

The Floyd Co. Hesperian

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THE HESPERIAN PUBLISHING CO.

HOMER STEEN
Editor and Manager

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THE AMERICAN PRESS ASSOCIATION

The Randall County News asks: "Is it better to build schools or jails?" to which The Lockney Beacon, declaring that everything is now judged by the dollar sign, asks, "Which is the cheaper?"

Some one said that candidates in Floyd County are getting numerous. Floyd County doesn't have any candidates at all. Suppose you lived in Hall and had to pick and choose from forty-two head of them.

The Motley County News tells of an acquaintance who shut his chickens up to keep them from laying away from home. His egg supply suddenly vanished. The neighbors' chickens, which had been laying in his hen house, couldn't get in any more.

The Ku Kluxers' hobby just now is to pick a dramatic moment during preaching, then have a delegation of robed representatives of the Invisible Empire walk in and present the pastor with twenty-five to fifty dollars in bills. Funny they go to all that trouble to pay the preacher.

Freight charges are taking less and less of the dollar that is being expended for a living, as evidence the recent announcement of the Santa Fe that the rate on finished marble of certain varieties has been cut nearly 50 per cent, and unfinished rock of the same kind takes an even less rate. Don't laugh, men, this is serious.

Floydada must take care of the people who come here to live by furnishing them houses to rent, water and lights to buy, and other conveniences as far as possible, including a school to which they can send their children. If they can't get these things here they will go elsewhere to make their homes.

Wheeler had considerable of a fire last Wednesday night and J. D. Meriman, Jr., who formerly lived in Floydada, got out a supplement to his paper, which was already printed and ready for the post office. In the supplement he told all about the fire. The supplement was dated 1:30 A. M. Thursday, February 9th.

A big poker game is said to have been in progress out on Indian Creek, northwest of Memphis Friday night. There was a good attendance and the neighbors were kept awake by the cars coming and going.—Memphis Herald.

Thoughtless of the poker players. The muffler law should be strictly enforced.

Speaking of the Klan, it was Senator Johnson of Memphis, who suggested that when the romance and mystery surrounding the order passes away and the hysteria of the moment blows over, the K. K. K.'s will disappear into the limbo from which press announcements give them credit for appearing and into which they always disappear—just evaporate as it were.

The Randall County News has announced a reduction in the price of subscription to that paper. The publisher gives as his reason the fact that his readers have taken a big loss and he feels like reducing his price somewhat to stay in line with conditions. The paper on which his paper is printed, costs him, he says, three times as much as in prewar days of 1914, his labor twice as much, his ink four times as much and his postage nearly four times as much. The reduction he is making is 25 per cent. His subscription price was \$2.00. Its now \$1.50 per year.

A manufacturer in New England, after making two million dollars, announced that's enough money for anybody and signed over his plant to three of his employees. He is going to "retire and run a country newspaper," he says. He may do one but he won't do both. One of the best jokes in the country newspaper man's repertoire

is that one about nothing to do in a print shop except on publication day. The McLean News puts it in about the right way, when the editor said that retiring into the country newspaper business is about like convalescing into a connoption fit.

A large per centage of the ex-service men with the A. E. F. did not think anything particularly of the bonus matter until it began to be put off with one pretext and another. Many of them actually advised against its wisdom. This per centage is now being reduced, and many ex-service men seem to have joined the movement to get the bonus because the talk in some quarters intimates they don't deserve it. After all the bonus will come through taxation of all of us, the ex-service man among the rest, so that quite a per centage of what Uncle Sam puts in one pocket of the ex-service man he will take out of the other.

The Randall County News editor probably does not belong to the Ku Klux Klan. Ten days ago the Klan paraded in Canyon with the same banners they used in Amarillo a few weeks previous, which read, "We want a clean city," and "Law and order." There were sixty-six men in the parade. Says the News:

"There are more than 66 men in Randall county who believe in a clean town and the enforcement of the laws, and they do not wear a mask to proclaim the fact. It takes more nerve to say to a man's face that he is in the wrong or a law breaker, than it does to put on a mask and gang up to make a pretense of law enforcement."

