

The Floyd Co. Hesperian

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THE AMERICAN PRESS ASSOCIATION

TEXAS EXES

The Board of Regents of the University of Texas could have made a number of mistakes more serious than that of selecting Pat M. Neff as its president. As a matter of fact, considering the qualifications necessary for a president for any of Texas' state schools at the present, we are sure that Pat Neff would have made a good president for that institution. Under present conditions the best politician and best business manager among the heads of the state institutions of learning are the ones who are forging ahead with their schools. Dr. Vinson, Dr. Bizzell, Dr. Bralley, Dr. Hill—all are good politicians and they spend the greater part of the sessions of the legislature in Austin in a semi-annual fight to keep their school needs before the legislature and the governor. They are good business men as well and they are making a success, each in his own way. Pat M. Neff has shown considerable ability himself along these lines; he is a good executive, and although somewhat minus scholarly attainments as the term is known in high university circles, such attainments would be useless and in his way for the kind of job the regents had to fill.
Petty jealousies among ex-students of the Universities can be credited with the big per centage of the controversy of the past year over the presidency of that institution. Lucher Stark, president of the board of regents, is an ex-student. He is coming in for some hard panning by other ex-students, none of the men so far proposed for the place being acceptable to some fifty or one hundred vobule ex-students. Perhaps, if there were a merciful way of exterminating these fellows—say, chloroform for about fifty of them—it might be a good thing for the state. The idea that the ex-students of U. of T. know more about how to run that school than do the board of regents is about on a par with the idea that ex-students of West Texas State Teachers' College know more how to run that school than do the regents, simply because their parents had the money to give them advantage of a college education.

SCHOOL IS OUT

Schools, colleges and universities over the country have closed or are closing this week and Floydada parents will have with them for the period of the summer vacation their boys and girls who have been away from home studying.
Nearly one hundred of these boys and girls from Floyd county are in school at some of the institutions of learning in the southwest and their influence on the life of the community will be very large within the next few years. They return home full of pep and with a rosy prospect, the world an easy fortress to storm. Little does it matter that they will be disillusioned somewhat later on; for the present we get a lot of good, hard work and young blood into the veins of business and social life, which is as it should be, for them and for the community at large. Floyd county has a larger per centage of these boys and girls away at school than does any sister county. This means we shall have a little the advantage of our neighbors in every line of development for education consists of training to think in a straight line and incidentally an accumulation of fundamentals of information.
CHEAP WATER
The residents of Floydada this summer will have advantage of a very cheap water rate and lawns, trees and gardens should show the effect of it. The rates put into effect this month by the city council give a maximum of water for a minimum of cost.
Use water freely and help make Floydada a more sightly community, a community you'll be glad to call home, where you can invite other people to come and make their homes.

LUCK

Is there such a thing as luck? That is a question no one can logically. Highly educated persons scoff at the idea of a charmed existence while others, more experienced and less theoretical, will vouch that there is such a thing.
A few minutes spent reading the biography of Calvin Coolidge will convince even a hardened disbeliever that there is such a thing as luck. Recently a boy in Oklahoma, when out hunting for rabbits which were to be cooked to provide food for his family in destitute circumstances, found an old skunk hide in which was wrapped \$10,000 in currency. Steve Brodie, a character of New York's old Bowery, jumped off Brooklyn bridge, lived and grew rich through the publicity of his stunt.
All of us have seen people who made successes of everything they took up. Not through marked ability, not through hard work, but simply because they got the breaks of the game.
Perhaps there is no such thing as luck, but it certainly looks like it at times.—Plains Journal.

THE PAS AND MAS

The sheriff of Dallas has declared war on indecent dancing, drunkenness and roadside petting parties. The sheriff can't stop any of those evils. There is only one power on earth that can stop them. That power is parental control. When Pa and Ma take sufficient interest in the welfare of their children to find out where, how and why they spend their evenings, the evils inveighed against by the Dallas sheriff will be stopped. But the well-meaning sheriff of Dallas will have to get after Pa and Ma first.—Abilene Daily Reporter.

