr's chapel is named. He preached at many points in this territory. Reverend Waddell, who assisted in revivals during the pastorage of Walter Griffith, G. R. Fort, layman who later became an active preacher and at one time served as pastor of the Floydada circuit, John L. West who served several charges and who is still an active member of this congregation.

Though our church, at this time owned a parsonage, we were without a church home. During the pastorage of Rev. H. A. Story

(1897-98), the agitation for a church building became more pronounced. Committees were appointed to solicit subscriptions. There was a difference of opinion as to whether a Methodist church should be built or a general community church. It was agreed in a public meeting at the court house attended by nearly everybody that all denominations and the building should belong to the denomination contributing the most money, but should be used by all and that as the other denominations could get ready to build all should assist them in the undertaking.

The Methodists, under this agreement, became the owners of the building and later, according to agreement, helped the others in building their church edifices. Active work in construction did not start until 1901. The following building committee was appointed in the quarterly conference 1901: Jas. B. Posey, R. T. Miller, S. B. McCleskey, W. E. Buckley and L. P. Taffinder. The contract was let to J. M. Maloy and S. B. McCleskey. Lumber was hauled from Childress and Amarillo by members who donated their teams, wagons, and labor. The finishing touches were put on the building by the pastor himself. Brother Griffith hung the paper and did much of the painting. The ladies missionary society helped to furnish the church, making up money for window screens,

carpets, lamps and table. The society reported to the fourth quarterly conference, October 4, 1902, that \$60.70 had been collected for the year. A report made to the same conference by the building committee stated that \$2,000.00 had been paid out on the church building. This amount, with labor donated gave the building a value of \$2450.00.

This building was located on the present site of the Davis gin. Methodists held services two Sundays a month, Baptists one, other denominations using the other Sunday. Upon the completion of the church building the old parsonage was sold to J. T. Morris who used it for a home for many years and finally (See METHODISTS page 6)



Greetings PIONEERS!

We join in extending our most sincere congratulations to the pioneers of Floyd County whose fortitude and labors brought about the settlement of this productive agricultural and livestock region.

WE WILL BE THERE for the Golden Anniversary Celebration in Floydada MAY 28th.

Boothe Tailors And Hatters

JUST AN Old Fashioned GREETING

To pioneers of Floyd County who will join to-day in celebrating the Golden Anniversary of the county's organization in 1890!

We are obligated to you for the time and effort spent in making this county what it is today—we know that your courage and labor has not been in vain.



To All Of You :

We express our appreciation for the loyalty and support which has made possible in a large measure, our continued service for the past 26 years.

We have greatly and conscientiously enjoyed serving you and hope we'll always be numbered among your friends!

Have a good time at the reunion.

Henry Edwards Elevators

DOUGHERTY

BARWISE

FLOYDADA

Lockney Christian College Was Pioneer School



Pioneers

—We—

Welcome You!

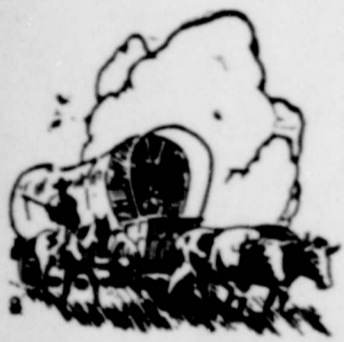
To Floydada for the Celebration of
Floyd County's

Golden Anniversary

- We realize that yours is the credit for much of the development and progress during the past fifty years.
- As a firm and as individuals we are happy to be having a role in present advancement.

GILLIAM

Appliance And Sporting Goods



Greetings

To the Old-Timers-

... and Congratulations to all of Floyd County on its Fiftieth Anniversary ... we sincerely hope that our county develops as much in the next half-century as it has during the past one.

It has been a great pleasure to serve a large percent of the old timers with modern farm machinery ... and we extend to you and the "new comers" a sincere invitation to visit us during this celebration and for the years to come ...

An Old Timer—

L. C. McDonald

Oliver—Allis Chalmers

Avery

Dempster

Pape

Phone 97

Floydada

Opened In 1894, It Continued Until 1915 As Education Center

Friends Of Pioneer Institution To Hold Third Annual Homecoming At Lockney August 1st And 2nd

The third home-coming of friends and former students of Lockney Christian college to be held this year on August 1 and 2 in the city auditorium at Lockney will be on the site where the college was established and opened its doors in the fall of 1894, and where after 19 years it closed a useful career in 1915.

Upgrowth of state-supported schools and greater east of transportation, together with lack of employment to carry on through periods of bad business conditions, all contributed to the decision to close the school by its ardent supporters.

In the 19-year period of the school's existence it had marked influence on the lives of many thousands of people and was a part of the very substantial background that made Lockney one of the outstanding business communities in the whole plains country.

Lockney Christian college was established in 1894 and opened its doors for the first session on the first Monday in October of that year. Its existence came about through the consistent and persistent effort of S. W. and C. W. Smith (not related). J. D. Burleson was principal and his wife, Mrs. Sadie Burleson assistant. The first day's enrollment was 18 pupils. It is recorded in the special edition of the Floyd County Hesperian, which was published December 21, 1905.

The school building, which was financed with their own funds by the Messrs. Smith and by funds furnished by others whom they had induced to back the project, was not finished in time for the first term of the school to open in it, and the school was conducted in a small two-room dwelling house for some months.

The Lockney college building was at first a two-story structure and there are still pictures of it extant. It was 24 feet wide, forty-eight long and 18 high. Impetus was given in the spring of 95 a year when the public school at Old Lockney was abandoned and some of its pupils entered the church school at New Lockney.

It was aided, also by advertising of the traveling evangelists and through the columns of the religious publications, who made the claims of the school known far and wide. One result was that the settlement of the city and country adjacent became rapid as seekers for new homes moved westward. Mayshaw and Della Plain remnants of population also joined to swell the increasing city's population.

In 1895 for a time the school gave up its church identification and was used for public school purposes under the control of the trustees of Lockney school district. The teachers of the church school of the previous year were employed. This arrangement continued until 1898. In that year the school district had provided facilities and the church school was re-consecrated to a school to be so operated. Meanwhile G. H. P. Showalter had been chosen president of the school and with the exception of an interim of one year—1904-5,—was its active head for ten years. In a letter written from Austin on January 25 of this year to Carl W. Smith, son of the founding C. W. Smith, Mr. Showalter said that some of the other leading teachers during his period of incumbency were Sam Poyner, W. L. Swinney, Miss Sarah Thornton, Miss Naomi Hamblin, and later Early Arceneaux and W. G. Hines. N. L. Clark took Showalter's place, the letter states, while the latter was building up a school at Bethel, New Mexico in 1904-5. M. V. Showalter and A. S. Kennamer were teachers for a part of the time during this period, also.

Chartered In 1909
In 1907 the catalogue of the school was issued with J. A. Sisco listed as president and John C. Graham as vice-president, and was called "Lockney College," and indicated as a select high school for the practical education of both sexes. In 1909 the school was given a charter, new money put into its building and equipment and it was called Lockney College and Bible school with Chas. W. Smith as president of the board of directors and J. L. Germany president of the faculty. Other members of the board of directors for that year were Dr. W. H. Freeman, vice-president, Homer Howard secretary, B. F. Sanders, W. C. Nichols, J. A. Nail, C. R. McCollum, W. E. Broyles, E. V. Hartman, J. D. Griffith and J. L. Germany, Jr., all of Lockney, with an advisory board that consisted of G. H. P. Showalter, who had moved to Austin to take an editorship on the Firm foundation, A. W. Young of Sunset, Price Billingsley of Abilene, T. W. Phillips of Fort Worth, J. P. Smith of Laketon, A. E. Freeman, Cordell, Oklahoma, Liff Sanders of Lubbock, Dr. H. Z. Pennington of Claude, Chas. W. Watkins of Emma, Jesse P. Sewell of San Angelo and

T. B. Larimore of Florence, Alabama.

Some of the firms which thrived in Lockney in the year 1909-10 and who helped support the school were J. M. Hughes land company, Dillard & Phillips confectionery, Ramsey Bros. garage, W. C. Parkinson automobile service, J. A. Baker, E. L. Ayres & Company, C. R. McCollum hardware and furniture, Bell & Handley Realty Company, Riley & Wofford Realty company, J. R. Vandergriff, Brewster hotel, J. L. Norris confectionery, Kelley Brothers jewelers, A. S. Love, M. M. Day's O. K. wagon yard, Randolph Bros. druggists, Ira Broyles' Lockney lumber company, J. E. Burns, wheelwright, Norton Baker photographer, Alfred's transfer, Attorney J. N. Stalbird, Drs. Guest & White, Dr. W. H. Freeman, Miss Jeanie Love piano instructor, the Northwest Telephone company, E. P. Thompson hardware, Sanders & Myers, Texas and Nebraska Land company, Seven Brothers grocery (Daff and Theo Griffith), Lockney Tailoring company, W. W. Allen contractor, T. E. Coburn contractor, A. G. McAdams lumber company, P. M. Summerall

blacksmith shop, Red Cross drug store, Guest, Ramsey & Company presidential annex, A. L. Kelley's cafe and The Lockney Beacon.

The school's catalogue for 1912-13 listed J. C. Estes as president of dean, D. J. Thomas, M. D., college physician, G. H. Brewster teacher of typewriting, shorthand and bookkeeping, Miss Julia Gillespie teacher in the primary department and Miss Willwee teacher of instrumental music.

Burleson At Sabinal
When the school closed for the last time in 1915, Geo. F. Mickey was its principal. He is a son of Mrs. Sallie Mickey of Mickey and is now located at Portales, New Mexico. W. F. Ledlow, who moved to Austin, was the school leader for a year or thereabout after 1912 and before Mickey became its head. Ledlow is now deceased.

J. D. Burleson, first teacher of the school is now living at Sabinal, Texas. In a portion of a letter written to Carl W. Smith in January he said he had attained the age of 83. He hopes to attend the home-coming next year. He is on the shelf as a preacher, he wrote, and also as a teacher. His varied experience also included farming and the practice of chiropractic. He has been before the public 57 years.

Several years after the close of the school it was released by the majority of the honors at the time its charter was issued, to the city of Lockney and became a municipal property. The building, re-arranged and re-built, is used for a public auditorium and community house and the grounds also afford a swimming pool, baseball and football fields. These have been developed in recent years to a marked degree.

Irate Parent: "I'll teach you to make love to my daughter!"
"Gob: "I wish you would, old boy. I'm not making much progress."

Rotary Club—

(Continued from page 1)

not refer to financial profit, but to gain in character, happiness, and satisfaction, which the one who serves experiences as he develops through service, into a bigger, broader and more useful member of society.

Walton Hale has been elected president of the club for the new year beginning July 1. Other officers recently elected and who will serve with Walton Hale are Richard F. Stovall, vice-president; S. W. Ross, secretary-treasurer and four directors as follows; Walter Travis, immediate past president, Lon M. Davis, Harry Morckel, and Carl L. Minor. The membership roster of the club is as follows; Joe A. Arwime; W. Edd Brown; D. F. Brodthauer; J. B. Claiborne; Lon M. Davis; T. P. Collins; Geo. M. Finkner; R. E. Fry; Dr. A. E. Guthrie; Cecil Hagood, Walton Hale, Dr. Will M. Houghton, Dr. Wilson Kimble, Geo. L. Kirk, H. M. McDonald, Carl L. Minor, Harry Morckel, Conner Oden, Dr. D. H. Pitts, S. W. Ross, Glad Snodgrass, Roy L. Snodgrass, Richard F. Stovall, Dr. Clive M. Thacker, G. C. Tubbs, Walter Travis, J. C. Wester, Virgil Williams, N. W. Williams, J. M. Willson, R. C. Wakefield, D. W. Fyffe, H. G. Barber, C. T. Campbell, J. B. McReynolds.

Former presidents of the club and the years they served are as follows: D. W. Fyffe, 1928-29; Homer Steen 1929-30; Dr. Will M. Houghton, 1930-31; J. M. Willson, 1931-32; Robt. Medlen, 1932-33; Dr. Clive M. Thacker, 1933-34; R. E. Fry, 1934-35; J. C. Wester, 1935-36; A. D. Cummings, 1936-37; Carl L. Minor, 1937-38; Dr. A. E. Guthrie, 1938-39; Walter Travis, 1939-40. The first secretary of the club was Chas. M. Willson, 1928-29; Frank L. Moore and B. L. Blacklock, 1929-30; Robt. Med-

len. Rotary believes in the boys and girls of the country and the records of every other Rotary club as well as of every other outstanding work has been done for the boys and girls in every community where Rotary is established. Boy Scouts, 4-H clubs, Cripple Children's work and the many hundreds of other useful occupations in which boys and girls participate will be found among the activities Rotarians carry on. Student Loan Funds are a source of much pride with many Rotary clubs and the Floydada Rotary club is no exception. Our club established a student Loan fund in 1931 and since that time have assisted more than 30 young men and women in securing a college education. The members of the Floydada Rotary club are glad to clasp hands with the "Pioneers" of Floyd county in helping to build a better and greater city and community during the next 50 years.

LACKEY'S BLACKSMITH IS ENJOYING GOOD PATRONAGE
Lackey's blacksmith, owned and operated by Jack Lackey, is enjoying a liberal patronage from the people of Floyd county. The present owner has been in charge since a year ago.

The shop, located east of Consumers on the Silverton Highway, was operated by J. A. Enoch until his death. B. E. Cyfert bought the business two years ago and he in turn sold his interest to Mr. Lackey. Lackey's blacksmith do all kinds of electric and acetylene work, electric and acetylene welding and disc rolling. Repairs for farm machinery are featured.

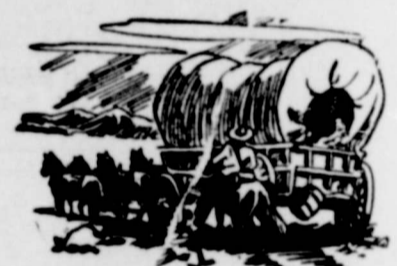
First Golfer: Shall we play another round next Monday?

Second Golfer: Well, I was to be married on Monday, but I can put it off till Tuesday.

PIONEER DAYS

Live Again!

As the Pioneers gather for the Golden-Anniversary Celebration of Floyd County's Organization in 1890.



We are glad to extend to all of you our warmest welcome and assure all the Old-Timers that we appreciate the many tasks they undertook and completed to make a progressive county as we know it today.

For Seventeen Years

We have served the people of this territory with high quality petroleum products, tires, tubes, accessories and farm supplies. The co-operative spirit which characterized the pioneers of Floyd County brought about the organization of this firm and has been instrumental in its continued success!

We are proud of the part we are having in the development and growth of Floyd County and look toward the future with expectations for more advancement.

Consumers Fuel Ass.

Phone 122

Floydada

Oden Chevrolet Company Has Largest Payroll

Oden Has Been Owner Firm For Three Years

Enjoys Good Patronage; Sell Many Cars And Trucks In Area

Oden Chevrolet Company, owned and managed by Conner Oden, has an unusual distinction of employing more men and having the largest payroll of any firm in Chevrolet territory in Floydada. The company and service, has been under its present management since October, 1937.

The business is successor to the one started after the first World War by Roy L. Snodgrass and which was operated as Snodgrass Chevrolet company when purchased by Mr. Oden three years ago.

Mr. Oden has been engaged in the automobile sales business since 1925 when he became associated with the Chevrolet agency at Tulsa. He has established an unusual sales record in the past has served as a member of the Chevrolet Dealer's Association and the National Automobile Dealers Association in the Oklahoma Region and in Detroit. As a member of the Detroit committee he represented the southwest region which included the states of Oklahoma, Texas, New Mexico, Arizona and Louisiana.

Since becoming owner of the agency in Floydada, Mr. Oden has directed improvements and enlargements to make Oden Chevrolet company one of the best equipped, most efficient firms of its kind on the plains.

Large Payroll
Oden Chevrolet Company expends almost \$20,000.00 annually for salaries alone. This amount enters the regular channels of business in Floyd County and proves a great credit to other firms and individuals. Fifteen men are employed in a better-than-average salaries. Employees include Roy L. Snodgrass, sales manager; Arthur Hammonds and Arthur Hammonds, assistant manager; Fred Parker, manager of the parts department; Ted Allen, service foreman; John McKinney, in charge of the body department; Dee Noyes, body department; Clyde Smith, in charge of lubrication; Buster Dickson, Roy Brewster and Floyd Pilon, mechanics; Carl Rogers, service station and Garland Mitchell (colored), washing.

Save steps. Use want ads.



Greetings Pioneers!

We welcome you to Floydada for the Golden Anniversary Celebration.

As the Pioneer

hardware store in Floydada — we have greatly enjoyed serving you with quality merchandise at reasonable prices.

We are proud of the part we have had and are having in the development of this area.

Kirk & Sons

Hardware

Floydada Observes—

(Continued from page 1)
Metropolis of the country. Suddenly Floydada town lots became valuable. It was believed that the people who were at the back of the town movement possessed immense wealth and that they would make the town a great railroad city in only a few years. Even the molding and kilning of brick in the breaks were discussed as probable, and the products of this plant were to be used for building and paving purposes at the "Queen of the Plains."

School Erected
Early in the summer of 1890 a school house 22 feet in width and 30 feet in length and 12 feet high was erected. The first session opened on Monday, December 2. Sam H. Kelsey was the teacher and M. F. Roundtree, J. J. Harrison, and V. M. Massie were the trustees. There were about twenty pupils the first day but the enrollment reached about fifty at the close of the session, which was six months in length. Early in the summer a grocery store building was erected on the west side of the public square. The business was conducted by S. B. Chadwick. In this store building W. O. Menefee carried a stock of dry goods. It was also used a while by Judge A. B. Duncan as his office and by Massie & Menefee as real estate agents. This building had an upper half story which was used by the Masonic lodge instituted in the Spring of 1891.

Until recent years the greater part of the social activities of the citizens was sponsored by the Masonic lodge and the Eastern Star.

On the morning of June 26, 1891 the grocery store building was destroyed by fire. It was replaced by another, and used for both mercantile and Masonic lodge purposes until destroyed by fire in February, 1903. Later on Gound brothers had a store at this location.

On the west side of the square J. A. Whitney & Company erected the first hardware building in Floydada. It was later the rear of the postoffice building owned by J. D. Starks. On the north side of the public square I. H. Siddens and G. A. Johnston built a store. The year following Mr. Johnson retired and Mr. Siddens moved the building to the west side. It was later occupied by the Floyd Mercantile company.

Public Water Well
Homer Steen, editor of The Floyd County Hesperian, who was just a mere lad when he came to Floydada with his parents, Mr. and Mrs. Tom P. Steen, in 1901, recalls the old water well south of the court house, which was dug in the summer of 1890 by Uncle Hank Smith, of Mt.

Blanco, Crosby county. He rather boasts of the fact that he was one of the "poor kids" and had to haul water for the family supply from this well. He recalls that there were a few families who were rich enough to afford windmills and the kids did not have to haul water. One event connected with the old water well he will always remember and that was when his old grey mare fell dead at the family gate with blind staggers after one last trip to the public water well. In the early days this well afforded water for man and beast for several miles around. It was a popular point for the water haulers to meet and exchange greetings and gossip.

Soon after the well was dug the rolling water kegs and barrels came into general use. J. D. Starks supplied his home one-half mile from the public square with a rolling barrel, drawn by his famous dog, Quannah. During the summer 1890 J. R. Keene, who lived two miles west of Floydada depended on the public well for his water supply. His small boys performed this errand. The boys broke a yoke of yearling calves to work to a side.

Fire Burns Tenets
During the summer of 1890 a number of families lived in tents. In the month of August a prairie fire swept over the portion of the county on which Floydada now stands. All of the grass about the town was destroyed. J. D. Arnold and family were making a tent their temporary abode. Their canvassed residence and housekeeping goods were consumed in flames. The fire wrought something of a hardship on the people about town, but their spirit was such that they could not be daunted.

First Doctor
Dr. V. Andrews a very active citizen of Floydada today came here in June 1890 and was the first physician to locate at Floydada. His father R. C. Andrews came in November of the same year and divided his attention between medicine and real estate, being the senior partner in the real estate firm of Andrews, Tilson & Co. Dr. V. Andrews recalls the coming of J. B. Bartley, a lawyer, and W. Q. Henderson in 1891. Mr. Henderson was district attorney. Henry Snodgrass another lawyer, lived on a place five miles west of town and practiced law at Floydada. Later on his brother, Sam D. Snodgrass, came here and practiced law.

Residence In 1890
Dr. V. Andrews hauled the lumber for his father's home, which was built in 1890, from Childress. Others who built their homes this same year were: Max R. Andrews, W. O. Menefee, J. J. Harrison, M. C. Williams, Judge A. B. Duncan, D. W. Jenkins. Later on in the winter following, R. T. Miller, S. B. Chadwick, J. F. Lockney and others built houses. Sam H. Kelsey, Ole T. Nystell, Frank Slack, J. D. Arnold, J. M. Powell and others excavated their places of abode. Mr. Powell's dugout was covered with cloth. W. T. Montgomery, one of the founders of the town, and later the first mayor was a carpenter by trade and built the majority of the early day homes, according to Dr. V. Andrews.

Temporary Court House
On the south side of the square Mr. Gwynn had a two-story building erected. The lower part was occupied by the firm of Johnson Brothers & Ainsworth. There was a room in the rear used as the county and district clerk's office. The upper story was used as a temporary court house. This building was partly finished just in time to be used for court purposes at the first term of district court in November. The building was later reduced and used as Will W. Nelson's grocery store.

Mr. Gwynn also erected the hotel building later occupied by W. Y. Crain. J. P. Drace was the first landlord. It was known as the Drace hotel. Later it was known as the Llano hotel, the Harkey hotel and the Baker hotel. C. A. Tomme erected the store building later occupied by J. G. Ranft as a store and residence. A little east of this building M. M. Day erected a livery and feed stable. Farther east from the square Thomas Teeling had a butcher shop. Near were G. R. Grigg's store was J. H. Henderson had a house in which he and his family lived and kept the post-office. J. J. Carter erected a store building of corrugated iron and put in the first stock of drugs. His store was just south of the Drace hotel.

Amusements
On June 24 of 1890 Floydada had her first picnic and barbecue. It was a great event for the people of Floydada and of Floyd county. For a year or longer thereafter Floydada's chronology was reckoned from the twenty-fourth day of June. The day was a very quiet one with the exception of the sheriff's having some trouble in quelling a cowboy who had patronized the exchange too frequently.

In those days dancing was a favorite amusement for the belles and gallants of the town and country. Gambling was a common part for a year or two but this business was greatly hampered by the courts and officers.

First Newspaper
As a means of disseminating intelligence and appraising the public of Floyd county's resources and Floydada's possibilities a newspaper by the name of The Texas Kicker was founded in August 1890 by J. P. Lockney and John C. Hendrix. This publication was sustained only until the general election in November.

In 1891 a ten-acre tract of land was laid out for the purpose of a cemetery in the northeast corner of the school section lying on the north side of the town. The first person's

remains interred there were those of Jehu McMannis, the aged father of S. A. McMannis. The body of a Mr. Morgan, who died near Floydada in the spring of 1891, was carried to Estacado for interment.

Court House Built
Many of those who were displeased with the result of the county seat election continued to agitate the matter. It was thought by the friends of Floydada that this agitation tended to prevent people from settling in Floyd county, and the friends of Della Plain viewed the matter in the same light. Both sides wanted the disturbance to cease and confidence to exist, but they did not agree in their panaceas. Della Plain wanted to settle the matter by moving the county seat. Floydada wanted Della Plain to quit talking about changing the seat of county government.

In view of the efforts that were being made to move the county seat the Floydada people conceived the notion of securing an anchor for the county seat at Floydada. To accomplish this purpose the building of a fine stone court house was advocated. The matter was brought to an issue before the commissioners' court at the August term of 1891. The vote was taken before the commissioners' court. Two were for and two against the building of the court house. The county judge cast the deciding vote in favor of it. But an \$8,000 frame court house was erected instead and was completed early in the spring of 1892.

The same affliction that preyed upon Mayshaw and Lockney bore upon Floydada in 1893. The county try did not prosper; therefore the towns did not grow. The weather and grasshoppers retarded the growth of the towns. Mayshaw absorbed Della Plain; Lockney consumed Mayshaw and reduced Floydada. But Floydada's loss was only temporary.

The population at the present is fairly homogenous racially, as well as culturally. Most of the inhabitants are of Anglo-Saxon origin. There are a few negroes who have a little district of their own in the northeast part of town. A few Mexicans are imported in the fall of the year at cotton picking time.

