# LOYD COUNTY HESPERIAN 

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, MARCH 3, 1927.



# ※. 2 MILES On a Gallon of Gasoline On Plains Dirt Roads Made possible by the new Improved Ford with the Ford Hot-Plate Vaporizer 

A record undreamed of only a year ago, but made a reality now by The Ford Motor Co.

## Here Are The Speedometer Readings

On Tie Runs Made In Our Ford Ecor my Contest Tuesday:

| Ownd |  | Type of Ford | Mileage |
| :---: | :---: | :---: | :---: |
| P. D I | IcBride | Touring | 16.6 |
| L. A | arshall | Coupe | 24.5 |
| Bill E 1 |  | Sedan | 25.5 |
| Faye ${ }^{\text {a }}$ | athrie | Roadster | 25.9 |
| Brya | Nells | Coupe | 27.0 |
| O. 1 | ry | Touring | 28.2 |
| Vere | 10mas | Coupe | 28.7 |
| $\mathrm{Hen}^{\prime \prime}$ | Fancock | Touring | 28.7 |
| Will 1 ! | . May | Roadster | 29.2 |
| Guy-上 | 'hanan | Coupe | 30.4 |
|  | Busby | Coupe | 30.8 |
| *Wall | (ing | Touring | 31.5 |
| E. F | ,wn | Coupe | 33.0 |
| **C. C | Donald | Coupe | 33.8 |
| ***Maul. | Nickles | Roadster | $33: 8$ |
| V. Talln | n.gton | Coupe | 37.3 |
| Ted Bcu | cum | Sedan | 49.0 |
| **Homer ${ }^{\text {a }}$ | Jubank | Coupe | 53.2 |

Average mieage of all entries 31.5 Miles.
Average mieage of the first six high contestants 40.0 miles.
*Won $\{15$. open car division prize among Locknet entries.
**Won $\$ 15$ closed car division prize among Lockney entries.
***Won \$1! open car division prize among Floydada entries.
****Won $\$ 5$ closed car division prize among Floydadi entries.

Running with the hood of his car sealed, the gasoline tank sealed, with judges to check every mile of the run, Homer Eubank Tuesday afternoon, driving a Ford Coupe, from stock, with standard equipment throughout, travelled from Barker Bros. Garage in Floydada, through Lockney on the highway to Plainview, around the court house there, and back the highway to within 100 yards of the Lockney Auto Company, Lockney,

A DISTANCE OF 53.2 MILES ON A MEASURED GALLON OF GASOLINE
At the same time he was making this remarkable record on DIRT ROADS-not pave-ment-eight other cars were also making records that prove the almost unbelievable mileage records stock Ford cars are making now-eight cars in the Ford Economy Run made a mileage in excess of thirty miles on a Gallon of Gas and a Ford Sedan, driven by Ted Borum of Floydada, made 49 miles on a measured gallon of gas.

FORD PROVES ITS ECONOMY OF OPERATION IS EQUAL TO THE LOW FIRST COST.
We have been telling our customers for months of the wonderful mileage the New Improved Ford is giving its owners, and last week we announced a Ford Economy Run to be held Monday in preparation for a Grand Final Contest on March 2-Texas Independence Day. The elimination run was held on Tuesday on account of inclement weather Monday. Eighteen Fords driven by owners were entered from Lockney Auto Co., at Lockney, and our agency in Floydada. The eliminations were held at the same time, on the same roads and with the same judges, for the sake of economy of time. From the cars sold from our agency we selected winners of first place in each division-open and closed types and similar selections were made from the Lockney house. Selections were based on an elimination contest. The man who made the most mileage in each division from each point, was selected to represent the agency in the Grand Final Contest Wednesday.

WE CANT BE WRONG ABOUT THE MLLEAGE MADE BY THESE FORDS IN THIS ELIMINATION

Read the figures as made officially by the judges at the time each car was inspected and examined where they stopped on the Highway. They are conclusive and convincing ?

## YOU CAN OWN THIS KIND OF A CAR, TOO

There was nothing "Special" about any of these cars. They are the kind of cars, with nothing added or taken away, that you see in our showrooms and on the streets every day. They are the New Improved Ford, just as made and delivered by the Ford Motor Company.