90 PER CENT COTTON CROP IS PLANTED; 25 PER CENT IS UP

Ninety per cent of the cotton crop of Floyd county, representing by conservative estimate 90,000 acres of the crop, has been planted, according to some of the best farmers in the county. Estimate of total cotton acreage in the county has been made at 100,000 acres.
However the cool weather of the past thirty days has made sprouting and growing of cotton difficult, and probably not over 25 per cent of the crop that is in the ground has come up to a stand as yet, and some cotton raisers think that June 10 will roll around before we see a good stand over the county generally.

MANY VISITORS AT OPENING OF NEW DRUG STORE

Several hundred visitors attended the formal opening of the Brazier & Arwine drug store held Friday evening of last week from 7 to 9.
The store was prettily arranged and decorated for the occasion. Ladies were given little boxes of candy as favors and all visitors were served brick ice cream and punch.

Dr. W. H. Alexander
General Practice
Rooms 6 and 7 Barrow Bldg.
Office Telephone No. 93
Residence Phone No. 260

Big Picnic
ALL DAY PROGRAM
SATURDAY, JUNE 7
AT COLLEGE GROUNDS IN EAST LOCKNEY

Floyd County Farm Bureau Basket Dinner Picnic

Hear men from Dallas and othe points, who understand Co-Operative marketing of Farm Products. They can give you some valuable information.
Your Banker and Merchant are interested in your success, are you? It means much to every American home, and Co-operative marketing is endorsed by your President and big business all down the line, now is your opportunity.
To come means much for you. To stay away is expensive. Don't listen to the knocker, help improve agricultural marketing which means more to your family than any move of modern times.
THERE WILL BEA HOME DEMONSTRATION LADY AGENT TO ASSIST THE LADIES IN THEIR HOME PROBLEMS
Bring your family and filled baskets and have a good social meeting and learn some valuable facts about your own business. If you don't attend to it, the other fellow will. Be sure and come, inviting your neighbors. An invitation to all interested is heartily extended. Talk it every day. By the committee—
N. T. A. BYARS,
B. T. SPENCE,
WILL SIMPSON,
GEO. T. MERIWETHER.

Featherston & Ray Buy Echols Plains Land

C. H. Featherston and George Ray, of Wichita Falls, in Floydada last week, bought the A. B. Echols four-section block of plains land east of Floydada 11 miles for a private cash consideration, which is understood to have been considerably above \$50,000.
The Ray-Featherston-Massie oil interests in Archer county were recently sold by the three partners to the Prairie Oil & Gas Company for a consideration of \$1,300,000 and the first two named are putting a part of their holdings into Floyd county lands.
Kenneth Henry and Maurice Burke spent last week in Canyon.
BORN—To Mr. and Mrs. J. W. Jones, City, May 15th, a daughter.
BORN—To Mr. and Mrs. R. J. Childress, of Sunset, May 22, a son.
BORN—To Mr. and Mrs. O. B. Olson, city, May 22, a daughter.
BORN—To Mr. and Mrs. E. J. Womack, May, 20th, a daughter.

From Tom Millican's Delta County Friends

Editor, Floydada, Texas.
Dear Sir:
It having come to the attention of the undersigned that Mr. Tom Millican, a former resident of this county, is in the race for sheriff of Floyd county, we, without his knowledge or solicitation, desire to commend Mr. Millican to the voters of your county as being worthy of the position to which he aspires.
Mr. Millican's many years of residence in this county, our close association with him in a business and social way, and our intimate acquaintance with him, justify us in commending him to you as a man whose character is beyond question, as a citizen who believes and takes part in the advancement of his community, and, we believe, would make an officer who would enforce the law without fear or favor.
Mr. Millican is a man whose business associations and experience in handling and meeting the public is such as would especially fit him for the office of sheriff.
Any favors shown Mr. Millican will