Many old timers recall the bitter strife when the present \$90,000 court house was erected in 1912. After the commissioners court issued the order for the new building, Lockney who had befriended Floydada in the first county seat fight, protested. For it meant that after \$90,000 had been invested in a court house it would be destroyed and Floydada doomed as far as getting the county seat was concerned. And she had always maintained a hope that she might some day become the county seat. A bitter fight ensued. It would have taken a two thirds vote to move the court house to Lockney and only a majority to move it to the center of the county. Lockney felt that they could not secure the two thirds vote so he ran a site 6 miles northeast of Floydada on the center section of the county. And came within a few votes moving the county seat in the middle of a big lake. This emity existed for a number of years.

Church Organizations
Church organizations in Floydada include the Nazarene, Christian, two Churches of Christ, a First Baptist, a Fundamental Baptist church, a M. E. Church, South and a Cumberland Presbyterian church.

Two large modern brick school buildings take care of the present scholastic enrollment of 1,000 pupils. McDermott Post of the American Legion organized in 1920 have bought and paid for their home on the corner of Fifth and West Virginia streets. And have been active in sponsoring worthwhile entertainment for the city.

Other organizations include an active Chamber of Commerce, Ro-

Tom P. Steen acquired the newspaper and employed his son, Homer Steen, as manager and editor. When the business was incorporated in 1912, following a fire on March 2 of that year, Homer Steen became manager and editor of the newspaper and has continued in that capacity since. From time to time slight changes in the style of the newspaper's name were made. First it was The Hesperian, later the Hesperian Gazette, The Floydada Hesperian and finally the Floyd County Hesperian.

Industries
Floydada is a thriving little town supported by agriculture, dairying and poultry. Floyd county is one of the few agricultural counties in Texas that can produce an equal abundance of all of the four staple crops of the Texas farm—cotton, wheat, oats and grain sorghums.

Three large elevators, Henry Edwards' elevator, Farmers elevator, and Lon Davis' elevator help to take care of the two million bushels of wheat and the 326,849 bushels of other grains, that are produced, on an average, in the county, each year.

City Incorporated
The city of Floydada was incorporated in September 1909. W. T. Montgomery was the first mayor. The first aldermen were A. D. White, G. V. Slaughter, J. S. Poole and S. B. McCleskey. R. C. Scott was the first city secretary and H. M. Splawn was marshal.

In 1917 W. L. Boerner succeeded Mr. Montgomery as mayor and served until 1920 when R. E. Fry became mayor. Mr. Fry was succeeded by F. P. Henry who became mayor in 1923. W. D. Smith followed in 1927 and W. C. Hanna, was mayor in 1929. Glad Snodgrass was elected mayor to succeed Hanna in 1937. Silas E. Duncan, son of the late Arthur B. Duncan, first citizen of Floyd county, is now serving his fourth term as city secretary. E. S. Price is water superintendent and fire marshal.

Floyd County Hesperian
The Floyd County Hesperian was established in Floydada in the spring of 1896 by Claude V. Hall, now head of the Department of Government at East Texas State Teachers college, Commerce, Texas. In 1900 he was succeeded as publisher of the newspaper by Eric and Adair, who were succeeded in 1906 by Carl T. Steen. Ray Pettit followed as publisher in the period of 1909 to about the latter part of 1911, when

week linemen have been busy trying other patrons on to the current. Installation will continue for several weeks without abatement.

Contemporaneously the Maxwell 25 had come on the market as one of the leading cars in popularity in this section. The following year the first street lighting in the city was installed. This consisted of "four electric light poles, one on each corner of the court house square," equipped with weather-proof globes, 300-watt lights each. This installation cost the city \$150 and was operated at a flat rate of \$20 per month.

It was ten years later, in 1926, that the light company's big expansion program was put under way and Floydada was put on a circuit of power lines radiating from three large power plants, among them the Tuco station near Abernathy.

The company has had only three managers of the Floydada office since it opened for business here. The first of these was E. E. Brown, now deceased, the second S. M. Cole, who resigned to take another connection with the company four years ago, and Clint Wakefield, who has served here since.

Tuco Brings—
(Continued from page 1)

The GOOD OLD DAYS Are Back Again

—as all Floyd County joins in celebrating the Golden Anniversary!

What's wrong with the picture? In its day it was alright—But in 1940 he proposes while riding in—

— A —

1940 CHEVROLET

Convince Yourself That Chevrolet's the Leader in Value Just as It's the Leader in Sales.

- ★ MODERN ROYAL CLIPPER STYLING — The Style Hit of the Year
- ★ LUXURIOUS FISHER BODY BEAUTY — Found Only on Chevrolet and on Higher-Priced Cars
- ★ DYNAMIC VALVE-IN-HEAD ENGINE — Supreme on Land, Sea and in the Air
- ★ LONGEST OF ALL LOWEST-PRICED CARS — 181 inches from Front of Grille to Rear of Body
- ★ EXCLUSIVE VACUUM-POWER SHIFT — 80% Automatic—Only 20% Driver Effort
- ★ GENUINE KNEE-ACTION RIDE — Smoother, Steadier, Safer
- ★ PERFECTED HYDRAULIC BRAKES — The Last Word in Safety
- ★ TIPTOE-MATIC CLUTCH — For Smoother, More Reliable Operation
- ★ LOWER GAS, OIL AND UPKEEP COST — A Six Costs Less to Run than an Eight
- ★ LOWER DELIVERED PRICES—PLAINLY MARKED—GREATEST DOLLAR VALUE!

On Special De Luxe and Master De Luxe Series

EYE IT . . . TRY IT . . . BUY IT! CHEVROLET

"CHEVROLET'S FIRST AGAIN!"

No other car, regardless of price, combines all these Chevrolet quality features.

No other car, regardless of price, can match Chevrolet in public demand.

The 1940 Chevrolet gives higher quality at low cost! . . . Low Prices . . . Low Operating Costs . . . Low Upkeep.

No other motor car can match its all-round dollar value

We join in extending our congratulations to the pioneers of Floyd County on the celebration of the Golden Anniversary.

Oden Chevrolet Company

Phone 4 Chevrolet Sales and Service

History of Muncy Community Is Story of Preacher-Founder

R. E. L. Muncy Established Community Which Bears His Name, Was Pastor Of Church For Many Years

Muncy, to the average person, is a switch on the Santa Fe railway, 5 miles north of Floydada, also, on U. S. Highway 70, state 28, but it means more than that for there is an interesting story back of the name. This switch was built in 1910 and named for Rev. R. E. L. Muncy, the oldest Baptist preacher in point of service, in the panhandle.

Rev. Muncy came to the county in 1895 and established the Muncy community in 1897. Near the switch is a brick school which bears the family name and for sixteen years a Baptist church, named in his honor, was held at this school. Rev. Muncy served as pastor of this church during the entire time. A postoffice was granted in his name but never materialized because he resigned just before the opening date. The Muncy elevator was built at Muncy in 1928 by Robert Muncy. A spur track connects with the Santa Fe railway.

And so today this pioneer preacher and his wife, who was Mattie C. Southern, of the famous Southern family of Tennessee live in the home where they settled 41 years ago. And here in this community, all in a row, a short distance apart, live 4 of their 5 sons. They are Robert B. Muncy, Edd Muncy, Arch B. and Clay. The fifth son, Roy, lives at Waco.

Rev. R. E. L. Muncy and family came from Wise county and settled in the Fairview community in Floyd county in 1895 and in 1897 they moved to their present home. The Llano Estacado Railroad company (later sold to the Santa Fe) was surveyed and graded in the winter of 1909-1910 across this section belonging to Rev. Muncy. It was Col. Wm. Massie's suggestion that they call the switch Muncy when the road was completed in 1910.

It was in the spring of 1911 that the postoffice was granted and named Muncy with R. E. L. Muncy as postmaster. After the bond was mailed, Mr. Muncy decided he did not want the office and resigned by telegram before the bond reached Washington.

The Muncy school district was organized in 1911. The first school building was a one-room frame building with one teacher, Horace Pelters. Later the building was enlarged to a two-room building with two teachers and an enrollment of 45 pupils. In 1929 the frame building gave way to a two-room brick.

The Muncy Missionary Baptist church was organized September 11, 1910 in the old Mayshaw school house but in view of the fact that it was to be moved to Muncy as soon as the school was completed it was also given the name, Muncy. This church continued to function with Rev. Muncy as pastor, until February 28, 1926, when it was dissolved and most of the membership was carried to Lockney. Rev. Muncy began preaching in Floyd county in 1895 and preached in nearly all the early school houses and was pastor at one time at Floydada, Lakeview, Campbell, Hill Crest, Sunset, Lone Star, Irick, Muncy and Baker.

Rev. Muncy recalled that J. J. Day and C. W. Smith, Christian preachers, were here preaching in various school houses when he came to the county in 1895. And Rev. Paris Cox of Estacado, of the Quaker faith, preached at Mayshaw school prior to 1895. Prior to that time there were no Methodist stations but a circuit rider preached at school houses over the county. Rev. W. R. Patton preached at Fairview in 1895.

Methodists—

(Continued from page 3) moved it to his farm where it now stands. The new parsonage was built near the church on North Main street. It was a three room house and is now a part of the home of Tom W. Deen.

The Epworth League of this church was organized the fifth Sunday in April 1906. Brother Griffith wrote in his conference report for April 14, 1906. "We have no Epworth League at present but intend to organize one at Floydada soon. The third conference confirmed the following officers: president, Miss Allie Miller, first vice president, Mrs. L. E. Posey, second vice president, Mrs. Sue Bruner, secretary, Alva Griffith, treasurer, Arvie McMannie. Other active members in the league were C. J. Menefee, Mrs. J. M. Maloy, Miss Lula Miller, John Patrick, Tom W. Deen, Miss Stella Fletcher and Mrs. Beulah Griffith, the pastor's wife.

The Junior League was organized in the fall of 1901 with Mrs. C. J. Menefee in charge. No doubt these organizations together with the woman's missionary society have been a great inspiration and help to the church through the many years of their activity.

These early builders truly did a great work. We owe much to their faithfulness, their loyalty, their courage, and their love for a great cause. "Wherefore seeing we are compassed about with no great a cloud of witnesses, let us lay aside every weight and the sin in which doth so easily beset us, and let



R. E. L. Muncy came to Floyd county in 1895 and established the community which bears his name two years later. He still lives at the original homestead.

Spur Perpetuates Memory of Famous Herd of Herefords

Derives Name From Widely Known Spur Ranch When Town Is Formed

Spur, Texas, in its name, will perpetuate for all time to come the memory of one of the most famous herds of Texas Hereford cattle.

When S. M. Swenson & Sons, of New York, and associates, bought the well-known Spur ranch from the Espuela Land and Cattle company, Ltd., of England, what more natural than that the principal railroad town established within the ranch in 1909 should be named "Spur." True, it sounds less euphonious than its Spanish interpretation "Espuela," but throughout West Texas the significance of the nomenclature is well understood.

The cattle, which in the 70's formed the foundation herd at that Rancho were branded (Spur) and hence the name was carried into the corporate title of the Espuela Land and Cattle company, Ltd., of England.

It is an interesting sidelight that the postoffice authorities at Washington at first rejected the suggested name of Spur, owing to its similarity to another already-established Texas postoffice. However, upon a full explanation of the local significance of the name, the department very creditably proved susceptible to sentiment.

us run with patience the race that is set before us, looking unto Jesus the author and finisher of our faith.—Heb. 12:1-2.

Pastors Since 1906

(By Judge Tom W. Deen) Back in 1906 when I first came to Floydada Walter Griffith was pastor of the Methodist church here and the parsonage stood over in the northeast corner of the town section. There was not a church house in the county. All religious services in Floydada were held in the school house, a plank building that stood on the north part of the town section, about where the cotton yard now is.

I believe it was this year 1901 that the Methodist church was started. All denominations helped to build the church. It stood about where the Davis gin now stands. This was followed by the building of the parsonage and my present home is that parsonage. T. W. Sharp was the pastor following Walter Griffith. Geo. F. Fair followed Sharp, and J. T. Howell followed Fair. J. W. Smith was the next pastor of the church and W. J. Lee followed him. J. E. Stephens was pastor here when the campaign for the building of the Presbyterian Academy was under way and he was followed by Geo. W. Shearer. Then came W. M. Lane and J. S. Huckabee was the next. C. B. Meador and Joseph L. Henson were the next pastors in succession and Ben Hardy followed Henson. G. T. Palmer was next pastor and he was followed by Sam H. Young.

I. A. Smith, next in line, was followed by W. B. Hicks and then two more recent pastors in succession, John E. Eldridge, who moved last fall to the Borger church, and Rev. J. B. McReynolds now serving his first year with the church here.

J. B. Posey was our Sunday school superintendent back in 1900. R. T. Miller was teacher of the Bible class. These two good men and many others have answered the last roll call. When I came to Floydada I found two cities—the city of the living and the city of the dead—and both cities have grown considerably since that time.

Church of Nazarene Organized In 1928 By Rev. H. C. Cagle

Thirty-Nine Members A Re Now On Active List, Mrs. Bohannan Pastor

Br. Mrs. Lucile Bohannan The Floydada Church of the Nazarene was organized July 8, 1928. Rev. H. C. Cagle, then District superintendent, assisted by his wife, Mrs. Mary Lee Cagle, organized the church under the city tabernacle. A revival was held in June preceding the organization with Rev. N. E. Tyler, evangelist, assisted by Rev. and Mrs. J. G. Atkinson, also, Miss Mattie Bigham and Miss Bettie Ellis.

The roll of the charter members included the following: L. S. Buchanan, Mrs. Florence Buchanan, Paul, Tom and Billy Charles Buchanan, Bill Cannaday, Ceresa Clark, Mrs. P. J. Dehart, Mrs. B. C. Gray, Mr. and Mrs. J. E. Hammett, Mrs. Minnie Lewis, Mrs. Lillie Luttrell, Mildred Luttrell, Mr. and Mrs. J. S. McLain, Mr. and Mrs. J. F. McLain, Audrey, Melba and Lorraine McLain, W. T. Miller, Mr. and Mrs. Price Scott, Melba Ruth, Price, Jr., and Merna Beth Scott, M. P. Sparks and Mrs. Wallace Scott.

The pastors serving this church have been Rev. Hagemier, Mrs. Lillie Busby, Rev. James G. Atkinson, Rev. N. E. Tyler and the present

pastor, Mrs. Lucile Bohannan, who is assisted by her husband, J. P. Bohannan.

The present membership is thirty-nine. A total of 89 members have joined the church since its organization. All departments of the church work are being carried on at the present. Roy N. Tyler is Sunday school superintendent, Miss Bertha Morse, N. Y. P. S. president and Mrs. Delbert Morse president of the W. F. M. S.

The church property is located at the corner of Fourth and Tennessee streets it has been the place of worship since a few months after the organization of the church. J. T. McLain has served as church secretary-treasurer for a number of years and is still serving in that capacity.

Favorite Riddles

When do the leaves begin to turn? 2. Why is live similar to a hen's foot? 3. Why do white sheep eat more than black ones? 4. Why are women like teakettles? 5. When does a plain woman look as good as a pretty one? 6. Why is a policeman like a rainbow? 7. What two animals do you take to bed with you?

Answers—1. The night before examination. 2. Because it's often hidden in the breast. 3. Because there are more of them. 4. Because they sing merrily and then boil over. 5. In the dark. 6. Because he generally appears after the storm is over. 7. Two calves.

Stenographer: Howja spell 'sense'? Employer: Dollars and cents of horse sense? Stenographer: Well, like in I ain't seen him sense.

Alcino Is Cedar Hill Store Named For N. M. Town

At One Time A Postoffice, Established In 1918 By J. A. Dillard

Alcino is a small store now owned and operated by Mrs. J. W. Ginn, 21 miles northeast of Floydada. It is in the Cedar Hill community one of the oldest communities in Floyd county. Three miles southwest of Alcino is a brick school, a Baptist church and a Pentecostal church and a second little store, operated by Mr. and Mrs. J. A. Dillard and all of this group is designated as Cedar Hill institutions.

Alcino was at one time a postoffice, it was established in 1918 by J. D. Dillard in his little store and it was named for a town in New Mexico by that name. A postoffice was kept in the store until about 1920, when it was discontinued. Dozier Dillard, a nephew of Mr. Dillard brought the mail from Curlew, a postoffice in Floyd county that was later discontinued. For a while the mail came from Lockney and W. H. Love carried the mail every other day. Now a rural route out of Lockney serves the people of this community.

The brick school known as Cedar Hill was constructed in 1920. It has an enrollment of 54 pupils from the first to the eighth grade, taught

by three teachers. The brick building replaced a small wooden structure that stood across the road east of the present one. A number of Cedar trees mark the site of the old building and they were planted there in 1911 by two sisters, Misses Ethel and Cora Trowbridge, who thought it would be nice to have something around the place that would be suggestive of its name.

Some people think the Trowbridge sisters planted the trees and then named the school but a number of old timers say the school was named Cedar Hill by Sam Pool before the trees were planted because it was near the canyon where there are lots of cedars.

Two miles north of Cedar Hill is Hackberry lake, a place the present generation seem to think was popular for something but just what they don't know exactly. But an old timer who came to Floyd county in 1890 and settled not far

from his present home at Oak Hill, remembers well. "It was favorite camping spot said Mr. Fortenberry for wood haulers over this country, and people came here as far as Estacado. They thought they would have company for the night if they camped at Hackberry lake."

Mr. Fortenberry recalled that he had hauled cedar posts out of the canyon near his home to Chickadee and had sold them for \$10.00 per hundred, taking for his pay \$10.00 anything in the way of food. He said he had also hauled wood to Estacado lots of it and had sold for \$5.00 per load. "There were two other residences in the community when I came here, and one of them was A. J. Byars. One that came about the time I did was Jno. Muncy, Marion Williams and High Brown, Emmet Muncy, D. Williams and J. J. Rogers."

Columnar pads. The Hesperian

We'll Be There....

When the Pioneers start their celebration of the Golden Anniversary of the organization of Floyd County in 1890...

WE JOIN... In extending our most hearty congratulations to all the old-timers. We are glad to be doing our part toward further and more rapid advancement.

B. A. Howell Grocery
Sterley

Round-up

The Family

— AND —

LET'S ALL GO!

To the Golden Anniversary Celebration! We can't afford to miss this opportunity to meet and talk over old times and greet old friends. We're glad that we are having a part in the development and progress of Floyd County and that we are serving you with....

— CONOCO —

- Bronz-z-z-z Gasoline
- Germ-Processed Motor Oil
- Conoco Lubricants

for reliable, economical service. These are the Best. We would like for you to become a Conoco user too!



Continental Oil Co.

Floydada,

R. C. HENRY, Distributor

Phone 5

See your local Mileage Merchant for your Free Mile Dial—Continental Service Station No. 1, Floydada, Texas, Henry's Conoco Station, Aiken, Highway 28, S. J. Latta, Highway 28, Camp Cope, A. R. Bryant, Highway 28, J. C. Custer Service Station, Highway 28, B. A. McDaniel, Sterley, R. E. Smith, McCoy, Bishop Motor Company, Floydada, Geo. Finkner, Floydada.

We Thank The Pioneers

For WEST TEXAS....

...and all things *West Texan*.

Thank Heaven for West Texas ... for all that it is and all that it stands for! For the way we live ... think ... speak ... and do the things as we see fit. Thanks, too, for the West Texan way ... where every man can have his plot of ground that is his very own, his castle, his home. Where today's average man can possess the many conveniences and luxuries of electricity that were far beyond the dreams of the pioneers of yesteryear.

Every pioneer has stuck by West Texas and West Texas has stuck by every pioneer. And so have we. Every pioneer has always known that this company could be depended upon. And today, our thousands of customers like to depend upon us for the same reason.

In every kind of business, a dependable service is worth the price. You get a lot more from a little when you pay for a service that you can depend upon. Quite naturally, we repeat to the pioneers—and to all of our customers—“It is our unwavering policy that no expense or effort be spared to produce and deliver a dependable supply of electric energy as is humanly possible.”

Texas-New Mexico Utilities Company

West Texas Gas Co. Observes 13th Anniversary In City



First Service Offered Local Patrons 1927

G. L. Kirk Completes Tenth Year As Manager Of Local Office

G. L. Kirk has served as manager of the Floydada district of West Texas Gas company since March of 1930. In that period there has not been a "break" in the service to Floydada by his company.

Armour Creamery Originally Owned By Floydada Group

Armour Creamery in Floydada is the outgrowth of the Floydada Creamery which was opened in June 1929 with an ownership of local businessmen. Original owners were J. V. Daniel, J. B. Jenkins, J. M. Willson, of Floydada Walter Fuller and Robert Brock, of Lawton, Oklahoma and E. L. Angus, Manager.

The firm operated with the above owners until December 1934 when it was sold to Armour and Company and became one of the Armour Creameries. Although butter manufacturing was carried on from 1929 to 1932, the making of Armour Cloverbloom was started more extensively after the latter date.

Eight people are employed regularly by Armour Creamery.

They are E. L. Angus, Manager; Malcom Belmar, cashier and assistant manager; Elvin Rainer, butter-maker; Joe Browning, cream receiver and tester; Aldridge Thomas, assistant-butter-maker; Earl Beck, print room foreman; Daisy Eudy and Mabel Pawver, butter wrappers.

West Texas Gas company in late September will observe the thirteenth anniversary of service to Floydada customers and G. L. Kirk, district manager for the company, has served patrons here in Floydada as local manager for 10 years.

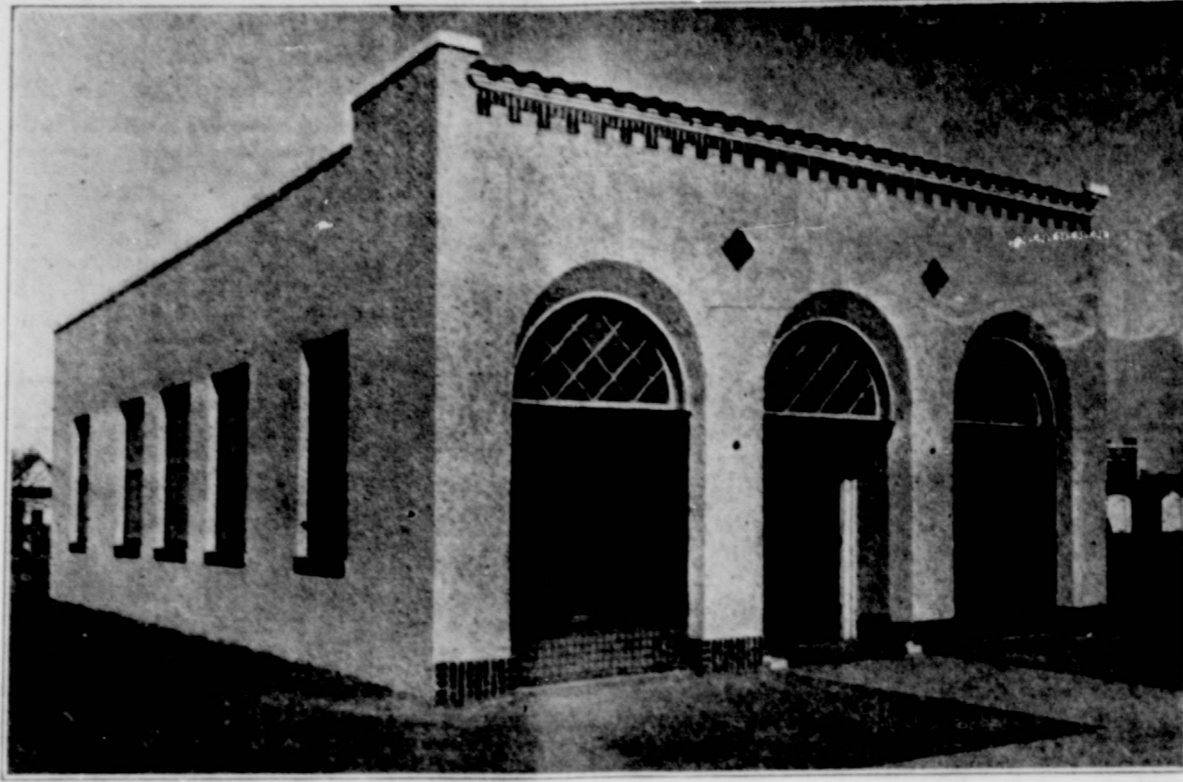
Ten years ago in March Kirk undertook the management of the Floydada business of the company, and incidentally has served the community in several civic capacities from Chamber of Commerce president to canvasser for Red Cross funds.

The history of West Texas Gas company so far as its connection with Floydada is concerned, dates back to early 1927 when W. W. Graves, one of the company's promoters presented the matter of a franchise to the city council of Floydada and soon thereafter, when more than forty other communities had been contracted with began the construction of a distribution system here. Graves' plans also of a loop eastward from this point to Matador by way of Dougherty and thence southwestward to tie in with the lines below Lubbock. This part of the plan failed to materialize.

