

LOOK - E - E - e - e

What's Here For The Next Two Days

Tomorrow

"CUSTER'S LAST FIGHT"

5 Parts

"The White Mouse"

A James Oliver Curwood short story—2parts.

PATHE REVIEW

1 Part—and

"THE PURPLE RIDERS"

A program everyone should see.

ALL SCHOOL TEACHERS AND CHILDREN

FREE!

OTHERS 30c

Saturday

SESSUE HAYAKAWA

—IN—

"The First Born"

From the play by Frances Powers

The Greatest

CHINESE DRAMA ever produced.

A romance of thrills. A story of affection even greater than mother love that runs the gamut of human feelings.

Also Good two-part Comedy

"Designing Husbands"

ADMISSION 20c AND 40c

Matinee at 2:30 each afternoon OLYMPIC THEATRE

"SHOWS THE BEST PICTURES"

FLOYDADA, TEXAS

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Floyd County Hesperian published weekly at Floydada, Texas, for October 1, 1921.

STATE OF TEXAS, County of Floyd.

Before me, a notary public in and for the State and county aforesaid, personally appeared Homer Steen, who, having been duly sworn according to law, deposes and says that he is

the manager of the Floyd County Hesperian and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher Hesperian Publishing Co.,

Floydada, Texas, Editor, managing editor and business manager, Homer Steen, Floydada, Texas.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock). Hesperian Publishing Company, B. C. Willis, N. A. Armstrong, A. D. White, A. B. Duncan, Homer Steen, W. M. Windsor, C. Snodgrass, W. L. Boerner, L. H. Liston, all of Floydada, Texas; Jim Burrus, Lubbock, Texas; C. V. Hall, Austin, Texas; Mrs. M. F. Greer, Floydada, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is—(This information is required from daily publications only.)

HOMER STEEN,

Sworn to and subscribed before me this 16th day of January, 1922. (Seal) MAURY HOPKINS,

Notary Public Floyd County, Texas. (My commission expires June 1, 1922)

GOOD ATTENDANCE AT WEST TEX. STATE NORMAL COLLEGE

The total enrollment at the West Texas State Normal College is 761, which is a slight increase over that of last quarter as there were seventy-nine enrollments and only forty-three students withdrew at the end of the quarter. The students enrolled here come from eighty-three counties in Texas and from six states other than Texas. This shows that the West Texas State Normal College is known outside the town of Canyon. Of the counties represented, Randall County comes first with a total of 184 students; Hale County is second with a representation of twenty-three; and Swisher county is third, having a total of twenty.

The states not including Texas represented here are Oklahoma, New

Mexico, Tennessee, Michigan, Illinois, and Old Mexico. Oklahoma stands first with a total of eight students to her credit. This College is growing rapidly, and it will be only a short while until it will rank with the larger and older schools of the state in enrollment.

President Hill, said, "It is my desire to see every county in Texas represented here and just as many states as possible." Mr. Hill proposes to increase the attendance here by using athletics as an advertisement combined with the splendid advantages the college offers in the way of education for the students.

Attorney W. E. Huffhines returned Saturday from Pilot Point, where he had been for a holiday visit with relatives and his family. He also visited at Commerce while away from home.

MISS WALLING CANDIDATE FOR RE-ELECTION AS CLERK

Miss Lola Walling, at present County Clerk of Floyd County, this week announced her candidacy for re-election to the office, and she will make the race subject to the action of the Democratic Primaries this year.

She is filling her first term as county clerk, her work has been efficient and if she is re-elected she promises continued faithful attention to the duties which will fall upon her.

Her candidacy should have the consideration of every voter who goes to cast his ballot in the primaries. (Political Advertisement.)

Misses Lola Walling, Wynette Britton and Pauline Bishop, in company with Mrs. Lillie Britton and Lorraine Britton, spent Saturday in Lockney.

EVERY JOB WORTH OUR BEST EFFORTS

Your clothes to wear longest and look best must have the regular attention of a good tailor.

And every job you bring to us gets our best attention. We take pains to do your work right. If you have not tried our service lately call 274. Call for and deliver.

W. L. FRY, The Tailor

We Want--

- You to feel at home in our store.
- You to meet your friends here; send your children here and know at all times you are welcome—your friends and yourself can sit down, visit or rest.
- That your children will receive the same attention as yourself.
- Make our Store your Store.

Floydada Drug Co.

The Rexall Store

PHONE 51

Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

Liggett & Myers Tobacco Co.