F. C. HARMON
Funeral director and Embalmer
Motor Hearse.
FLOYDADA, TEXAS.

F. F. F.
Service Station
Frank Dunn, Prop.

We want you for a customer
Have you tried the service here?
Tires and Accessories; Good Gasoline; Good Lubricating Oils.
Drive up and let us take care of your needs.

be appreciated by his many friends here.
Yours very truly,
W. C. Hazelwood, mayor; G. H. Smallwood; D. M. Sloan; L. L. James; J. H. Maynard, justice of the peace; T. E. Carrell; D. C. Slough; C. J. Kinard; C. V. Ratton, Postmaster; Sam Morgan; B. B. Tynes; Max Turbeville; S. B. Turbeville, ex-sheriff; L. M. Miller; Newman Phillips, District judge 62nd district; T. S. Cummings; J. W. Tevis; D. M. Thomas; W. A. Gillmore; H. B. Beeler; J. A. Harris, grocer; Luther Moore; C. Harris; S. E. Leverett; T. Wyrick; E. F. Smith; Paul Moore; Clinton Noble; John T. Woodall George Fulton; I. B. Clayton; J. B. Kizer; R. N. Stovall; L. B. Carroll, Commissioner; C. H. Henson, ex-sheriff; J. H. Simmons; W. H. Bell; J. F. Kerbow; J. M. Early; H. E. Kerbow; E. D. Sissel; I. H. Hickman; R. M. Walker, vice president First National Bank; Charles Naylor, cashier First National Bank; J. W. Wickersham, assistant cashier First National Bank; Ralph A. Lain; E. H. Dickson; Curtis Dawson; J. C. Smith, tax collector; D. P. Chancellor; A. L. Covington, tax assessor; Elder J. W. Brewer; Charles D. Berry, County Judge; J. T. Taylor, county clerk; Geo. B. Simmons, ex-county clerk; J. W. Wilhite, Sheriff; James Patterson; T. A. Lambeth, ex-sheriff; T. L. Stratton, county surveyor; R. P. Hamilton; Rube S. Wells, county attorney; V. C. McEntire; D. A. Par-due; B. Adams; Carl Adams.
124tc. (Political advertisement)

Price Scott
Will appreciate your Vote and Influence for County Superintendent Floyd County.
Subject to the action of the Democratic Primary.
724p.

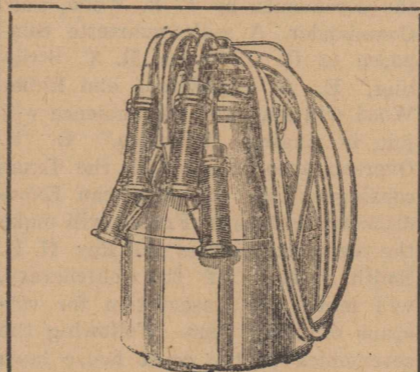
The Best Is Cheapest

Plumbing and Repairing
All Work Guaranteed
Phone 60
Opposite Post Office
W. C. CLEERE & SON

Start The New Month Right!

Perhaps you are thinking of changing your place of purchases this month and we bid for your business.
We invite your patronage, assuring you that our business relations will be pleasant.
We have what you want in Staple and Fancy Groceries, and our service is always best. Our delivery is prompt and our phone number is 92.

Awtrey Grocery Co.
Floydada, Texas.



It Costs No More

You can buy the milk that is automatically milked and absolutely screened from the flies, for the same money that you pay for any other milk.

Wood's Dairy
Telephone 924 F 22
122tp.

To Our Customers and Friends

By instructions from the Banking Departments all business transacted during any one day, by a bank, must be entered and shown on the bank books on that day. In this case should we leave our back doors open until 6 o'clock p. m., and transact some business until that time, we must hold our books open until that time.

Under these instructions it has become necessary that we have a definite closing hour, and transact no business of a general nature after this set hour. And, since it takes our clerks an average of three hours time after the books are closed in the afternoons and before opening hours in the morning in which to count and balance cash, post and balance books that is absolutely necessary to be done before opening hour of the bank, we have set four o'clock p. m., as definite closing hour and will transact no business after hour named.