## Keep this thought in your mind, too

Besides by far the Lowest First Cost of any car built in America, besides the wonderful Economy Runs being made by Fords ail avg the country, The New Improved Ford is a thing of beauty. It now comes in choice of five beautiful colors; Wire or Wood Wheels are on tional equipment on all closed models, and Balloon Tires and Starter are regular equipment on all models.

Let us Demonstrate The New Improved Ford To You Today at these prices - delivered-not f. o. b. the factory:

$$
\begin{array}{ll}
\text { ROADSTEF-Starter and Balloon Tires - }-\ldots & \$ 46.92 \\
\text { TOURING-Starter and Balloon Tires } & \text { TUDOR SEDAN-Starter and Balloon Tires - }-\$ 591.16 \\
\text { COUPE-Starter and Balloon Tires } & -\ldots \\
\text { FORDOR SEDAN-Starter and Balloon Tires - } & 642.36 \\
\text { Wood or Wire Wheels Optional on Fordor Models }
\end{array}
$$

N. B.-Please do ot confuse the above prices with factory prices. The above prices are DELIVERED TO YOUR DOOR.

## 

Public Sale At
THE CAP ROCK JERSEY FARM Crosbyton, Texas.
Thursday, March 10th, 1927. Pure bred Jersey Cattle, best bred cattle ever shipped to Crosby County. All pure bred chickens, dairy equipment, and all equipment of the Cap Rock Jersey Farm goes in this sale.
E. HAYS SIEBER, Owner

Cap Rock Jersey Farm
W. H. SEALE, Auctioneer
Crosbyton, Texas

## BABY CHICKS

Machine Will be Installed and in Operation by March 12th THE LOCKNEY HATCHERY
We have just purchased a new 47,000 egg capacity Smith Incubator (the best and most successful machine on the market) and after March 12 th we will be in position to
hatch your egfs for you at a very reasonable rate. If you hatch your eggs for you at a very reasonable rate. If you
bring us good, fertile eggs you may expect good hatches bring us good, fertile eggs you may expect good hatche
for this machine has been tried and proven a success.
(ur rates are in line with other hatcheries in this secA charge of $\$ 3$ will be made for each hundred eggs,
ou take a tray that holds 140 eggs a charge of $\$ 4$ will
BABY CHICKS

It may be that you do not have the kind or class of eggs
ou wish to set If this is true we will sunply you with ou wish to set. If this is true we will supply you with
chick in any number or variety at the following
$\begin{array}{llllll}\text { ariety } & 25 & 50 & 100 & 500 & 1,000\end{array}$
$\begin{array}{lrrrrrr} & & 25 & 50 & 100 & 500 & 1,000 \\ \text { Thite Leghorns } & \$ 3.75 & \$ 7.50 & \$ 15.00 & \$ 72.50 & \$ 140.00 \\ \text { own }\end{array}$
$\begin{array}{llllll}\text { own Leghorns } & -3.75 & 7.50 & 15.00 & 72.50 & 140.00 \\ \text { ff Leghorns } & 3.75 & 7.50 & 15.00 & 72.50 & 140.00 \\ \text { fonas } & 3.75 & 7.50 & 1500 & 7.50 & 100\end{array}$
$\begin{array}{llllll}\text { conas } & 3.75 & 7.50 & 15.00 & 72.50 & 140.00 \\ \text { tks and Reds } & 4.50 & 9.00 & 17.00 & 85.00 & 160.00\end{array}$
$\begin{array}{llllll}\text { and Jttes - } & 4.75 & 9.50 & 19.00 & 90.00 & 165.00\end{array}$
ier breeds will be handled at similar prices. We guarthere is no reas
of your chicks.

## BOOK ORDERS NOW

Now is the time to book your orders either for space
in the machine or for baby chicks. First come first servin the machine or for baby chicks. First come first serv-
ed.
Our machine will be located on the second floor of Crager's Furniture store, and we are ready to accept your

WE WANT GOOD EGGS
We will be in the market for good hatching eggs and
will pay a premium for them. If you have a flock of will pay a premium for them. If you have a flock of
standard bred fowls-one that will pass our inspection, let us hear from you. There is more money in raising hatching eggs than table eggs, so why not collect the difference?
The hatching season is now on, so do not delay. If you trays see us at one

## Lockney Hatchery

Bill Langfeldt, Manager Location Crager Furniture Co

Lockney, Texas

## 

And naturally when you begin to prepare your land for another crop year, you think of the McCORMICKDEERING P. \& O. LISTER, for the reason that P. \& O. has always stood for the BEST in Tillage Implements. In line with their policy of-

## Improvement Each Year

the new P. \& O. two-row Lister-Planter has heavier beams than ever before, without increasing the weight or draft to any appreciable extent, and they are guaranteed against defects.