The only fair arguments against the soldier bonus are economic. That the men deserve it and are entitled to it goes without saying. And if the bonus could be given the men now living who gave their services to the country at such a large sacrifice and let that end the matter all well and good. But the bonus idea once started means that the taxpayer will be paying more on this item in the twenty fifth year following its inauguration than in the first year. It is a recurrence of the pension idea with all its attendant evils and petty graft. 80 per cent of the veterans of the G. A. R. are now dead but the pension rolls last year carried nearly \$700,000,000 appropriations, several times the amount it carried in the late '60's immediately following the war. The pension list with all that goes with it, was the thing economists wanted to hedge against when the war first broke out in 1917.

BUILDING A TOWN

An Exchange says: "In the first place, buy everything you need in some other place. If you have flouring mill send off for all your flour. It sounds better to have it come from a distance, even should the quality be inferior. If you have a brick yard, send off for your brick, it makes a man feel important to ship in a few car loads of brick even if he should have to pay more for them than he would at the home factories. If you have a good job of printing, be sure and not give it to your home printer. Send it to acity press; if it does cost you double what it would at home. You might give your home printers the small jobs, it will save trouble. If you want a barrel of sugar, a sack of coffee, a chest of tea, a barrel of molasses, a wagon load of salt and other things, send off for them by all means. And then you can boast to your neighbor that you buy your groceries in the city. It will cost you a little in freight and time, but then you will have the satisfaction of knowing the fact that your money will not

Eight Percent Money

We can make you a farm loan or take up first vendor's lien notes

AT 8 PERCENT INTEREST

Attractive options of settlement at any interest paying dates.

If you will have a note coming due any time this summer that you will not be able to meet, see us at once and we may be able to assist you.

Our office is in Rear of First State Bank. Phone No. 211.

R. E. FRY

be squandered in building up your own town. If you want dry goods, send to the city. If you want a suit of clothes, do not buy it at home; you might help build up your town, your merchant would get hold of the money and the profits would go to enhancing the wealth of our town."

LOCKNEY NEWS ITEMS

From The Beacon:

The Beacon has obtained figures on the hog shipments from Lockney for the months of December and January. These figures were obtained at the First National Bank, and are in round numbers, \$57,182.82.

The above figures show that Lockney is some hog country. This fifty-odd thousand dollars has come in mighty well during these times of short money.

January showed some nice figures in poultry shipments. The total value of poultry shipped from Lockney during the past month, from January 1st to February 1st, was \$11,776.25. This was areal nice shipment, and for only one month it is a big item, putting Lockney in the front ranks as a poultry shipping center.

Tuesday night at the High School auditorium the Lockney Concert Band gave a very interesting minstrel to one of the largest audiences that has greeted an entertainment in our city in quite a while. The large auditorium was seated to its full capacity, and the crowd was jolly and gave the boys liberal applause from start to finish.

Aunt Susie Green, who has been very sick for the past few weeks is now reported to be very much better, which will be good news to her friends.

CANYON NORMAL CLASS TAKES PECULIAR EXAMINATION

Canyon, Texas, Feb. 10.—Professor F. R. Phillips of the Normal Training School has the reputation of giving unique examinations. Last week he gave his live stock judging class an examination in judging hogs which was neither oral nor written. It was weighing in the true sense. It consisted of weighing ten hogs on the stock scales at the stock loading pens.

Each boy's guess at the hogs, weight was recorded and his number of pounds above or below the correct weight of each animal was totaled and charged against him. The following men made high scores, ranking in the order named: James Upfold, Earl Smith, Elmer Hardin, and Merton Myers.

Spring Frocks Now On Display

The Season's Authentic Styles in

Dresses, Suits and Coats

Await your choosing. There is about them an air distinctiveness; graceful lines and tasteful trimmings class them at once as garments of quality. Substantial materials make the final appeal to practical women.

Also a full line of Spring Woolens, Silks and Wash materials for Home Sewing moderately priced.

C. R. HOUSTON & CO.

FLOYDADA, TEXAS

Money Now Ready

TO LOAN ON IMPROVED FARM LAND.