First gas service was given Floydada patrons on September 26, 1927, after the construction company had finished its work and the people of this community, tied up with identical franchises in more than forty other communities began using the gas which flows from the immense fields north of Amarillo. Canyon is the furthest north community served by the company here. Hereford on the west, Floydada on the east and Odessa on the south. Several millions of dollars were invested in the project.

Since the company's organization it has had only one general manager, R. F. Hinchey, who also holds the title of vice-president. When the company was first organized it had general offices in Amarillo, which were moved to Lubbock in 1931.

A consistent policy of voluntary



West Texas Gas Company's is as new and modern in appearance now as it was the day it was completed in 1927. It stands at the corner of Fourth and California streets.

rate reduction as the development with its patrons. When the consumers of 67½ cents was put in of the country has come along has many entered Floydada in September to effect with a minimum charge marked the company's relations of 1927 a rate to general domestic of \$1.50. Several rate reductions

Chamber Commerce

(Continued from page one)

ing to vote highway bonds to get paved roads through Floyd county. One election only fell short of a two-thirds majority by 35 votes; two other elections were held and each time the bonds lost by a larger number. Finally the State Highway Department came into the picture and paved the road for the county.

Roy Snodgrass was a prominent member of the Good Roads committee when the FFP highway organization was playing a big part in trying to get paved roads through the county, and George A. Linder's name is listed among those doing his bit in such work. Too, the ladies of the town helped when they served about 500 persons at the famous FFP banquet where Floyd county citizens gave themselves pats on the back for the prominent

have followed, either in domestic or commercial and industrial rates. At this time, following the last reduction last fall, the company has a rate of 45 cents per 1,000 cubic feet of gas and a minimum charge of \$1.25 in effect.

Prior to the coming of G. L. Kirk the company had two managers in Floydada. H. F. Mayes served as manager for a year until November, 1928, when he was succeeded by C. L. Willey, who was manager until Kirk took over in the following March.

part Floydada was to play its future building of West Texas. During the secretarial term O. P. Rutledge and S. W. Rose, much talked of depression across the country. Then the Cross came to the assistance of city and the Chamber of Commerce carried on for administrative relief to the needy families of county. With J. B. Jenkins as president and W. Edd Brown working the job, around \$25,000 in Red Cross and government relief funds distributed through the office of the Chamber of Commerce. Ruth Jenkins acted as part-secretary, and Miss Selma Linder followed as secretary along about when Floyd county citizens plowing up their cotton and fall their cattle and letting the government pay them for same. There were very disturbing days, but old Floydada Chamber of Commerce carried on with a fair number public spirited business men, dues regularly so that they keep the organization functioning.

R. W. Cothran followed as secretary for some time, then Henderson, present secretary of office. Some of the projects being before the Chamber at the present time include the building of a dam across Blanco canyon and a CCC camp located in county. Local men believe these projects will be put over county commissioners court is working with the organization in matters.



Forward Into Floyd County In 1890....

... came the Pioneers of the Panhandle-Plains towns. Many of them left warm hearthsides to establish homes, build schools, churches and start a trek into an unbroken wilderness. Theirs was a hard lot for they had none of the conveniences offered by—

NATURAL GAS —

The Pioneers have come far since the organization of Floyd County in 1890. We appreciate their achievements and realize that, had it not been for their fortitude, many of the pleasures we enjoy today would not have been ours.

West Texas Gas Company

NATURAL GAS — THE PREFERRED FUEL

They Came West Ward --

Those pioneers of Floyd County and established a civilization that has withstood the adversities of half-a-century.

We appreciate the advancement which has been made as a result of the ambitions and fortitude of the old-timers, and are glad to join in wishing for all of the and all of you a most happy Golden Anniversary celebration.

We are proud to be having a part in the latter day development in Floyd county.

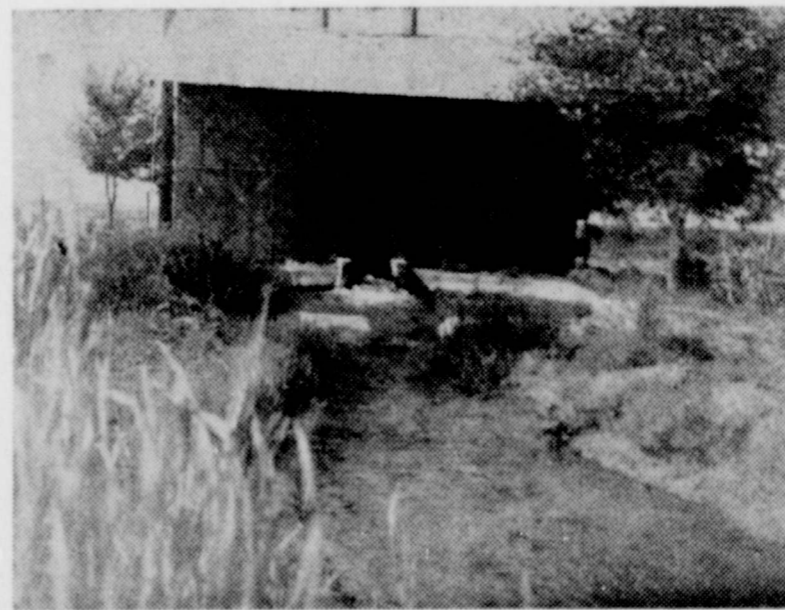
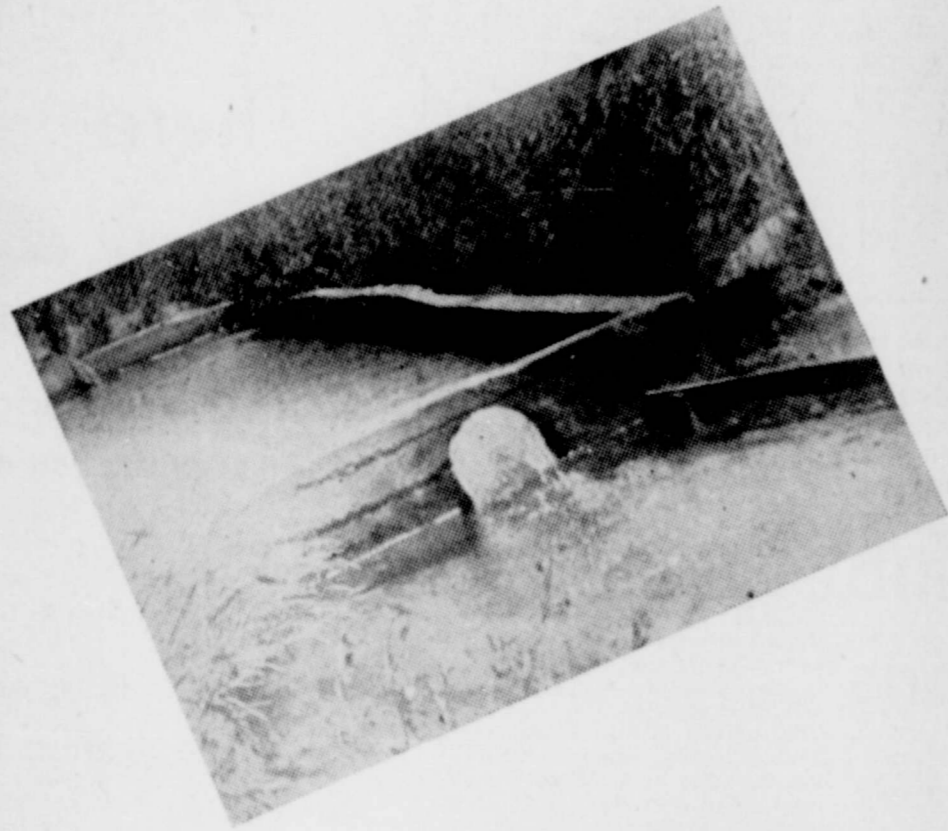
Barbecue for the Pioneer Reunion is made from Armour's Beef!

ARMOUR Creamery

E. L. ANGUS, Manager

The Floyd County Hesperian

IRRIGATION FLOYD COUNTY'S GREATEST DEVELOPMENT



All the land is never dry in Floyd County and the irrigated district is always productive. Pictured at the upper left is the spillway pit of a well southeast of Floydada. The well at the top right is that of Walker Brothers located south of Floydada. This well, powered by two V-Type motors, marks the advancement of the irrigation program to south Floyd County.

Center is shown a scene from the first sugar beet harvest. Left to right in the picture are J. L. Suits, former Lockney publisher, D. F. Bredthauer, County Agent and Charlie Buth, on whose farm the beets were raised.

Wheat yield on irrigated farms is greatly increased as can be seen from the photo at lower left which shows a portion of the 1940 wheat crop at the L. L. Jones farm southeast of Floydada.

At the lower right is pictured one of the eight electric wells on the J. W. Stringer Farms west of Floydada. Each of the wells in this project, which includes the irrigation of 3000 acres of land, is surrounded by shrubbery and trees.

Consumers Fuel Association Organized In 1923

Most Successful Co-Operative In Panhandle Region Stockholders Increase From 200 To 796 In 17 Years History

Consumers Fuel association in Floydada recently observed the seventeenth anniversary of its organization in April of 1923. It is one of the most successful co-operative purchasing and marketing organizations in the entire southwest and has shown a steady growth.

The association was started with an original stock of \$5,000 and a membership of 200. Total plant value now is estimated at \$44,477.11 and the stockholders have increased to 796. A new brick-veneer office building was opened on December 1 of last year and was dedicated at a reception on December 9.

Original directors were J. R. Readhimer, M. D. Ramsey, W. H. Nelson, A. F. Norton and W. A. Cates. Present directors are M. L. Probasco, J. J. Thomas, G. C. Collins, P. J. Wilkes, John A. Lloyd.

First manager of Consumers was W. C. Boren who was followed by Clarence Foster, Foster Amburn, Roy Horn and C. C. Huckabee. Mr. Huckabee, present manager, has served in this capacity since 1935.

Employees and their period of service are Beatrice Davis, cashier, 10 years; Ed Dunavant, 8 years; Homer Warren, 6 years; C. C. Huckabee, 5 years; Seaton Howard, two years and Buck Bishop, A. L. Chowning and Jack McKinney, 1 year each.

Products Featured
Wholesale and retail petroleum products, Firestone tires and tubes, farm supplies, lubricants, washing and lubrication, are among the featured items at Consumers. Independent products are handled exclusively, and most of these come from Danciger refinery at Pampa.

Most of the products were received by rail shipment until 1929 when J. M. Gamblin made a contract with the association to haul by truck the gasoline, kerosene, distillate needed. Mr. Gamblin is still operating in this capacity.

WANTED—A salesman who can catch a customer in, see him, sell him, collect from him, and keep the tax collectors from getting what he collects. If you qualify name your own price.



County Officials in 1903—The above picture of early Floyd county officials was made at the old courthouse. The men are standing in an L formed by the old concrete slab vault on the north side of the courthouse building. Left to right, they are E. C. Henry, sheriff; J. D. Starks, commissioner from precinct 1; J. J. Foster, commissioner from precinct 4; Arthur B. Duncan, county judge; U. S. Wilkinson, county clerk; J. L. Van Hook, county treasurer; Nat G. Waller, commissioner from precinct 2; and Tom Michael, commissioner from precinct 3.

Jackson Tire Co. Started In 1926 By Carl, Dwight Jackson

Jackson Tire company, which enjoys a liberal patronage from Lockney and north Floyd county motorists, was started in 1926 by Carl Jackson, now of Plainview, and Dwight Jackson, the present owner.

The latter member of the firm, Dwight Jackson, purchased the interest of his brother eight years ago and has continued to operate in the same location. For a number of years the service station was known as Ozark but this name has been changed in recent years.

Jackson Tire company features a complete line of Shamrock Petroleum products, Dayton Tires and Tubes, Accessories and a full line of Triangle Batteries.

Employees are Floyd Wayne Jackson and Albert Sutton in addition to the owner who has been a resident of Floyd county since 1918.

Floydada Garden Club Makes Contributions To Beautifying City

Organization Is Completed In 1935 But History Of Interest In Garden Club Work Is Much Older

By Mrs. L. J. Welborn
To the sturdy pioneers of Floyd county we owe our debt of gratitude for as you came to Floyd county overcoming the obstacles of privation and hardship, you began a quest of beauty on these bald plains. How many have enjoyed the cool refreshing beauty of the Sarginer yards on a hot summer day? Well

do we remember those bright spring days on our way to school when we stood peeping through the pickets of the Kirk yard, trying to catch the full glory of the bright blossoms. We remember our first Iris growing in Mrs. Belle Henry's yard.

The first tulips we remember were growing in Mrs. Maud Henry's (now deceased) yard. One of the beautiful pictures that lingers in my memory is that of the lovely informal garden at the Henry home. There was a large fish pool with moss covered banks and overhanging willows and white swans floating on the water. Although the fowls may have been ducks or geese, to my childish mind then they were swans.

These early pioneers had their Garden club though they didn't have regular meetings for each contributed to the other's garden. One's garden was symbolic of one's friends and neighbors. Back in the early twenties a group of our civic minded mothers maintained a beautiful rose garden in the city tabernacle park. Today the pioneers with their children and their grandchildren are still pressing on in their quest to create beauty. In 1935 the three study clubs of Floydada launched a campaign for the beautification of Floydada. Trees were set in the street boulevards at this time. The beautification committee composed of Mrs. W. I. Cannaday and Mrs. A. N. Bratton from the 1922 Study club called the meeting in the district court room Friday afternoon, April 3, 1935, for all ladies interested in Garden club work.

Mrs. W. I. Cannaday explained the purpose of the meeting. Mrs. Geo. V. Smith was elected president. Mrs. Cannaday, first vice president; Mrs. B. K. Barker, second vice president; Mrs. A. N. Bratton, third vice president; Mrs. A. J. Polley, treasurer; Mrs. Fred Brown, corresponding secretary; Mrs. E. L. Angus, recording secretary and reporter. The above named officers and Mrs. A. P. McKinnon composed the list of charter members. Mrs. B. K. Barker was the second president.

The first meeting of the club was held at the home of Mrs. Angus on Friday afternoon, April 17, at 3:30 o'clock. Mrs. Bratton was in charge of the program. From this beginning the work has rapidly grown.

During these five years while perfecting their own organization the Garden club has worked with the city trying to keep Floydada cleaner. The people of America today have reached the stage of development that they are desiring to create beauty. We hope that in our own city we can build that feeling for beauty which will be a part of our children's training for the future. We are cooperating with the highway department in improving our roadways. Our members have worked with the highway department and the county commissioners in putting trees along the roadways of the county. The club has furnished the shrubbery for the improving of the triangle at the intersection of the Ralls, Matador and Lockney roads. It is the national objective of Garden clubs to make a park way of every roadway.

The Garden club has improved the little picnic ground between the city wells for our young folks' picnics. The ground has been sodded,

tables, benches and fireplaces have been provided, also water has been piped to the ground. The fireplaces were constructed by the F. F. A. boys. We hope that all may enjoy the beauty spot and help in keeping it beautiful.

The Garden club joins each year with our other civic clubs in sponsoring the community Christmas tree.

Present officers of the club are president, Mrs. L. J. Welborn; vice president, Mrs. R. C. Henry; second vice president, Mrs. O. M. Watson; third vice president, Mrs. J. D. McBrien; fourth vice president, Mrs. O. Tye; secretary, Mrs. A. E. Guthrie; corresponding secretary, Mrs. D. H. Pitts; treasurer, Mrs. Marvin Shurber; parliamentarian, Mrs. B. K. Barker; historian, Mrs. E. L. Angus; Clean up chairman, Mrs. Lon M. Davis.

Others include the following members: Mrs. Geo. V. Smith, Mrs. Ham Smith, Mrs. Roy Snodgrass, finance chairman; Mrs. D. F. Bredthauer, Mrs. C. J. Barnard, Mrs. Ray Bernard, Mrs. A. J. McKinnon, Mrs. Wilson Kimble, Mrs. O. P. Rutledge, Mrs. L. C. McDonald, Mrs. J. N. Gamblin, Mrs. Barber, Mrs. Clarence Guffee, Mrs. Henry Edwards, Mrs. Jack Henry and Miss Fannie Rees.

The club meets at 9:30 a. m. on the second and fourth Fridays in the month. At these meetings the planning and planting of home grounds are discussed. Problems in the control of insects and plant diseases are considered. New varieties of flowers and the adaptability of certain flowers to our climate are given in our year's work. Programs are given on arranging flowers attractively for the home. Appropriate Christmas and other holiday decoration schemes are brought out in the programs. Guest speakers with their illustrated lectures have added to the interest of our work. Book reviews on some of our leading naturalist have claimed our interest. The club also has its social calendar, having a luncheon, a breakfast, a tea and a picnic.

Plant exchanges are held in the Spring among the members. In the fall the club holds a flower show in a down-town location for the benefit of everyone in the county. Small prizes are offered on the flowers and on the arrangement of the flowers. Each year we seek to present a helpful study in home-making in our show.

So our slogan is: "Our community will be only as fine as in our courage we will make it fine; and by our courage our community can be changed into the kind of community we want it to be. For we build a community as we build our

lives, by dreams, and by ideals, and by our daily work. For nearly all of us courage, adventure, beauty will come to us where we live, here and nowhere else on earth shall we find them.

"Does the defendant understand what an alibi is?"
"Yessuh, dat's provin' dat you was at a prar'-meedin' whar you wasn't in ordah to show dat you wasn't at a crap-game, whar you was."

We'll Be There Pioneer



For the Golden Anniversary Celebration of the organization of Floyd County in 1890.

We'll be riding on Dayton Tires and using Good Shamrock Gasoline and Motor Oils.

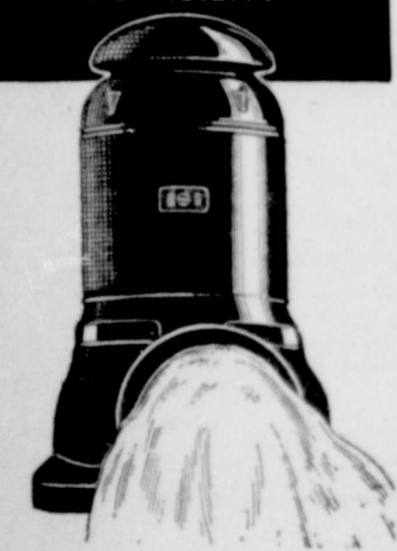
Jackson Tire Company

Lockney

Greetings Pioneers

PEERLESS PUMPS

OUTSTANDING IN PERFORMANCE AND DURABILITY



of Floyd County

We are glad to be having a part in the development of the Panhandle-Plains most vital resource . . .

IRRIGATION

Accept our invitation to visit us when in Plainview.

Peerless is noted for efficiency, uses less fuel than most of the others.

Peerless better design and highest grade material and workmanship means longer life.

Peerless direct factory service and guarantee means Safety to you.

Peerless Pump Division

Panhandle Office

Phone 927

—Plainview—

221 E. 6th

Pioneers

of

Floyd County



- More than a quarter of a century ago, envisioning the possibilities of more profitable agriculture, the founders of Texas Land & Development Company organized this institution for the purpose of developing certain sections of Floyd, Hale and Swisher counties,—drilling the first irrigation well in Floyd County.

CONGRATULATIONS . . .

Residents of Floyd County and all the Old timers on the celebration of the Golden Anniversary of the organization of Floyd County in 1890.

Texas Land And Development Co.

Plainview, Texas

Aiken Farms Profit On One Variety Cotton

Aiken Gin Company Is First To Gin Single Variety Exclusive

Cotton farmers in the section about Aiken are now realizing to full extent the many advantages offered by the growing of one-variety cotton. A program which was started as an experiment a few years ago has culminated in an entire community of Floyd county planting Paymaster cotton seed.

At the outset of the project, the Aiken Gin company, owned by Ed Whitfill and J. W. Baggett, saw the possibilities of the plan and in accordance rebuilt their gin and added new equipment. This gin, managed for the past 12 years by H. L. Stowe now handles one-variety cotton exclusively. The Lummus Aid Blast equipment is set especially to give best ginning results on one-variety cotton.

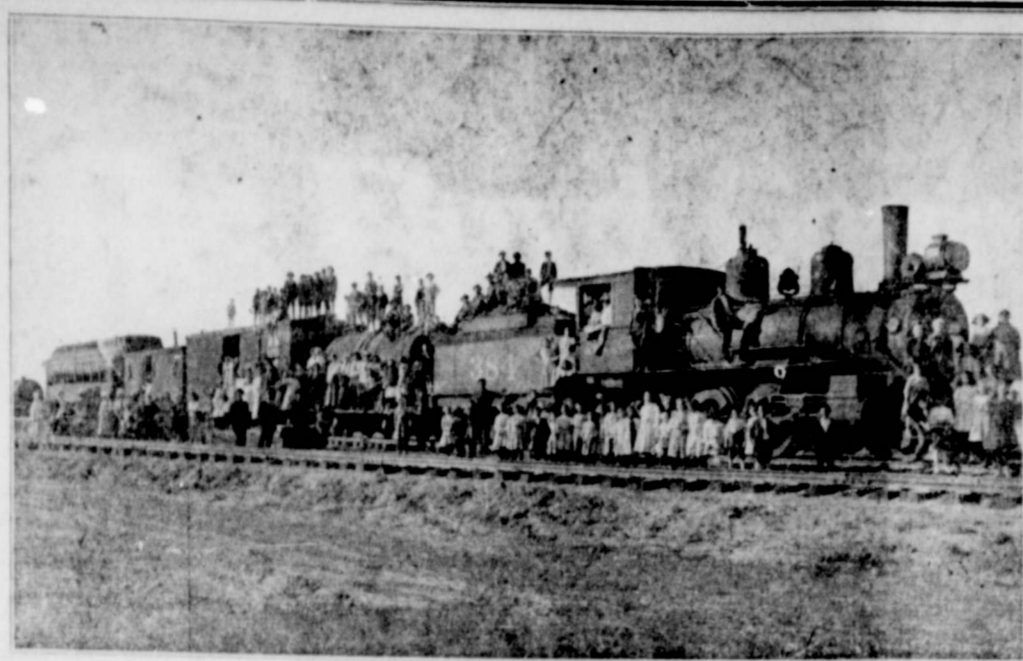
In addition to a \$25,000 gin and \$30,000 seed plant which cleans, delints and grades cotton seed. Farmers are assured a ready market for plant, the Aiken Gin company has a the several thousand bushels of seed released from the ginning of Paymaster one-variety cotton.

Sixty percent of the farms in the territory served by Aiken Gin company are under irrigation and yield and grade of cotton in this area is more or less uniform. 4000 to 4500 bales per year are ginned by the state's only one-variety ginners.

Both Mr. Whitfill and Mr. Baggett, also owners of the Lockney Gin company and Lockney elevator, are pioneers in Floyd county. The former has lived in the county for 35 years and the latter for 25.

The Whitfill-Baggett partnership was formed in 1925 when the Lockney Gin company was started. The Aiken Gin company was acquired in 1926 and the elevator at Lockney in 1927. As staunch believers in irrigation, the men operate three irrigated farms in the vicinity near Lockney.

Mr. Whitfill's father, Ben Whitfill, engaged in the gin business at Lockney for twenty years prior to his son's advent into the trade. The elder Whitfill has the unusual distinction of ginning the first bale of 'belle' cotton in Texas. This event occurred at Ennis, Ellis county, several years ago after a hard, late freeze had killed cotton. Mr. Whitfill devised a crusher and separator that removed the burrs from the lint, and the cotton was saved.



This First Train into Floydada in 1910 was the signal for a general holiday in the community. Note the school children on and around the train. The road was built by citizens of the county, led by W. M. Massie, and sold to the Santa Fe about the time rail-laying began.

Lockney Schools Are In Fiftieth Year Of Growth and Progress

D. F. Davis Taught First Lockney School In 1890; Thirty-one Students Were Enrolled In Classes

With a total enrollment of 475 students taught by sixteen teachers, the Lockney Public schools complete this year half a century of growth and progress. This year's graduating class of sixty-five members is the largest in the history of the school, according to J. W. Jones, superintendent.

With the close of this term Mr. Jones completes twelve and one-half years in the Lockney system, having served four and one-half years as principal and eight years as superintendent. He has recently resigned his position in the Lockney schools to accept the position of superintendent of the schools in Denver City, Texas.

Of the 475 students now enrolled in the schools, 240 are in ward school and 235 in high school. The grammar grades are taught in a large building in the east part of town, and the high school is taken care of in a comparatively new building in the west part of the residential section. The high school building,

which was completed in 1929 at a cost of \$85,000 plus an additional \$5000 for equipment, can well be said to be one of the most attractive and modern buildings in this section of the state. It accommodates a gymnasium, a science laboratory, an agriculture class room and laboratory, a home economics laboratory, a large library and reading room, and the office of the principal and superintendent, besides seven other class rooms.

