










A

| PIONEER SOCIETY TO BE |
| :--- |
| FORMED IN ALL COUNTIES | Texas History and Traditions Will be

Preserved Through Organization
Recently Lanched

| CHRISTMAS STAYS DAY |
| :---: |
| LONGER THAN USUAL |
| No Crimes and Few Accidents Mar |
| Season. Many Observe |


mes distribution of gifts in thecarefully laid plan.
During the week the boys and girls
who are in school this year are at
home enjoying the Christmas vacation
with homeflls.
$\qquad$ also been here with relatives,
the week one of much pleasure.
$\qquad$ pretentious being the Elk Dance gosen
Tuesday night at the Montgomery Buescay night at the Montgomery
persons at which some two hundresent, including many No crimes or serious accidents have
occurred during the prevalent celebra
$\qquad$
$\qquad$
$\qquad$ HOMER MINOR WINS MAXWELL
IN FT WORTH RECORD CONTES Homer E. Minor, of Plainview,
grandson of Rev. and Mrs. G. I..Brit-
tain, was awarded a Mexwall car in contest which closed last mid-week.
He was one of the highest men in
the contest outside of Fort Worth,
$\qquad$
HERBERT HICKS INJURED



Is This All You Have Saved Up For a

## Rainy Day?

## We Pay 4 Per Cent on Savings

## Firat National Bank <br> floydada, texas

THE BANK THAT SAYS: "THANK YOU."

## Our Policy

Good goods, prompt service, what you want when you want it
MAKE OU̇R STORE YOUR STORE.
Under new management
Floydada Drug Co.
THE REXALL STORE PHONE 51


The Floyd Co. Hesperian

$|$| tion of the numerous tax-exemption | tion, which is an abomination by it-- |
| :--- | :--- |
| securities hascreated the most effec- |  |
| silf, but not so abominable when the |  |
| tive system of tax-dodging wealthy |  |
| investors have ever enjoyed. It has |  |
| situation is viewed from the angle of |  |
| withdrawn large investment funds |  | from private enterprise, robbing these endeavors of financial strength by

making it more difficult for them to
obtain capital. It has increased in obtain capital. It has increased in-
terest rates, which in turn increased ES:
$\times-\quad \$ 1.50$
$-\quad .85$
$-\quad .45$ One Year
Six Months Three Months
$\overline{\text { Advt. Rates Furnished on Application }}$

\section*{| Forienn Advertising Repreaentative |
| :--- |
| THE AMERICAN PRESS ASSOCIATION |}

NEW'YEAR AGAIN
It's New Year again, this time wel-
coming 1922. And The Hesperian coming 1922. And The Hesperian
comes to you this week with an excomes to you this weik with an ex-
pression of appreciation for the patronage and good will we have enjoy-
ed from our readers and advertisers through the year of 1921 . We realize our progress this year has been du
to your support and confidence. for us, we shall be found striving little harder to make your newspapei
what it should IJe as the mirror of Floydada and Floyd County. What
ever is good for the community is ever is good for the community is
good for us and whatever builds up
the community is an addition to our strength.
needs and expect the community the year of 1922 , all can be obtained only through aggressive harmony, And through a co-operation of the
work of the various agencies of the work of the various agencies of the
community lies our greatest hope of
cisting the development of the com-

## CA. ITAL IN TAX EXEMP

 SECURITIES IS IDLEAn equitable distribution of the bur-
dens of taxation is one of the bi dens of taxation is one of the big
problems confronting the law makers problems confronting the law make only approximate a solution. The great
economists and statesmen of all ages engrossed themselves with the problems of taxation and no entirely
equitable distribution has seemed posJust now attention is being directed Just now attention is being directed
to the Federal tax problem on account of the apparently excessive taxes required to meet the war expenditures
of the country and the ever increasof the country and the ever increas-
ing cost of governmental business ading cost of governmental business ad-
ministration. The wealthiest peopie
of the country