Groves & Son

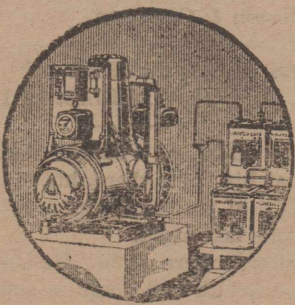
PLAINVIEW, TEXAS.

We have a Full Line of Wire and Posts at Low Prices

Willson & Son Lumber Company

PHONE NO. 3

24-Hour-a-Day Electric Service



DELCO-LIGHT
"Electricity for every Farm"

Delco-Light is made for long, dependable and efficient service. The best mechanics are employed in the factory where Delco-Light is made. Only the best of materials are used and each plant is repeatedly tested before being shipped.

Write for Catalog

B. C. Blackmon

Dealer

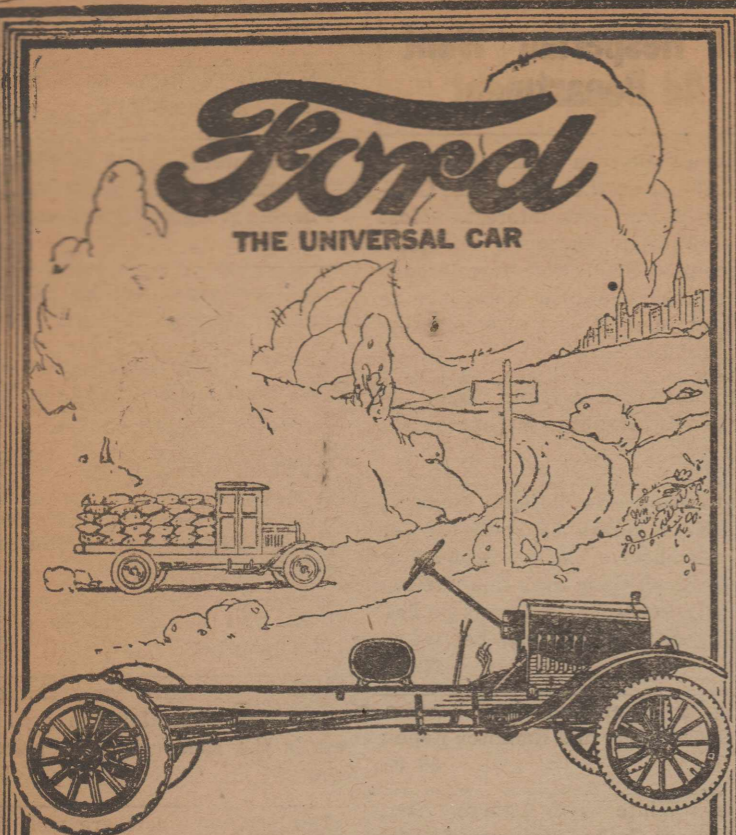
Building Costs Lower

Isn't it about time to stop guessing about the present costs of building and learn the facts?

Building costs are substantially lower; labor is plentiful and efficient; building service is improved; it's a good time to build!

Let's get down to brass tacks. Come in and tell us what you have in mind. We have many excellent plans to show you and we will furnish estimates of cost.

Floydada Lumber Co.



One-Ton Truck

At this exceptionally low price no merchant or manufacturer can afford to do without a Ford one-ton truck. A truck that has always been considered by owners as the greatest value for the money, even when sold at a higher price.

With Pneumatic or Solid Tires and demountable rims. Your choice of either the special gearing of 5-1/6 to 1 for speed delivery or the standard gearing of 7-1/4 to 1 for heavy hauling.

Its power, endurance, dependability, economy of upkeep and operation, and its capacity to handle loads safely are well known Ford Truck qualities, and so recognized by farmers and business concerns the country over.

The extremely low price is creating an increased demand for the Ford one-ton truck, so we advise the placing of your order now to insure reasonably prompt delivery. Terms if desired.

BARKER BROTHERS
Floydada, Texas

VALENTINE PARTY HONORS PUPILS OF MRS. OHMER KIRK

Saturday evening, February 11th, Mrs. Ohmer Kirk entertained a number of young ladies of this city who have been her pupils the last few months, either in art, music or in the High school choral club.