The high school offers an adequate course of study, with 26 affiliated credits, including rapidly expanding commercial, agriculture, and home economics departments. The athletic program of the school is also quite extensive. The high school football team under the guidance of Coach Leo Cooper has won recognition for the school recently, having won district championship for the past two years.

The growth of the Lockney Public schools began in 1890 when D. F. Davis taught the first school in the

Charley Hawes, Once Indian Scout, Lived 40 Years With 'Enemy'

Native Of Maine Drifts From Army Scouting In Arizona To Buffalo Range of Texas Plains

(By R. B. Smith)

Born and reared in the state of Maine, Charley Hawes came to New Mexico when a young man. He was tending bar in Santa Fe when my father, Hank Smith, first met him. That was before the Civil War. My father met Hawes again later in Arizona when they were both scouts. My father was scout for the Confederates and Charley was scouting for the Union army. He was a Union soldier during the war and lost a finger. He drew a pension. After the war he drifted to the buffalo range here on the plains and worked for Coursey Brothers killing buffalo until the buffalo played out, then met my father again here on the buffalo range and went to work for him at Ft. Griffin. He helped my father when he moved to West Texas and made his home with us the rest of his days. He lived to be 90 years old, passing on in 1921.

He was deputy sheriff in Crosby county after the county was organized, county commissioner six years and was cook for several cow outfits here on the range.

It All Depends On You

Girl Customer: "Does this lipstick come off easily?"
Cosmetic Clerk: "Not if you put up a fight."

AAA CASH: THE OTHER SIDE

Some folks call parity payments "the farm grab," implying that farmers are being subsidized by the nation. That is one way to look at it. But let's turn this thing over and look at the other side. According to Senator Lee of Oklahoma, every mouthful of bread the consumers of this country eat was raised by a farmer who lost money on it. During the 10 years since 1930, farmers have failed by \$20,000,000,000 to obtain parity of in-

come with other classes. In other words, the farmers of America have subsidized the consumers of the nation to the tune of \$2,000,000,000 a year for the last 10 years. This \$212,000,000 is merely a part payment on the farmer's compulsory contribution to the consumers of the nation—Eugene Butler in The Progressive Farmer.

Tattling Tom says a woman lies to a man as a matter of policy; a man lies to a woman as a matter of protection.

Greetings . . .



FLOYD COUNTY PIONEERS

From a PIONEER PANHANDLE FIRM

The Home of Everlite Flour

Harvest Queen Mill & Elevator

PLAINVIEW

PEOPLE OF FLOYD COUNTY . . .

We join in extending to you our regards, and wishing for you a Happy Celebration of the Golden Anniversary of the organization of Floyd County in 1890.



COME AS YOU ARE

Your Hotel of Hospitality, Courtesy and Service
WELCOME TO OUR CITY AND THE

HILTON HOTEL

Plainview, Texas

PIONEERS Of Floyd County

We join in extending to you our best wishes for a most successful celebration of the Golden Anniversary of Floyd County!

We Appreciate

The splendid patronage we are enjoying from the people of Floyd County and hope you will continue to ask for Cloverlake Ice Cream and Butter.

Cloverlake Creamery

Pasteurized Dairy Products

PLAINVIEW, TEXAS

MORE AND BETTER COTTON WITH IRRIGATION

- We are firm believers in the irrigation program in Floyd County and can attest to statements that irrigation pays.
- As always the hope for the future of this section lies with agriculture, which, in turn can be made more profitable with irrigation.

CONGRATULATIONS—

Pioneers of Floyd County for your many accomplishments in the past 50 years—and the celebration of the Golden Anniversary of Floyd County.

Lockney Gin And Elevator
Aiken Gin Company

community at a salary of fifty dollars per month. At that time there were thirty-one scholastics with a state apportionment of \$127.72, and a special tax revenue of \$212.27, making a total of \$339.99 for the year's income. In 1891 the school was taught by Sam H. Kelsay and continued to be a one-teacher school until 1895, when the public school and the Lockney Christian college school merged together to be under the administration of the trustees of the public school district. The college thus gave up its identity for a period of three years, and the same teachers taught in the public school. Three or four teachers were used. In 1898 the college again became a private school, and the public school, which had been using the college building for the past three years, moved the old building from Old Lockney to the new town-site and remodeled it. The new public school used two teachers for several years, the number increasing to four by 1905.

In 1902 the Lockney Common School district became an independent district. After the formation of the independent district the growth of the school kept pace with that of the town, and in 1910 a bond issue of \$13,500 was voted and sold to build a school building. This was the first real school building in Lockney. In 1914 this building was destroyed by fire and a new bond issue became necessary to replace the building. In 1915 a bond issue of \$7500 was voted, and the next year another \$5000 issue was made for equipping the new building.

No more improving was done until 1924, when a bond issue of \$35,000 was voted, the proceeds of which were used to build an addition on the brick building. During the late 1920's conditions became such that a new high school building was needed to relieve the congestion due to increased enrollment, and a new bond issue of \$115,000 was proposed and voted. Because of the limit on valuations, only \$90,000 of this issue was approved and sold. The sum of \$85,000 was used for a new building and \$5,000 for new equipment. As a result of these recent building programs, the Lockney schools have ample room for years to come.

Lockney High school received its first affiliation in 1917 when a total of eight credits were granted by the state department. This number of credits was slowly increased until the present number of 26½ was reached.

G. D. Tate, newly elected superintendent, has served as high school principal for the past six years, having been grade school principal during the preceding five years. C. E. Blount has been principal of the grade school since 1934, and has done outstanding work in organizing a band and orchestra. Other grade school teachers are Mrs. Clyde Applewhite, Miss Frankie Dodson, Mrs. Edwin Johnson, Mrs. A. L. Shaw, Miss Agnes Cooper and O. B. Willbanks. High school teachers besides Mr. Jones and Mr. Tate are Miss Eunice Coleman, Miss Mary Leda McAdams, Miss Ruby Foster, Mrs. Willie Merle Halthcock, R. K. McCoy, R. H. Wardell, Leo Cooper, and Mrs. G. D. Tate, private piano instructor and director of the Treble Clef chorus.

Members of the present school board are A. P. Barker, president, Hugh Carroll, secretary, Jno. Hodel, R. T. Spence, Guy Allen, Arch Cragger and G. R. Crocker.

One of the outstanding graduates of Lockney High school is Dr. Maurice Ewing. He has made a name for himself in the scientific field. His work is that of setting off earthquakes at the ocean bottom. These earthquakes produced by explosion of T. N. T. bombs make it possible to measure the thickness and nature of the ocean floor. From these facts important conclusions about the age and permanence of the ocean can be deduced. The delicate instruments used in making these experiments built by Dr. Ewing and his assistants.

Good Work Appreciated

"You seem to be very fond of your little dog," said Jack's uncle.
"Sure," replied the boy. "He's just chewed up the slippers. Pa spanks me with."

Right Answer

Johnny had been the guest of honor at a party the day before, and his friend was regarding him enviously.

"How was it? Have a good time?" he asked.
"Did I?" was the emphatic answer. "I ain't hungry yet!"

Rubber bands, coin wrappers. Hesperian.

Large Scale Farm Project Near Barwise

J. W. Stringer Farms Has Irrigation As A Major Development

One of the most outstanding agricultural development projects in Floyd county and this section of Texas is being carried out in the vicinity of Barwise, in the western portion of the county by J. W. Stringer Farms.

In 1917 J. W. Stringer, of Wichita Falls, purchased 4400 acres of land in the section which surrounds the present site of Barwise and 2000 acres southwest of McCoy. The latter tract was under cultivation and the former league was in pasture. Soon after the purchase, the acreage was broken out and the acreage was fenced and cross fenced and farming activities were begun.

Exclusive of the original investment, J. W. Stringer Farms has expended upward of \$65,000 for improvements and development. \$44,000 of this sum was used to build twelve modern houses with barns, etc. In latter years \$30,000 has been invested in irrigation wells.

At the present time the Stringer Farms irrigation project is the largest individual program of its kind in West Texas. Eight electric irrigation wells are used to water 3000 acres of land on which is grown various crops, the major one being wheat. Twenty men, most of whom live on the land with houses furnished, are employed the year around.

In addition to diversified farming, J. W. Stringer Farms devote secondary effort to livestock. About 2000 lambs and 600 head of cattle are pastured and fed out annually, using feed produced on the irrigated farms.

This large-scale farming plan, which is operated by the owners, represents as a whole one of the most progressive and productive underways in the southwest. All the natural resources are being utilized to the best advantage.

B. A. HOWELL STORE AT STERLEY STARTED IN '24

Howell's Grocery, carrying a large stock of groceries, was opened May 22, 1924 by B. A. and Mrs. Howell. Mr. Howell has been a resident of the county since 1924.

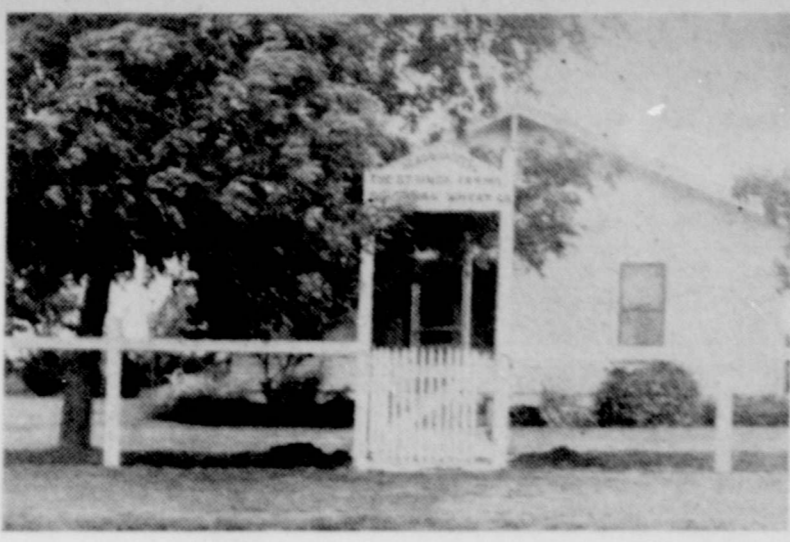
Mrs. Howell, formerly Myrtle Reeves, is a daughter of the former W. T. Reeves and Mrs. Reeves. She has lived in the county since 1903. Mr. Howell was appointed postmaster at Sterley in 1936.

Little Willie's mother had just seen him put his thumb to his nose and wiggle his fingers at his little playmates.

"Willie!" she cried. "What do you mean by doing such a thing?"

"Don't worry, mother," said Willie. "They know what I mean."—Mississippi Mis-A-Sip.

As a restraining influence, "common sense" gets a lot of credit that really belongs to cold feet.



Headquarters of J. W. Stringer Farms, which includes 6400 acres of land in west and southwest Floyd county, is this beautiful country home. Trees, shrubbery and landscaping add to the natural surroundings.

Pres Corley, Pioneer Salesman, Tells Tale of Narrowwest Escape

Swift Plains Norther Almost Spelled Death; Faithful Team Of Horses Brought Corley To Floydada

Pres Corley, wholesale drug and sundry salesman who has been calling on the drug trade in West Texas for 44 years remembers "away back when" about druggists in all portions of the plains country, among them R. C. Scott and A. D. White in Floydada and all of those who followed them to the present day.

Still quite active in the drug business Corley's first calls were made with horse and buggy all through this country from Sterling City and Stamford—and before there was a Stamford, at Anson—and Ballinger on the south and east to away up past Tulla on the north, when he owned several teams.

Corley was in town last week and remembers the time when he came nearest dying, how one of these teams saved his life, and it was at Floydada that he woke up. "It was on February 8, 1902, that I left Matador. After I got out to the Matador gate I noticed a haze in the north that looked like a prairie fire. Directly a breath of air hit me that was right off of the north pole and in five minutes the temperature was down to zero. Every traveler those days went prepared for any kind of weather in West Texas. I put on my overcoat, and lashed my curtains on the Ludlow white-topped hack. As we traveled I kept getting colder and colder and decided I must do something. However, about that time all of a sudden I got warm and comfortable and dropped off to sleep. I was freezing and didn't know it.

"My team kept the trail to Floydada, and as I laid to me, finally stopped in front of John Owens' hotel on the southeast corner of the square. He stuck his head out of the door and bawled 'get out and

come in' but I didn't hear. Finally he carried me in and told his wife that it was Corley and 'him dead drunk.' Meanwhile it had snowed hard throughout the trip and kept on for hours and hours. I knew because the snow was still on the ground some days later when I began to notice things again. The Owens' called young Dr. Childers, the new physician who had just moved to town and he spent the night with me. He said another 30 minutes exposure would have been my finish. Meanwhile my company lost all track of me and didn't get any news about me except out of Matador where they said the last they knew I had driven out of there a little while before the blizzard hit."

Kept Teams Scattered
In those days Corley kept 16 teams of horses, more or less, using one buggy and hitching new teams in relays as he made his way through the country. The nearest team to Floydada was located on the ranch of a friend near Tulla. He had two teams near Anson, a team at Sterling City, a team near Ballinger and other teams at convenient locations. "I traded horses quite a bit, first and last," Corley recalled.

"I put in the first two opening stocks at Lockney but for the life of me I can't recall the men's names that I sold. I sold my first drugs in Floydada to a man located on the southeast corner, in 1896. Seems like his name was Martin. He had a stock of hame strings and other merchandise and some drugs in one corner. R. C. Scott bought him out, I think in 1897, and years after he and John Farris bought out Scott.

"No, I didn't sell that team that saved my life. They died belonging to me," Corley said.

Lockney Methodist Organized In 1905 Under J. T. Howell

Present Church Building Was Erected By Members In 1919-1920

By Mrs. R. C. McGilvary
In 1905 Rev. J. T. Howell was pastor of the Methodist church, which was meeting in the little old school building for the want of a better place to worship. There were only about forty members at that time and several of them came from some distance out in the country.

During the pastorate of Rev. W. H. Carr, 1907-8, lots were secured by Oliver and C. C. Wofford on south Main street and a new frame church building was erected. The Methodist people of Lockney worshipped in this frame building for some twelve years and prospered to such an extent that a new building was necessary to take care of the membership.

In 1919 and 1920 under the leadership of Rev. H. Bascom Watts, the present Methodist church building was erected, at a cost of approximately \$27,000. This great undertaking left the Methodist people of Lockney several thousand dollars in debt, but true to the last member, they have long since paid the last of the indebtedness.

Early Newspaper Copy Recalls Memories Of The Floydada of 1907

Old Hesperian Records Sale Of First Schoolhouse, Personal Note On Citizens Of Today And Yesteryear

Among the interesting news stories in The Hesperian of March 14, 1907, is one in which the story of the sale of the school district's first school house was told. A three-room house, was sold to make way for a new building. E. C. Henry made the sale at \$350 at public auction for the district and W. A. Shipley was the successful bidder at \$350. "The trustees have decided to build and doubtless thought it best to burn the bridges behind them, so there can be no retreating from the undertaking," says the newspaper in that connection.

The copy of the faded paper was loaned to The Hesperian by Mrs. R. H. Willis, who in 1907 was Mrs. Jas. A. Altman. Other stories include one concerning Col. W. M. Massie, taken from the Dallas News, in which it was related that he had associated with him capitalists from Missouri, Oklahoma, and Illinois, in an enterprise to promote the Llano Estacado and New Mexico railway.

The hog market at that time was \$6.96 to \$6.97 for top swine, "a figure which is likely to hold good for sometime and will make hog raising profitable for the man who fixes for it."

A Family Re-Union

A family re-union of the Pawwer connection in this section was recorded in the issue. "Mr. and Mrs. Steve Ehrhardt, of Salisbury, Missouri, arrived in Floydada last Saturday. Mrs. Ehrhardt is a sister of Mrs. Pawwer and an aunt of the balance of the Pawwer connections in this vicinity. There was a great family reunion at Mrs. Pawwer's home on Sunday. All the children and grandchildren were present except Mrs. Ada Pruitt and little Gaines Pruitt. Grandma Pawwer has been here 16 years and this is the first of her kin who have visited her during that time."

Among the teachers listed as on the program for the teachers' institute to be held in Floydada on March 28 and 29 (1907) were the following:

J. W. Taylor, Miss Eva Trammell, O. L. Howell, W. S. Roe, Miss Showalter, Miss Ida Hart, G. H. P. Showalter, J. B. Wood, J. D. Burleson, Olin Miller, L. E. Crutcher, T. F. Young, Harding Nall, Miss Ethel Mickey, Miss Pearl White, Miss Christine Scott, S. T. Hogue, Miss Beulah Greer, Miss Maud Duncan was on the program to give the address of welcome and Mrs. O. L. Howell to give the response.

Local and Personals

"F. Pelphrey, one of Floyd county's best and most prosperous farmers and orchardists, attended court here this week.

"J. W. Golden left Tuesday for Meridian, Bosque county to see his brother who is very sick.

"J. J. Foster went to Childress to meet his son-in-law, Goldie Williams, who has the measles.

"Mrs. A. L. Bishop has gone on a visit with her daughter, Mrs. Tom Young, of Clarendon.

"Mrs. W. P. Fullingim and little ones, of Estacado, were here this week visiting Mrs. Fullingim's parents, Mr. and Mrs. W. A. Shipley.

"It is reported that Mrs. J. P. Posey, of Lockney, who is at the hospital at Fort Worth, underwent an operation Friday, which was successful, and she is now improving.

"Marion Day and Wiley Johnson came down from Woodward, Oklahoma, the latter part of last week to attend to some business and visit relatives and friends.

"W. A. Gound returned Saturday from a meeting of the Odd Fellows in the 'Alamo City' last week.

"E. C. King and wife have gone to see their relatives in Oklahoma. Jim McPeak took them to Plainview last Sunday.

"Henry Haines is sick with the measles in Plainview. His father, O. J. Haines, went up last Saturday to see him.

"Mrs. D. F. Carnes has returned from market where she selected a nice line of millinery.

"L. E. Crutcher went to Plainview Saturday to organize the teachers into a permanent association.

"J. W. Blair carried out a dozen spools of barbed wire Friday to his place in the breaks.

"Rev. and Mrs. J. T. Howell will visit at their old home in Dallas county for sometime. They will leave this week.

Takes Land Office Job
"Miss Maud Duncan will take a position in her father's land office. She will, doubtless, take Mr. Watkins' place and fill it with credit. Miss Maud is naturally a business woman and may some day own a land office. No one doubts that she would have a long list of patrons and plenty of prospectors, if she would show them over the country in person.

"J. H. Byington was in Floydada Monday circulating a subscription list for funds to build a school house in District No. 24. This new district lies north of here about 10

pastor, Rev. O. B. Herring, became pastor of the church.

miles. It was carved from the districts known as Mayshaw, Roseland Cedar, and Fairview. Donors included First National Bank of Floydada, T. W. Deen, A. L. Bishop, M. W. Maxwell, Drs. Andrews & Childers, Floyd Mercantile Co., Pleas Nelson, C. Snodgrass & Son, W. T. Montgomery, S. L. Rushing, J. T. Morris, B. C. Willis, R. T. Miller, J. W. Golden, P. P. Henry, W. M. Massie, Chas. W. Watkins, C. Surginer, W. A. Gound, C. W. Thagard, R. E. L. Muney, Geo. R. Griggs, Chas. E. Furr, W. D. Long, S. B. McCleskey, Joe Ryals, E. Thornton, T. F. Houghton, J. S. W. Owen, L. P. Adair, J. M. Massie, J. H. Elam, Stanford Goen, J. B. Baker, E. C. Henry, Tom P. Steen, J. B. Bartley, Arthur B. Duncan.

Advertisers In 1907
Among the business firms and professional men listed in the old newspaper were J. B. Bartley and Chas. E. Furr, attorneys-at-law, W. M. Massie and Arthur B. Duncan, general land agents, Haines & Wilkinson, barbers, A. L. Bishop grocer J. T. Morris & Sons, Childers, Matador and Floydada U. S. Mail Stage Line, Golden-Pitts Realty Company, Floyd Mercantile Company, A. D. White Drug Company, Emma & Floydada Stage Line, Floydada Hotel, J. S. W. Owen, proprietor, Doctors Andrews & Childers, Floyd County Land Company (W. T. Montgomery, E. C. Henry, Tom P. Steen), O. K. Barber Shop (Williamson Maxwell), G. R. Griggs, grocer, City Hotel, (J. A. Callihan, proprietor), and Ed Jones.

Both hotels advertised livery stables in connection, and Ed Jones in his Meat Market and Restaurant advertisement declared "We won't skin you but we will buy your hides."

A Painful Effort

"With a single stroke of a brush," said the school teacher, taking his class round the National Gallery, "Joshua Reynolds could change a smiling face to a frowning one."

"So can my mother," said a small boy.

Helen: "I don't see why he dates her—she's a terrible dancer."

Mary: "No, she can't dance, but she sure can intermission."



Best Regards Pioneers

We join in extending our most sincere best wishes for the celebration of Floyd County's—

GOLDEN ANNIVERSARY

¶ Much advancement has been made during the past half-century since the county's organization in 1890.

¶ We are proud of the part we are having in latter day development.

Finkner's Auto Store

Geo. M. Finkner
I. H. C. "It's a Pleasure to Serve You" OLDS

Greetings Pioneers

• We join in extending our heartiest best regards to the Pioneers of Floyd County who today are observing the Golden Anniversary of the organization of the county in 1890.

— PROGRESS —

Has been rapid and now where once was unbroken prairie grows wheat, cotton, alfalfa and a variety of feeds.

We are glad to be having a part in the development of Floyd County.

Barwise Elevator J. W. Stringer, Farms

ALL DRESSED UP

and on the way to Floyd County's Golden Anniversary Celebration!

We're glad to welcome all the old-timers and the new-comers to Floydada for the birthday party.

It has been a pleasure to serve you all the years with quality tailor work.

Luther Fry

Tailors

Greetings Pioneers

— On —

The Occasion of the Celebration of Floyd County's Golden Anniversary—

— From —

The Home Of

SALLY ANN BREAD

Baldrige Bakery

Breads, Pies and Cakes

Patterson Gin & Elevator, Lockney, Is Leader

Established In 1922; Continual Growth Recorded

Patterson Gin & Elevator company of Lockney, one of the leading firms of this kind in that section of Floyd county, is the development of a partnership made in 1922 by E. Patterson and his brother-in-law, Howell Knox when they entered the gin business. The original partnership was maintained until 1936 when Mr. Patterson purchased the interest of Mr. Knox. From 1931 to 1936 Patterson represented Joe Collins of Fort Worth in the elevator and grain business and, following Mr. Collins' death in 1937, Mr. Patterson purchased the elevator from Mrs. Collins.

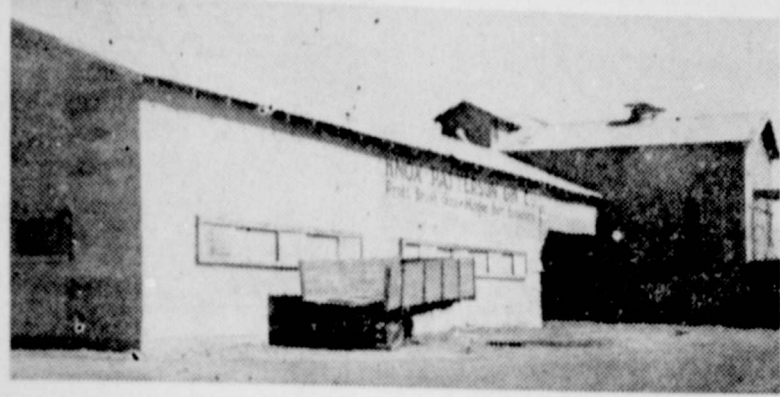
Patterson Gin, the first of the enterprises which was developed, is equipped with latest type Continental ginning machinery and Hardie-Eiter cleaning and extracting system. First power used in the gin was a Fairbanks-Morse semi-diesel type engine. This was used for several years until steam power was installed in 1935. Two years later, in 1937, a M & M natural gas power plant was installed and has made a great saving and convenience.

Mr. Patterson's elevator has operated as a Federal licensed and bonded warehouse in the county. This firm buys much of the grain produced in the area near Lockney. Mr. Patterson stated that ginning volume in peak years exceeded 500 bales, but the average depended on the cotton crop in the vicinity served.

Step On It
A polite motorist, passing through a western village, wishing to show proper respect for the village ordinance, accosted a street corner policeman.

"What is the speed law here, please?"
"Ain't got none," replied the cop; "You fellows can't get through here fast enough to suit us."