 | css | costs |
| :--- | :--- |
| nally |  |
| nera |  |

## costs of ma nally the Herald.

$\qquad$
$\qquad$
AKING STOCK
hant and many
stock" or will
Every merchant and many farmers
are "taking stock" or will be in the
course of the next few days. course of the next few days. And
while this subject is on our minds we may as well take stock of the ac-
complishments and lessons of the past
year and their bearing on the future. year and their bearing on the future.
Perhaps the biggest lack of diversification, so as to take advantage to the fullest extent,
valying markets, has been the biggest varying markets, has been the biggest
draw back in Floyd County, Although we are assured by the Federal Census
and the other statistical department and the other statistical departments
of the government that Floyd County of the government that Floyd County
is in the vanguard as regards diversi ficaion we find the "get rich quick" idea prevailing in some quarters here.
The idea will prove fatal to mercan The idea will prove fatal to mercan-
tile and farming business alike. Many mercantile establishments which had large surplus a year ago have found
these altogether necessary to stem the these altogether necessary to stem the
tide of readjusting prices. Thousands of dollars have been marked off of the county because of depreciating
of the merantile interests values.
But perhaps the best lesson of all,
which has arisen out of the disast which has arisen out of the disastrous
declines in all lines, is the proof that Floyd County is at bottom sound and
Floy thes in the able to weather such a a tremendous financial or commodity flurry as the one from which we are emerging.
Floyd County's financial institutions Floyd County's financial institutions
and its citizenship are emerging in and its citizenship are emerging in
good condition, the citizenship are progood condition, the citizenship are pro-
ceeding with an eye to the future and "good times" will come around again. Extremes follow extremes and now is not the time to quit. The quitter will
certainly lose. The man who keeps on certainly lose. The man who keeps on he job will almost as certainly win
out. And the man who stakes his fortune on the future growth, development and prosperity of Floyd County
will surely win. Paraphrasing Mor-1 an's immortal saying: "The citizen a 'bear' on his county, will surely reet disaster." Floyd County is sound; deal for man and beat and water lestined to be one of the greatest pro-
lucers of wealth in the ucers of wealth in the nation. These
statements of fact borne in mind by the man who is not quitting will win
for him for him wealth. The quitters will
lose wherever the for

A mantle of shame

society, Texas congressmen are lorced to plead extenguating circum-
tances, "back-wash" of the stances, "back-wash" of the war, etc.
Long ago the situation was foreseen Long ago the situation was foreseen
by one of the greatest statesmen the
state ever by one of the greatest statesmen the
state ever produced. Just two lone-
some lynching parties state ever produced. Just two lone
some lynching parties were the cause
of an outburst from Governor Hogg of an outburst from Governor Hogg.
This was in 1892. The governor out-
line This was in 1892. The governor out
lined aplan of procedure these twentylined aplan of procedure these twenty
nine years ago, which, had it been foi lowed, would have been largely instrumental in throwing the "Mantle
Shame" in Texas. He proposed in Shame" in Texas. He pro,
message to the legislature:
"To aid in suppressing m lence in this state, I respectfully sug
gest a law embodying the following features:
"1. That when any person, being prisoner, or in jail or other place of confinement, or under arrest or in
official custody or restraint, or held by official custody or restraint, or held by
or under the authority of any county, or under the authority of any county,
city or state officer, or is restrained by
virtue of any legal process shall virtue of any legal process, shall be
taken from such place or authority in violation of law and put to death,
the county within which the county within which such person was held or confined, and from which
he may have been so taken, shall be he may have been so taken, shall be
liable to pay a specified large sum to
the surviving husband, wife, or children or parents of said
shall so. suffer death.
"2. Make the county also liable fo damages when any person not being
a prisoner or under legal duress is a prisoner or under legal duress is
mobbed by two or more persons, and the said criminals are not within
specified time indicted and prosecute or their crime.
"3. Make such person or corporaon also liable for damages who takes
art in, or aids by acts, encourages part in, or aids by acts, encourages by watch, or in any way abets the mobbing of a person.
" 4. . Give the $\qquad$ ounty where the murder was any itted, or in any county where either all of the plaintiffs may Render the Sheriff inelgible old his office, and provide for his the javal when a prisoner is taken from
thom himself, or from any the jail, or from himself, or from any
officer or lawful authority in his presence, and is put to death by a mob. "Provide for a change of venue,
, ither before or after indictment, in all In view of the
In view of the complacence with
hich mobs are viewed wreak their wrath and with which lynchings are looked upon in many quarters in Texas, it now seems too
bad that Governor Hogg's idea was not bad that Governor Hogg's idea was not

carried out. We at least should not be faced with further meddling with local affairs by the national govern| ment. And these counties or commu- |
| :--- |
| nities. of citizens in | nities of citizens, in the isolated cases

where nothing short of mob violence Where nothing short of mob violence
will do, could pay for the fiddling to will do, could pay for the fiddling to
which they dance.