Bygiving our clerks uninterrupted periods after and before banking hours in which to do most all their clerical work, we know that a better banking service can be given to our customers, and therefore, from June 5th, we the undersigned banks will close at 4 o'clock p. m. and we will greatly appreciate your co-operation.

Yours very truly,
FIRST NATIONAL BANK, Floydada, Texas
FIRST STATE BANK, Floydada, Texas

Business Governed By Advertising

Study by Harvard University Economists Shows That Activity and Slump Follows Use of Copy

A close scrutiny of the advertising situation by the experts of Harvard University Committee on Economic Research who work in conjunction with the London and Cambridge Economic Service and the Institute of Statistics of the University of Paris, has resulted in the disclosure of facts which emphasize the undoubted leadership of the newspaper in advertising.

Perhaps the most important disclosure is that newspaper and magazine advertising since the war has fluctuated slightly in advance of similar movements in general business conditions. In brief, decline in business has followed decline in advertising, and business activity has followed the increase in advertising.

The lesson is clear, particularly for the business man who believes advertising should be curtailed when business is poor. The statistics show that a relatively small amount of advertising is carried when business is slow and a large amount when business activity is marked, "but," says the Harvard Economic Service, "the beginning of major increases or decreases in the volume of advertising has, during the past five years, generally preceded the corresponding upward or downward movement of business."

Newspaper advertising began its recession in the summer of 1923 one month before general business, and it began its upturn in September and subsequent strong advance marked the general condition of trade.

Going back to 1919 the advance of the newspaper index is shown at the beginning of the year. Again two months later came a general revival of business conditions. There was a marked drop in newspaper advertising in March and April and the world knows well how business conditions were shortly after that time.

The movement of advertising in the magazines did not differ materially in 1919 from that of the newspapers. The magazine peak came in 1920 one month later than the newspaper peak but it preceded general business revival by four months—that is, the business peak was reached four months after the renewed activity in advertising.

Comparisons between newspapers and magazines show that for the period considered the magazines had a much greater range of fluctuation than the newspapers. This condition is due partly to the abnormally high level of magazine advertising in 1919 and 1920 but there are other reasons more evident. One other reason is that in 1919 and 1920 producers of nationally distributed products chiefly used magazines whereas the retail distributor dominated the retail products.

"It may be," says the conservative Harvard Economic Service, "that there is an actual drift of advertising from magazines to newspapers."

It is interesting to note that automobile advertising in magazines shows fluctuations similar to those of general business conditions, thus showing that automobile advertising is very closely linked with general business trend. Peculiarly, too, want advertisements in newspapers show that fluctuations in the total of newspaper advertising.

The matter of lineage is given attention only as it deals with the large newspaper properties and the magazines. The steady increase in the recognition of the weekly newspaper as a selling factor for national products is not dealt with statistically, though it is a recognized fact that national manufacturers are coming more and more to sense the intensive coverage of the home town paper and the trend of the people of the country to respond to advertised appeal for many classes of merchandise that years ago it was thought were not marketable in country districts.

There can be no doubt that the motion picture has had a marked effect on advertising and merchandising in the small towns, particularly in the matter of women's wearing apparel. The picture has proved the educator of the girl and as a fact of the mature woman in matters of dress; also, products for beautifying the home have shown a marked advance in sales since the picture has given the country folk the opportunity of learning the advantages of symmetry and order. Sanitary products also have benefited in sales as a result of this same kind of education. Today the tastes of the country are practically the same as the tastes of the cities. Once the manufacturers are convinced of this fact the increase in country newspaper advertising is bound to be marked because even superficial enquiry shows that the great market for American products is in the small towns and villages and on the farms where the greatest percentage of the

population lives and not in great centers of population where the buying power cannot compare to that of rural America.—The American Press.

TAKING POST GRADUATE AT LELAND STANFORD

Dr. L. V. Smith, accompanied by his wife and little daughter, left the latter part of last week for San Francisco, where the doctor will take a post graduate course in the Leland Stanford Medical School.