Asserting Himself
Timid Husband: Woman, er, ah, if you and your mother keep on nagging me, you're going to bring the animal out in me.
Sarcastic Wife: Then we must be careful. A mouse always scares us to death.



A Modern, well-equipped gin is this plant of Patterson Gin & Elevator company located at Lockney. Much of the annual cotton crop in the vicinity of Lockney is ginned here.

S. B. McCleskey, Early Day Sheriff, Tells Big Tales of Plains Winds

Mr. and Mrs. McCleskey Came To Floyd County In 1891, Moved To Floydada In 1896

Mr. and Mrs. S. B. McCleskey came to Floyd county, May 20, 1891, from Bosque county, and settled 2 miles north of where the Mickey post office is now located. They lived there for five and one-half years. "Or until I got sorry enough to run for a public office," said Mr. McCleskey, "then I moved to town and run for county treasurer."

"I was elected and served in that office for six years. There were very few settlers at Sand Hill at that time. Some of them that I recall were, J. Q. Johnson, C. W. Smith, Geo. Frank, and Zeff Mickey, and J. S. McLain. I was water bound in Arkansas for eleven years before I moved to Bosque county."

Mr. McCleskey served as sheriff of Floyd county from 1904 to 1908. He said in reply to the question, "was there anything interesting or amusing happened while you were sheriff?" "Well, yes, plenty but I would not want to make anyone's relatives feel bad. But I run the sheriff's office while I was in it."

"A funny incident happened one windy day when a crowd was standing

in the doorway of the old Meneefee building or rather Meneefee had a store in the lower part and the Masons met upstairs. An Irishman, by the name of Tom Trelin, who had just come over from Ireland was also in the doorway and he remarked, "why this is just a gentle Zephyr, you should have been with me when I came across the Atlantic." About that time the front of the building blew out and the Irishman ran around to the back of the building and lay down by a pile of posts. One of the posts blew off on him and he ran back to the front where the bunch was still standing and said, "My God, where will I fly?"

Mr. McCleskey declared that the wind used to blow harder than it does now because it did not have anything to stop it. McCleskey tells another tale about the wind that he declares is true. "One day Roe and I were outside and my hat blew off. Roe chased it until he gave out and came back. Later in the day I saw Bill Massie, who had a real estate office on the side walk, and he asked me if I lost my hat and I told him I had. He said well one blew past his office that day. Three days later the wind changed and Mr. Massie asked me if my hat had returned and I said not that I know of. But when I returned home that night and told my family that Mr. Massie had seen another hat blow by, Roe went out looking around and found my hat, which was a stiff Stetson, perched in the wood pile. It had been blown about until it was as floppy as a dish rag.

"One day when we were all standing around the post office waiting for the mail to come in from Childress and Arthur Duncan asked me to tell this wind tale and after I did I said I didn't know where that hat stopped unless it was at Doc Wallings plum orchard, and he lived out close to Lakeview. Edd Scott, who lived out south of town and had very little to say spoke up and said, "What made you think that Mac, was it full of plums?"

Mr. McCleskey was married to Miss Lucretia Paralee November 19, 1882 in Bosque county. They celebrated their golden wedding in 1932. There are four children in the family, Sam McCleskey, Floydada; Roe McCleskey, Roswell, New Mexico; John McCleskey, and Mrs. W. O. Tye of Floydada.

City Park Church Of Christ Organized By Barnett In 1925

The City Park Church of Christ was organized under the leadership of D. N. Barnett, of Lockney, in September 1925 in the City Tabernacle with thirty-six members present. They worshipped there until cool weather and then rented an old church building, which is now a part of Mrs. Dora Reagan's residence. In January 1927 we moved into the present church.

The ministers who have done local work for the church and many of whom are still remembered are: Elders, D. N. Barnett, Ira Lee Sanders, H. B. Cooper, Wright Randolph John M. Rice, J. J. Day, Flavill R. Yeakley, C. C. Goble and the present minister, Choice L. Bryant.

The membership list has known into the hundreds but many have moved away from time to time which keeps the active membership down to normal where it can always be accommodated in the building which was constructed in 1926 and 1927.

Black Sheep
Once there was a flock of sheep
And only one was black,
And people passed the road,
Most of them looked back,
But not to see white sheep
Grazing near the canyon's rim...
They always seemed so pleased and said:
"Black sheep... look at him!"—Ex.

Carbon paper, typewriter ribbons, Hesperian Publishing Co.

1934 Study Club History Relates Varied Programs

Women's Club Work Was Started In County As Early As 1900

By Bernice Patton
The 1934 Study club was organized March 20, 1934 with the assistance of a committee composed of members of the 1929 Study club. Mrs. A. J. Polley and Mrs. Joe Breed were first sponsors of this club. The following officers were elected: first vice-president Audrey Farris; second vice-president, Nora Smith; recording secretary, Oleta Jackson; corresponding secretary, Gena Mae Owen; treasurer, Adalaid Scott; reporter, Mary Gamble; parliamentarian, Kate Stiles; custodian, Jesse Mae Wood.

The following have served as president of the club: Ruth Jenkins, Eulalia Burris, Selma Linder, Jene Smalley, Wilmina Salisbury, Mildred Olson and Mrs. Walter Travis.

The 1934 Study club became a patron of the state club house in Austin, in February 1935, by pledging \$10 annually; donated a chair for the auditorium of same; started a club library by each member donating books and by joining the Literary Guild, and later gave all the books to the City Library; has given annually to the Penny Arts fund; and are supporters of the Community Christmas tree program.

The club became a senior club in 1937. The group meets on the first and third Tuesdays of each month at 6:45. In 1936-1937 the programs were on the subject of "Literature"; in 1937-1938 on "Travel Course of the Western Hemisphere"; the 1938-1939 programs were of a miscellaneous nature and during 1939-1940 the subjects have been on "The Art of Self Improvement."

On several different occasions the 1934 Study club has entertained with receptions and teas; some of the programs being given by members of the club and at other times the programs were furnished by out of town talent.

The following officers have served during 1939-1940 and will hold the same offices another year; president, Mrs. Walter Travis; first vice-president, Mrs. Oleta Gordon; sec-



Mrs. C. A. Hines, now deceased, was a teacher of music and piano in the early days in Floydada around the turn of the century.

First Treasurer Sends Regards And Regrets Can't Be At Re-Union

E. E. Keeley, now of Wichita Falls, was Floyd county's first treasurer, elected following the organization of the county. He now lives at Wichita Falls. Following is a letter from him received by the Pioneer Association last week:
Wichita Falls, Texas,
1509 McGregor Street.

Dear Friends:
I saw in the paper some few weeks past that you were to have a pioneer re-union in Floydada. I do not remember the date. I am sure I cannot come due to my advanced age. I am now in my eightieth year. I regret that I cannot be present and meet old acquaintances and see the changes that have been made during the years.

I was the first county treasurer of Floyd county. If I am not mistaken I am the only survivor of the first officers of the county. Please

send vice-president, Ina Sims; recording secretary, Bernice Patton; corresponding secretary, Beryl Busby; treasurer, Mrs. Odell Winter; parliamentarian, Eunice Howell; reporter, Selma Linder; Custodian, Mrs. Russell King.

convey my regrets that I cannot be present and give my regards and best wishes to all.
Sincerely yours,
E. E. Keeley.
(Ed. Note: Mr. Keeley's impression that he is the sole surviving

first county official is wrong. W. M. Massie, of Floydada, was just a youngster when the county was organized but he was elected county surveyor at the same time Mr. Keeley was named treasurer, according to the records.)



From One Pioneer

to All Of You

Best regards on the occasion of Floyd County's Golden Anniversary.

We Are Glad -

That ours has been a continual part in the progress of Floyd County and that we have enjoyed your fellowship throughout the years!

Floyd County Abstract Co.

R. C. SCOTT, Manager

HEADING for the LAST ROUND-UP

Of Good Food

In Preparation for the Celebration of Floyd County's Golden Anniversary

We Welcome you to Floydada and its most popular drive-in—

FOR—

- SANDWICHES
- SHORT ORDERS
- ICE CREAM
- COFFEE
- BARBECUE
- LUNCHES

Everything you expect and more

AT—

S T R I C
N A C
H A C K

ERNEST HERSHEL VIRGIL

Toward A NEW LAND..

- Plodding a tiresome course across unmarked prairies—the Pioneers of Floyd County blazed the way to development and prosperity!
- Theirs was not an easy task but one requiring faith, determination and fortitude. They established a civilization that we should be proud to carry onward.

SERVICE

of the old-timers made possible the advancement of Floyd County.

— And —

The service of these institutions have made possible a more profitable labor by the farmers of this vicinity.

Patterson Gin Company

Patterson Elevator

Lockney, Texas

Consumers Organize At Lockney In '26, McGeehee Manager

Carry Full Stock Of Merchandise Required By Co-op Members

Consumers Fuel association in Lockney was organized in February of 1926. Wm. McGeehee, pioneer resident and irrigation farmer, was the organizer and served as manager of the association for the first few years.

John Byington followed Mr. McGeehee as manager and he in turn was succeeded by E. C. Martin. O. C. Bailey was succeeded in this capacity by S. F. Barber early in 1935. Mr. Barber, who has managed the association during its most progressive period, has been a resident of Floyd county since 1895 and of the plains since 1891.

It is the policy of the present management to buy anything for the membership desired. Among the products handled are Co-op Tires and Tubes, Leonard refrigerators, Electric pressure pumps, Home plows and petroleum products from Danziger refineries at Pampa. Since starting of the rural electric co-operative in Floyd county, Consumers in Lockney have furnished materials and wired many of the houses using electricity.

In answer to popular demand of the residents of that section, a subsidiary plant was built and opened at Lone Star in 1937. This plant also has enjoyed a substantial increase in patronage. H. E. Prizzell is manager.

Present directors of Consumers Fuel association, located on the Highway 28 loop at Lockney, are R. T. Spence, president; Robt. Smith, vice-president; L. M. Hones, W. W. Cooper and J. E. Watson.

Employees, other than Mr. Barber are J. D. Copeland, cashier for five years, O. C. Allison, Wayne Davis and R. D. Moreland outside men.

Plains Co-operative, Inc., had its inception in 1923 in the original organization of the Hale County Dairy association; a "small group of producers." Rapid growth and interest in the marketing plan brought about the opening of a second station in Plainview in 1924.

Growth in volume and strength resulted in the construction of a modern, large building and plant in Plainview in 1928 and the following year on March 23, 1929 the first butter was churned in the plant. A similar group, organized in Roosevelt, New Mexico, join the Plainview group in 1932 and the Plains Co-operative, Inc., was perfected.

Manufacture of another product, cheese, was begun at the Plainview plant in August 1935. Realizing the need for such procedure, the Plains Co-op inaugurated the co-operative turkey hatchery in 1936. The following year brought the construction of another creamery at Portales, New Mexico.

Answering the need of dairymen and farmers in the Panhandle-Plains the first locker plant in the state of Texas was finished as an addition to the Plainview plant in 1938. In succession co-operative lockers were opened at Floydada, Petersburg and Taboka in 1939. All have proven very successful and are patronized by numerous families. The last such venture is at Rails



County Officials in 1905—This early-day photo shows, in the back row, left to right, Arthur B. Duncan, county judge; J. J. Foster, commissioner; S. B. McCleskey, sheriff; R. C. Reagan, commissioner; and R. C. Malone, commissioner. In the front row: Tom P. Steen, county and district clerk; G. F. Rigdon, commissioner; Ben C. Willis, assessor of taxes; W. Methley, county surveyor; and J. L. Van Hook, treasurer.

where the cold storage locker was installed this year.

Raw materials for use in the Plainview plant are gathered from Hale, Lamb, Castro, Swisher, Briscoe, Floyd, Crosby, Lubbock, Lynn Terry and Hockley counties. From these sources cream for the manufacture of various products is obtained. Raw milk is gathered from a radius of within thirty miles of Plainview.

Plains Co-operative, Inc., now has an active membership of 4500. The group and its accomplishments is regarded over the entire southwest as the most successful in the territory and similar co-operative organizations pursue, as near as possible, the policy of the Plainview group.

This association has always been the leading exponent of the improvement of quality in this area. Experimentation and research has been carried on with the motive of increasing yields and in so doing raise the income of farmers and dairymen in this region.

Wallace Louthan is manager of the plant at Plainview. Officers are A. B. Tarwater, Petersburg; D. A. Gordon, vice-president; Joe McDuff, secretary. Directors are John Payne, G. W. Dalton, Tom Haislip and A. H. Kreis. A. J. Jackson is manager of the Floydada Co-operative Locker system which was opened last year.

Missionary Baptist Church Organized In Spring Of 1935

By Homer L. Sims
In the fall of 1934 Rev. Ben D. Johnson, of Lubbock, came and preached on the streets of Floydada on Saturday afternoons, followed by a meeting in the winter of 1934, held in the brick building now occupied by Cline Bros.

In May 1935 Rev. Horace C. Goodman of Big Spring held a two weeks meeting in the old City Tabernacle. This resulted in the organization of the church.

The charter members are as follows: Mr. and Mrs. J. L. Griggs, J. L. Barnett, Mr. and Mrs. W. E. Yandell, Mr. and Mrs. A. L. Rice, Mr. and Mrs. J. F. Patterson and two sons, Dillon and Everett, Mr.

and Mrs. G. B. Lewis, Mr. and Mrs. H. L. Sims, Mr. and Mrs. J. W. Chenoweth, Miss Carrie Chenoweth, Mrs. N. Chenoweth, Mrs. A. C. Rainier, Mrs. J. Shurbet, Miss Orlene Coppersal, Miss Ina Coppersal.

The church met in store buildings, the court house and private homes for two years or more, and for several months in the home of Bro. M. M. Robinson, who was then pastor of the church. Then in 1937 under the leadership of Rev. Robinson the church constructed a building on West Houston street on Highway 79. The church now has 86 members. Rev. Porter McDougle, of Lubbock, is the present pastor.

A FORESTRY NOTE

"How many kinds of wood are used in making a match?" asked William.
"Two kinds," replied Harriet, "he would and she would."—Mrs. Maggie Kile.

Singing Convention In Floyd County Is Organized In 1913

Originates In Community Sing-Song; J. A. Meador Is First President

The Floyd County Singing convention meets twice a year, in a two day session, the second Saturday and Sunday in June and the second Saturday and Sunday in December. The place is usually decided upon at a previous meeting. The Saturday session is for business and some singing. Singing is held all day Sunday with dinner on the ground.

The community singings, the forerunner of the Singing conventions, is one of the oldest forms of amusement in West Texas and one of the few practiced in the early days that is still in existence. The difference in it today and yesterday is that the preparations for the meetings are not so elaborate. And today everyone brings his own basket lunch, whereas, the Sunday dinner was formerly prepared and served by the ladies of the hostess community.

The first Singing Convention was held in Floyd county in August 1913, although in most of the surrounding counties the singing convention was organized much earlier. For instance it was organized in Motley county in 1892. But organized or not communities have been getting together for a long time for the sociability of the thing and for the purpose of singing sacred songs. These meetings provided wholesome diversion for the young people and helped to develop musical talent.

It was in the summer of 1913 when all-day singing was held in the Center community that interest was manifested in a county organization. J. A. Meador and family, who had moved into the county early that year, and being from where they had county singing conventions was instrumental in getting the organization perfected in March of 1913 at the school house at Lockney. Mr. Meador was elected president; E. G. Foster, vice president; and R. E. L. Muncy, secretary. These officers were re-elected from time to time for several years until they insisted the honors and responsibilities be divided with others.

Then the first convention for Floyd county was held in August 1913 in the Muncy community under a large tent owned by the Staked Plains Baptist association, which was in the care of Rev. Muncy. The second session met in 1914 at Lone Star and has continued the rounds over the county ever since.

Save steps. Use want ads.

Spur Ranch Is One Of Best Known In Entire Texas Area

Former Cattleman, Now College President, Writes Of Ranch History

By Clifford B. Jones, President, Texas Tech

The Spur ranch, one of the largest and best known ranches of Texas was purchased in 1907 by S. M. Swenson & Sons of New York, and associates, from the Espuela (Spur) Land and Cattle company, Ltd., of London. Lying in Dickens, Kent, Crosby and Garza counties it contained approximately one-half million acres. Its headquarters were located in Dickens county, approximately twelve miles northwest of the present town of Spur.

The initial holdings were acquired largely by the Espuela Cattle company of Fort Worth, of which A. M. Britton was president and S. W. Lomax was secretary. At a later date this company was incorporated as the Espuela Land and Cattle company of Fort Worth.

Britton and Lomax ultimately sold their holdings to a syndicate of English-Scottish capitalists who organized the Espuela Land and Cattle company, Ltd., of London. This company having its home office in the city of London was chartered under the laws of the Kingdom of Great Britain and Ireland on December 11, 1884. Its first president was Sir C. E. Lewis, Baronet, M. P., London.

The Spur herd of cattle had its basis in the old Cross L. brought in August 1878 from the New Mexico-Colorado line by J. M. Hall. Some of the initial cattle of the Spur herd, some fifteen hundred head of one and two year old heifers, were bought by J. M. Hall in Refugio county, Texas. On the trip from Madison, New Mexico to Refugio county Jim Hall took with him his foreman, J. R. Beasley, who trailed those cattle from Refugio county to near Tee Pee City in Motley county. Those cattle, together with the Cross L. were later moved to Dickens county and became the mother herd of the Spur brand.

Upon acquisition of the Spur ranch by the Swenson and associates in 1907 Charles A. Jones of Kansas City came to the ranch to take charge thereof for them under a policy comprehending its subdivision and sale to actual settlers. It was among the very first of the big ranches of West Texas to be offered to settlement, preceded only by the Double U ranch in Garza county, owned by C. W. Post.

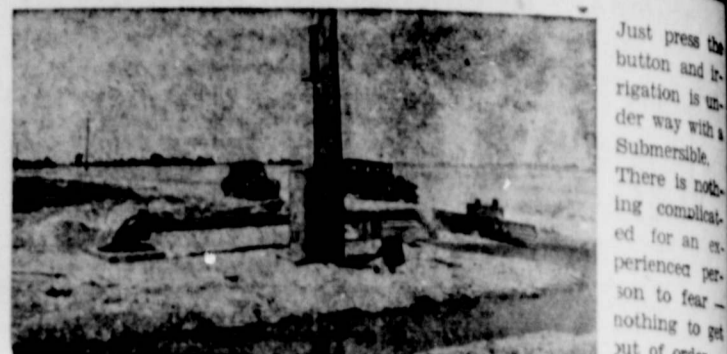
In 1910 sold Spur herd of cattle was sold to W. J. Lewis of Clarendon who leased the major portion of the Spur ranch for the period 1910 to 1915 subsequent to which latter date the unsold lands have been used for cattle purposes by the Swenson Land and Cattle company running the S. M. S. brand. But the sales policy has been continued and at the present time there remains but approximately two hundred thousand acres of the original Spur holdings. The lands have been sold to home owners at very reasonable prices and upon easy terms.

In 1913 the Swensons completed a well at 4,489 feet, at that time the deepest well in Texas. Its location was about one-half mile south of the present railroad station at Spur. Developing at 2,000 feet a brine heavily impregnated with potash it stimulated the potash investigation work in West Texas.

Out of the Spur ranch the Swenson interests built the towns of Spur in Dickens county and Girard in Kent county. They made possible the construction of the Stamford and Northwestern Railway from Stamford to Spur.

A small job is important, if the man holding it is big enough to make it so.

BYRON JACKSON SUBMERSIBLE



GREETINGS PIONEERS — OF — FLOYD COUNTY

We are Pioneers in The Development of Irrigation
Manufacturers of The New
Geared Pumphead Drive
— And —
Spiral Shutter Screen
Distributors of the Reliable
Byron Jackson Turbine Pumps
— And —
Byron Jackson Submersibles

Green Machinery Company

A Home Institution
8th and Ash Streets Plainview Phone 2109

Congratulations Floyd County People

On the celebration of the Golden Anniversary of organization of the county in 1890. We are glad that we too are having a part in the advancement of the Panhandle-Plains.

WE URGE . . .
That you investigate the Co-operative locker system now in operation in Floydada. Dairymen and farmers have found this plan to be very successful and substantial savings through refrigeration have been effected.
We are believers in irrigation, having seen that the higher yield from cows on irrigated farms is very profitable to the producer. Proper feeding is more easily achieved.

Plains Co-Operative, Inc.

511 East Fifth Phone 1027
Turkey Hatching — Refrigerated Locker Service
Butter Making — Cheese Making
A. B. Tarwater, President
D. A. Gordon, Vice President
Joe McDuff, Secretary
Wallace Louthan, Manager
DIRECTORS:
John Payne
G. W. Dalton
Tom Haislip
A. H. Kreis
Plants at Plainview, Texas, and Portales, New Mexico
A. J. Jackson, Manager Floydada Co-operative Locker

MAKE Irrigation More Profitable
— With Our —
Quality Products
DANCIGER PRODUCTS And
Proper Lubricants Give Better Service
SEE US FOR YOUR NEEDS!

Congratulations—
Pioneers of Floyd County on Celebrating
The Golden Anniversary.

Consumers Fuel Association
Lockney, Texas

Shallow Water Irrigation Is Big Development

Hundreds of Wells In Plains Area Provide Man-Created Rainfall

George E. Green Pioneers Irrigation In Floyd And Hale Counties Early In Century

Editor's Note: The following information was obtained through interviews with Capt. Winfield Holbrook, manager of the Texas Land Development company, of Plainview, George E. Green, owner of Green Machinery company and promoter of the first successful geared pumping head in the United States, and others prominently associated with irrigation in Floyd county.

Perhaps the most interesting and perhaps the most profitable development in the Panhandle-Plains region of the past half-century is that of shallow water irrigation. From a single experimental well drilled in Floyd county in 1910, irrigation has spread until at present hundreds of wells provide rain when and where needed on thousands of acres in the area.

As near as can be ascertained the first well for commercial irrigation was drilled in 1910 at Hurley, north of Muleshoe, and proved very successful. In 1911 there was a well drilled at Hereford and at about the same time a well was drilled on the H. Perry farm southwest of Plainview six miles.

George E. Green, who pioneered development of irrigation in this region, entered the field about the time and in succession installed wells at Robert Allen's farm in the county; P. B. Snyder's four miles south of Plainview; R. P. Smith at the northeast corner of Plainview; E. Graham, north of Plainview two miles, and others.

Has First Well
Judge Wm. McGeehee, pioneer in the county official, was the first individual to possess a well in Floyd county. Mr. McGeehee started irrigating about 1911. His first well, like many of the others, was moderately successful.

There were probably a dozen initial wells in operation in this region prior to the advent of the

Texas Land and Development company in Southwest Hale and Northwest Floyd county in 1912. This company, a land and property development syndicate, put down its first well in Floyd county in 1913.

Dr. F. S. Pearson, promoter of the project, interested a number of capitalists in the venture and in rapid succession a total of 64 wells were drilled in the district. Dr. Pearson's career was ended on May 7, 1915 when the Lusitania, on which he was a passenger, was torpedoed and sunk by a German 'U' boat off the Irish coast.

T. L. & D. spent approximately one and one-half million dollars on improvements alone. Adequate sums were expended on quarter section plots to build houses, barns and oil-burning engines were installed for power on every well. These were bought with the thought of their lasting for at least fifteen years and in this manner eliminate later expense for power units.

First crop planted on every place was alfalfa and from year-to-year this crop was rotated about the fields to provide necessary plant foods. A survey of this plan reveals that farms using alfalfa rotation had an average yield of almost twice those not using it. The company conducted experiments as to what crops would provide greater yields and more profits to renters and buyers.

The Texas Land and Development company completed its last irrigation well in the spring of 1917 and since that date no other development, other than maintaining properties and experimentation, has been done. Capt. Holbrook was appointed manager of the company shortly after this date and continues to serve in this capacity.

Interest Revived
Interest of farmers in shallow



In An Informal Pose—Dan Jenkins, first sheriff of Floyd county; Deputy sheriff Anderson, and Judge Arthur B. Duncan, first Floyd county judge, enjoy an early-day watermelon feast. The picture was made about 1894, a short time before Jenkins' death.

water irrigation was rejuvenated in recent years when it was discovered that the proven district was much more extensive and that lighter, less expensive motors would provide power for operation of the pumps.

Recent development has centered primarily around Lockney and the north, west and northwest portion of the county. Drought years and depression started the farmers to thinking, discussing and acting. The greatest period of advancement has been in the past ten year period.

Artie Baker, Lockney banker and son of a pioneer family, was one of irrigation's foremost supporters. Mr. Baker organized his forces and rallied to the cause of the 'dry dirt' farmers and interested many of them in drilling and operating wells. In a few years profits started coming in to the farmers and business conditions were on the upgrade all over the section.