## E. PROGRAM

 For January $\overline{1, \text { at } 6: 15}$ Subject: Betttion Service.) Song: "I need thee
Text:1 Text: 1 Cor. 15:57-58. To be answered in the meetin eak? -Miss Edith McClure,
2. Wherein can weak?-Mi
2. Wher
proved?-roved?-Mr. Frede.
3. How can the pastor help
ake the make
King.
4. H King. How can we increase the spirit
4. life society? become can we all become
?-Mrs. Baucom. can we develop a spirit
vice? -Miss Murchison. o-Mr. Frede.

## Another Year

## Gone

## And again we want to THANK YOU

For your patronage. We assure you it has been ap preciated very much

We want to solicit your continued favors.
Our terms to one and all will continue to be Strictly Cash. Please do not ask us to open an account as you will be refused

We especially solicit your produce and assure you during the year 1922 we will always see that you get the market price on your eggs and chickens.

Always see us before you sell. It will mean money to you.

Again we want to thank you for past favors.

## A. D. White Grocery Co.



TELEPHONE 207
Our business confined strictly to Drayage, Motor Truck Hauling and Storage. We give all our time to it
and can give quick, dependable service all the time.

# TO OUR OLD FRIENDS 

## To Our Valued New Friends

And to Those Whose Friendship We Strive to Deserve

WE HEARTILY WISH UNMEASURED HAPPINESS AND GOOD FORTUNE THROUGHOUT THE COMING YEAR.

WITH GRATEFUL APPRECIATION FOR ALL PATRONAGE RECEIVED BY US AND FOR THAT PRICELESS ASSET, YOUR GOOD WILL, WHICH WE VALUE ABOVE ALL, WE SEEK TO MERIT YOUR CONTINUED CONFIDENCE, AND AIM TO SERVE YOU HELPFULLY IN THE FUTURE.

## Floydada Lumber \& Hardware Co.

The Hesperian Want Ad Department


## $\qquad$

$\qquad$

We are still doing Radiator and

NOTICE TO THE PUBLIC Garage, all work guaranteed. Prices 1 have moved my Radiator and
 thoughts to


Many thousands of miles away in efore man made his years passed
 shaft with universal joint and drive pinion. Finder please return to Hes-
42-2tp
perian office. $\frac{\text { perian office. }}{\text { HUNTERS NOT ALLOWED }}$ HUNTERS NOT ALLOWED
Hunting or shooting in our pastures Hunting or shooting in our pastures
will not be allowed, and all persons
are notified that anyone caught so are notified that anyone caught
doing will be prosecuted. 29-tf. THOS. MONTGOMERY. FOR SALE-Purebred Duroc. Jersey hogs, all ages, or will trade for

maize or milk cows and heifers. Fred $\frac{\text { W. Nickels. }}{4 \text { pounds Wapco coffee only } \$ 1.00}$ | 4 pounds Wapco coffee only $\$ 1.00$. |
| :--- |
| Star | - Ce think price of chickens will be still higher. We expect to ship by carload a little later. A. D. White

Grecery Co.
$43-1$ te BUSINESS COLLEGE
REDUCES RATES The Texas Business College of
Weatherford, Texas, has just reduced Weatherford, Texas, has just reduced
its tuition in any of the single courses,
such as the Stenographic, bookkeeping, etc. from $\$ 100$ to $\$ 74.65$. The
tuition of the Combined Stenographic tuition of the Combined Stenographic
and Accounting Course is also reduced and Accounting Course is also reduced
from $\$ 175$ to $\$ 124.30$. The reduction amounts to more than 25 per cent and is made without affecting the quality of the instruction in any way.
The school is well-known The school is well-known for its
practical and effective work in prepractical and effective work in pre-
paring young people for the better paring young people for the better
grade of positions and the new rates will enable many to enroll now instead
of putting off longer. A small payment will insure you the
educed rates, even if you can't start the school work till later. Write for full particulars to T. H. Gatlin, president, Texas Business College, First Texional Bank Building, Weatherford, Don't forget us when you have tire trouble. We can fix your tubes and
we guarantee our work. Prices rea. we guarantee our work. Prices rea-
sonable at the vulcanizing shop of Guable at the vulcanizing shop of