"I like 'em"



Chesterfield
CIGARETTES

of Turkish and Domestic tobaccos—blended

Lower Prices

20 now 18c

10 now 9c

(Two 10's—18c)

"They Satisfy"

COLLINS GROCERY CO.

STAPLE AND FANCY GROCERIES

Phone 88

Floydada

The Floyd Co. Hesperian

Published Every Thursday By
THE HESPERIAN PUBLISHING CO.

HOMER STEEN
Editor and Manager

Entered as second class matter April 20th, 1907, at the Post Office at Floydada, Texas, under the Act of Congress of March 3rd, 1879.

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One Year\$1.50
Six Months85
Three Months45
In advance

Advt. Rates Furnished on Application

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

YOU ARE YOUR OWN DESTINY

By Mrs. J. Brown, in Fireside.

You are your own destiny. Have faith in yourself. Be determined. Your ability is sufficient to carry you through life. Set your stake for some thing you are going to reach. Have a system and follow it. Build up through life—build your system with strong willpower and determination. No power can overthrow it, for it is based upon a foundation that will stand the test.

Go forward and never falter. Always use plans with sense and integrity. There is a future for you, but you must work—work it out. Be determined and will with a strong will, and you will win, yes, you are sure to win. A great majority today hope. Therefore, they never come to anything. They never reach the goal; they only hope.

What we hope for will never come, but what we will for is sure to come. Hope alone never did anything. Merely hoping without affirming is a mistake.

You are sure to travel the wrong road as long as you simply depend upon hope. This is a mistake—this is weakness. It implies you have no confidence in yourself. Know yourself and apply yourself to a good system, if you would make a success of anything. Dispel all doubts.

Doubting is a thought of fear that you will not reach the point you determined upon. Hope and affirm at the same time. Emphasize your confidence in yourself.

First of all, clean up your mind. Open the doors and drive out all evil thoughts. If you entertain evil thoughts, are cranky, irritable and filled with pessimistic ideas, there is only one chance in a hundred for you. The world is too busy, to full of duties to listen to your wailing and imaginary wrongs.

"If you would have a friend, you must be a friend." No one but yourself can make your life a success, make your life beautiful. You may be invited to a beautiful repast, but you must eat for yourself. No one can live or die for you. No one can be pure, honorable and loving for you.

It has been said that, "Cold and reserved natures should remember that, though not infrequently flowers may be found beneath the snow, it is chilly work to dig for them, and few care to take the trouble."

Cultivate the latent power of your mind. You can control and direct all the great forces of the universe for your good. You have a power within yourself to make or unmake you. Practice mind culture. Man vibrates on a high or low plane, according as he uses or misuses his thought forces. Change the vibrating key from in-harmony to harmony. Every thought, good or bad, produces a vibrating current. Bad thoughts are destructive—positive thoughts are constructive. Keep open house for good thoughts. You cannot have too many. Soon your whole being will change. You will find yourself happy; find it a joy to ex-

ist. Where before you went forth to your day's work with a gloomy countenance, a curt good morning or perhaps a grunt for salutation, the whole machinery of your body out of gear, physically and mentally unfit for the day. But put on the armour of goodwill toward your fellow men, and the good thoughts will begin in your eyes, and radiate in your face. Your whole souled cordial manner is felt by your fellow-creatures and instantly there is a bond of sympathy.

The good thoughts in your mind send out good vibrations, telephone them to every part of your system and to all whom you come in contact. You are in harmony with yourself, with the world. You develop self-confidence and mental attributes which before you did not have. The heaven within you makes a heaven without. You gather your forces, you are stronger mentally and physically. Equip yourself for the battle of life.

If you wish to succeed put yourself on the side of power and influence. Goodwill, good thoughts, will, with kindness, put you on a foundation of rock. On every hand it will bring you loyal friends. Friends open the way to opportunities. Opportunities to success.

You cannot afford to be sour and grouchy. You are only hurting yourself. You are a tiny atom, filling a small niche in your corner—in your little corner of the world. What is your gain if you fume and fret, and make yourself a camping ground for evil thoughts, which eat out your vitals, drain your life blood and leave you an ugly, worthless being. The successful man is a man of pure Good-Will. Resolve today to radiate happiness. Success comes with happiness. What is success? The kindnesses

We scatter day by day
To those who need our offices,
And press about our way.

To lift before our brethren's eyes
The flag of peace and cheer.
Nor seek for heaven in far-off worlds,
But try to build it here.