Their plans are to return home in June.

SENATOR JOE BURKETT WILL SPEAK HERE SATURDAY

Senator Joe Burkett of Eastland, candidate for governor, will speak in Floydada Saturday afternoon of this week.

The itinerary arranged by his headquarters gives the hour as 4:30 p. m. The senator will speak at Lockney at 2 p. m. the same day.

SHIP 410 HEAD CATTLE TO MARKET FROM MIDLAND

Jenkins & Armstrong shipped 410 head of cattle last week to the Kansas City market from Midland, which they had purchased two weeks ago.

PRIMARY TEACHER EMPLOYED

Mrs. A. H. Thornton, of Memphis, Texas, has been elected to a place on the primary staff of the Floydada Public School faculty.

Mrs. Thornton has accepted the place offered by the board.

AN APPRECIATION

To the friends and neighbors who have so well exemplified their neighborliness during the illness of Eldon Gray, we wish to express our deep appreciation.

To the many who took charge of my crop planting, putting up in good shape more than 160 acres of row crop in one day, putting as many as 84 horses in the field at one time, we feel much gratitude.

We also wish to especially mention Dr. Houghton's careful attention and the watchful attentions of Bill Cardwell and E. P. Pope, for whose services we shall ever feel a debt of gratitude.

If we can ever return your favors at any time for any purpose, we hope to be in position to be equally as good friends and neighbors as you have been to us.

Mr. and Mrs. Eldon Gray.
Mr. and Mrs. C. J. Gray.

A. B. Echols was in Floydada from the Echols Ranch Saturday on business.

Gas On Stomach May Cause Appendicitis

Constant gas causes inflammation which may involve the appendix. Simple glycerine, buckthorn bark, etc., as mixed in Adlerika helps any case gas on the stomach in TEN minutes. Most medicines act only on lower bowel, but Adlerika acts on BOTH upper and lower bowel and removes all gas and poisons. Excellent for obstinate constipation and to guard against appendicitis. Floydada Drug Co. (advt.)

Lockney News Briefs

From the Beacon.

School Addition Started

Contractor W. O. Stark broke dirt on the new addition to Lockney high school building Monday morning, and the work is now progressing very rapidly. The new addition is to be 12 class rooms, with modern equipment and heating system, and is to cost above \$30,000 for which a bond issue was floated some months ago to care for the same.

New Superintendent Arrives

Prof. W. D. Biggers and family arrived in Lockney Tuesday from Knox City, where he has been superintendent of the public schools for the past several years, and will put everything in readiness to open the 1924-25 term of the Lockney Public Schools.

Prof. Biggers was elected as superintendent of the Lockney schools at a meeting of the Board of Trustees some time ago.

Band Organized

The boys and young men of the town met last Wednesday night at the Crager Furniture Co. store and organized a band. This band intends to make a success and stay together, so the people of the town and surrounding country just as well prepare to listen to them, and boost them along, for there is no such word as quit in their vocabulary. The band in three months intends to give the town all kinds of concerts—from a barnyard concert to a wedding march. P. J. Green and family of Vernon will arrive in Lockney the last of the week to make their home.

Mr. Green has purchased the shoe repair shop from R. C. Ramsey, and will conduct the same, adding a first

STAR PARASITE REMOVER

A liquid given fowls in drinking water, absolutely rids them of lice, mites, fleas, blue bugs, ticks, and all parasites that kill young chickens and destroy the value of fowls. Also is a good blood purifier and tonic. Prevents disease and increases egg production. Positively guaranteed to do the work or money refunded. 1 bottle is enough for one hundred fowls for one hundred days. Price \$1.00. Mail orders solicited.

Baker-Campbell Company
Floydada, Texas.

Take



for the liver

Beware of imitations. Demand the genuine in 10c and 35c packages bearing above trade mark.

Ifya
Gettha
Grip
Just
Letter
Rip;
Our
Policy
Will
Paytha
Trip.

A
Life
Policy
May
Keep
Wifey
From
Scrub-
bing
Office
Floors.