Gullion \& Son north side of square. 43-2tc. LOST-Plain gold band ring. man's (Mrs.) ROBT. L. HARRELL ize. Name of T. H. Armstrong on | $\left.\begin{array}{l}\text { inside. Name of T. H. Armstrong on } \\ \text { ket. }\end{array} \right\rvert\, \begin{array}{l}43-3 t \mathrm{p}\end{array}$ |
| :--- | 43 -3tp

THE FLOYD COUNTY HESPERIAN


Mr. and Mrs. O . W. Kirk and chilon a Christmas vacation, They are isiting with Mrs. Kirk's relatives at
anto, having left Saturday. They
are

## Rose Bud Shoe Shop



Volumes might be written upon the tlons connected with New Year's day. Literature is full of them, grave his-
torlans have torians have preserved them for us,
and versatile poets decked them with fiirest flowers of fancy. From Chau-
cer, Sweet Spring of English Song, from Spencer and Herrick, Milton and
Shakespeare Shakespeare, down to the humblest
magazine rhymes of today-one and magazine rhymes of today-one and
all-they have paid tribute. A wise
essayist describes the day as "a peak on Driven, from which two
oceans may be seen. Into one we look with sadness and regret, into the other, with hope and fatth."
Onions Foretell Wet Months.
Take 12 onions, cut thers into
halves, hollow them hal ves, hollow them, cut them ind $\begin{aligned} & \text { into } \\ & \text { salt. Those in whith } \\ & \text { alte the salt com }\end{aligned}$ monthe of the coming year.

## CARD OF THANKS

We, the children of J. A. Nickell, many friends and neighbors following
the death of our father, and take this

The Old Year has Gone
VULCANIZNG But that is no reason to throv it vulcanized at our shop and it
will turn out as bright and new
izing renew Year. Our vulca-
GULLION \& SON
RTH SIDE


## Our life is a dream;;

Our time, as a stream,
Clides swiftly away,
And the fugitive moment refies
The arrow is fown,
The moment is gene:
The millenial year
Rushes on to our view, and etenity's near.

## 0 that each, in the dey of fis coming, may syy,

"I have fought my way through;
I have finished the work Thou didst give me to do." I have fanished the work Thoo didast give me to do."
0 hitat ecaf from his Lord
May receive the glad word, May receive the glad word, for
"Well and faithrully done!

## Announcement!

I am pleased to advise friends and custo mers that I have the Wholesale Oil and Gas Business formerly conducted by W. W. Smith in Floydada, and will be pleased to fill your wholesale needs.

This is in addition to the retail business conducted at the

## Drive In Station

E. P. NELSON, PROPRIETOR TELEPHONE 74
Eaner

| CUMBERLAND PRES. CHURCH |
| :--- | :--- | :--- | | at the next Term of said Court, com- |
| :--- |
| mencing the Third Monday in January |
| Preaching 11 a. m. Subject: "The |

## WARREN \& TUBBS

GENERAL REAL ESTATE AGENTS
DEALERS IN FARMS, RANCHES
AND TOWN PROPERTY
SEE US FOR BARGAINS. DISTRICT CLERK'S
COURT HOUSE, FLOYDADA, TEXAS.

## O. P. RUTLEDGE CO.

Full Line International Dealers Tractors, Trucks, Harvesting and Tillage and other Power Farming Machinery.

TELEPHONE 57
FLOYDADA

## A 2 panlutim

(1) (1) tre patruits, rather thair
 unan the urart; to lonnìm nur autlonk amì narrnum uure animungities; to ratry titro natitnnal
 and gentleurunten in thriri datily rundurt; to prartitire thriftt that
 rharity; to rermpitize that rath

 gonìs in the murlì and lthink urell that thry may tre rightity Disutrifurtè̀; to nan fortuarì rarch Day tan htither Iewel of purtruabe antì elfertiururess, and liur ais
uur afraìì of tur mann, and of of mphnur nu fust mant it afraì


## 0. R. Gordon Dairy <br> Telephone 927-F4 <br> CLEAN, PURE SWEET MILK AND CREAM

Deliveries twice each day to your door Dairying my business exclusively. Reasonable prices

PROMPT SERVICE
FLOYDADA, TEXAS


## WE THANK

 YOUWe feel appreciative of the large volume of business it has been our pleasure to enjoy from the people of Floydada and Floyd County during the past years; and remember kindly the fact that this year has been no exception to the rule.