Some twenty pupils and friends enjoyed a very delightful evening.

As the guests arrived they were conducted to the punch bowl by Chauncey Garrison who impersonated St. Valentine very cleverly. Upon entering the dining room each guest was presented a toast by Misses Velma Jackson and Virgie Price, who acted as hostesses. After all had arrived and been served they were entertained by the talent of Miss Virgie Price at the piano. Immediately after she had finished the house lights were extinguished and Cupid entered, impersonated by little Miss Beth Pitts. Repeating these words she released her arrow, "I have come, watch for my arrow." Several times during the evening first one and then another would come to the realization they were the victims of Cupid's arrow. The next number was a piano solo by Miss Pitts. This was very beautiful and was enjoyed by everyone present.

Following this was a candy heart hunt. Before the arrival of the guests a number of small candy hearts were concealed. All were put to hunting these and a prize was awarded to the one holding the largest number at the end of the contest. Miss Floriene Hanna was the winner of this contest although by a very small number. A prize was also awarded to the one not finding any. As two were candidates in this race it was necessary to draw straws to see who was the winner.

The next was also a contest. This time the winner must be a good marks man. A large chart was pinned to the wall with a large heart drawn with a number of small hearts inside. Each couple was allowed two throws for the center of the chart and the couple holding the largest number of points at the end were winners.

After this game several others followed until a late hour, when Mrs. Kirk entertained for several minutes at the piano. The next number was a song by the choral club. This number indicated the effects and accomplishments of the Mrs. Kirk's work.

Refreshments, consisting of pimento canape, heartbeats salad, olives and Japan pekoe were served to the following well entertained guests:

Misses Margarette Grigsby, Velma Jackson, Myra Pack, Gladys Covington, Ruby Ross, Audrey Mae Borum, Aileene Wood, Ardrea Jones, Rosa Jones, Ruby Price, Virgie Price, Minnie Clendennon, Florene Hanna, Beth Pitts, Messrs. Chauncey Garrison, Otis Harris, Fay Maxey, Jeff Welborne, Carroll Duncan, Earl Norman, Virgil Norman, Truett Butler.

BIRTHDAY PARTY FOR BEGINNERS SATURDAY AFTERNOON

Little Miss Marilynn Seale celebrated her first birthday Saturday afternoon, February 11th, with a party given at the home of her grandmother, Mrs. J. D. Price.

The afternoon was spent in hair-pulling, displaying of new teeth, walking contests (most of those present were beginning to take their first steps) and in games which children of their age usually play.

Small favors with appropriate

Presenting Attractive Styles in New Spring Wear

At Prices That Will Meet
With Great Popularity.

New arrivals every day, consisting of smart, beautiful SUITS, COATS AND DRESSES.

Strap Pumps and Oxfords

We are now showing the new Spring Pumps and Oxfords in flat, military and Louis Heels. Blacks and Browns in Patents, Kids and Satins.

QUALITY OUR MOTTO,
SERVICE OUR AIM,
PRICE OUR ATTRACTION

Clark-Wood Dry Goods Co.
SOUTH SIDE SQUARE FLOYDADA, TEXAS

I. O. U. CLUB

The I. O. U. Club met last Wednesday at the home of Miss Pauline Bishop on East Mississippi Street where, with twenty workers, the entire day was spent in piecing quilts. Everyone who came brought something to eat; and when it was put together at the noon hour, there was an excellent dinner for all.

The following new members were received into the club: Mmes. C. C. Wright, Paul Foster, Flynn Thagard, F. W. Ansley, Sam Goslee, J. J. Seale, W. L. Fry, J. B. Bartley, L. B. Dawson and Misses Doris Armstrong and Mary D. Allen.

It was decided the meetings would continue to be held on Wednesdays, instead of Thursdays as at first planned.

This week the club will meet with

Miss Mary D. Allen and with Miss Doris Armstrong next week.

—Reporter.

WANDA TEEPLE ENTERTAINS

Little Miss Wanda Teeple entertained a number of her friends Saturday afternoon from three-thirty until five o'clock, celebrating her seventh birthday. Games of various kinds were enjoyed by everyone. Refreshments consisting of lemonade and cake were served. As the guests departed each was presented with a doll made of apples and candy.