Wheat, cotton, feeds and alfalfa were the principal crops when irrigation was begun but now many farmers are experimenting with various vegetables, sugar beets and potatoes. Last year the latter two brought in good yields and farmers

realized more 'per acre' income than from any other of the major crops.

In the region about Aiken, the first prove and developed area, farmers are raising one-variety cotton and in this district the 'old reliable' is truly living up to its reputation. Yield is increasing, staple is better and a good price is being received for seed for planting purposes.

Floydada and the district about it, where for years irrigation was considered impractical, in very recent years has entered the program with several good wells in the vicinity and experimental wells in operation. The northeast portion of the county, also long believed to be impossible as far as irrigation is concerned, now has a good well located on the Billy Standiforth place, four miles east of South Plains.

Walker Brothers well, located six miles south of Floydada on the Moore farm, is now in operation and although deep is producing ample water. A test well at the Lovell Jones farm southeast of Floydada has been proven and is entering its third season.

Several large scale irrigation projects have been carried out successfully in the west portion of the county. J. W. Stringer farms has eight wells in operation with 3,000 acres under irrigation around Barwise, C. J. Barnard operates five wells in the same vicinity and near Harmony.

Large and small tract farmers alike have found that irrigation is a paying proposition. Ample moisture is provided for planting and the growing season and good yields are assured regardless of the weather.

Hilton Hotel Opens In 1929 With Half Million Dollar Plant

The Hilton hotel, in Plainview, was opened in July 1929 under the management of Wofford Drawn. Constructed at a cost of approximately \$450,000 the building is one of the best in the Panhandle and is modern in every respect.

As headquarters for social and civic organizations, the Hilton enjoys a liberal patronage from the people of this area. Many conventions, dances and entertainments are held each year at the Hilton where guests are welcomed by Manager T. L. Proctor and his staff.

Managers of the Hilton in order of their service have been: Wofford Brown, 1929-1931; Swede Kling, 1931-1933; Mark Poole, now manager of the Aldridge hotel in Ada, Oklahoma, 1933-1939. Mr. Proctor, present manager, assumed his duties in this capacity in January of 1939 after serving in the same position with the Hotel Roosevelt in San Angelo.

George E. Green Early Advocate Farm Irrigation

Devised Green Geared Pumping Head More Than 21 Years Ago

George E. Green, one of the early advocates of irrigation in the Panhandle-Plains, pioneered the development of irrigation in this territory, first by conceiving the idea of driving a deep well turbine pump with a geared head directly connected, instead of the old belt driven heads.

The first Green Geared Pumping Head was built and put to successful use some twenty-one years ago and some of the first heads sold are still in service and giving satisfaction. As a second contribution to the advancement of irrigation, Green Machinery company was the first

to use the car motor as a power unit on the irrigation pump.

Use of automobile motors for power on irrigation pumps revolutionized the program. Farmers needing moisture soon realized that they could have it without spending huge sums for heavy, semi-diesel type motors. At the present time a large percentage of the pumps in operation in this section are powered with lighter type automobile motors.

Green Machinery company, located in Plainview, is western distributor for Byron Jackson company, largest manufacturer of centrifugal and turbine pumps in the world. This company, owned by the irrigation pioneer, George E. Green, is contractor for irrigation wells and equipment and manufacturers of Western Chief Feed Mills, Green's Geared Pumpheads and Spiral Shutter Screen Well casing.

Red Bugs

Irritation from redbugs or chiggers may be prevented by dusting a small quantity of sulphur in one's socks or stockings before going into the woods.—The Progressive Farmer.



They're All Going

To the Pioneers Reunion and Floyd County's Golden Anniversary Celebration.

WE ARE GLAD To be having a part in the development of Floyd County from a region of unbroken prairies to the most productive agricultural and livestock raising districts in the great southwest.

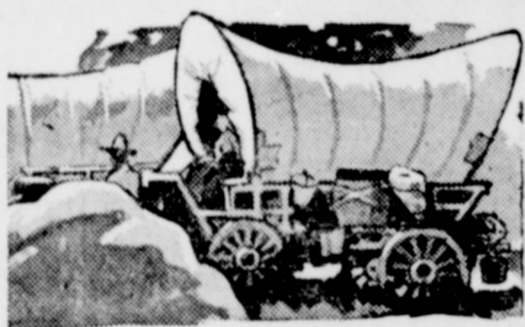
Frank Perkins

ALL KINDS INSURANCE

Lockney,

Texas

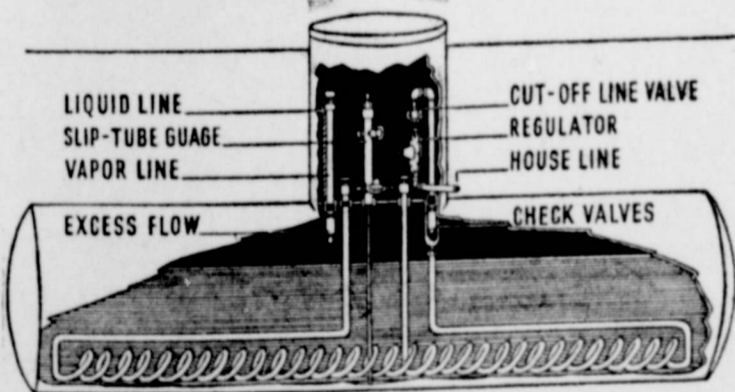
Floyd County Pioneers



Enjoyed none of the many conveniences afforded by a—

FLASH-O GAS SYSTEM

PATENT APPLIED FOR • STATE APPROVED



FLASH-O-GAS Accomplishes FLASH EVAPORATION which is highly recommended by—

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| 4. Phillips Petroleum Company | 8. All Butane Authorities |

These Authorities have no gas plants for sale—you can depend on what they say. We kindly ask for an opportunity to explain, with no obligation on your part.

Baker - Fleming Farm Gas Company

THE OLDEST BUTANE DEALER IN THE PANHANDLE

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PLAINVIEW
600 Ash

Uncle Hank Smith Gets Credit For First Plains Well

Proof Of Claim Is Found In Old Contract At West Texas Museum

Several claims have been made concerning the first well dug on the South Plains of Texas, but the one dug at Estacado for the Quaker settlement in 1879 by H. C. (Uncle Hank) Smith was the first one.

Substantial proof for this claim is a contract between Paris Cox, head of the Quakers, and Mr. Smith, this contract now being in the West Texas Historical Society museum at Canyon. R. B. (Bob) Smith, son of Uncle Hank, also has a copy of this contract at his home in the old rock house 10 miles north of Crosbyton.

This well was a dug well, approximately 75 feet deep, and although its flow was not as great as deeper wells which were dug later, it furnished sufficient water for the Quakers for several years.

Mr. Smith was assisted in digging the well by Charlie Hawse, a Civil War veteran of the Northern Army, who lived at the Rock House for many years.

This well was the only one on the Plains until 1882 or 1883 when Bob Lynn, the first well driller in this section, came to Estacado and put down two or three deeper wells for the Quakers. These were the first wind mills on the plains. He also dug several wells for the Matador ranch and the first well on the Floydada townsite on the south side of the square. The contract for this well is also at Canyon. It was also made with H. C. Smith, who was agent for the Price heirs, upon whose land Floydada is situated. Tulla is also situated on the Price land, and Mr. Smith and his son, George, helped to survey the town.

Bob Lynn also brought the first threshing machine to the plains when he came to Estacado in the early 80's. This was an old horse powered machine and was in great demand among the grain growers of the section. Before this time all grain had been threshed by hand.



Since Pioneer Days

We have served the people of Floyd County with Quality Merchandise

Since the days of 1894 when J. A. Baker, Founder of this pioneer firm, started freighting from nearby points of shipping . . . We have maintained the same policy of quality merchandising with the thought of courteous service. We've shared the good times and bad with the same spirit of fortitude that has characterized the development of Floyd County during the past half-century. The faith which we have had in our customers and which they in turn have had in us has been the guiding light of our continued service!

AND NOW . . . We join all of Floyd County in the Celebration of the Golden Anniversary of the County's organization in 1890. We will be there to recount the many interesting occurrences of the by-gone days with friends and neighbors and join all of you, young and old in looking toward the future for many more years of advancement, happiness and prosperity.

BAKER Mercantile Co.

Established 1894 by J. A. Baker . . . Oldest Mercantile Establishment in County

Dale Strickland, Distributor, Is Progressive

Panhandle Fuels, Oils, Butane And Tires Are Features

Entered Business With Father Seven Years Ago; Agent 1 Year

Dale Strickland, distributor in this area for Panhandle Refining company, enjoys a widespread patronage among motorists and farmers in Floyd county. He features Sovereign Service, "Fit for a King," Panhandle Gasoline, Motor Oils and Lubricants and U. S. Tires.

In keeping with his program of advancement, Mr. Strickland recently purchased equipment necessary for the handling of Butane and Propane, artificial natural gases. This product is rapidly coming to the front for domestic use and as a fuel for irrigation motors and farm machinery.

Mr. Strickland entered the wholesale and retail oil business when his father, the late G. R. Strickland, was made agent for Panhandle Refining company seven years ago. Continuing his association with the company, the younger member of the firm was appointed distributor at the death of his father in March, 1939.

Pioneer Company
Panhandle Refining company is the oldest independent refinery in Texas, having been in operation for almost a quarter century. The products refined by Panhandle meet with the approval and use of many people in Texas, New Mexico and Oklahoma where several hundred Sovereign Service and Panhandle stations are located.

Mr. Strickland, although not a pioneer of this region, has been a resident of Floyd county since 1919. He attended the Floydada schools and, after completing his formal education at Texas Tech, returned to Floydada to enter business.

Strickland's Sovereign Service Station, located at the corner of South Wall and Highway 28, is always busy. Trucking firms and



Above is shown the panhandle offices of the Peerless Pump Division located in Plainview. This company furnished many of the pumps and much of the irrigation well supplies being used in the shallow water district.

Baptist Church To Celebrate Fiftieth Year In July 1941

Fourteen Charter Members Organize Floydada Church In 1891

By Mrs. O. M. Conway
The church must play an important role in the proper development of any new country and the First Baptist church of Floydada has long had a part in the spiritual development of Floyd county and has taken an active part in the betterment of the people and their environment. In July 1941 the church will be fifty years old, just one year younger than Floyd county. During this almost half century of time, years of service and continual growth have marked its progress. From the small beginning of fourteen charter members in 1891, it has grown to the present membership of nearly seven hundred resident members in 1940.

In the minutes of the third session of the Llano Estacado Baptist individuals make this station their headquarters in Floydada. It is easily accessible from any direction with ample driveway space.

listed as Floyd City church but in the minutes of the tenth session of the association meeting with the Whiteflat church in Motley county it is called Floydada and the name of the association has also been changed to that of the Staked Plains association. In September 1917 the Floyd County association, composed of only four counties, Motley, Crosby, Briscoe and Floyd, was organized and the First Baptist church has since been a member of that association.

According to one of the earlier pastors, the first Sunday school was organized in a two room school house in 1899. Today the Sunday school enrollment is around six hundred and this membership is divided into departments taking care of all ages from the youngest baby to the oldest person. The Sunday school is

ably directed by the General Superintendent, A. B. Clark, assisted by a corps of departmental superintendents.

In 1928 the Sunday school unit of the church plant was erected and still serves as the place of worship. At the time of its erection it provided ample room for all classes and the congregation, but today it is far too small and the congregation is hopefully looking forward in the near future to the erection of the second unit, a commodious auditorium. Near the church building is a comfortable home provided for the use of the pastor's family.

The church subscribes to all phases of the denominational work sponsored by the Baptist of the South and as its membership has grown in numbers it has also developed in the "Grace of Giving."

From the modest sum of \$70.55 given for all causes in 1898 it reached the goal of \$7,015.17 in 1939.

One of the latest contributions of the church to Floydada and the adjoining communities is the Daily Vacation Bible school. The first school was held in 1939 and the second started May 20, 1940. Children, between the ages of 4 and 17 inclusive, of all churches and those who attended no church are most cordially invited to take part at no expense to them—the church pays all expenses of the school.

During the almost fifty years of its existence the First Baptist church has been served by sixteen pastors in the following order: Rev. T. E. Leak, Rev. D. N. Poole, Rev. R. E. L. Muncy, Rev. W. H. Rattan, Rev. G. I. Brittain, Rev. John F. Elder, Rev. W. C. Carver, Rev. W. B.

McDaniel, Rev. W. A. Darden, Rev. J. Pat Horton, Rev. Edgar Eaker, Rev. Clarence Norton, Rev. W. Hill, Rev. P. D. O'Brien, Rev. W. McClung, and the present pastor, Rev. Vernon Shaw. Rev. Shaw has been pastor in January 1937 and has had 428 additions with offerings averaging better than \$7,000.00 year.

At school for the first time a small boy started to sob bitterly. "What's the matter, Willie?" asked the teacher.

"Please, Miss... I don't like school. And I've got to stay here till I'm fourteen."

"Don't let that worry you," the teacher. "I've got to stay here till I'm sixty-five."

Columnar page. The Hesperian

AS GOES IRRIGATION SO GOES FLOYD COUNTY!

We believe that the use of Floyd County's Most Valuable Resource—Shallow Water—will eventually bring about a transition of this area from its present state to a section of intensified, specialized farming! This in turn will result in more profits from a reliable source.



Greetings Pioneers

We appreciate what your accomplishments have meant to the progress of Floyd County and Join you in looking toward the future with even greater optimism.

WE ENJOY SERVING YOU

— With —

- Butane and Propane (Artificial natural gas)
- Panoliene Motor Oils
- Panhandle Noxless, Special and Noxless-Ethyl Gasoline.
- Washing and Lubrication
- U. S. Tires and Tubes

Dale Strickland, Distributor



Aiken Gin Company, at Aiken, is the first and only gin in Floyd county to gin one-variety cotton exclusively. Ed Whitfill and J. W. Baggett of Lockney are the owners. H. L. Stowe the manager.



Welcome Pioneers

To Floydada and the Golden Anniversary Celebration Today!

We have greatly enjoyed serving the residents of this area for the past eleven years and we appreciate the friendship of all the old-timers and newcomers.

Hull & McBrien
Grocery

Phone 292

BLINDFOLDED I LEARNED WHY BRAKE ACTION TREAD STOPS CARS QUICKER

MAKE THIS TEST TODAY!
FEEL WHY 2500 EXTRA GRIPPING EDGES STOP YOUR CAR QUICKER, SAFER, STRAIGHTER
Come in and rub your hand over Brake Action Tread! Feel how these 2500 sharp-edged grippers open up the instant you apply your brakes... grip and hold the road... make quicker, straight-line emergency stops. Before you buy any tire make this dramatic blindfold test!

U. S. ROYAL DeLuxe WITH BRAKE ACTION TREAD



Panhandle Refining Company



J. B. Jenkins Recalls Early Years on the Range

From Pecos River to Canada 'Jenks' Punched 'F' Cows

Pioneer Punter, Brother Of First Sheriff, Reminisces Of Early Days On The Trail

(EDITOR'S NOTE: The following story was written from an interview with J. B. Jenkins and is told mostly in his own words, and a history may be preserved of the pioneer days on the range in the words of a puncher who lived them).

These seems to be an inborn instinct in men who live out of doors for them to tell when bad weather is coming on by the way stock act and the way they feel. They can always get pretty close to telling when bad weather will come.

Even as young as I am I have ridden horse back over as much territory as any old timer. I know the pig trails from Pecos river to the Saskatchewan. I have punched cows from the Pecos to Saskatchewan.



J. B. Jenkins, at present one of the directors of The First National Bank, has an interesting reminiscence in this Hesperian. He came to the panhandle as a kid and worked many years for the JAs and the Fs, and on a small ranch of his own before taking up residence here.

He was crippled in this accident and remained in the hospital for some time. That fall he stuck a nail in his foot which resulted in his death. The ranch in Canada was operated for 2 or 3 years under Tony Day, partner to Mr. Criswell, then it went out of business.

Canadian Mounties The way the Canadian Police carried their guns amused the cowboys very much. I had always heard they were real men but after I got up there I found out that they were not. They used to trail over to our camp. One day one of them was going to demonstrate his gun to me. He wore it in a scabbard with a flap buttoned down with a large brass button. I told him that I could get my gun while he was thinking, and had my gun ready to shoot while he was unfastening his button.

One day the Mounted Police saw a man riding across the prairie. They called to him to stop and he kept on going. They shot at him and killed him. They claimed it was an accident. Tony Day heard about this and went to see if it was one of his cowboys. He was very mad and said, "I just figured it was one of my boys who killed. It isn't but I want to tell you right now if you ever kill one of my cowboys you had better start and never stop."

There was an old Norwegian that used to hang around our wagon a lot. We did not know much about where he came from or what he was doing there. But he became very fond of Mr. Day and when we would camp he would come to our camp often. We had had a very hard winter and had lost quite a lot of cattle. One night we were sitting around the wagon eating when the old Norwegian whom we called Klondike said, "Tony, do you lose many cattle last winter?" Tony replied, "Yes Klondike, I figure we lost about 10%." Did you lose any?" "I lose about 2%, I had three cows and two of them cows died to beat hell," getting a little wrong construction on the cowboys slang.

I started in the cattle business with a small herd that I had accumulated while working on the "F" ranch. In those days most ranches allowed some of the boys to keep steers but no stock cattle but I was allowed to keep some cows. John Farris and I owned 2 or 19 sections of land on the Quittaque river. He was taking care of our cattle while I was in Canada. In 1905 he wrote to me regarding them and I found out that I had more cattle than I thought I had so I decided to come home and help him take care of them.

I returned in December 1905 and we formed a partnership. We sold the land we owned to Lucian Blackmore, of Plainview, and bought land under the hill. John Farris and I used the H-Y. I kept cutting my brand down because it was too much brand for little calves and finally just used the Y. The H-Y brand was the original brand of Doc Day, brother of Tony Day. He ran the brand in Kansas and Callahan county, Texas, in the 70's. It had not been in use for several years since Doc Day had quite the Cattle business and had gone to Fresno, California. He was deceased at the time I started using it and when his son, Johnnie Day, who was Range Boss of the Turkey Track found out I wanted a brand, he suggested that I use the H-Y.

Old Rock House Is Most Familiar Plains Landmark

Pioneer Home Is Monument to Hank Smith

Located In Blanco Canyon, Walls Of Old House Stand For Half-Century



Rock House Family—Above are Mr. and Mrs. Hank Smith and their family. Robert Smith, the first white child born in this section, is in the group. Notice the chopping block at left. The picture was made at the Old Rock House.



Old Rock House (above) still stands, a tribute and monument to Hank Smith who built it and made it famous. The famous landmark, now the home of Hank Smith's son, R. B., is a part of the Hank Smith Memorial in Blanco canyon.

In almost every reminiscence by early settlers of Floyd county appearing in this issue, some reference is made to "the old Rock House" and "Hank Smith," and some anecdote concerning the two is recounted.

Hank Smith has passed on, but the Old Rock House still stands, and will stand through the centuries, as a monument to the man who made it his home.

Constructed in 1877 the Rock House has been the home of the Smith family for over half a century and today is the residence of R. B. Smith, a son of the pioneer.

"The Rock House is located one mile northeast of Mt. Blanco, the mountain from which Blanco Canyon derives its name, 10 miles north of Crosbyton and 18 miles southeast of Floydada on the Floydada-Crosbyton highway.

Mr. Farris and I operated a little ranch until 1910 when I moved to Floydada and have been here ever since.

The "F" ranch came into existence in the early 70's and went out about 1904. The leased land was turned back to the owners and the 40 or 50 sections they had bought from nesters were sold to Tom, Dick and Harry. J. B. Russell of Quittaque has the original headquarters leased from the Howard Bros. of New Orleans and Philadelphia.

The last big herd of cattle I helped drive off of the ranch was sold to Isaac and Brainard, at Canadian. I shall never forget this drive. I don't think I ever made a more hectic trip. We had put 3,800 big steers in this drive. It stormed all the way to Canadian. The first night out we ran into a big storm between Quittaque and Turkey. The cattle went wild. We had a bunch of tenderfoot cattle punchers with us and they did not know what to do. I found one boy right in the middle drifting with the cattle. Mr. Alf Barton, who was one of the most notorious cowpunchers that ever lived, then manager of the ranch and Billy Merrill were on the front end trying to slow the cattle.

Ed: Mr. Jenkins added to his story a brief sketch of ranch methods and terms which will be interesting to modern-day tenderfoots.

In the morning the nighthawks, as the men who guard the horses at night were called, would catch you a circle horse and have it ready to start out. You would go on the round up and by the time you were ready with the cattle... this is, by the time you had rounded them together, the wrangler would be there with the remuda. He would have your cutting horse ready for you.

Afterwards when the cutting was finished, you would mount still a third horse and round cattle or go back to the ranch. If you had to stand guard, you had what you called your "night horse." Usually these were horses that had been trained to stand guard. They kept the cattle from cutting out of the herd and kept anything from getting in the herd. One old horse that I rode at night, "old Slick," had been broke to night guard by my brother, Dan Jenkins, on the trail. When he began biting the bits, I'd know something was wrong.

We didn't have any trouble knowing what time it was. We could guess pretty good. On misty or rainy nights, we guessed. On clear nights we told time by the moon and the stars. We used the North Star, the Big Dipper, Job's Coffin, and in the fall, the Seven Sisters.

Usually the wagon bosses had a watch, but very few of the boys had them. J. Henry Hughes had one and he could pull out that watch on the darkest night and tell the time.

Holds Rank of General in Southern Army

Col. Tom Montgomery Still Operates Famous TM-Bar Ranch In Floyd County At Age Of 93

C. A. Wofford Was One Of First Real Estate Dealers Here

C. A. Wofford, who died March 10, 1939 at the age of 82 in Lockney, was one of the prominent real estate men of Floyd county and played an important part in its settlement.

Mr. Wofford's widow still resides in Lockney and some of the important events of their lives were recalled by her. "I loved living here," she said, "because there were always some of our friends coming to buy land, and we always had a big crowd for Sunday dinner."

Mr. Wofford spent much time, effort and money toward the building of his community. He was especially noted for the help he gave local schools and churches. He was a member of the Methodist church, but he helped other churches too.

Where Ignorance Is Painful Summer Boarder: "But why are those trees bending over so far?" Farmer: "You would bend over, too, miss, if you wuz as full of green apples as those trees are."

One of the few remaining Confederate veterans in the Panhandle, Col. Thomas Montgomery, who still operates the famous TM Bar ranch near Floydada, outranks them all.



Unshakable Faith in West Texas in general and this portion of it in particular has been one of the prime reasons why Thos. Montgomery, above, has had remarkable success in the ranching and banking business here for 50 years. This picture taken several years ago while he was at work on his TM Bar ranch, is a characteristic pose.

He holds the rank of Brigadier General in the army of the Confederacy. He is a member of the staff of General Pierce, and a member of the staff of the Texas division under General Miles.

Active Business Man He is 5 feet, 10 inches tall weighs 170 pounds. His hair is snow white but his blue eyes are bright and he actively manages his ranch in spite of his advanced years.

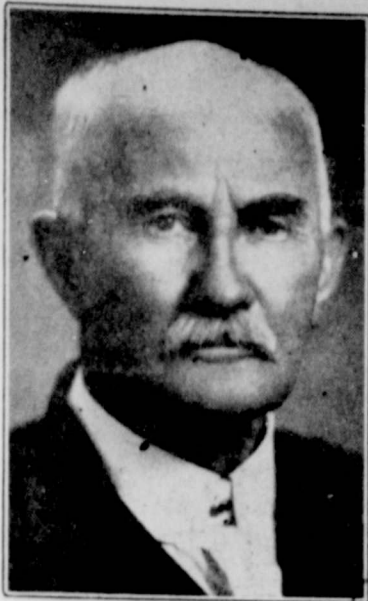
Old Rock House

(To the memory of Hank Smith) What have you seen, old house, Since the days of long ago? You could tell wondrous tales If you could speak, I know.

Mary Dean, Ralls, Texas

Judge Arthur Duncan Holds Title of First Citizen And Settler

Came To County Two Years Before Any Other
Family; Was Leader Throughout
His Life Here



First County Judge of Floyd county, Arthur B. Duncan was one of its pioneer founders and an outstanding citizen up until his death in 1931. The story of his life embodies much of the history of the town and county which he helped to build.

China hogs for foundation stock. He also brought the first fine chickens from New York state and the first thoroughbred turkeys from the state of Pennsylvania. He is credited with having set out the first fruit trees in the county and the first to put out stacc trees on the public square of Floydada. With his untiring efforts to render aid to every enterprise which meant greater wealth and comfort to the county, it is an evident fact that Judge Duncan was a real benefactor to Floyd county.