And while the financial returns from this business have not been large we realize that the condition is a result of re-adjustments and not the fault of our good customers throughout the country.

For your patronage and good will we thank you. We shall continue to put forth our best efforts to serve you to our mutual profit.

## EDWARDS GRAIN \& ELEVATOR CO. <br> FLOYDADA, TEXAS.



A New Year's Wish What can I wish for you in this New
More than I wish yon every day;
What can I say I have I More than I wish yon erery day;
What can I say, I have not said before
What new What new prayer can I pray
For every hour of every day
For every hour of every day
Deep in my inmost heart I say
 More than I dared to ask before;
What new int What new girit can i crave from Heaven for you
From Love's own boundless store? From Love's own houndless store?
My heart petitions from the lirone of Grace My heart peitions fro
One blessing more! One biessing moret.
For every day of every yer
No bl
Mo blessing can I beg of you this year More than you gare to me before;
Your lips to liss, your hed Your liss to liss, your hand in mine to hold
Now, as of yore! Now, as of yore!
Your love to Your love to guard, your happiness to keep
In life till death, and when we "fil In life till death, and when we "fall on sleep"
To meet once more!


## TAPS


You brought a lot of new things
to us. You have told us a lot of our
failings and hele falilings and helped us to step better.
You have tripped us up and knocked us down and talked cross to us, at
times. But we understood, and didn't
mind, because we knewv you thought a


We made a lot of mistakes while you
were with us, Old Year. But Taps to
them. We went ahead and did things them. We went ahead and did things
without thinking them carefully out.
And And hen blunders. So, you see, we
these bed. Thank you, old Year.
earned. Tisap.
How many times we were dis. How many times we were disap-
pointed! What great things passed us
by: But Taps for them, now, too.
Life, after all, is but an unfolding, Life, after all, is but an unfolding
a sowing and a reaping, a going
bed at nighttime and a getting up in in hed at nighttime and a getting up i
the morning, tears and laughter, wor
and rest, while Time plays about us, the morning, tears and laughter, wor
and rest, while Time plays about u
But now you are going away, old Yea


Gove
given to
For a
In-Tap
But
.
chances, and a million prods of every
sort sort hidden away in the somewhere
to find us all anewv
Year Year that will anewken us on the mo mo
row. We tried, we failed-we won
While youl

## tears our and

.

mitigation

"I hear your wife has hit you with a flatiron?"
"Yes, but Yes, but only with the flat part!
"SEES" IN THE DARK.
At a distance of 600 feet, in total
At a distance of 600 feet, in total
darkness, Samuel 0 . Hoffman of San Francisco asserts that with the sid of a delicate instrument for the detection of heat waves he can tell whether one, two or several persons are present. His invention is a combination of thermopiles, a reffector
and a galvanometer. and a galvanometer.
ment, which acts much as a sound detector, is sensitive to heat waves and can be developed to the point where a complete silhouette of an objective can be given, showing the outlines from which heat waves ema-
nate. It can also be used for the nate. It can also be used for the
detection of airplanes thousands of detection of airplanes thousands
feet in the air.

## feet in the air

MEXICO FIGHTS ILLITERACY.
Illiteracy in Mexico is decreasing slowly under the efforts of volunteer teachers. Over 1,500 teachers have enrolled for the task, and probabiy
1,000 of them have been accomplish ing good results. About 10,000 illiterates have been fortunate enough to receive an impulse toward im-
proving themselves: The National university, which is at the head of the national education system, grants certificates to these voluntee teachers, who serve without pay,
Some others, without any formal recognition from the university, have been doing good work where neighboring poor.