—Contributed.

J. B. Scott, manager of the Texas Utilities Company at Plainview, spent a part of last Thursday in Floydada. Henry Hughes, of Quitaque, was a business visitor in Floydada Saturday.

verses and pictures were given to each guest, and the birthday cake was cut by Marilynn while little hands reached from all sides for the one candle that adroned it.

Kodak pictures were taken of the children in groups before they departed for home.

Those present were Kyle Snodgrass Savage, James Lynn Colville, Anna Jo Andrews, Conrad Cope Wright, Billy Max Snodgrass and the hostess.

—Contributed.

LORRAINE BRITTON GIVEN BIRTHDAY SURPRISE PARTY

Much was the surprise of Lorraine Britton last Saturday night when a number of his friends began to assemble at his home for a surprise party. Mrs. Britton had almost exhausted every means to keep Lorraine at home when the first guest began to arrive. Lorraine had been prom-

ised a trip to the show this night and was full of the expectations of what he was going to see, never dreaming that his friends were preparing to celebrate his birthday. Mrs. Britton had cleverly led him to believe that she would accompany him if he would not go so early. Lorraine at last decided to wait although he was constantly worrying lest he should miss some of the show.

Finally, to the relief of Mrs. Britton, a number of the friends arrived. Lorraine at once thought that they had come to remind him that the day was his birthday. He at once made a bolt for the front door but his mother beat him to it and when he got there he found that it was locked. He determined then to take the consequences and therefore turned for it. Much to his surprise they appeared to know nothing whatever about it and he was at a loss for what to do. He was relieved, however, by the arrival

of several more guests. By this time he had come to the conclusion of the proceedings and joined with all his ability, thinking maybe they would forget the whipping. He was disappointed, however, for a bunch of boys never forget anything pertaining to fun and he was the recipient of something like seventeen licks.

After this had been accomplished to the satisfaction of those present the entire company fell to making candy. A large quantity as well as a variety of candy was made which added much to the entertaining of some thirty or forty close friends of Lorraine. A very delightful evening was spent.

W. S. Adams, of Slaton, was here the latter part of last week on business. Friends in Floyd County of Mr. and Mrs. Adams will regret to learn that Mrs. Adams has been in very poor health the past several weeks.

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.



Chesterfield
CIGARETTES

of Turkish and Domestic tobaccos—blended

"I like 'em"

"They satisfy"

Farmers Must Carry On

WE ARE IN POSITION TO FILL YOUR NEEDS FOR

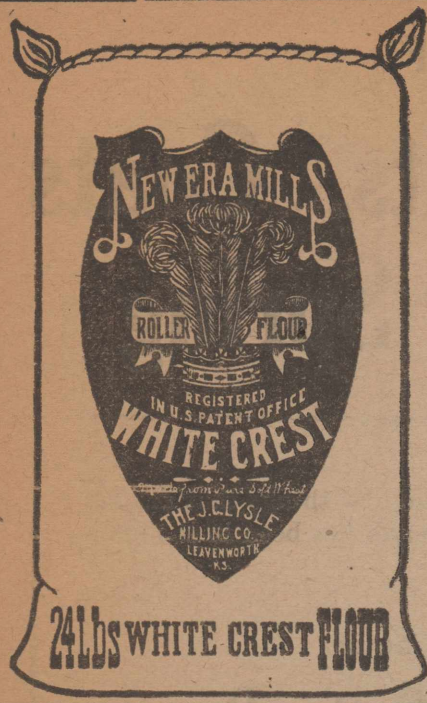
P. & O. FARM TOOLS

LISTERS, HARROWS, CULTIVATORS AND GO-DEVILS—BOTH ONE AND TWO-ROW EQUIPMENT.

If you are not in position to pay cash, for which we allow good discount, we can extend liberal terms on approved notes, at 8 per cent interest.

COME IN AND LET'S TALK IT OVER

O. P. RUTLEDGE



White Crest and Peace Maker Flour

If you are not satisfied with the flour you are now using try one of these brands.

