

Ground Broken For New Church House

Dirt Breaking Attended by Large Numbers.—Inspiring Ceremonies Held

The dirt breaking for the new Methodist church was a decided success. A large congregation was present and a good and entertaining program was rendered. Judge Bartley represented the board of stewards in a humorous and entertaining speech which was enjoyed by all present.

Judge Thompson represented the Sunday school and its needs in a "telling" speech.

Mrs. R. L. Henry gave a good talk on the work and aims of the Woman's Missionary Society. Her talk was carefully thought out and well delivered.

J. M. Wilson represented the Epworth League in his own characteristic way. His speech was a "Happy Hit."

Rev. H. E. Smith made a rousing, inspiring and timely talk on the growth of Floydada and her churches. His every word, expression and gesture inspired optimism.

Rev. A. L. More, our faithful and much appreciated presiding elder, was present and delivered an inspiring and humorous exhortation which brought the house down and made us all resolve to do better and do greater things. At this juncture the audience repaired to the church lots where our friend, R. A. Burrows, had in readiness a "spankin'" four mule team and plow. Messrs. Boerner and McCarty held the reins and R. T. Miller, a charter member of the church, held the plow and work began. Many tried their hands at the plow.

The finance committee made a good report. They are working like "beavers" and are succeeding admirably. The people inside and outside the church are responding heartily. The word on every tongue is "build."

The work will be pressed as rapidly as possible to completion.

Petersburg to Have Bank

Carl Goodman and associates of Abernathy are preparing to start a bank in Petersburg. A new building is being erected and as soon as it is finished the institution will be ready for business.—Plainview News.

J. D. Starks and T. M. Bartley are in Paducah this week doing Royal Arch Chapter work for the lodge in that city.

Scott & Conner, of Tulia, Buy Mc and Y Theatre

Scott & Conner, of Tulia, have bought the Mc and Y theatre from J. E. Young, and will take charge of the house on March 26th. The new firm is composed of L. G. Conner and O. B. Scott. Mr. Conner will come here and have active charge of the business.

According to the announcement made, the theatre will be closed for a week immediately following the change while changes are being made in the interior of the building, including additional lighting facilities, repainting, and new screen.

Mr. Young has not announced any plans for the future.

J. W. Hooker Dead

J. W. Hooker, of Lubbock, formerly a resident of Floyd county, died at his home there last week, after having been in poor health for a year. He was 67 years of age, having been born in Hunt county in 1850. He had lived on the plains 17 years. He had been in the San Angelo country for several months in the hope of recovering his health.

Mr. Hooker is survived by his wife and five children. The children are: Mrs. J. A. Phillips and Mrs. C. H. Burrus, Lubbock; Ben Hooker, of Hanford, Calif.; Jeff Hooker, of Lovington; Hub Hooker, of Harris, Texas.

Funeral services were held Saturday and the remains buried in the Lubbock cemetery.

Brother of Mrs. Wilson Kimble Succumbs to Tonsillitis

Neil McGlinchey, younger brother of Mrs. Wilson Kimble, died last week at Topeka, Kansas, after an illness of a week from tonsillitis. He was attending a college west of Topeka when he became ill.

A telegram telling of his death was Mrs. Kimble's first knowledge of her brother's illness, so sudden did his condition become serious.

The funeral services were held at Weatherford, Texas, near which place his parents reside. Mrs. Kimble left to be at the funeral.

The present legislature has enacted a law prohibiting the killing of antelope for twenty-five years.

C. S. Jones spent Monday in Amarillo on business.

School Teachers' Examinations to be Held April 6 and 7

Announcement has been made from the State Department of Education offices of the first county teachers' examinations of the year 1917, which will be held on April 6th and 7th.

The examination schedule for the year, not including the dates for the Summer Normal examinations, is as follows: April 6 and 7; June 1 and 2; September 7 and 8; October 19 and 20; December 7 and 8.

The subject schedule for the county examinations will be as follows:

Friday forenoon: Physical geography, physiology, composition, arithmetic, literature, solid geometry.

Friday afternoon: Texas history, grammar, descriptive geography, plane geometry, psychology, bookkeeping.

Saturday forenoon: Spelling, writing, methods and management, civics, reading, chemistry, history of education.

Saturday afternoon: United States history, general history, agriculture, algebra, physics, plane trigonometry.

Additional List of Donors to School Fair Fund

Since the first list of donors to the School Fair Fund was published the following have subscribed the amounts indicated for the Fair: C. M. Bender Dry Goods Co., \$2.50; N. A. Armstrong, \$10; Roy K. Bruner, \$5; I. W. Hicks, \$1; City Market, \$2.50; J. C. Wooldridge Lumber Co., \$2.50; J. A. Seale & Son, \$2.50; Tom W. Deen, \$1.50.

SUNDAY SCHOOLS WILL TAKE RELIGIOUS CENSUS

Plans Being Formulated Made Necessary by Large Increase in Population

The Sunday schools of Floydada are planning to take a religious census of the town, plans for which were started a short time since and are now practically completed. It is possible the census will be taken next week.

The town and surrounding country for several miles each way will be divided into sections and committees will visit each home, taking the census.

The growth in population the past eighteen months has made it practically impossible for the churches and Sunday schools to keep in touch with the new people coming in, who should have the fellowship of the churches of their choice.