## Complete Stock

of both Repair Parts and Implements on hand, ready for immediate delivery, and cash prices are more attractive than ever before. Come in and be shown.

# Rutledge \& Company 

FULL LINE INTERNATIONAL DEALIR

## MAGNOLIA WINS AGAII

CARS FILLED WITH MAGNOLIA GAS FRO M THE

## Magnolia Filling Station

C. Y. Carter, Manager, Floydada, Wor

First and Second in the Closed Car Class
First and Second in the Open Car Class In the Big Ford Economy Run Held Tuesday Afternoon

## How Is That For Proof?

Several kinds of Gasoline were used. The ca.rs that won prizes and their closest competitors in each instance $b$ ad an exact gallon of Magnolia Gas in their tanks.

## Magnolia Gas Has the Kick

It burns dry and clean, leaving the motor i n excellent running condition and giving the utmost for your me ney.

You Can't Go Wrong On Magnolia Products. Vhen you think of long mileage per gallon think of Magnoli a. All over Texas, Magnolia is proving that you can't make a mis take when you use it

## C. W. Ginn, A at <br> MAGNOLIA PETROLEUM COI ION

Magnolia Filling ition
C. Y. CARTER, Manager

Floydada

Dr. Wilson Kimble Optometrist

## Your Child

 and You A precious remembrance in the years tocome-a careful fin-come-a careful fin-
ished Photograph of yourself and your
child. Today is the best time of all to
phone for an appoint phone
ment.

WILSON STUDIO

## Tractor Owners, Attention!

WE WILL UNLOAD A CARLOAD OF SINCLAIR TRACTOR OIL in plenty of time for the harvest, at a Price That Will Be Right
In fact the price is going to be so good that we suggest you come to see us and-

Speak For Your Requirements Sinclair oil furnishes real lubrication. It is recommended highly by some of the best tractor mechanics in Floyd County.

Don't pay 80 or 90 cents per gallon for tractor oil not any better, possibly not as good, when you can get this oil for a much lower figure.

## SPARKS BROS. GARAGE

## Floydada, Texas

P. S. Don't confuse Sinclair Tractor Oil with cheap oils that are on the market. We can give you a number of names of tractor men who won' use any other oil.
in HARMONY IS PRESENTING GOOD
on- PLAYS-"RED ACRE FARM" SOON PLAYS-"RED ACRE FARM" SOON the Corporate Limits of the City of $\begin{aligned} & \text { were here over sunday, guests of Mr, }\end{aligned}$






SELF PROTECTION
Cleanliness is the great-
est weapon of self protec-
tion that you possess.
Perfection of cleanliness is obtained only through clean clothes. Clothes that are cleane
When your clothes are entrusted to us, we give them the best treatment possible, clean them thoroughly, and return them to you promptly, and economically.

PHONE 141
FLOYDADA
STEAM
LAUNDRY
and threshed Maize. And we ALWAYS pay you the high-

## Boothe Bros. Elevator

PAINT AND A NEW TOP IS ALL IT NEEDS!
Just a new coat of Paint . . . . just a little refinishing .... and that car of yours will look as trim as the newest and brightest on the road.

Drive in and let us tell you how little Re-Painting job will cost you. And
you'll see by the other jobs on our floor ou'll see by the other jobs on our floor
McCleskey Auto top shop

Spring 1927 Fabrics
for easter wear
Now Being Specially Featured in Our Piece Goods
Department

The rich new colors of spring in Flat Crepes, Foulards and Pongees, and Check Taffetas are now here for your choos ing in preparation for Easter. Among these new colors we

Morning and French Gray; Goblin and Empire Blue;
Wheat, Rye and Barley Shades of Tan;
Rambler, June and Beauty Shades of Rose
These come in Flat Crepes at $\$ 2.50$ and $\$ 2.95$ per Yard
Many of the printed patterns that are going to be good Pongees,

AT $\$ 1.75$ AND $\$ 2.45$
Cheek Taffetas in Rose and Green

$$
\$ 2.75 \text { PER YARD }
$$

C. R. Houston Co.
mompman, mexs

HESPERIAN WANT ADS Cheapest, busiest salesman in floyd co.