From those early days of the dug-out and covered wagon, he was able to watch the steady growth of the country and from the bareness of the Plains he has seen towns rise up with fine homes, schools and churches, with their accompanying advantages. At the time of his death he owned extensive farm lands and city property in Floyd county. At all times he kept in close touch with state and local affairs and to the end he never lost that quality that keeps men eternally young—an eager curiosity to learn and an earnest desire to improve himself and his opportunities for serving those about him.

"Cutie, I'm a taxidermist."
"Okay, big boy, do your stuff."
Dartmouth Jack o' Lantern.

EDITOR'S NOTE: The material contained in this biography of Floyd county's "first citizen" was compiled from "Texas and Texans," "Texas Under Other Flags," and Claude V. Hall's "History of Floyd County."

Judge Arthur B. Duncan, whose death in 1931 wrote finis to a half-century of service to Floyd county, was not only the first citizen of the county during his many years here, but was also its first settler. He and his family built the first home in the county, and were pioneer settlers for two years before any others came upon the scene.

From the beginning, Arthur B. Duncan had a prominent part in all affairs of the county. After Floyd county was attached to Crosby county for land and judicial purposes, he was appointed by the commissioners court of Crosby county, Justice of the Peace for Floyd county. This position he filled until his election as county judge of Floyd county in 1890.

Because of numerous legal disputes that came up with reference to land matters, he provided himself with the Revised Statutes of Texas and a copy of the Acts of the Texas Legislature. His own experience as a land litigant, coupled with his duties as Justice of the Peace, entailed upon him the duty of consulting the Statutory Laws of Texas and in this way he soon formed a fondness for the study of law which knowledge served him well in the different offices which he later filled. On account of these land litigations which arose between the settlers and the large ranch interests, all the early settlers, except Mr. Duncan, wearied of the strife and compromised by relinquishing their claims for a small consideration.

1886, the year which marked the exodus of these same settlers from the canyon settlement, also was marked by an influx of new comers. The year also was marked by the birth of Maud Eadora, first daughter of Judge and Mrs. Duncan, being also the first white girl born in the county. She was so small and frail that she seemed unfitted to this new rough country. Her proud father called her his "Lily of the Valley and the Queen of all the Plains."

That winter of 1887 and 1888 was extremely cold, thousands of cattle and a few antelope froze to death. Mustang horses were troublesome and would often get with the gentle horses and lure them away, but perhaps the greatest menace of the early settlers was the fear of prairie fires. Only a very few of the earliest settlers can remember one of these when one ranch firm lots its entire herd of three thousand sheep on crawfish draw near the Crosby county line.

Those first years in Blanco canyon were the hardest for the new comers, but as each problem of life

was solved, the settlers learned better to adapt themselves and their experiences lessened the labor and suffering for later homeseekers who could now profit by the experience of those preceding them.

Floyd county was organized in 1890 and in the first election held for Floyd county officers, Duncan was honored with the election as county judge which office he held for nine successive terms. After retiring for a number of years he was again elected in 1912. The county judge's office even at that early day carried numerous duties though its remuneration seemed rather small. The first month the office paid only twenty eight dollars, being raised the second month to thirty-five dollars and finally settling on the salary of forty dollars per month.

After being elected to the office of county judge, Judge Duncan and his family began preparations to move to the new settlement where they began at once to build a new home. The Plains country was quite a change to the home in Blanco canyon, and many hardships were here to face. As Claud Hall says in his "History of Floyd County" speaking of those first days "No Mollycoddle could thrive there."

Only a very few people made up the new settlement. These were obliged at first to carry water from the public well. Accommodations were few and living was high, as all supplies must be shipped from Amarillo or Childress and it took six or seven days to make a trip to either place even when the weather was favorable. Western wind storms were a sore trial to many new comers and in 1892 came an awful visitation of grass hoppers. These afflictions, together with repeated dry years, caused many settlers to move elsewhere.

Floyd county's first effort to build a court house resulted in two of the commissioners voting for, and two against the proposition. The county judge cast the deciding vote. This resulted in Judge Duncan's vote being responsible for the building of Floyd county's first court house. It was a wooden structure costing ten thousand dollars. Later a small jail was added to the equipment and Floydada became the executive center.

Judge Duncan's home at that time was a two room frame building. Later more rooms were added until the large old house which served as home to his ten children was finally evolved.

By 1897, practically all the school lands in Floyd county, had been filed on by settlers and a new epoch in the history of the county was begun. The construction of the Fort Worth and Denver City Railway to Amarillo swelled the tide of immigration, new improvements were brought in and living became more pleasant.

Each county election provided its quota of new witnesses, and as Judge Duncan was honored with election so repeatedly, it was conceded by some that "Old Buck" was responsible for his good luck. Old Buck was the family's gray horse and a very familiar figure in the early politics of Floyd county. To assist early settlers of Floyd county Judge Duncan experimented with the growing of fruits, grains and vegetables, thoughtfully searching for the products most suitable to the soil and climatic conditions of the locality. Every one who lived here at that early day can remember the judge's office with its display of fine farm products.

Outside of the usual routine court work imposed on the judge's office, Judge Duncan served as superintendent of the public schools, presiding at Institutes held over the county, visiting rural schools and supplying the early needs for education in Floyd county. He also served as a "marrying parson" and it was nothing unusual for him to drive or ride many miles through the snow to administer the rites of matrimony to some couple desirous of such service and every marriage ceremony performed by him carried its spirit of binding sublimity.

For many years, Judge Duncan was engaged in the real estate and abstract business, having compiled what is considered to be one of the most complete sets of abstract records in the Panhandle. He also served in the capacity of attorney in examining and perfecting titles. He served as president of the school board of Floydada from 1908 to 1912 at which time he resigned that position on account of again being elected judge. He served also as vice president of the First National bank of Floydada, selling his interest later on account of the growing responsibility of his office.

The progressive spirit of this dauntless pioneer is indicated by the fact that he was the first man to purchase a typewriter and bring it to Floyd county, was the first to buy and bring into the county, registered Jersey cattle. He also brought and had shipped from the State of Missouri, the first registered Poland

Finkner Celebrating Double—Once For Him- self, Once For County

Geo. M. Finkner, owner and operator of Finkner Auto store, has been a resident of Floyd county since December 13, 1914 when he moved to this region from Gage county, Nebraska. He has contributed much to the development of Floyd county in the past twenty-six years. As a farmer in the Harmony community, Mr. Finkner improved a quarter-section of land. He was the first man to purchase and operate a combine in the harvesting of wheat in the county, and initiated contour-plowing as a method for better soil conservation.

Mr. Finkner and Mrs. Finkner, with their daughters, moved to Floydada in 1925 to continue the children's education. In 1928 Mr. Finkner entered the automobile business in a building which he had constructed in 1927, the present home of Miladies Specialty shop.

After one year in this location, Mr. Finkner moved to the Readhimer building and continued in the automobile and parts business there until selling his firm to Lee Wilkerson in 1936. He re-entered the automobile business in 1938 at the present location.

Finkner features International trucks, Oldsmobile automobiles and a full line of quality automotive parts and equipment. He maintains a parts house for most parts of all makes cars.

Mr. Finkner is going to celebrate double this year as he and the county are the same age—fifty years.

Want to trade? Use a want ad.



They Came WEST

Seeking a new land and prosperity . . . and they found it in the vast prairies of West Texas.

Best Regards to the Pioneers of Floyd County who today are observing the Golden Anniversary.

Radio Electric Company

E. E. HINSON, Owner

to

Floyd County

Came Arthur B. Duncan

in 1884...

Mr. Duncan, who established the Arthur B. Duncan Abstract Company, helped organize Floyd County in 1890, the election being held on May 28th of that year. There were four voting boxes as follows: Precinct No. 1, Lockney; Precinct No. 2, Della Plain; Precinct No. 3, residence of Arthur B. Duncan, (dugout); Precinct No. 4, residence of W. A. Merrill.

Arthur B. Duncan was elected first County Judge of Floyd County, a position which he held for some twenty years.

He filled out practically all of the early applications to purchase Floyd County School lands, as well as applications for homestead lands.

Arthur B. Duncan began making Abstracts of Floyd County lands at a very early date and preparing legal instruments of all kinds. He was learned in land laws having acquired such knowledge by a diligent application to his law books on the problems which he met as County Judge and as Abstracter.

Maud E. Hollums, the present manager, has engaged in the abstract business for thirty years—twenty of which was under the supervision of her father.

To All Pioneers

We add our greetings and hope all of you greatly enjoy the Golden Anniversary Celebration.

We, Too, Had A Part

In the advancement and development of this region. This institution was established in the first year of the county's history and during the past fifty years we have continuously recorded the most complete set of abstract books in Floyd County.

ARTHUR B. DUNCAN

Abstract Company

Maud E. Hollums, Manager

PIGGLY WIGGLY'S

the American Way



The pioneer woman knew no easy shopping way like you find today at Piggly Wiggly. As short a time as 23 years ago self-service was unknown until Piggly Wiggly pioneered along this line. It's the favorite shopping method of America today, and to this trail-blazing system can be traced the sanitary packaging of many products that once were sold in bulk. Today, as always, Piggly Wiggly stands for the best in modern, sanitary, time, money and labor-saving shopping methods.

We appreciate the privilege and pleasure which has been ours in being fortunate to live in Floyd County and to serve the many friends and customers we have in Floydada and surrounding territory, for the past seven years. May we offer our congratulations to the Pioneers of Floyd County, and extend to you an invitation at all times to come in and visit our store. Even though we have been here only seven years, we feel we are one of you.

—J. B. CLAIBORNE

PIGGLY WIGGLY

1890 Floyd County 1940

❖ ORGANIZED ❖

HALF A CENTURY

**We Are Agents For Many Thousands Of Acres Of Land
In Floyd And Other Counties.**

When this land business was begun in 1890, the year Floyd County organized, we envisioned in the vast Plains a land that would eventually support livestock and grow agricultural products in abundance. We saw a country where towns would flourish and where new comers would find a place to build homes, schools and churches and in so doing establish a great civilization.

And in the course of years we saw those possibilities as realities, when practically every family owned their home in the country or home in town, and, while they did not know much of modern conveniences, they were generally thrifty, progressive and enthusiastic home and community builders—and the country prospered.

Then, as time passed, came the modern inventions—a lot of things very convenient and pleasing to use—. The people wanted these conveniences and many have used them to the extent that they have lost their homes and independence and now, at this time in Floyd County, there are likely not more than half as many home owners as were. Of course the depression, coupled with several dry years, contributed to this unfortunate situation, and then, too, many tenant farmers lost their places, moved to town, sold their chickens, cows and farming equipment and now are on the relief rolls—largely because of the Farm Program which is a very unfortunate situation.

Now, as we kick the first 50 years of Floyd County organization behind us, let us resolve that we will profit by our past experiences and will now put forth our best efforts to re-establish ourselves in business and in homes and that we will cooperate jointly for the upbuilding of our communities and particularly our country schools, many of which are having a hard struggle to exist under the Bus plan, ever remembering that as long as we live we are ourselves and that what we have done once we should be able to do again and even better.

And now, in conclusion, we wish to express our thanks and sincere appreciation to the many people who have patronized the Massie office in the past years and we hope to serve you better in the future. To our friends and everybody in general, particularly the pioneers, on the occasion of the Golden Anniversary Celebration of the organization of Floyd County, we take great pleasure in wishing each of you much success and happiness.

W. M. MASSIE

J. M. MASSIE

W. M. MASSIE & BRO.

“The Senior Land Agency Of Floyd County”

Farm and Grazing lands in the Central Plains a specialty Non-Resident land matters attended to carefully.

Office: Rooms 1, 2, 3 & 4 First National Bank Building

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Henry Edwards Elevator Established In 1914

Large Buyers Of Grain In This Section

Three Elevators Serve Farmers In Vicinity During The Season

Henry Edwards elevators, operating at present at Floydada, Dougherty and Barwise, had its inception in 1914 when Mr. Edwards and his father, H. E. Edwards, entered the grain and elevator business in the present location in Floydada.

The building, which now houses the Floydada elevator, was started in 1912 and completed in 1913. O. E. Barkmeier built the structure.

With the increase in patronage as a result of more wheat acreage in Floyd county, elevators were opened at Dougherty and Barwise in 1928. A second elevator to serve Floydada was built in 1920 near the Santa Fe tracks but this was dismantled and moved to Dougherty.

Large Buyer

Henry Edwards elevators handle a large portion of the county's annual crop of wheat. Many farmers have sold a portion or all their crops for many years to this firm. Service plus accuracy in test and weights have been contributing factors in the institution's success.

Mr. Edwards is member of a pioneer Floyd county family, which has resided here since 1901. The family settled northeast of Floydada thirty-nine years ago to engage in livestock raising and farming.

Scott Gin Pioneered In Modern Ginning

Scott Gin company, successors to Haynes Gin company, is the oldest existing gin in Floydada. Built in 1914 it was the first all-modern gin in the county and has always enjoyed a favorable patronage.

The firm was operated until 1932 as Haynes Gin company and in that year was renamed as Scott Gin company after C. T. (Bill) Scott was made manager and partner with West Texas Gin company.

Latest type 570 Continental ginning equipment is used at Scott Gin company. Recent additions include a new burr extractor and a new Hardwicke-Etter cleaning system which was added in 1929.

Scott Gin company has the unusual distinction of making only one small fire claim since its construction. Lightning struck the building in 1938 and small damage was done, but unusual precautions prevented fire until that time.

Negro Porter: "There's a man in 206 what just hung himself!"

Manager: "Did you cut him down?"

Negro Porter: "No, suh! He ain't dead yet!"—Harper's Harp.



W. H. Edwards, head of Henry Edwards Elevators, has served more than a quarter of a century in the grain business in Floyd county. He has paid out more money for wheat and other grain to farmers than any other man in this area.

Kirk Family Moved To Floydada In '10

Business Of Kirk & Sons Outgrowth Of Merchandising Enterprise Opened In That Year

Kirk and Sons Hardware is the outgrowth of a business established in 1910 which was originally known as Herndon and Windsor. The initial firm was housed in a galvanized sheet iron and frame building and featured second hand furniture and new buggies.

About 1912 J. T. Kirk moved to Floydada and purchased Herndon's interest and the store became known as Kirk & Windsor. Shortly after the partnership was formed the men bought a bankrupt stock of hardware, fixtures and well supplies of a store at Lockney known as the "Big 4". Thus evolved the institution from a second-hand furniture and buggy store to a furniture and hardware.

Continuing its development, Kirk & Windsor in a short while constructed a two story brick building to house the business. Mr. Kirk purchased Mr. Windsor's interest in the store in 1918 and after that date the firm operated as Kirk & Sons, with O. W. Kirk and W. S. Goen as associates.

The one-story addition to the Kirk & Sons building, which now houses the hardware department, was completed in 1925. A steady increase in patronage has been enjoyed since the establishment of the institution.

The Kirk family has been residents of Floyd county since 1910. Mr. Goen had been in Floyd county several years prior to that date.

Sales pads, typewriter ribbons, bound books and loose leaf binders. Hesperian Publishing Co.

J. B. Bishop Proprietor Bishop Motor

Came To Floyd County In Covered Wagon With Parents In 1910

Bishop Motor, is owned and operated by J. B. Bishop, who started business for himself in 1927, operating what was first known as Triangle garage. This was a partnership business with Bill Sharp and Edd Sparks. Bishop continued with Triangle garage for twelve years. In 1934 he accepted agency for the Oldsmobile automobile.

In 1935 Mr. Bishop was appointed agent for the Ford automobile. He moved in 1936 to the Barker brothers building on West Missouri street, the present location of Bishop Motor company.

The business boasts a complete stock of parts, also a service department. Body & Fender department and complete rack for washing and greasing cars. Eight to twelve men are employed in the business.

Mr. Bishop, son of S. D. and Mrs. Jennie Bishop came to Floyd county with his parents in 1910. They made the trip in three days from Rotan, coming in a covered wagon. "I left here a few mornings ago and ate breakfast in Rotan," Mr. Bishop said.

Mr. and Mrs. Bishop and daughters Nanett and Peggy Jo reside in their country home three miles east of Floydada.

Felton - Collins Is Leading Food Store In City Since 1925

Felton-Collins grocery, one of Floydada's most widely patronized food stores, was begun in 1925 as Shaw-Felton and Collins. It was owned at the time by P. M. Felton, T. P. Collins and Tom Shaw.

After the purchase by Terrel Loran of Mr. Shaw's interest in the partnership in 1927, the firm was known as Felton-Collins. The original location of Shaw-Felton-Collins was in the building where Willson Kimble is now situated. In 1927 the fixtures and stock were moved to the Willis building on the west side and from there to the present location in 1934.

All the partners in Felton-Collins at the present time have been residents of Floydada for several years. Mr. Collins has been in the county since 1919, Mr. Felton about thirty years and Mr. Loran since 1923. All have been active in the progress and advancement of Floydada and the county. Mr. Collins, former commander of the McDermott Post American Legion, is active in Rotary and other civic work.

Felton-Collins features a complete selection of fresh, quality foods for the residents of this territory. The market, which also enjoys a liberal patronage, has all kinds fresh and cured meats of high quality.

Gilliam Rounding Out Fifteenth Year Of Business In Floydada

Gilliam's Appliance and Sporting Goods store was opened in March of last year and has shown a substantial increase in business every month since that time. J. C. Gilliam, resident of Floydada since 1925, had engaged in the hardware business for a year prior to starting this firm.

Mr. Gilliam was in the lumber business for twelve years after coming to Floydada. He was manager of the Higginbotham-Bartlett yard here for seven years and was associated with Willson & Son for five years.

Gilliam's features a complete line of sporting goods for golf, tennis, baseball, fishing, hunting and tennis. Also to be found in the complete stock are Hotpoint and G. E. appliances, sweepers, mixers, refrigerators and radios.

PIONEER INSTITUTION

Amarillo National Bank, in Amarillo, is the pioneer banking institution of the Panhandle. Officers of the bank are C. T. Ware, president; R. C. Ware, vice president; A. H. Ware, vice president; F. M. Butler, vice president; H. J. Farwell, cashier; E. C. Lacy, assistant vice president; B. T. Baker, assistant vice president; Jas. Farwell, assistant cashier and C. E. Robertson, assistant cashier.

Baker-Fleming Farm Gas company pioneered the use and sale of Butane, artificial natural gas, in this section of the Panhandle-Plains. Flash-o-Gas, butane storage and distribution system for home and commercial use, was originated by this company.

"Are you going to rob me?"
"Naw, my podner does that. I just gets you ready."



Smith's Grocery At Lakeview Was Started In 1916

Is One Of Best Rural Stores In Area; Has Steady Patronage

Smith's Grocery at Lakeview, which is a continuation of the business started in 1926 by G. T. Wakefield, is one of the most modern, complete rural stores in this county. Mr. Wakefield, now of Amarillo, opened the store just before the first Lakeview school was completed.

Prior to the purchase of the business in 1923 by R. C. Smith and his twin sons, Roy and Foy, the business had been operated by H. T. Sparks and T. J. Hoosier who followed Mr. Wakefield, as owners.

As R. C. Smith & Sons the store was operated until recently when, after the death of the senior member

of the firm, the name was changed to Smith's Grocery. The firm has enjoyed its most progressive period since 1923.

A general line of fancy and staple groceries is featured at the store which also operated a service station and cream and poultry purchasing department in connection.

Roy and Floyd Smith are the present operators of the business, the former being the owner.

Hard On Daddy

The following conversation took place one morning in the home of the superintendent of schools (and principal of the high school) in a small New England city, while little daughter Peggy, aged five, was getting ready for school:

Peggy: "Daddy, are you principal of the high school?"


Daddy: "Yes, Peggy, I am."

Peggy: "And are you principal of all the other schools, too?"

Daddy: "Why, er-er, y-es, I am."

Peggy (with a decided nod of her head): "But you're not principal here, are you, Daddy?"—Exchange.

TODAY is the tomorrow you talked about yesterday. Do it now!



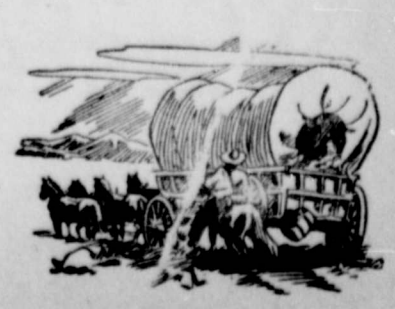
Greeting Pioneers of Floyd County

On the occasion of the Golden Anniversary Celebration of the county, We appreciate the advancement made in the past fifty years and look to the future with hopes for even more progress.

Ours has been a continuous part in the development of this area and we have greatly enjoyed it!

Felton - Collins - Grocery -

Phone 27





Welcome
PIONEERS

To Floydada and The Golden Anniversary Celebration today!

We have enjoyed serving the residents of this area for the past many years and we appreciate the friendship of all the old-timers and new-comers.

Home Oil Company

Clarence Foster

Conoco Enjoys Lagre Patronage In This Area

R. C. Henry Is Distributor For Quality Products

Operated First Tank-Wagon In County; Is Pioneer Resident

R. C. Henry, present distributor for Continental Oil company, first entered the oil business in Floyd county as agent for the Gulf Refining company in 1921. During the period from 1921 to 1923 Mr. Henry served 12 of the 13 gasoline pumps in the county and operated the first tank wagon in this area.

The first tank-wagon, as Mr. Henry explains, was built and equipped to be horse drawn but, since the automobile was coming into its own, he removed the tank to a Model "T" truck and thus converted the slow method to a speedy delivery.

After four years with Gulf, Mr. Henry resigned as agent and entered other business where he was engaged until returning as Conoco agent in April of 1932. Conoco since Mr. Henry was made agent, has enjoyed a steady increase of patronage in Floyd county. In 1932 Mr. Henry operated one delivery truck and at present the volume demands that six trucks be used to give service to customers.

In 1935 Mr. Henry was awarded a contract to haul the petroleum products needed from the refinery at Wichita Falls and two to three trucks are used regularly on this haul. Four men are employed as transport drivers and for delivery.

In keeping with his policy of development and advancement, Mr. Henry opened a new service station and cafe on Highway 28 near Aiken on December 1 of last year. This



Conoco Enjoys a Good Patronage in Floyd county as can be seen from the amount of equipment necessary to accommodate the business. Pictured above is the Continental Oil company warehouse, the trucks used by R. C. Henry, distributor, and the employees who make the deliveries.

farm, which sells to both wholesale and retail patrons, enjoys a substantial business.

Conoco dealers in Floyd county include: B. A. McDaniels at Sterling, Henry's Conoco Station at Aiken, R. E. Smith at McCoy, Bishop Motor company, Geo. Finkner, Camp Cope, J. C. Custer, S. J. Latta and Continental Service station Number 1 in Floydada.

Reliable and economical Conoco products handled by these dealers include Conoco Bronze gasoline, Conoco Germ Processed Motor Oil, and Conoco lubricants. All are recognized the country over for high quality and lasting performance.

Mr. Henry is a member of a pioneer Floyd county family which has contributed much to the advancement of this section of Texas.

Conoco supplies. Hesperian.

C. P. Looper Grocer Here Many Years

Second Oldest Grocery Establishment In Floydada. Here Since 1924

One of Floydada's foremost grocery establishments is the Looper Grocery, located on South Main street and owned by C. P. Looper. Mr. Looper bought the stock from

Sam Berry in 1924 shortly after he and his family moved here from Pilot Point, Texas. The business, at that time was valued at \$1500.

An increase in stock and volume has been noticeable each year and the stock is now valued at \$5500. Mr. Looper said. Three regular employees assist in the business with a crew of from seven to ten men on Saturdays.

The store boasts a complete refrigerator system, modern market and anything Milady might want in the way of standard and staple groceries.

Mr. and Mrs. Looper have raised and educated their three daughters in Floydada. They are Mrs. Martin Brown, Floydada, Mrs. Floyd Simpson of Eunice, New Mexico and Mrs. Dick Fenner, Floydada. Mr. Fenner is assistant to Mr. Looper in the store.

and management since its organization and its resources have been employed largely in financing livestock and agricultural interests of the southwest, either directly or through its correspondents.

This form a letter by John J. Noone, vice president of Inter-State National: "The Inter-State National bank is especially proud of the many friends and customers it has in the Panhandle-Plains area and The First National bank of Floydada is one of our most valued correspondents."

Zenith Radio Dealer Completes 13 Years As Floydada Merchant

Radio Electric company, located at 108 West California street, was organized in May 1927 by E. E. and E. R. Hinson. With only a meager stock, in the beginning, the company has grown to a modern retail business. At present he is sole owner and is assisted in the business by Andy Hefner, as clerk.