The information obtained will include the correct name and address of each member of every family, the church of their choice or membership, the Sunday school attended by the family, and the location of their present affiliations.

The census will also include those who for any reason are unable to attend church and Sunday school services.

Reagan Garage Opening Ball Pleasant Social Event

The opening ball for the New Reagan Garage held yesterday evening, under auspices of local members of the Elk lodge, was one of the most pleasant social events of the season.

Many out-of-town guests were present to add to the gayety of the occasion, and more than two hundred guests registered during the evening.

Music was furnished by Jesse's Orchestra of Amarillo.

Meeting of World Peace Delegates Will be Held March 27

At a meeting of representative citizens from every county in the state to be held in Dallas on March 27th, a discussion of the program for a League of Nations to enforce peace will be had, at which ex-President Wm. H. Taft will preside. A Texas branch of the league to enforce peace will formally organize at that time.

The League of Nations has the unqualified support of President Wilson and other leaders throughout the world.

Judge E. P. Thompson was called upon by the committee of Dallas people having the organization in charge to appoint delegates from Floyd county. Judge Thompson announced the list of appointments yesterday as follows: Ben F. Smith, Dr. Pennington, Judge J. T. Halbrook, J. D. Griffith, Dr. D. J. Thomas, France Baker, Wm. McGehee, Clyde B. Payne, Judge J. N. Stalbird, of Floydada; Rev. W. J. McDaniel, E. C. Henry, Judge B. B. Greenwood, W. A. Robbins, A. C. Goen, E. C. Nelson, Arthur B. Duncan, C. Surginer, J. K. Green, Rev. W. M. Lane, Col. W. M. Massie, Judge A. P. McKinnon, F. E. Savage, Dr. V. Andrews and J. C. Gaither, Floydada.

Secretary Texas Good Roads Association to Log Roads

D. E. Colp, secretary of the Texas Good Roads' Association, will be in this section soon logging the Weatherford-to-Plainview highway, according to information received by E. H. Perry, of Plainview.

I. M. P. S. Club

Misses Hamilton and Higdon delightfully entertained the I. M. P. S. with a theatre party Tuesday evening, March 20th.

Refreshments consisting of cream and angel food cake were served at Massie's drug store. During this time there was a contest in which imaginary telegrams were to be written. Because of the originality of Miss Julia Collier's she was given an extra dish of cream.

Those present were Misses Terry, Irick, Davis, Howard, Butler, Ford, Henderson, Collier and Cadenhead.

The next meeting will be with Misses Butler and Ford.

REPORTER.

Legislature "Censures" But Exonerates Governor Ferguson

The house of representatives at Austin on March 15 declared the charges against Governor Ferguson brought by Representative Davis not sufficiently grave to merit the pains and penalties of impeachment. The resolution submitted by the committee and adopted by the house "censured" the governor for expenditures of the funds appropriated for the mansion and also for the matters in connection with the Temple State Bank.

County Clerk Buys Car

County Clerk Tom W. Deen bought a Saxon "Six" through the C. S. Jones agency this week.

B. A. and Claude Higginbotham of near Floydada, have bought a section of land 4 miles north of town from W. L. Wallace, consideration \$12,160. Mr. Claude Higginbotham is moving on the place this week.—Silver-ton Star.

Prompt Work of Fire Department Saves Warehouse

Last Thursday at two o'clock the Newell-Wagon Yard (old stand) caught fire from blowing "pummies" which had been fired on an adjacent lot and had gotten well under way when the alarm was turned in.

The fire originated practically 1,000 feet from the nearest fire plug, but it was reached in sufficient time to save the main warehouse, the damage done being the destruction of about 40 feet of stall sheds.

Mrs. J. H. F. Reed Dead

Mrs. J. H. F. Reed, mother of Mrs. Geo. L. Fawver, of Baker community, died last Saturday in Roswell, N. M., of measles. She was sick slightly more than a week.

The news of her mother's death reached Mrs. Fawver Saturday afternoon. She and Mr. Fawver left immediately for King, N. M., to which place the remains of the deceased were shipped for burial Sunday. The funeral services were held Sunday afternoon.

Mrs. Reed was 63 years of age. She had just left Floydada after visiting with Mrs. Fawver, and was the guest of her son at Roswell when death came. Her death followed that of Mr. Reed one month and a day. He was killed in an auto wreck west of King.

Mr. and Mrs. Fawver returned home Wednesday. Starting home Monday they were in a head-on collision with another auto nine miles southwest of Lubbock, and were delayed two days at that place for repairs to their car. Miraculously neither himself, nor his wife, nor his little girl, nor the occupants of the other car, were seriously injured.

Christian Church

Elder C. E. Hunt, who is district superintendent of the Panhandle district in Texas, embracing 41 counties, has located with the Christian church. He conducted services here last Lord's Day, morning and evening, and will also conduct services next Lord's Day morning and evening, and each Lord's Day until after Easter. Future announcements for further services of the church will be made in The HESPERIAN.

BORN—To Mr. and Mrs. E. Thornton, Sunday, March 11, a son.

First State Bank Will Build Brick

Material For 100-Foot Building on 50-Foot Front Adjoining Bank Enroute

The First State Bank Saturday closed construction contract with Sam Dane for a brick building to cover their fifty-foot street frontage on the northwest key corner of the square, adjoining their present building.