## FAIRBANKS-MORSE

home lighting plants -and all sizes-
FEED GRINDERS
Tam representative for Floyd County for the Fair-banks-Morse Home Lighting Plants and Fairbanks-Morse
Feed Feed Grinders.

The simplest, most efficient lighting plants in the country today. Come to my place and let me show you then you be the judge.

Reasonable priced and terms and backed by the old reliable Fairbanks-Morse Company
TOM PORTER, Representative
At East Side Stock and Poultry Farm, $13 / 4$ miles eas
Floydada on Matador Road.

Perhaps you haven't stopped to wonder what's back of the fact that Seiberling sales have increased consistent
1 y - 5 per cent each year since the business startedfut When You Do--

ou will find, first, a tire of such outstanding quality uch visible superiority in design-that in five shor

has built a nation-wide reputation-
And a policy so sound and fair that only $11 / 4$ per cent of Seiberling dealers have changed to some other make as against an average of 12 per cent for the industry.

YOU MAY NOT WANT TO ACT TODAY-

## But When You Do--

WE'LL BE GLAD TO TELL YOU THE STORY.

## Central Filling Station

Authorized Dealers
Floydada, Texas


## L A N D !

for grazing purposes, in most any size tracts wanted in northwest Texas. Make a specialty of the rich prairie lands located in Floyd and other counties of the cen-
tral plains. Also large list of town lots to select from.
W. M. Massie \& Bro., General Land Agents
The Senior Land Agency of Floyd County.
Floydada,


Texas


When your specifications say "clear lumber" make sure that you get what's called for-stock free from sap and knots, straightgrained and clean. If that's what's ordered,
and it comes from this yard, it IS clear and it co
Same with our whole line - no matter what it is. Wallboard, for instance. We sell and recommend-
SHEETROCK
-the fireproof wallboard, simply because it's the best there is. Made of pure gypsum rock, by the pioneers in the business. Perfect for decorations (concealed joints).
Never cracks, warps or buckles. Insulates. Never cracks, warps or buckles. Insulates.
J. C. WOOLDRIDGE LUMBER COMPANY

A B PLAINSMAN LISTER


## PERFECT BALANCE An AVERY PLUS Feature

For 100 years Avery implements Avery designers, inventors and crafts: have expressed an ideal. It has been men.
handed down from generation to gen- Whether at work or in transport, this eration. Now it is voiced in Avery celebrated lister is in perfect poise. Plus Features. The front wheels do not fly up in
Thus, in the Avery Plainsman Lister the air when the bottoms are raised. you have in addition to exceptional Weight of operator, weight of plows, quality, an outstanding Plus Feature. position, size, have all been scientifitis the perfect balance of the imple- cally considered to produce this per-ment-aproductorthecrativeabill, fect balance. Result? A better listes incere effort, experi
Avery Plus Features Make Money for You In every case a Plus Feature saves time, saves labor, improves
results. Thereby it makes money for you. Do you want this extra
profit? Call upon us for further facts and a demonstration.

KIRK \& SONS
FLOYDADA, TEXAS

Baker Wins Basketball Baker Wins Basketball
Tournament At Lakeview


 unior tems
The firsm fame of the tourmanent bee
The








 ated. $\overline{\text { and }}$

 to
A mocking bird in a Hollywood, Cali-
fornia, park, attacked a six-year-old
boy, scratehing hise face and and near-old nearly
blinding him. A park guard said he had

## Col. Charles Goodnight Presents Old Saddle To West Texas Historical Society Museum







| Arwine Druy Company |
| :--- |
| OLYMPIC THEATRE |

Starring Fred Thompson with Sy.
King, tive hosse with a personality.
mighty epic of the west that

## hen the six gan was the law.

 Monday \& Tuestay, Mat 7 \& "MARRIAGE" Aroused to primitive passions, a woman fights for her mate in Fox Film
version of "Marriage," by H. G. Wells Where two entirely opposite natures
united in matrimony. Also "B united in matrimony. Also "B
Gr'mm's Progress', and Fox News.