## Hesperian Want Ads Get Results-Try One.

 Lindsey Graham, who is attending
Wayland Baptist College, has been visiting his relatives here the past
several days. He will return to school several days. He will return to school
shortly after the New Year.
$\qquad$
Mrs.,S. As Henry and children, of
Amarillo, are here this week visiting Ame families of F. P. Henry and R. F.
Fry. Mr. Hery Fry. Mr. Henyy was here Christmas
Day but retyrned to Amarillo the first
 Dallas where he has been for some
months. He will probably return there
today. Mr. and Mrs. W. U. White spent
Christmas and the earlier part of this
week in Flyydada visiting their par-
ents, Mr. and Mrs. A. D. White, and ents, Mr. and Mrs. A.
Mrs. Dora Reagan. Mr. and Mrs. A. P. Barker, of Lock-
ney, are the parents of a son born on
December 18 th. The young mat ney, are the parents of a son born on
December 18 th. The young man is
a. grandson of Mr. and Mrs. E. C.
Henry, of this city. (Mrs. W. L. Porter, who has been wisiting forsome three weeks with her
rents, Mr. and. Mrs. H. T. Smith.
Tuesday returning to her home at Tuesday returning to her home at
us Oklahoma. is attending
in Missouri, is
tmas and New in Missouri, is
tmas and New

## As we Look Over the Last Twelve Months

We are led to realize more fully than ever that our success depends upon the friendship of our customers We have earnestly tried to do our best and prove faith ful to the trust that has been placed in us, and the splendid support given us by our friends affords us the pleasure of knowing that our efforts have been fully rewarded.

In looking forward to the New Year, we can only say that we will strive harder than ever to reach the highest mark of service and trust that the friendship which has been ours in the past may continue through the future.

We wish for you the bounteous blessings of a Happy and Prosperous 1922.

## First State Bank

A GUARANTY FUND BANK
FLOYDADA, TEXAS

KEview youlc peplie wed

One of the prettiest weddings of the eason was held at the home of W. I sarks Sunday, December 25 th, at
. m., when Rev. H. M. Reed, Crosbyton, united in the bonds of mat Crimony Miss Corda Sparks and Mr.
rimony Lloyd Battery.
Miss Corda is the youngest daughtof Mr. and Mrs. W. T. Sparks and as resided here with her parents for
the past three years. Mr. Battey is the youngest son of Mr. and Mrs. O . F. Battey and has been reared, prac ically, in Lakeview. Both young peoly numbered by their acquaintances The wedding was solemized in the and relatives ofboth bride and groon he wediung march, "Marriage Bells,
vas, played by Miss Nina Battey a Love You Truly", was sung by Mis " da and Clara Willis. Refreshments of punch and cake were later served A number of nice and useful pres-
ents were received by the cound Ing the afternoon. Mr. and Mrs. Bat-
tey will continue to make their Lakeview Community.
The following relatives and from out of the community were presMr. and Mrs. Allan Sparks, Mrs tribling, all of Hamilton, Tevas Miss Mary Sparks, of Dallas, Mruas, and
Mrs. Willie Sparks, recently returned from Abilene; Mr. and Mrs. Eugene Woods and
Floydada.

John Fry and family of Canyon, Texas, were here Christmas visiting
Mr. Fry's parents, Mr. and Mrser Surginer, wno nas been suci Mr. Fry's parents, Mr. and Mrs. R. F.
Mrs. Jno. N. Farris and children
Mrs. Jno. N. Farris and children
left last Friday for Dallas, where they are spending the holiday season with Mrs. Farris' sister.
Mrs. Will Stephens was called Sat urday to the
Altus, Okla

Use blue star remedy
Truitt Hopkins, son of Dr. Hopkins, as Itch, Eczema, Ringworm, Tetter or of this city is spending the holidays Cracked Hands, and Old Sores. The
first application relieves that terrible
arme. Mr. Hopkins has been in titching at home. Mr. Hopkins has been in $\begin{aligned} & \text { Hrst application relieves that terrible } \\ & \text { itching. Sold on a guarantee by } \\ & \text { Amarillo the past year in business. } \\ & \text { WOODY DRUG COMPANY }\end{aligned}$

## To Our Many Friends and Patrons

We wish to thank you for the past and want your trade in 1922. Make this your headquarters when in Floydada

Floydada Variety Store south side square

## YEARS GREETING

of business you gave us during 1921 and solicit your patronage for the New Year. § A clean stock of groveraging with the lowest. II Our volume of business enables us to keep a new stock most of the time.