Construction is to begin at once, materials for the building having been bought. It will be 100 feet deep.

This contract brings the total of brick buildings contracted in Floydada within the past four months up to 337 feet, one of which buildings,—the Kirk building on north side,—has been completed for occupancy. The Childers buildings totalling 87 feet, will probably be completed this week. Other buildings contracted are in process of construction.

Buster Declared Not Guilty on Peremptory Charge of Judge

The case of the State of Texas vs. Tom H. Buster, charged with cattle theft was closed last Thursday afternoon in district court, when District Judge Joiner gave a peremptory charge to the jury to return a verdict of not guilty, at the close of the presentation of the state's case.

Program B. Y. P. U.

Leader—Mr. Gibson.
"Purpose of a B. Y. P. U."—Mrs. Truitt.
"Training Through Service"—Miss Kate Butler.
Song—Miss Wanda Montague.
Reading—Leland Dawson.
Music—Miss White.
"Learning to Work on Our Own Initiative"—Pastor.

Sam Wilkinson Married

Sam A. Wilkinson, son of U. S. Wilkinson, a former county clerk of Floyd county, and brother of Bela and Miss Enid Wilkinson, of this city, was married in Dallas last Sunday.

Miss Wilkinson was formerly Miss Ora Lee Goben.

They will make their home in Dallas.

Hiram Sweeney, of Tulia, was here Tuesday transacting business.

Small Beginnings Make Big Endings



Learn to save the nickels and dimes; The Dollars will care for themselves. The most difficult part in starting an account is the beginning.

SAVE THE CENTS IN YOUTH REAP DOLLARS IN OLD AGE

This is the story of the person who begins early to accumulate. Start an account today.

FIRST STATE BANK
Floydada, Texas



The greatest bulwark against the indigence of old age or the financial drain caused by a protracted illness is a bank account. If you are a business man making big profits; if you are an employee with a fine salary, plan to lay aside a certain sum weekly. Then if the rainy day comes along it will find you prepared.

In times of stress you'll find that your bank account is your friend. You can look the world in the eye. The man with a bank account looks better, feels better, is better than the man without a bank account. We transact all kinds of banking business.

SEE US ABOUT AN ACCOUNT TODAY.

The First National Bank
Floydada, Texas



GET DRESS GOODS FOR SPRING NOW

DAME NATURE IS A GOOD FASHION LEADER. SHE CLOTHES HERSELF IN NEW ATTIRE EACH SPRING. FOLLOW HER. FRESH, NEW APPAREL WILL NOT ONLY MAKE YOU LOOK BETTER BUT FEEL BETTER.

OUR LINE NOW CONTAINS ALL OF THE BEWITCHING SHADES FOR THIS SEASON, AND CONSISTS OF EVERYTHING WOMEN LOVE TO WEAR.

DO YOUR SPRING SHOPPING EARLY AND HAVE IT OFF YOUR MIND.

WHEN YOU COME TO OUR STORE FOR THINGS YOU WISH TO WEAR YOU COME TO THE FOUNTAIN SOURCE OF QUALITY AND FASHION.

WE DO NOT WISH TO MAKE ALL OUR PROFIT IN ONE SEASON.

SILK GOODS

Silk, Serge and Taffeta in stripes, plaids and solid colors, per yard **\$1.50 & 1.75**
 All colors in Silk Messaline, per yard **1.35**
 All colors in Georgette Crepe per yd. **1.75**
 All colors Crepe de Chine per yd. **1.75**
 You will find a beautiful line of Sport Goods in stripes, plaids and polka dots, per yd. **75c**
 Also, tub silks in stripes, per yd. **75 to \$1.50**

TO THE LADIES

Let our store be your stopping place while at the School Fair. You will find our Ladies' Rest Room, with plenty of water, also lavatory.

See our beach cloth and mohair for suits and skirts, in sport stripes and solid colors, per yard. **35 to 75c**
 Skirt Materials.--Both wool and cotton, in plaids and solid colors, **15c to \$1.50** per yd
 Beautiful line of Silk and Cotton Kimona goods, per yard, **20 to 75c**
 Gold Bond Gingham. None better. **12 1-2c** per yard,
 Percale per yard **12 1-2 to 15c**

You will find everything in our store marked at the right price. Do you know why? They were BOUGHT before the ADVANCE.

Foster Bros. Dry Goods Company

"In the Heart of Busy Floydada"

Glen Armstrong left last Saturday for Verona, Mo., where he will join his wife who left the previous week. Glen will enter into the mercantile business at Verona.

E. J. Todd, W. J. and George Lane, of Jayton, were here last midweek on a short business visit. W. J. Lane is a partner of B. P. Woody in the Woody Drug Co.

The Food Supply

By A. M. HOVE.

The demand for bread and meat will continue strong. It matters not whether the big war in Europe continues or ends in the near future. The vast armies can not be demobilized in time for the men to take part in industry for 1917. In the meantime the millions of soldiers and more millions now engaged in the manufacture of war supplies are consumers of bread and meat produced otherwheres.

Should the United States enter the war, it thereby becomes another important customer for bread and meat. This will very materially increase the already strong demand from abroad. Hence there is every indication that prices for the necessaries of life still continue high for the next year.