## Seale \& McDonald auctioneers Specializing in Farm, Live Stock and Street Sales <br> Phone 120, Floydada <br> Phone 9020-3, Lockney

INSURANCE SERVICE
If you have ANYTHING to INSURE, see R. E. FRY Specialize in FIRE, HAIL \& LIFE INSURANCE
R. E. FRY, Floydada, Texas
"When you think Insurance-Tlink of R. E. Fry
 and speed changes are madequickers easier. Another important Jord advantage! BARKER BROS.
$\qquad$ FLOYDADA, TEXAS SR
SAVESERVATIVES HELP TIMBER AND CUT PR Preservative treatment of wood helps
to keep down timber costs and to make
the national timber supply last longer
 says, the first practical means on record
having been devised early in the nine-
teenth century At that time England's
oaken naty seemed doomed to lititeral
annihilation by the ravages of decayannihilation by the ravages of decay-
a time when that nation was fighting
for its very existence.
This acute situation in England re This acute situation in England
ulted in the development of three pr esses for impregnating wood with zinc
chloride, coal-tar creosote, and mer-
curic chloride, respectively. In the cen
tury that has elapped since thene cele
brated processes were patented their rise has spread throughout the world
and these three original preservatives
are to-day being applied in enorious
quantity. In the meantime improved processes have been developed, new pre
servatives have been discovered, and
treatment of wood to make it last longer field of structural materials.
The railroads have been the leader
in the use of wood preservates in this

## LOOK thiu OUTPRICEIESN

You'll see not only prices that are right-to the right excellence. Millwork, lumber, roofing any building material can be had here to any building material can be had here to SHEETROCK simply the best there is. Pure gypsum rock, in broad, high sheets, between tough papers Saws and nails like lumber. Never warns, buckles, cracks. Insulates. Perfoct for decoraFioyd County Lumber Co. PHONE NO. 6

"The Store With The Goods"


## Seeds, Baby Chicks, Roses, Plants, Roots, Bulbs

all kinds of seeds, real planting seeds at a price you will like. BABY CHICKS-State accredited and Standard Bred. Barred Rocks, Rhode Island
Reds, Buff Orphington, White Wyandotte. $\$ 13.00$ Hundred Prepaid. White Leghorns Reds, Buff Orphington, White Wyandotte. $\$ 13.00$
$\$ 11.00$ Hundred Prepaid. Guaranteed to please you
CLIMBING ROSES-Am Beauty, Dorthy Perkins, Seven Sisters, White Rambler. Large 2 year old and will bloom freely this year. 75 cents each.
EVERBLOOMING MONTHLY ROSES-Red Radiance, Paul Neyron Pink, American Beauty Crimson, American Beauty White, Dudley Cross Yellow, Ulrich Brunner Cher-
ry Red, K. A. Victoria White, Gen. McArthur Red, 60 cents each. Large 2 year old ry Red, K. A. Victoria White, Gen. McArthur Red, 60 cents each. Large 2 year old ready to bloom quick. All prepaid to you.
 -all colors of large flowering and large Bulbs 15 cents Each Prepaid. Other Bults.
ONIN PLANS-Genuin Bermudar si.10 Thousand Prepaid. CHRYSTAL WHITE WAX $\$ 1.25$
Tousand Pre-
 BUY THE BEST FROM THE HOUSE THAT SERVICE AND QUALITY BUILT.
C. E. WHITE SEED CO.

## MENT OF FLOYD COUNTY, TEXAS

FOR 1926.
geveral fuxd turne class
specal roan puxd seventr chass

spreal roan pund ninta class
irick demonstration club
 ruary 25 Bass met with us and gave a
fine demonstration on bread making.
fie din


## BLANCO NEWS

 Blanco, March 1.-We were glad toto the sunshine again after one of the
 are wisiting her parents, Mr. and Mrs.
A. Mrs. Howell. Badgett spent the week-
Mrs. D.


 large crowd at the e Metodeacte church
Mecoy Sunday morning ond night.


## In OUR NEW Location

This week we are moving our stock of dry goods from our for mer location on the south side of the square just two doors West to THE FORMER HASSEN BUILDING.

We are still on the South Side of the Square, in new and better quarters, and better than ever able to serve you.