There is just one sort of citizen worse than the Mail Order Citizen, and that is the hard-boiled brother that won't pay his taxes. There is more discussion and criticism and cussing being done right this week, than is done during any other one month during the year. It is tax-paying time and taxes are high. Taxes are always high! If they were seven cents on the hundred dollars they would be high. If they were seven dollars on the hundred, as they are in many, many cities no larger than Lubbock, they would still be high. Something for nothing has never been worth having. Acety that don't cost anything is not worth living in. If the majority of the citizens of Lubbock prefer to return to the open toilet, the windmill, the country road through town, coal oil lamp, turn stock out on the town jog, raise hogs on the square and other Low Tax habits of doing business, why let's back up. We could even save some tax by closing the schools and turning the kids out wild like a bunch of Arkansas Razorbacks. It would cost less.

—Lubbock Avalanche.
Perhaps the Avalanche hits the tax-growler, who is after all about 98 per cent of us, really harder than we are entitled to be hit. But we must bear in mind that of all the communities in our experience the communities with the smallest tax budgets are the dearest and the last we have in mind ever moving into. And that's a thought well worth keeping before us along about this tax-paying time. Pay your taxes including your poll tax before February 1st. Let's keep the wheels turning. The quitter is already beat.

Congressman Thos. L. Blanton has announced he will not be a candidate for the office of senator from Texas this summer to succeed Chas. A. Culbertson. He will be a candidate, however, in his home district for return to congress.

LISTEN TO EDISON:

"I have been through five depressions during my business life. They all act alike. The men who, if business fell off 66 per cent, increased their selling efforts 75 per cent, managed to pull through as if there were no depression, and the efforts of such men tend to shorten the periods of depression."

Five depressions in the period of one man's business life! And yet we talk about "hard times." They all act alike, he says. The depressions which have gone before did like this one is doing, and the ones which will come in the future will act the same. The workers pulled through the other ones and the workers will pull through this one and the ones in the future. Mr. Edison does not give the man who lays down much credit for helping the situation? Are you of those who are not mentioned by the inventive and financial wizard?

—00—

LAKEVIEW ITEMS

Lakeview, Jan. 16.—Several patrons met at the school last Thursday and moved the horse sheds and cleaned off the cemetery.

John Conway and family visited W. C. Wright and family Sunday.

Mr. and Mrs. Clarty Barton, of Tulia, spent Sunday and Sunday night with the latter's parents, Mr. and Mrs. R. Parker.

Mr. and Mrs. W. T. Martin spent Saturday at Mr. and Mrs. Bill Burgett's.

Mr. and Mrs. R. N. Burgett of Floydada, spent Saturday at John Burgett's.

Misses Mildred Raley, Letha and Mary Pearl Cowand spent Friday night with Miss Hazel Jones.

Mrs. R. C. Smith spent Friday evening with Mrs. N. Cowand.

Miss Edith McClure entertained her Sunday School class Saturday evening with a social.

Miss Lucy Donathan spent the week end with her home folks.

Several young folks attended the party at Roy Billington's Saturday night.

There was a party at F. P. Donathan's Saturday night.

The young ladies' class of the Sunday school entertained the young men's class with a social at the home of W. N. Jones Friday night.

The Lakeview Senior boys' basketball team played a game with the Floydada boys in town Saturday afternoon. The score was 24 to 21 in favor of Floydada.

L. H. Liston and W. A. Robbins of Floydada, conducted a layman's service at Lakeview Sunday afternoon, following the Sunday School hour.

We forgot to mention the marriage last week, of Mr. John Tenny, of our community, and Miss Lillie Dunavant, of near Floydada. However, the young people did not forget the charivari, which was held Thursday night.

Bertha and Peiner Roberts, of Floydada, attended the party at Mr. Donathan's Saturday night and spent the night with Mr. and Mrs. W. C. Wright.

Misses Rubie and Callie, Homer and Mobley McMurray, spent Saturday and Sunday at Mt. Blanco.

Mrs. McCravey and little Dovie Donathan are on the sick list this week.

—00—

CHRISTIAN ENDEAVOR

Program for Jan 22, at 6:15.
Subject—Buying and Selling.
Leader—Anna King.
Hymn—"He Keeps me Singing."
Text—Prov. 20:10-14; Amos. 8:4-6.
Luke 6:38.

Hymn—"To the Work."
Scripture references.
Duet—"It Pays to Serve Jesus."
How can we apply Christianity to business?—Mr. Bolding.