Northwest Texas is admirably well suited to take advantage of this strong demand for bread and meat. It grows wheat and other small grain most successfully. It grows the sorghum grains like kafir and milo. It grows forage crops like sorghum and sudan. There are vast areas of new fertile land that may be planted to these crops in 1917. In other words, northwest Texas may increase its crop area to take advantage of the demand for what it grows most successfully.

Not a hoof needs leave northwest Texas for feed lots otherwheres. It is itself able to produce everything necessary to fatten every hoof at home and thereby get the full value of the steer, the lamb, the hog. The grains and fodders grown in northwest Texas produces the finest beef, mutton and pork fully as cheaply as it can be done in the corn belt.

But it will take the cooperation of the banker, the business man, the farmer and the stockman to make material increase in production of bread and meat in 1917. The banker must look

after the financing and the business man must give attention to better marketing; while the farmer, the livestock grower and the feeder give their undivided attention to increased production.

The crop season of 1917 is at hand and plans for extension of production must be made quickly. Shall northwest Texas show marked increase in 1917?

Talk it over with the banker and the business man.

The Interscholastic League

The interscholastic league of the Lubbock district will meet in Lubbock on April 13-14. All schools in the district are asked to begin preparations for your county meet that leads up to the district meet.

The officials of the district have issued a pamphlet of rules and regulations that will be followed. For instance, it states that all names must be in the hands of the directors by April 2nd. Copies have been mailed to the heads of all schools in the district whose names we have been able to secure. If you have not received one of these pamphlets, you doubtless see that it is important for you to have a copy.

Your county superintendent has a few copies. If you cannot get one of them write to me at Post, Texas; or, either of the other directors will be glad to furnish copies.

Respectfully,
W. T. BOWERS.

University Getting Bigger

More than five thousand persons have registered for work in the university of Texas for the session of 1916-1917. Not including the enrollment of the summer school of 1,500 students and more than 1,000 taking college courses by correspondence, the enrollment for the long session up to March 8 of the present year is 2,934 persons. Of these 1,846 are taking academic courses, 274 engineering courses,

346 law courses. There are 369 registered in the medical department. Of these 2,934 students 99 are enrolled in the graduate department, 547 are preparing for teachers, 252 expect to become physicians, 52 are preparing for work as pharmacists and 65 young women are studying nursing.

Letter From Sabra Thagard

Los Angeles, Calif.,
March 10, 1917.

Dear Friends:—

As it is impossible for me to write a letter to everyone individually I will write through THE HESPERIAN.

I will try to tell you something of my trip and of California. I did not think I was getting any nearer the "sunny south" when I was in Arizona, the ground being covered with snow. But the tall pines looked very pretty.

It was real cold when I reached the city of Los Angeles and remained so for some two weeks; then it rained for about three weeks. All the sidewalks were running streams and I waded to school. The weather has been like summer time weather for some time.

I started to Inglewood Union high school the next week after my arrival. We certainly have a fine school. The school is very different from the schools there. Every morning about nine-thirty come over and see me cutting up lobsters or frogs. I do not care for that. But about two o'clock in the afternoon come over and you will see me enjoying life. I will be taking my swimming lesson. We certainly have a nice tank and I can swim and dive.

I do not go to the theaters often because I can't afford it. If you take cheap tickets you must sit with the colored people and I am not used to that. "Joan of Arc" has been on for two months but I have not seen it. I saw "The Eyes of the World" and it was certainly fine.

I go to Sunday school and church nearly every Sunday. The church is three miles but it is a nice church.

I want to thank the ones who sent me the "post card shower." It certainly was nice and I sure did appreciate it.

I am having a nice time but it does not keep me from getting lonesome. I will be home in June, as the school is not out until then.

Your Friend,
SABRA.

P. S. I forgot to tell you that the other day one of my friends took me to her back yard and there I pulled my first orange and many more, but she allowed me to eat all I pulled.

Garland McCoy and Miss Oda Felton Married Friday Morning

Garland W. McCoy and Miss Oda Felton, well known and popular young people of this city, were married last Friday morning at the home of the bride's parents, Mr. and Mrs. P. M. Felton, east of town, one mile. Rev. W. M. Lane, pastor of the Methodist church, officiated at the nuptial ceremony.

Mr. McCoy is the son of W. S. McCoy and is engaged with him in the land business.

Immediately following the wedding Mr. and Mrs. McCoy left for Farwell, Texas, to make their home. Mr. McCoy is in the land business there, having charge of sales of the Capital Syndicate lands lying east and north of that city.

Both Mr. and Mrs. McCoy are popular here and have many friends who regret to see them move from this city.

For Governor

Judge Geo. W. Riddle, of Dallas, has announced for governor of the state of Texas.

W. M. Massie & Bro
General Land Agents
(THE SENIOR LAND & ABSTRACT BUSINESS OF FLOYD CO.)

BUY, SELL, LEASE, OR EXCHANGE

Land

in any size tracts through Northwest Texas especially through Floyd and other Counties of the beautiful Plains; Renter and Pay Taxes. Furnish Abstracts Perfect Titles & Etc.