JUST RETURNED FROM EASTERN MARKETS
And our newly purchased, up-to-date merchandise will arrive at our new store in the near future.

## MILEER-ROBBINS CROO OS CO.

## 







## Floydada Transfer

DRAY AND STORAGE
Doesn't Cost Any More-Just Better Day Phone 187 Night Phone 268-J

BOTELER \& HINSON

"EVERYTHING IN BUILDING MATERIALS"
Cement, Roof Coverings, Shingles, Laths in fact "Everything To Build Anything.

Why not byy your building needs where you know that you will get the highest quality materials? Our yards handle nothing but the best grades of Building Ma-

HIGGINBOTHAM-BARTLETT LUMBER COMPANY

## Get Your Groceries "By Phone!"

Two ways to make the phone "
daily supply of Groceries. Just,

## PHONE 40

-and ask to have your order delivered. Or just inform us you're sending one of your youngsters for it. Either way, you'll get the best in whatever you order

## Star Cash Grocery




## Dont swear

Whers It Breaks:
Call on us. We weld any kind


Any damaged metal part put back to work again in a jiffy If it's too big to bring in, If it's too big to bring in, we'l ENOCH \& McCLUNG Blacksmiths nacksmiths


Dr. W. M. Houghton general practice Diseases of Women and Children OFFICE IN MITCHELL BUILDING PHONES: Residence 250 Office 256

## Beware "Just as good

W ${ }^{\text {Hen }}$ you want Conoco Moto sure that you get it. Beware of the unnamed, unbranded "just-as-good" which is a good profit-maker for the seller but which is apt to prove most costly to the unsuspecting motorist who buys it.
Let a reliable Conoco dealer or Conoco service station attendant drain your crank case. Then you will be sure of getting gen uine Conoco-the tested motor oil Conoco protects every moving part with
its fine lubricating film. It is clean-full bodied-thoroughly tested. There's a grade for your type of motor
ro cut down repair bills, ask for Conoco
and get it. and get it.
CONTINENTAL OIL COMPANY Producers, Refiners and Marketers of high-grade petroleum products in Arkanase,

CONOCO Motor Oils

$\qquad$

The COACH $\$ 595$

## More for Your Money than you ever thought possible)

Already the Most Beautiful Chevrolet is policies and magnificent factories, could scoring the greatest success in Chevrolet
history! Because no other low-priced car
omies of offer, were it not for the econever supplied so completely all the attrac- Come in-see the Most Beautiful Chevo rolet. Drive it. Learn what makes it the Here trely is more for your money than greatest triumph in automobile history-
you ever thought possible-more than and why it is winning new buy you ever thought possible-more than and why it is winning new buyers at
even Chevrolet, with its progressive rate of tens of thousands each week!
-at these amazingly low prices

The Roadster . $\$ 525$ Sport Cabriolet ${ }^{\$} 715$
The Coupe . ${ }^{\$} 625$ The Landau $\cdot \$ 745$ 烈

## Floyd Motor Co. <br> FLOYDADA, TEXAS

QUALITY AT LOW COST

Ford Economy Run Sets
New Gas Mileage Record

World's Largest Zoo Is In Vast Jungle



## Seasonable Goods

We have a complete line of tennis and baseball equipment.

Buckeye incubators and brooders. Some bargains in Queen incubators
We can use your old oil stove on a new oil or gas stove.

Furniture, floor covering, trunks at the lowest prices.

Well supplies and plumbing goods.
See the Avery listers.
Quality Merchandise at Cash Store prices.

## John Deere Tractor School

-ONE DAY ONLY-

## Floydada, Sat., March 5

in the building first door west of the Arthur B. Duncan Abstract office, South Side Square.

This school will be held Saturday afternoon for the especial benefit of JOHN DEERE TRACTOR OWNERS in this territory, and for any other tractor owners or prospective owners of trac tors who are interested and desire to attend.

A Factory Representative Will Use One of Our Stock Tractors to illustrate his points in a talk on the care and operation of trac tors.

## Plenty of Room-Plenty of Seats

The building will be made warm and comfortable and every thing arranged for the convenience of our visitors for the after noon

Remember the Place-First Door west of the Arthur B. Duncan Abstract Office, occupied until this week by the Miller-Robbins Company. Be sure to attend!

중
STANSELL \& COLLINS