Collins Grocery Company

PHONE 88



SCHOOL NOTES

FLOYDADA VS. PLAINVIEW

The Plainview High School girls visited the Floydada girls Friday afternoon for a basketball game. The Plainview team is a splendid team and noted for excellent playing over the plains. They arrived about three o'clock and the game started immediately after they arrived.

The Floydada high school girls' team has made one of the best records this year it has had. The Plainview girls realized that they had a hard fight for victory and therefore played one of the best games they have played this year.

Fifteen minute halves were played. From the beginning the game looked like a tie and continued to look that way until the last few minutes of the game. Both teams played excellent ball. This was one of the most enthusiastic games the Floydada girls have played this year. Some two hundred people were backing them with all their ability but the Plainview girls were the best team by some five points at the end of the game.

This game was a clean ruled basketball game from the beginning to the end, thanks to Miss Pauline Bishop, the referee. Miss Haymes umpired the game in a creditable way for both teams. This is the first game the Plainview girls have played with the

Floydada girls this year and the game will probably be returned in the next few weeks.

The lineup for Floydada was: Guards Pauline Simmons and Emma Della Summerville; centers, Ethel Houghton and Dutch Viles; forwards, Ora Slaughter and Joyce Hopkins.

FLOYDADA VS. ESTACADO

One of the best and most interesting basketball games of the year was staged at the Floydada high school courts Friday afternoon, February 10. The Estacado boys reached this place about four o'clock and the game started at about four fifteen.

The Estacado team is recognized as one of the leading teams of the plains at this time, having won over Plainview and Lubbock, two of the leading teams of this part of the state. Although the Floydada team had not practiced very much in the last few days they were able to hold the Estacado team one of the tightest games they have played this year.

The game was started with the time decided upon as twenty minute halves. As the game progressed the teams realized that they were very evenly matched and each would have a hard fight to win. Both teams did excellent playing during the first half which would have been a credit to any high school. At the end of the first half the Estacado team was in the lead by

a few points but they realized that they had the best goal the first half and would have to do real playing to win the game during the last half.

The last half started with Floydada making goals right along but luck seemed against them during the last few minutes. The score was a tie of 30 and 30 and only one minute to play. Floydada realized that they would have a very small chance to win although they thought they might make the game end with a tie. The last half minute of the game the Floydada guard made a foul and the result was one point for Estacado. Before the ball was put back to center the whistle blew for time out and the game ended with a score of 30 and 31 in the favor of Estacado.

Both of the teams showed real high school spirit by playing a clean game all the way through.

FLOYDADA STARTS ALL TRACK WORK

The Floydada high school has started track work at an early date this year and hopes to win some of the contests which will be open at the school fair this year. Hurdles have been erected at the high school grounds and every one who can jump at all is trying out. Some are practicing the high jump while others are trying the discus throw. Some splendid marks are being made by the boys and Floydada will be represented in everything at the fair and will also be remembered by the opposing teams. Some splendid workouts are being made in baseball this week and tennis raquets are beginning to appear at the school building. Some of the same tennis players who won the cup last year are present this year again with the addition of several new students.

DOINGS OF THE WESLEY GIRLS

The Wesley Girls met in their January social meeting with Mrs. H. S. Saunders and Mrs. O. B. Olson at the home of the latter. Each member and visitor enjoyed the afternoon very much and declared Mrs. Saunders and Mrs. Olson charming hostesses. Mrs. Worth Shipley and Mrs. T. W.

Salisbury entertained the class Thursday afternoon, February 9th, at the home of Mrs. Kenneth Bain. After a short business meeting various games and contests were indulged in. A delightful little Irish reading was rendered by aguest, Mrs. L. H. Liston. Refreshments consisting of chicken sandwiches, tea and cake were served to nineteen. Each of us returned home glad in our hearts that we are members of the class. Come next Sunday and join us.

The next social meeting will be in March with Mesdames R. T. Stribling and C. A. Shockey.