NON RESIDENT LANDS A SPECIALTY

Address

W. M. Massie & Bro.
Floydada, Texas

O. A. Rittenhouse

Embalmer

DAY AND NIGHT SERVICE

Phone No. 207

Floydada, Texas

ARTHUR B. DUNCAN

General Land Agent and Abstracter

Floydada, Texas

Buys, sells and leases Real Estate on commission; Renders and pays taxes for non-resident land owners; Investigates and perfects titles;

Furnishes abstracts of title from records;

Owner of complete abstract of all Floyd county lands and town lots;

Have had 25 years experience with Floyd county lands and land titles;

List your land and town lots with me if for sale or lease; and give me your abstract of title work. Office south east corner of square.

Address

Arthur B. Duncan
Floydada, Texas

Kenneth Bain S. D. Tant

Bain & Tant

Lawyers

Office Rooms 4 and 5
First Nat'l Bank Bldg.

General Practice

J. B. BARTLEY

Attorney-at-Law

Office in Court House

Land Titles and Land Litigation a Specialty

Floydada, Texas

T. F. Houghton B. B. Greenwood

Houghton & Greenwood
LAWYERS

Practice in all Courts

Notary in Office.

NORTH SIDE SQUARE
Floydada, Texas

BUCKINGHAM HEREFORD FARM (POLL)

Herd headed by Agitator No. 482335 and 4612, Double Standard.

Young Stock for Sale. Visitors always welcome

R. H. BUCKINGHAM, Prop

Maxwell

The World's Greatest Motor Car Value

\$635

Endurance—a sterling quality that enables a motor car to travel thousands of miles, day after day, over good roads and bad, with little or no trouble to its owner.

A Maxwell stock car holds the world's endurance record—22,022 miles without a motor stop, without repairs or readjustments—certified by the American Automobile Association.

Maxwell endurance is an inherent part of the car, put there and kept there by the materials, the care, the workmanship and the general policies of the Maxwell Institution.

Touring Car \$635 Cabriolet \$865
Roadster \$620 Sedan \$985 Town Car \$915

All prices f. o. b. Detroit

Mitchell Brothers

Phone 91 Floydada, Texas

Educational Column

Edited By

Wm. Thompson and the University Dept. of Extension

WHY THE ONE-TEACHER SCHOOL?

The one-teacher school will always be a necessity. But its necessity can be justified by two reasons only: geographic conditions and a sparse population. The first is permanent; the second, temporary in most instances. Geographic hindrances that cannot be overcome will always be impediments in the way of larger schools. River bends and secluded mountain valleys will make the one-teacher school in some localities a necessity for all time. Until much of west Texas gets its full quota of population, the one-teacher school will be imperative in that section. In the semi-arid portions of the state that are incapable of sustaining a dense population, the one-teacher school will always be needed. But in the more populous sections of the state, the one-teacher school is passing. It has fulfilled its mission and is yielding its place to larger and more efficient working units. The frontiersman, who once clamored for a little school in his own front yard, is coming to see the virtue of a larger school with more teachers, more pupils and better equipment.

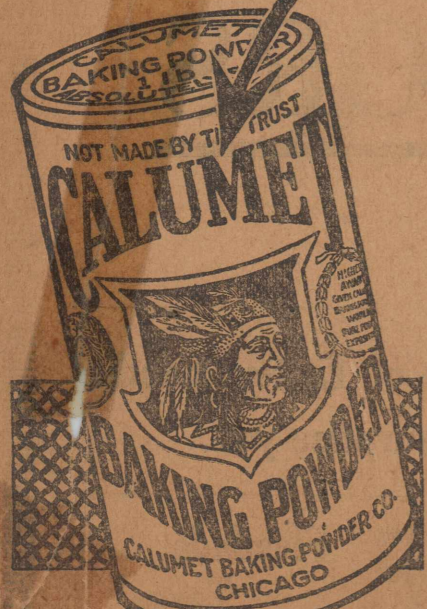
But the area of this enlarged district will not be uniform throughout the state. It will be governed very largely by three things: the condition of the roads, the density of population and the price of real estate. In the black land counties, Collin county for instance, where the price of farm land ranges from



Nothing But Goodness in Everything Made With

Thousands of physicians and millions of housewives will swear to that. You've never tasted such wholesome, tempting, appetizing bakings — you've never enjoyed such uniformly perfect results. Calumet Baking Powder never fails — and it costs less to use than other kinds.

Received Highest Awards
New York State Fair — See Slip in Pound Can.



Cheap and big Calumet Baking Powders do not save you money. Calumet does — it's Pure and for superior sour milk and soda.

Spring Opening

UNUSUAL conditions have prevailed for almost three years in the men's clothing business.

In announcing our new suit and top coat selections for this spring season, we emphasize their pedigrees.

Our advice to you at this time is to buy clothing of reputation, clothing in which you know the manufacturer lives up to his responsibility until you admit you have had your money's worth.

We carry the same famous makes as usual. Our lines have national prestige, based on style and quality standards. They are guaranteed by the makers and by us.

We want to emphasize that we are headquarters for

**Styleplus \$17
Clothes**

TRADE MARK REGISTERED
"The same price the nation over."

The only clothes in America whose price is known to remain the same.

The popularity of this suit of medium cost, one price the nation over, has given the makers such a great volume that they can keep the price down and give all wool fabrics plus the style of one of the great designers.—*Guaranteed!*

We bought heavily this season. Our assortment is large, but we think you will see in it a clothing conception that shows our knowledge of what the best dressers in town want.