Why should we live up to a contract, even if it is a losing one, in terms of dollars?—Mr. Pierce King.
Blackboard talk—Miss Campbell.
Hymn—"Loyalty to Christ."
Business.
Benediction.

... The ...

Chicago Ladies Sextette

An orchestra worthy of the name of the great city it represents.

A happy combination of artists who play and sing—and bring to their audiences the best as well as the popular.

A rare combination of genius, experience, versatility and genuine ability.

An organization that stands out in the Lyceum world—as few companies do.

AT THE

CITY PARK AUDITORIUM

Friday, January 20th

The Chicago Ladies' Sextette offers a most unique, original and delightful program. In varied combinations of violins, cello, string bass and piano, these gifted young ladies play their way into the hearts of their audience—and lose no time in doing so. They have what might be called a "Personality Program," for they certainly are "Personality Girls"—every mother's daughter of them.

You will like the Chicago Ladies' Sextette. You will enjoy every minute of their program. You will enjoy their orchestral work, their solos, their vocal combinations, and their readings and impersonation work. There is not a dull moment on their entire program, and when you have heard them, you will agree—with the folks all along the line—that the Chicago Ladies offer a program of real dramatic and musical worth.

GENERAL ADMISSION 50c
AUSPICES

Floydada Lyceum Committee

PROGRAM BEGINS PROMPTLY AT 7:45 P. M.
RESERVED SEATS ON SALE AT WOODY DRUG COMPANY

ANNOUNCING

The Arrival of

New Spring Oxfords and Straps

—IN—
BROWN KID
BLACK KID
PATENT KID

A COMPLETE RANGE OF SIZES AND WIDTHS
WE ARE ALSO SHOWING A FULL LINE OF TENNIS
OXFORDS AND SPORT SHOES

C. R. HOUSTON & CO.

FLOYDADA, TEXAS

Miss Vesta Fae Warren, teacher of voice in Wayland College, has been here this week in the interest of a class.

Ray Slaughter and Jodie Day returned the first of the week from Anaheim, Cal., where they had been the past few months.

Judge A. P. McKinnon is expected home tomorrow from Austin, where he has been on legal business, having left for that place Saturday.

S. E. DUNCAN, Insurance, JAS. K. GREEN, Land Loans

Announcement

We wish to announce the removal of
OUR OFFICES

From The First State Bank Building to

ROOMS 8 and 9

Second floor First National Bank Building

DUNCAN INSURANCE AGENCY

FLOYDADA, TEXAS.

TELEPHONE 272

ODUS MITCHELL LEADS BUFFALO BASKET BALL TOSSERS

Canyon, Texas, Jan. 14.—Odus Mitchell, star center for the Buffalo Basket ball Team was elected captain of the herd for the 1922 season, which opened January 11th at Simons. Mitchell is one of the five letter men from last year and fans who saw him work say that he never failed to take the toss from every center he was against. He seems to be faster this season than ever before and no one here will concede that he has an equal in the panhandle. He is stellar performer at caging and says the whole court every minute of the game.

Odus was a star end on Coach Burdick's 1921 football eleven also a letter man in baseball and track in the season of '21. He is easily a star at any

game in which he takes part and it is hard to say which one he is best in, but fans who have seen him perform say he is one of the greatest athletes in the panhandle.

The honor as pilot for the Buffalo basket tossers in their first season in the Texas Inter-Collegiate Athletic Association, comes as a just reward for Mitchell, because he puts his soul into his work no matter what is in it. He is a natural leader and a friend to all. His election as captain of the Buffalo herd has met with approval from every corner of the campus.

Mitchell is a freshman in West Texas State Normal College and is making a record as a student as well as in athletics. His home is at Floydada.

N. N. Whitworth, of Mineral Wells, was in Floydada on business last Friday.

MRS. LILLIE BRITTON ANNOUNCED FOR TREASURER

Mrs. Lillie Britton this week announces her candidacy for the office of County Treasurer of Floyd County, to succeed herself in office. In doing so, she states the records of her office are open for the inspection of interested persons at all times, and any questions as to her record as treasurer will be cheerfully answered.

Mrs. Britton has made an excellent official, giving careful attention to the duties of her office at all times, and if she be re-elected to the office, continued careful attention to her duties is promised.