Mr. Hinson specializes in Zenith radios, General Electric and Hamilton Beach appliances, lighting fixtures and a general line of electrical supplies.

Mr. and Mrs. Hinson and family are formerly of Mineral Wells. They are prominent in church and civic circles of Floydada.

Kansas City Bank Celebrates Golden Anniversary In '40

Floyd County and the Inter-State National bank in Kansas City are both celebrating Golden Anniversary occasions this year. The prominent banking institution was established on July 28, 1890.

The Inter-State National bank had practically the same ownership

PIONEER BUSINESS

Harvest Queen Mills and Elevator, located at Plainview, is a pioneer institution of the Panhandle-Plains. "Everlite" Flour, milled from west Texas wheat is used by many housewives in this area.

A holiday week-end in the United States is a time when everybody goes somewhere else to do what might as well have been done at home.

The greater the obstacle, the more glory in overcoming it.



Ride 'Em Cowboy!

We are all set for the Golden Anniversary Celebration. All you Pioneers come to see us and say 'Hi Glad and Edd,' if we fail to meet you at the reunion.

Since 1900 I have been dishing out men's clothing, boots, shoes and hats. Respectable merchandise. We like these old waddies and they talk our language. I started with a handful of shop-made boots, Stetsons, saddles, spurs, etc., hitting it out alone about thirty years ago in this men's business, after getting a lot of good common 'hoss sense' experience from the old Dad, who has long since passed over the divide—and I give him credit for the principals I have followed.

You fellows have stuck in there with me and today we're selling your kids the same kind of wearing apparel.

We are sorter in a confusion today boys, but we have come out of confusion before because some men and women stood solid. Let's fight 'er out and forget it all today and have a good time. We hope the pioneers appreciate us as much as we do them.

Glad Snodgrass

"Smart Wear for Men Since 1900"
Edd Johnson, here since 1907



Welcome Pioneer Residents

To Floydada and the Golden Anniversary Celebration!

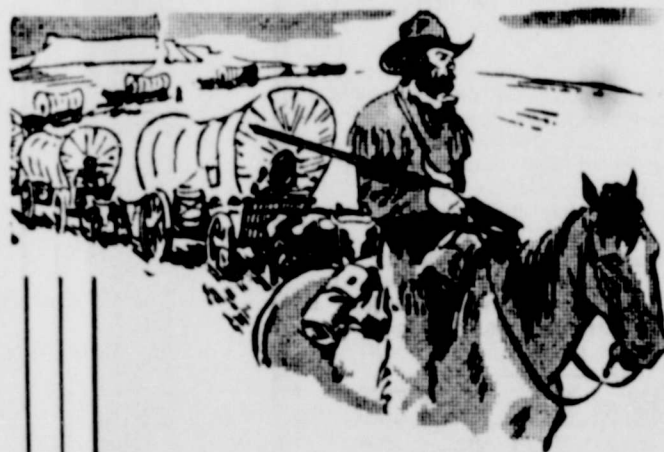
We Believe you deserve our praise for your achievements in the building of Floyd County in the past half-century.

We appreciate the patronage which has made possible our own progress during the years of service to the people of this area.

TO-DAY AND EVERY DAY ASK FOR WESTER'S QUALITY

- BREAD
- CAKES
- PASTRIES

Westers Quality Bakery



Welcome Pioneers

—and all visitors to Floyd County's Golden Anniversary.

We join with you in Celebrating this Event!

We Enjoy

Serving many of you with high quality foods at most reasonable prices. Come around and say "HELLO", while in town.

LOOPER'S

"Quality Food For Less Every Day"

Established 1924

Second Oldest Grocery in Floydada

The till is turned in well h

J. E. Newton Has Part In County Development

Established Gin At Lakeview In '24; Firm Grows

Dougherty Resident Is Leader In Community Life And Building

J. E. Newton, of Dougherty, has played a valuable part in the development of Floyd county since he entered the gin business at Lakeview in 1924. His business enterprises have enjoyed a continual growth and the firms are widely patronized by people in the southeast portion of the county.

After four years at Lakeview, Mr. Newton moved to Dougherty in 1928 and there built another gin. In 1932 he with Bill Webb purchased the Newton Mercantile company, a general store and general merchandise store at Dougherty. Both these gins at Lakeview have been constantly improved to meet the changing needs.

Mr. Newton with his family have established their home at Dougherty and there maintain one of the most beautiful and most modern rural homes in the county. Mr. Newton has been in charge of the municipal waterworks system at Dougherty since 1934.

Although his interests keep him busy, Mr. Newton finds time to deal with livestock and truck cotton to Houston. He recently completed one of the largest pit silos in the county and this will be used to store feed for feeding out cattle this year.

All Modern
Both the gin at Lakeview and Dougherty are well equipped with the newest and most efficient type gin machinery. Farmers in the area appreciate the service given during the busy season of the year.

Jetton Oil Company Enjoys Growing Trade

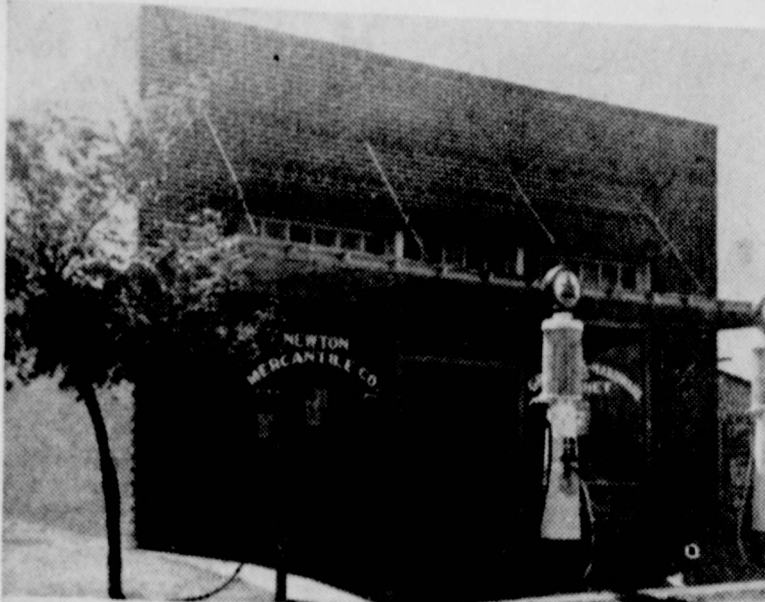
Jetton Oil company, owned and operated by Jack Jetton, has enjoyed a substantial increase in patronage since its opening in January 1939 on Highway 28 in east Floydada.

Mr. Jetton moved to Floydada from Clinton, Oklahoma, where he for five years previous was associated with National Refining company. He now handles a complete line of National Refining company products including White Rose and Super Royal gasolines and other fuels.

Featured services and products at Jetton Oil company are washing and check-chart lubrication, G. & J. tires and tubes, wholesale and retail fuels, motor oils and lubricants. Prompt, courteous service is assured.

Employees are Allison Burton and George Clay, who with Mr. Jetton, operate the firm day and night.

Writing fluids, Hesperian.



Development of the Community sections of Floyd county is pictorially explained in the photos of J. E. Newton's properties at Lakeview and Dougherty. Top is pictured the Newton Mercantile company building, owned and operated by Bill Webb and J. E. Newton, at Dougherty. Center is shown the Newton Gin at Lakeview and the lower is the Newton Gin at Dougherty.

Home Demonstration Clubs Pioneer New Field Here In 1924

County Units Were Organized By Miss Mabel Faulkner, First Home Dem. Agent

(By Mrs. Kate Collier)

Home demonstration work began in Floyd county in 1924. We had a very difficult time organizing the clubs as it was a new idea in this county at that time and many were not interested in the club work. There were many who thought that their time could be more profitably spent at home, but much praise and credit is due our loved first county home demonstration agent, Miss Mabel Faulkner, because she blazed the trail for others to follow. It was a hard wearisome task but thanks to her untiring efforts she sowed the seed which are now blossoming and bearing much fruit.

Miss Faulkner drove miles and miles to organize the women who were interested in more and better progressive ways and methods of homemaking, canning and farming. As the clubs were organized they in turn worked hard to get their sister neighbors and friends interested in this worth while project. At the very beginning the women were interested in canning and pressure cookers, so from that grew a large and successful project.

Women were eager to learn how to can their year's supply of green and leafy vegetables so that they could provide their families with a good grade of food and protect the health and happiness of their families. It also gave the family an added income. That they did continue and succeed is a testimonial of the marvelous vision that inspired those who went into the work with a sincere motive.

If you visit a club member's kitchen you will find her neatly dressed and busy canning or cooking. With pride she will show you her air-conditioned, well filled pantry, her bedrooms with modern furniture, her flower garden, shrubs, also, wind-breaks, which protect her yard, garden and stock. She points with pride to her frame garden where the supply of early vegetables is being raised and her fine flock of pure bred chickens, from which her cash income helps to purchase furniture, frigidaires and, also, helps to educate Mary and John.

These club meetings, county council meetings and state wide organizations, are making leaders of farm women. Our homes are the greatest universities of them all and are more richly endowed for the training of our young. Realizing

that man cannot live by bread alone, studies in family life have been started with the object of bringing about better relationships, first within the family circle, then in the neighborhood.

Rural life has been put upon a higher plain. The soil is being improved, home grounds are being landscaped, changes in farm or ranch operations, such as better poultry, better stock, better seed, frame gardens and improvements in homes, such as closets, running water, painting and remodeling, and wind brakes. This work is being carried on at this time by Miss Edith Wilson, whom we all love and admire.

Other home demonstration agents who have served this county are: Blanche Bass, now Mrs. A. J. Foley, of Amarillo; Miss Marie Strange, Martha Faulkner, Ruth Grimes and Miss Edith L. Wilson, the present home demonstration agent who began her work in May 1939.

Presidents of the home demonstration clubs at this time are Antelope, Mrs. Russel Crawford; Baker, Mrs. W. H. Nelson; Center, Mrs. W. P. Sims, Dougherty, Mrs. Claude King; Fairview-Camp-

bell, Mrs. M. J. McNeill; Harmony, Mrs. J. S. Hale; Homebuilders, Mrs. John Lloyd; Liberty, Mrs. Rene Yeary; Lockney, Mrs. Kate Collier; Lone Star, Mrs. Jack Ford; McCoy, Mrs. Robert Smith; Pleasant Valley, Mrs. A. B. Muncy; Providence, Mrs. Clarence Brandes; Sand Hill, Mrs. D. W. Burke; South Plains, Mrs. Wade Davenport; Sterley, Mrs. Paul Cooper; Sunnyside, Mrs. Dean Hill.

Adams Sisters Meet And Make Plans To Return For Reunion

(EDITOR'S NOTE: Following is a letter from Mrs. Aura M. Hollis of Slaton, a member of one of Floyd county's pioneer families. It was received by The Hesperian a few days before this edition was published, and we pass it on to their friends here.)

This being Floyd County's fiftieth anniversary causes us to look back and reflect on the familiar people, places and incidents of those early years of our country's development.

As we recall family after family of those early settlers and in our memory place them one by one in their homes, schools and communities in general, there are so many that are gone to their last reward, but many are left to gather on our country's birthday to greet each other and relieve those years of pioneer freedom, a privilege that none should fail to exercise.

In January 1892, when our broad and beautiful plains were covered with a heavy blanket of snow, there arrived in Floydada by covered wagon the W. S. Adams family. Mr. and Mrs. Adams, the one son Houston, and four little girls, Duck, Sallie, Aura and Epsie. The parents and son have long since passed over the Great Divide. The girls are Mrs. Fred Dunham of Lubbock, Mrs. George W. Smith of Crosbyton, Mrs. Aura Hollis of Slaton, and Mrs. Epsie Matthews of Borger. A few Sundays ago they were all four together for a short visit with Mrs. Dunham in Lubbock.

The Adams family originated in Georgia and migrated to Texas in 1885 to find a better place to live. After residing in Ellis county until 1892 they cast their fortune in the

Lakeview community southeast of Floydada where the children grew up and scattered from the parental home.

Houston and Aura taught school in Floyd and adjoining counties. Later Houston studied medicine and practiced in Lubbock and Slaton. The other three girls married young and reared families. Mrs. Dunham is the mother of seven children, Mrs. Smith of four, and Mrs. Matthews of five. Mrs. Hollis has no children.

We still love the friends and memories of those pioneer days in Floyd county though all but Aura have long since disposed of their interest in the county. Aura still owns a part of the old home place south of Lakeview and is ever glad for an opportunity to return to the scenes of her childhood and to meet and greet old friends with a deep appreciation.

The Adams sisters hope to be present at the home coming of Floyd county old timers on May 28, 1940.

Filing cards, folders, clips. Telephone No. 8.



SCENES LIKE THIS WILL BE NO MORE

But the women and men of today buy with as much care as in the early day when quality was imperative. That's why the quality of the merchandise here is consistently high while the price is reasonable.

- We Appreciate -

The patronage which has caused the increase in our business since we opened three and one-half years ago.

We invite you to visit us while in town for the Golden Anniversary Celebration.

Air Conditioned for Your Comfort

Hagood's Dry Goods

"Standard Brands Priced Right"

Floydada,

Texas



Pioneers Of Floyd County

We extend to you our most sincere best wishes for a glorious celebration of the Golden Anniversary of Floyd County!

We appreciate the opportunity of having a part in the latter day progress of Floyd County and the privilege of serving you with quality drugs and reliable prescription service.

Arwine Drug Co.

"GOTEVERTHING"

PHONE 73

Stansell-Collins Continuation Firm Begun in '17

Collins Brothers Purchase Grocery From A. B. Duncan

Stansell & Collins Formed In 1929; Incorporated Present Firm 1935

Stansell-Collins company, John Deere dealers, is the continuation of a business firm started in 1917 by P. S. and D. H. Collins who purchased Judge Arthur B. Duncan's grocery and wholesale oil business on the south side of the square.

These men conducted the business as Collins Grocery company and carried a complete line of foods and home supplies. In 1920 O. L. Stansell and W. G. Collins purchased interests in the growing firm. In 1921 a second store was opened at Joe Bailey, now non-existent, and it was in charge of Leon Collins, son of D. H. Collins.

The original partnership continued until 1925 when the elder partners, D. H. and J. S. Collins, retired from business. That year E. M. (Gene) Collins became associated with Mr. Stansell and W. G. Collins and the Mitchell Hardware, located on the west side, was pur-

chased from C. W. Mitchell. The business was moved to the west side of the square in the Willis building and enlarged to handle groceries, hardware and implements.

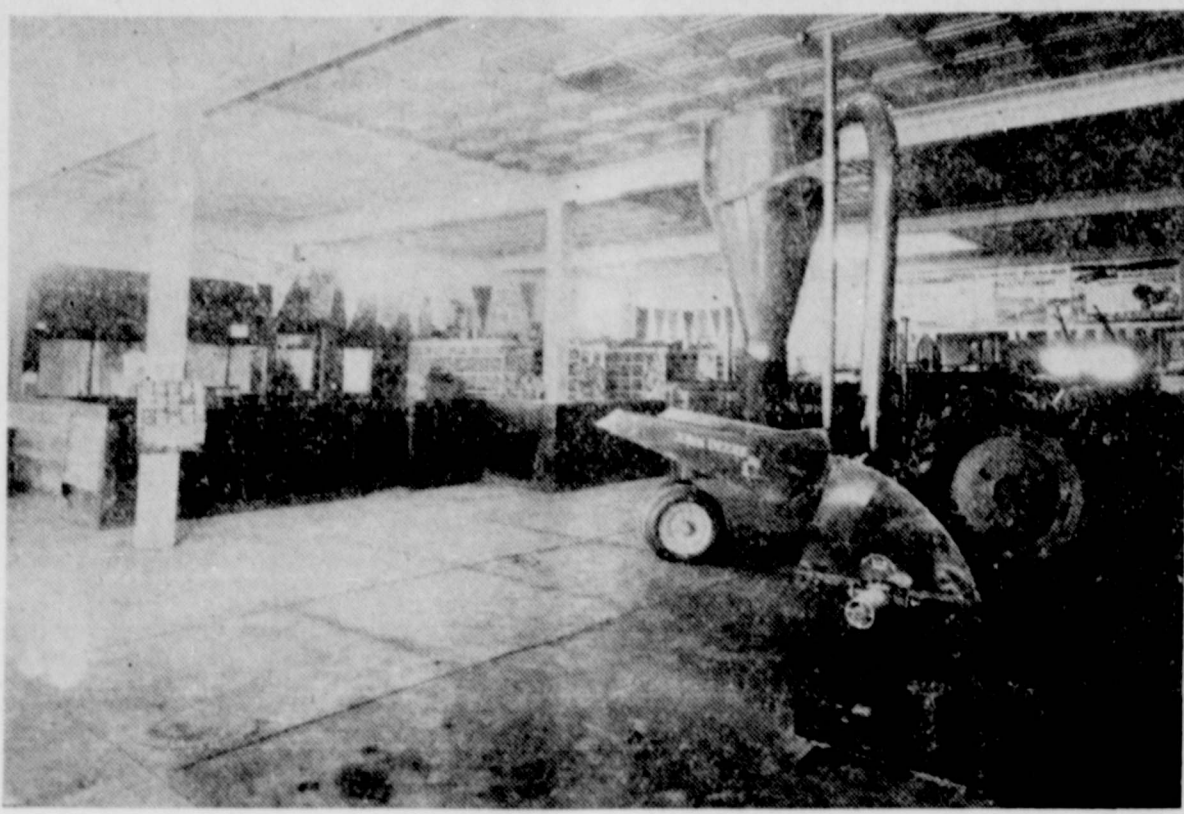
In 1928 Stansell-Collins moved to the present location and in the following year sold the grocery business to Hull & McBrien, continuing the hardware and implement departments. From 1929 to 1935 the institution was known as Stansell & Collins but in the latter year it was incorporated to be known as Stansell-Collins company, present firm name.

Second Store
In 1937 the Lockney Implement company was established at Lockney with Gene Collins in charge. This business has shown a steady increase in patronage and now occupies a larger and more modern location in the neighboring city.

A full line of John Deere farming equipment, including John Deere tractors, combines, plows, etc., is featured at the two stores.

STORE OPENS IN '36

G. W. McDaniel opened his grocery store at Sterley in 1936. In addition to groceries, Conoco products, wholesale and retail are handled. Mrs. McDaniel has been a resident in Floyd county for 47 years.



Stansell-Collins Company, John Deere dealers in Floydada, and Lockney Implement company, at Lockney, furnish many Floyd county farmers with modern power farming equipment. Above is an interior view of the Stansell-Collins show rooms in Floydada.

Martin And Co. Is Outgrowth Firm Established 1919

Martin & Company, McCormick-Deering dealers, as it is today is the outgrowth of the implement business started in 1919 by O. P. Rutledge. The first location was in the building now occupied by Texas-New Mexico Utilities company and the post office.

The firm, which operated as Rutledge & Company for many years, moved into the present location after the building was completed in 1925. Fred Zimmerman one of the

present owners, became associated with the business in 1924 and in 1926 Mark H. Martin was made partner.

With the retirement in 1935 of P. Rutledge, the firm became known as Martin & Company. Zimmerman, Mr. Martin and Mark H. Martin own and operate McCormick-Deering dealerships here and at Lockney, where the firm name is Hammonds & Company.

Wheat farming on an extensive scale was begun in north, east and southeast Floyd county by Mr. Martin and Mr. Zimmerman in 1925. Since that time they have harvested 390,000 bushels of wheat in Floyd county or have shown an average of 12 bushels to the acre on land planted to this crop. Total acreage owned by this partnership, located in Floyd and Deaf Smith counties now totals 7700 acres.

To The PIONEERS

—of Floyd County we join in paying tribute for the many accomplishments that have been made in the past 50 years. Welcome to all the visitors to the Golden Anniversary.

Wood's 5c to \$1.00 Store

Carmack Plant Has Capacity 70,000 Eggs

Hatchery Was Started Five Years Ago; Is Panhandle Leader

Carmack Hatchery, owned and operated by C. B. Carmack, has experienced rapid advancement since its origination in 1935. Starting with an 8000 egg capacity plant, Mr. Carmack has successfully built his business until now the total capacity is more than 70,000 eggs.

The original location of Carmack Hatchery was in the Jones Produce company building on the east side of the square. In 1936 the plant was moved to the Randerson building and was operated there until 1939.

Last year construction of a new building, located across the street from Consumers, was completed and additional facilities added to bring the hatchery to its present capacity. Mr. Carmack sold 20,000 baby chicks in 1935 and the volume has steadily increased until 300,000 were sold in 1939. Total investment in Carmack Hatchery is estimated at \$10,000.

Carmack Hatchery is listed as a member of Texas Baby Chick association, International Baby Chick association, and Texas Poultry federation. It is the only hatchery in West Texas operating under the provisions of the National Poultry Improvement plan. Carmack's Hatchery features Texas U. S. Approved Pullorum-Tested chicks of all varieties.

The produce firm of Jones and Carmack was formed the first of this year between Mr. Carmack and J. V. Jones, who has engaged in this business here for several years.

Mrs. Alice Baker—

(Continued from page one)
has continued the mercantile business and is now managing the dry goods department of the oldest store in the panhandle. This store has been under continuous management of the Bakers since 1894. This activity affords her a wonderful opportunity to know people of Lockney and the surrounding country.

She enjoys relating the early life, facts and experience of the pioneers.

When asked where she was born, she replied, "This is not my history, I only want to give facts about early days here." Her main interest in life today, is her business. She is an alert business woman and enjoys her reputation of "Tending to business as well as any man." She is a charter member of the Church of Christ of Lockney and has contributed much to its support. She too had a vision of a great empire and has lived to see the birth of her desire.

There are twelve children in the Baker family, all of whom are living, they are Mrs. L. M. Honea, Mrs. C. C. Seaman, Mrs. Ed Grose, Robin and Dorsey Baker, of Lockney; Francis, Artie and Larry Baker, of Lubbock; Norton Baker, of Amarillo; Mrs. J. A. Deavenport, of Boulder, Colorado; Mrs. A. H. McGavoch, of Carlsbad, New Mexico and Mrs. Melvin Phillips, of San Antonio.

T. Z. Reed Drove—

(Continued from page one)
guish canyon.

"I joined the Baptist church when there wasn't a church house. The church was organized in a small dwelling. The settlers were few and the neighbors good, money and newspapers were scarce.

"We will meet you good people at Floydada, May 28, and tell you all about it."

Wooldridge Lumber Company Is First Yard In Floydada

Materials Hauled Here By Freighters Prior To Railroad Entry

Wooldridge Lumber company has the unusual distinction of being the first lumber yard opened in Floydada. The firm was established in 1908, two years before the Santa Fe came into Floyd county.

In the early days of the firm, the lumber was hauled in by freighters from Tulsa and other points. Among the freighters were S. N. McPeak and R. A. Burrows, both pioneers of Floyd county.

First manager of Wooldridge Lumber was Frank Truett who became associated with the company in this capacity in 1909. He is now in Friona engaging in business for himself.

T. W. Quirk, present manager, has

been in charge of the local yard since March, 1925. During this period of time the company has enjoyed much development and advancement.

A full line of all building materials may be had at Wooldridge Lumber company. Standard brands of merchandise are featured at reasonable prices.

Judge Stalbird—

(Continued from page one)
I have said before, that he began his business of E. I. Ayres and company.

"Mr. Ayres was a good dry goods man, he knew how to buy goods and he built up a fine business. He still runs the store assisted by his son Frederick."

There are five other children in the family. They are Madison of Pueblo, Waller, Lee, Della and Robert, who runs a variety store in Lockney. One child Carlisle is deceased. Mrs. Ayres was Miss Willie Irene Waller and came from Erath county. She and Mr. Ayres were married at Tulsa after he moved to Briscoe county.

Co-operation Was Necessary

For the development of Floyd County in the Fifty years since it was organized in 1890! The spirit of mutual aid, which characterized the actions of the pioneers, was necessary to the building of the new city power and light plant now efficiently serving the people of Floydada.

We Are Glad—

That the city of Floydada has had a valuable part in the advancement and progress of the county through the construction of this modern new plant.

To all of you on the occasion of the Golden Anniversary of Floyd County!

City Power & Light Plant

FLOYDADA

WELCOME PIONEERS!

Make our store your headquarters while in Floydada for the Golden Anniversary Celebration!

We Too Have Pioneered

in the merchandising field—growing from one store, opened by our founder, J. C. Penney, in 1902 to an organization of 1566 stores in 1940.

We have served the people of Floydada and surrounding territory for the past eleven years, and trust the value and service we have rendered will warrant your continued patronage.

PENNEY'S

J. C. PENNEY COMPANY, Incorporated