Buy your spring suit early. We cannot reorder on some of the most stylish fabrics. Be free to come here and look through our new stocks. We want you to know how well we are supplied.

The Martin Dry Goods Company

Floydada, "The Store With the Goods" Texas



Styleplus \$17
Clothes

Copyright 1917 by
Henry Seaton & Co., Inc.



\$80. to \$150. per acre, where the roads are heavy with mud during the rainy season of the year, and where there is a rural population of forty-nine persons per square mile, the school districts need not be so large in order to maintain a worthy rural high school, as far west in Taylor county, for instance, where land is cheaper, population less dense, and the roads relatively better. Indeed, a country school district with sixteen square miles and land valued at \$80. per acre, as in Collin county, is financially as able to support a school as a district twice that size in the zone of land valued at \$40. per acre. In most of the black land counties an area of sixteen square miles contains more school children than an area of twice that size in even the most populous counties two hundred miles further west. At the same time, the natural difference in the conditions of the roads will make a school more accessible at a distance of four miles in the vicinity of Abilene than at a distance of two miles near Corsicana or

McKinney. In all the black land counties, the improvement of the county roads will mean much for the enlargement and development of the country schools.

Declarers And Debaters Are Chosen For Floydada School

Debaters and declaimers were chosen to represent the Floydada school in the county school fair and interscholastic meet here next Friday and Saturday in elimination contests held Friday evening in the district court room.

Debaters chosen by the judges were Ford Butler and Edward Oden. There were six entries in the contest.

Ora Slaughter was chosen as the junior girl declaimer, out of ten contestants. In the junior boys' declamation Ralph Cope will represent the school.

Chester French was chosen senior boy declaimer by the judges.

The program was attended by

an audience that filled the big room, and was more than usually excellent in each department.

Every grade in the school was represented in the contests and class enthusiasm ran high.

Felton Building New Home

P. M. Felton let the contract last week to W. A. Gound for a new dwelling on his farm east of town one mile.

His new home will be much on the same style of residence which he built on the Thornton place, which has since been bought by P. Sims.

Attend the Floyd County School Fair, March 23 and 23.

BLACK WHITE TAN

SHOE POLISHES

2 IN 1

10c

F.F. DALLEY CO. OF NEW YORK INC. BUFFALO, N.Y.

PRICE-GOEN

OAKLAND

"The Sensible Six"
\$875. F. O. B. FACTORY

SENSIBLE Because of its Bigness and Beauty, its Power and Comfortable Roominess.

Note the width and depth of the seats, the size of the doors, the leg room in both tonneau and driving compartments. Every measurement means comfort and service and has a part in making the Oakland Six one of the handsomest, as well as most sensible, cars ever built.

C. S. JONES, Dealer,

FLOYDADA,
TEXAS

We Are Open

For business and would like for you to call and see our Millinery before you buy. We have a complete line, and are ready to serve you.

Don't forget our Tailoring Department for men. We have a complete line of Spring and Summer woolens to show you. We also do cleaning and pressing.



AUCTION

AT PUBLIC SALE
Tuesday, April 3rd, 1917
at 10 o'clock a. m.

At Bassett Dairy, Crosbyton, Texas

A clean up of ranch, farm and dairy properties, owned by Julian M. Bassett. Closing out his interests in Crosby County. These articles go to the highest bidder without reservation and include:

- 20 saddle and work horses
- 20 mares

Harness, buggy, wagon, disc plows, drills, planters, cultivators, go-devils, row and broadcast binders and nearly all farming implements. Many practically new.

The Largest Auction Sale Ever Held in Crosby Co.
NOON LUNCHEON OF BARBECUED PIG

TERMS OF SALE: Net cash under \$10. Over \$10, secured note due December 1st, next, with 10 per cent interest, or 5 per cent off for cash. No property to be removed until settled for.

Julian M. Bassett, Owner,

W. A. Nash, Auctioneer, G. M. McKee, Cashier

McCoy News

March 19.—Much sickness is prevalent. Mr. Jackson's children have the measles; Mr. Krump's baby, Mr. Shipman's baby, and Mr. Griffin's baby is very sick and five of J. E. Hammitt's children are sick with the measles.

Rev. Tubbs filled his regular appointment Saturday night, Sunday morning and Sunday night and preached some fine sermons. A very large crowd attended Sunday evening.

A. H. Manning and wife and twins, Vivian and Lillian, were at church Sunday evening; also Miss Stella Trowbridge and Mr. and Mrs. Phaegon and family of Starkey community, were with us. We were glad to have them with us and hope they will come again.

Miss Maude Swartz has been visiting her sister in Floydada the past week.

Mrs. Pearl Gilmore, of Plainview came down Monday afternoon to stay a while with her sister, Mrs. Winnie Eager.

Mrs. Hulda Foster spent the day with J. E. Hammitt's family Monday.

Starkey ball team came over last Friday afternoon and played ball. We were defeated in the game but are ready to play them again.

M. W. Whitlow entertained the young folks with a party Friday night.

Miss Beulah McDermitt, who has just recovered from the measles, has started to school. We are glad to see her in school once more.

W. E. Smith is building a new house for his son-in-law. We are glad to have them move into our community.

Center News

March 19.—This is the week for the school fair. We hope all the parents will be interested and attend, and see to it that all the children are there the day of the parade, which is Saturday at 11:30, starting from the high school building.