Her candidacy is subject to the action of the voters at the Democratic primary in the summer of this year. (Political Advertisement)

"DIXIE DUO" PROVES TO BE UNIQUE ATTRACTION

The "Dixie Duo," who appeared in Floydada Friday evening of last week under the auspices of the Floydada Lyceum Committee at the City Park Auditorium, presented a program which deviated quite a bit from the beaten path and proved interesting and entertaining to one of the best lyceum crowds of the season.

Vocal selections and impersonations of ante-bellum days constituted practically the entire program, negro "spirituals" and folk songs, well-arranged and splendidly presented making up much of it.

PROGRAM OF 5th SUNDAY MEETING OF FLOYD COUNTY BAPTIST ASSOCIATION

To be held at Whiteflat in Motley County, 8 miles north and 2 miles west of Matador.

Thursday night, 7:30: Preaching by A. W. Orrick.

Friday 9:30 A. M. Devotional—C. E. Meredith.

10 A. M. Does the bible teach more than one baptism?—W. C. Garrett, R. E. L. Muncy.

10:30 A. M. Did Christ give the commission to the church or individuals?—J. M. Harder, J. B. Cole.

11 A. M. Preaching—J. W. Fulgham.

1:30 P. M. Does the bible teach the security of the Children of God?—J. Pat Horton, H. M. Reed.

2 P. M. Does the New Testament teach that it is right to pay the tenth to the Lord?—Roy L. Palmerton, J. O. Tidwell.

2:30 P. M. If it does how are we going to get the members to do their duty along this line?—J. H. McCauley, J. W. Fulgham.

4 P. M. What is the difference between preaching—teaching. If a difference, who is to do the teaching?—J. B. Cole, J. O. Tidwell.

7 P. M. Devotional—W. S. Rexrode.

7:30 P. M. Preaching—J. M. Harder.

Saturday, 9:30 A. M. Devotional—W. B. Jordan.

10 A. M. How are we going to create more interest and get more people to attend our workers' meetings?—R. E. L. Muncy, I. I. Isbell.

10:30 A. M. Women's work, led by Mrs. Shaw, president of women's work of the association.

11:30. Preaching by J. O. Tidwell.

2 P. M. Board meeting.

LONG STAPLE ACALA COTTON SEED

Farmers, if you want pure Acala Long Staple Cotton Seed, acclimated and recommended by growers and government agents for West Texas conditions, leave your order today or advise how many bushels you need. We have J. & G. Acala Seed grown at Paducah, free of all pests, cleaned, culled and sacked at \$2 per bushel. Heartily endorsed by W. O. Logan, County Agent of Cottle County.

Must have sufficient orders to warrant ordering out car by March 15th.

EDWARDS GRAIN AND ELEVATOR CO.

FLOYDADA, TEXAS

O. R. Gordon Dairy

Telephone 927-F4

CLEAN, PURE SWEET MILK AND CREAM

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

PROMPT SERVICE

FLOYDADA, TEXAS

3:30 P. M. Does regeneration come before repentance or after?—W. C. Garrett, J. Pat Horton.

7 P. M. Devotional, led by D. I. Bolding.

7:30 P. M. Preaching by R. E. L. Muncy.

Sunday, 10 A. M. Sunday School.

11 A. M. Preaching by J. H. Mc-

Cauley.

2:30 P. M. The importance of B. Y. P. U. work in our churches.—A. W. Orrick, J. W. Fulgham.

3:30 P. M. Should we revive our Laymen's work in Floyd County association?—Led by C. L. Glenn.

G. W. TUBBS,

For the Committee



Lowest 'F. O. B. Detroit' Prices Ever Quoted on Ford Cars

In spite of the rock bottom prices already effective on all Ford Cars and Trucks, the Ford Motor Company has announced a further reduction on all types, effective January 16th, as follows:

TOURING CAR, PLAIN	\$348.00
TOURING CAR, WITH STARTER	\$418.00
RUNABOUT, PLAIN	\$319.00
RUNABOUT, WITH STARTER	\$389.00
CHASSIS,	\$285.00

COUPE	\$580.00
SEDAN	\$645.00
TRUCK	\$430.00
TRACTOR	\$625.00

Demountable Rims when supplied with Touring and Runabout types \$25 extra

These new LOW prices—the lowest in the history of the Ford Motor Company—coupled with our Time Payment Plan, make it possible for YOU to own that Ford you have been delaying buying.

And remember, you can always depend upon getting Genuine Ford Parts—cheapest and best—wherever you may go, from an approved Ford Sales and Service Station.

BARKER BROTHERS

Authorized Ford Sales and Service
Floydada, Texas