S. E. DUNCAN Aetna-izer

Floydada, Texas



Vacation Time

—Vacation time is Kodak time. Send us your Kodak Films for careful developing and printing.

Wilson Studio

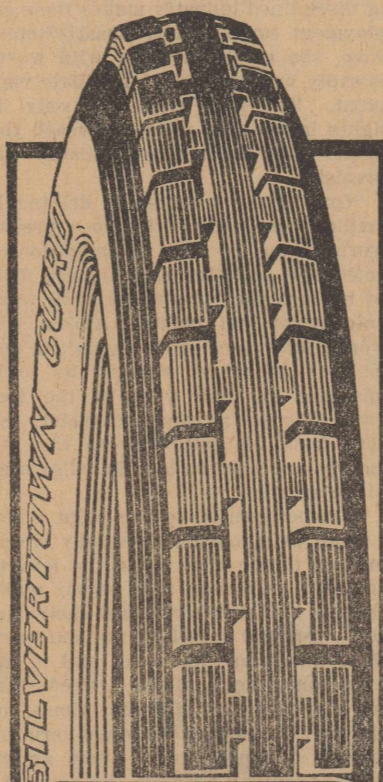
class auto top business to the establishment.

Mr. Green was formerly a resident of Lockney. Downs & Meriwether Land Co. engineered the deal.

8 RECEIVE W. T. S. T. C. GOLD BASKETBALLS

Special to the Hesperian.
Canyon, Texas, May 22—Odus Mitchell of Floydada was one of the 8 men who were presented gold basketballs at the West Texas State Teachers' College today. The Buffalo Basketball team was the winner of the T. I. A. A. Championship for the past season and Odus Mitchell was one of its outstanding players.

Mrs. Frances Wofford has been visiting with her mother, Mrs. R. W. O'Keefe in Plainview since last Thursday.



Silvertown means—
highest quality, low
cost, long service,
—and finally—
Tremendous satisfaction.

Goodrich
Silvertown
CORD

Floydada
Tire Service

"BEST IN THE LONG RUN"

Zone Meeting Ford and Fordson Dealers

J. I. Hammonds, J. B. Bishop and Flynn Thagard, of the Barker Bros., Ford, Fordson and Lincoln sales force, spent Wednesday night and Thursday of last week in Sweetwater, where

they attended a zone meeting of the Ford organization. The meeting was largely attended by Panhandle and West Texas dealers, the convention being closed with a banquet at the Wright Hotel.

W. J. Burke is in San Antonio attending the State Grain Dealers Association.

LAND FOR SALE

About 200 Sections located in Floyd, Motley, Hall and Briscoe Counties, to sell for farms, small ranches, some to lease to farm and graze. Consider these lands among the choicest in North West Texas for cotton, wheat, feed, general farming and grazing, some of these lands already in good state of cultivation and some of the grazing land has living water. Will sell or lease in small or large quantities.

W. M. Massie & Bro.,

Agents

FLOYDADA, TEXAS

EVERY DAY

We want Eggs, Poultry, Hides.
CARLOT SHIPPERS.

Floydada Produce Co.

A. D. WHITE'S OLD STAND.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager.

Abstract of Title to all Lands and Town Lots in Floyd County.

Deeds and other instruments of writing prepared. 20 years experience with Floyd County Land Titles.

Room 7 First National Bank Building

Floydada, Texas



Fire! Fire!

Never build a fire to windward of your house, and let your neighbors do this thing, protect your house with Fire Insurance.

FLOYDADA INSURANCE AGENCY

J. G. WOOD—Managers—T. R. WEBB

Star Cash Grocery

Telephone 40

We have a good stock of Staple and Fancy Groceries and our volume of business insures a Clean, Fresh supply practically all the time. You will find our prices reasonable all the time—usually as low as you can find in Floydada.

Our Cream Station

Is receiving Cream from our customers every day. We think we are giving them good service, and would like to serve you, too. We pay the highest prices for cream all the time.

Star Cash Grocery

South Side

Floydada.