We forgot to mention last week that Marvin Lemons has moved his house to Mr. Maxey's place.

Miss Parish, of Lakeview, spent Sunday at D. I. Bolding's.

Mesdames Shaw and Broyles spent last Friday with Mrs. Belden. Their men folks were helping Mr. Belden work on his well.

Miss Lottie Maxey went to the box supper at Fairview with Miss Suvilla Prestage.

Mr. and Mrs. Mack Spence came up from Wake Saturday and visited till today with Mr. Spence's parents here.

Mr. Stephen Prestage and family now occupy the house where Mr. Price lived last year.

Mr. and Mrs. Hickman and son spent Sunday till Sunday school time at Mr. Wagner's.

Mr. Keller and another party went down to Crosbyton today.

Mrs. Austin's parents and a niece came in Sunday. They ex-

pect to remain several months.

Mr. and Mrs. G. C. Tubbs called at the Bolding home a while Sunday afternoon.

Mr. and Mrs. Bullard went to Floydada Sunday to see their daughter, Mrs. Landrum, who has been in bed several days with rheumatism.

There was singing Sunday night at the Rushing home.

Misses Zee Foster and Annie Nichols and Mr. Willie Nichols came out from Floydada to Sunday school at this place Sunday afternoon.

Mr. and Mrs. Martin visited Mr. and Mrs. Austin Sunday afternoon.

Mr. Bradley's barn burned Thursday afternoon of last week. They only saved a set of harness, no feed at all, and it was well filled with high priced feed, too. They have no idea how it caught. None of the men folks were at home.

Mrs. Love spent last Wednesday at the Martin home and Mrs. Jordan was a caller in the afternoon.

Mr. Golightly was at Mr. Huckabee's a while today.

The Rev. Haddox spent Sunday night with Mr. Breeding at Mr. Maxey's.

We understand the box supper at Fairview netted them about \$45.00.

Misses Mary and Ella Mullins spent Sunday with Miss Terra Garland.

Orville Lyons is right sick at this writing.

There will be no church here Saturday morning on account of the school fair. Sunday afternoon services as usual.

Senior Leaguers Program

Subject—"The Saloon, the Foe of Society."

Leader—Miss Gladys Felton.

Song—No. 45.

Reading—Scripture Lesson, Isaiah 59: 1-8.

Prayer—Bro. Lane.

Song—No. 84.

"An announcement Giving Some Facts Regarding Saloons"

—Miss Hallie Childress.

"Is it Necessary to be a Total Abstainer?"—Mr. Daniels.

"A Talk on Workingmen spending \$2,200,000,000 for Liquor"

—Miss Gertrude Terry.

A short talk, "Liquor and Business"—Mr. Smith.

"Dry Cleaning Uncle Sam"—Mrs. Williams.

"Statement of Two Governors of Two Southern States Regarding the Effect of Prohibition"—Miss Velma Moore.

Short talk, "Liquor and Missions"—Mrs. Lane.

Reading of excerpt from address of Bishop Berry entitled, "Awake, Oh, Church of God!"

—Miss Louise Colville.

"How Can we Help the Cause of Prohibition?"—Mr. Wilson.

Song—No. 102.

League Benediction.



HAVE just opened up a large shipment of remarkably clever new hats, and they are now on display, ready for your inspection.

INCLUDED are many snappy little hats suitable for the miss who insists on individuality; also very becoming patterns for equally discriminating matrons.

Come in Today and See Them

The Martin Dry Goods Co.

"The Store With the Goods"

Flue Building; Concrete Foundations

Concrete tanks constructed and guaranteed not to break nor leak. Sidewalks a specialty

E. I. FAIREY
Floydada, Texas

Mrs. W. E. Pack has returned from Bay City and Mineral Wells, where she has been for several months for her health, which is much improved.

Couple wants rooms and board in private family. Be here permanently. Address Box 102 or phone Mrs. Williams 207.

52-1f

Gamble Bros. & Ross

Extends Greetings

—And invite you to make our store your headquarters during the county school Fair.

—We assure you a hearty welcome either as a visitor or customer.

—We are showing a big line of mens suits from \$11.75 to 17.00 which have all the merits and appearance of tailor made clothes in fit, high class material, and lasting qualities. we can save you a lot of money, come in and let us show you.

Yours to Command,

Gamble Bros. & Ross

Builders Hardware

We now carry a most complete line of door locks, butts, sash locks, weights, cresting, ridge roll, finials, etc.

Let us figure on the hardware for your house. Our price will interest you and the quality is the best. Come and see us.

BROWN BROTHERS
Hardware Groceries

WELCOME VISITORS

To the School Fair

Bring the kiddies around to Our Place and let them see our big line of Easter Candies Chicks Etc. See our line of Middies at 50 cents. They will surprise you.

First State Bank Bld'g.

The RACKET STORE

Floydada, Texas

GOOD BISCUITS

More to make a good meal than any other one thing. You will always have Good Biscuits if you use "American Beauty" flour. This flour took all first prizes last Fall at the Dallas Fair in competition with the best mills of Texas. The price for "American Beauty" is the same as for ordinary flour. Try one sack. You'll be delighted. We sell Groceries that are CLEAN and Fresh. Try us next month. You'll like our groceries and service.