Members present were Mesdames: H. W. Atkinson, J. W. Davey, L. M. Flanary, Edd Johnson, A. E. Allen, Carl Eubank, R. E. Fry, A. N. Gamble, H. S. Saunders, E. T. Stribling, Oliver Allen, O. B. Olson, Beasley, Roy Curry. Visitors were: Mesdames L. H. Liston, O. B. Vaughan, J. B. Bartley, A. W. Chowning.

—Reporter.

SUNDAY SCHOOL CLASS ORGANIZED

Mrs. Burke called a meeting of her Sunday school girls last Thursday. The main purpose of the meeting was to organize the class again. The Glad Girls was selected as the class name and class pins will be ordered at the earliest possible date which will signify our class and the good things that we are trying to do. Our enrollment is now thirty-six members and we are doing everything possible to increase it, so we wish to invite all the girls who are not in Sunday School to join us.

—Reporter.

NEW GOODS!

HAVE JUST RECEIVED:

Linoleums both printed and inlaid,
Linoleum rugs, all popular sizes,
An assortment of fibre rugs,
Baby Carriages,
Kiddy Koops,
Chifforobes,
Window shades.

All the above added to my well selected stock puts me in a position to fill most all orders.

QUALITY, PRICE AND SERVICE IS MY AIM.

Your business, large or small is always appreciated.

F. C. Harmon

FURNITURE AND UNDERTAKING
PHONE 281-3

HESPERIAN WANT ADS—QUICK RESULTS

My Name Is The Same

My Location Is The Same

But the telephone number is changed. IT'S NOW 232. Don't forget this when you want to call us. We need the business.

WE "GO GET 'EM AND BRING 'EM BACK".

W. L. FRY, The Tailor

LOCATED REAR FIRST STATE BANK

DOWN COMES THE PRICE of Farm Implements

We are overstocked on one or two items of farm implements and in order to make them move we are offering while they last,

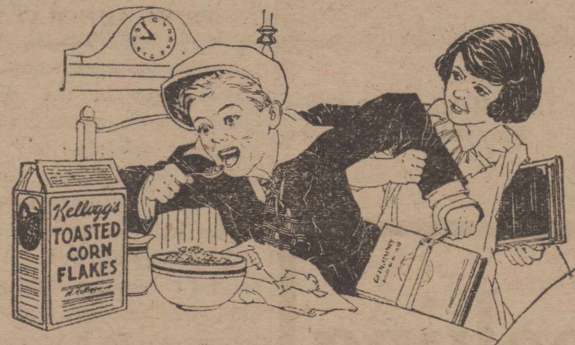
J. I. Case 4-Wheel Listers for Cash at \$65.00

You know the Case line and you'll agree with us there are none better than the Case lister. At this price right at the opening of the season, we don't expect them to last long.

C. Surginer & Son

FLOYDADA, TEXAS.

A supreme tempter for appetites of big and little folks



"Lis'en, you Herbie, you let go of those Kellogg's Corn Flakes or you'll be late for school—and I won't wait for you another minute!"

Put it right up to Kellogg's Corn Flakes to do a master job sharpening breakfast appetites! And, they'll repeat at lunch and supper—for Kellogg's are irresistible in downright goodness! They win every one because their flavor is delicious and because their crunchy crispness is unerring! You'll prove that!

Such a cereal you never ate before! You'll say Kellogg's are a revelation—and they will be, in particular, to any one who has eaten imitation corn flakes! Kellogg's are as distinctive in flavor as they are in crispness. And, Kellogg's are never tough or leathery!

Start eating Kellogg's Corn Flakes tomorrow morning! You can't afford to miss such happiness as Kellogg's hand out to young and old alike! But—please be sure you get KELLOGG'S, the delicious Corn Flakes in the RED and GREEN package. Look for the signature of W. K. Kellogg, originator of Toasted Corn Flakes. NONE ARE GENUINE WITHOUT IT!



Bear in mind KELLOGG'S Corn Flakes are made by the folks who gave you the JUNGLELAND Moving Pictures. Coupon inside every package of KELLOGG'S Corn Flakes explains how you can obtain another copy of JUNGLELAND.

Kellogg's CORN FLAKES

Also makers of KELLOGG'S KRUMBLES and KELLOGG'S BRAN, cooked and krumbled