BROWN BROS.

What you want, like you want it, when you want it.

McCoy News

McCoy, March 26.—

Much sickness in our community yet. Mrs. Payne is very sick. She has erysipelas. Mr. Berry's little girl is sick. Five of J. E. Hammitt's children are up from the measles, except one, Claude, has relapsed; now has pneumonia, and the baby is taking the measles now.

Mr. Dudley's wife and children came home very sick, ptomaine poisoning, Saturday evening.

S. E. Lowrance's father's family from Knox county visited them last week.

Mr. and Mrs. Thacker called at J. E. Hammitt's Sunday evening.

Our Sunday school was postponed Sunday evening, on account of singing at Starkey.

Miss Myrtle Pharr, who has been sick with pneumonia, was out at Starkey Sunday evening.

Mr. Pharr conducted the prayer service Sunday night. A very good crowd attended.

W. E. Smith was called to the bedside of his brother, last week, in Oklahoma.

Mr. and Mrs. McSpaddin are visiting their son, Coleman McSpaddin, who is very sick with the measles.

Mrs. W. W. Smith is very sick at this writing.

J. E. Hammitt's son-in-law and wife and four of Mr. Hammitt's children were in a runaway Saturday, while enroute to the school fair. They were thrown out of their hack but none were seriously hurt. R. G. Elliott also had a runaway. His team ran about a mile, but he was unhurt.

W. E. Smith entertained the young folks Saturday night with a party. Everybody seemed to enjoy the occasion.

Center News

Center, March 26.—

We are still enjoying the refreshing (?) dust storms, characteristic of this season of the year.

Miss Ruby Maxey came down from Canyon last Friday afternoon to attend the school fair and visit with home folks.

A large crowd out to church Sunday afternoon and a fair crowd that night.

Mr. and Mrs. Irwin had the Rev. and Mrs. Joiner, Mr. Bullard and family and Miss Beulah Crabtree to dinner Sunday, and they all came to Center in the afternoon.

Mr. Austin and family visited at the Keller home Sunday afternoon.

Mr. and Mrs. Martin Jr. spent all of last week visiting at Plainview.

Mr. and Mrs. Bullard spent Wednesday visiting their daughter at Floydada.

Mr. and Mrs. W. C. Spence went down near Lakeview Thursday to see their new grand-

ly. She expects to go home this week.

Mr. Garland and family spent Sunday at Mr. Luttrell's.

Miss Linnie Lyons was sick Sunday; reported better yesterday.

Mr. Bolding was around taking the scholastic census Monday.

Messrs. Tubbs, Prestage and Jordan were Floydada visitors Monday afternoon.

Think Mrs. Bullard leads in the number of young chickens in this community.

Just four weeks more of school we understand.

Arthur Jordan and Roy O'Brien spent Saturday night at G. C. Tubbs.

A very good crowd out to choir practice, considering the two strenuous days previous.

Mrs. Spence has the earliest garden, if the cold weather doesn't get it.

Mr. and Mrs. Belden and Miss Marion went to town Thursday.

A number of the men folks are going to Lockney today.

Mrs. Broyles went to Lockney Monday.

Mrs. Lee, mother of Mrs. Bolding, spent Sunday afternoon with Mrs. Lyons.

R. Fred Brown has practically completed a residence on West California street, which he will occupy when finished.

Shortage of Grains Threatened Over Entire South

Dallas, Texas, March 24.—Farmers are taking advantage of the opportunity to increase the acreages of crops in order to increase the world's supply of foodstuffs. It is now too late to increase the acreage of wheat, says the Texas Industrial Congress, but it is an opportune time to consider this question in respect to corn and the grain sorghums.

In round numbers there were 700 million bushels less of wheat, corn, oats and barley in the hands of the farmers of this country on March 1, 1917, than on March 1, 1916. Last year on March 1 the average price of corn per bushel was 68 cents; now it is \$1. The average price of wheat per bushel was then \$1.02; today it is \$1.64. The south has now on hand in the hands of the farmers 154,097,000 bushels less of corn than on March 1 last year.

In Texas, according to the March report of the United States department of agriculture, the estimated stock of wheat on the farms is 924,000 bushels as compared with 2,813,000 bushels one year ago. There are 1,500,000 bushels less of corn and 5,250,000 bushels less of oats in the hands of the farmers. This condition means a heavy demand for corn and small grains with no reserve supply to meet it.

These figures are significant;

COAL

MUTUAL MAMMOTH LUMP
Colorado's Biggest, Hardest, Hottest,
Cleanest Slackless Coal.

AND THE PRICE IS \$9.00

Crews & Burke

PHONE 94

the lesson is obvious; unless it is heeded the price of all grains will this year reach higher levels than during the civil war.

Militia Boys Are Mustered Out And Return Home

Tom and Sam Goslee and Jim Proctor returned home Monday from Camp Wilson, San Antonio, after spending ten months on the border as members of the Fourth Texas Infantry, Co. L.

Paul Foster, who entered service with them in May of last year, became sick with measles a short time before mustering

out time and is now in a hospital at San Antonio. He is expected home within the next few weeks.

Dr. E. A. Hopkins, of Wolfe City, visited here from Friday to Tuesday with his brother-in-law, J. Q. Carpenter. It is possible that Dr. Hopkins will cate here during the summer.

J. C. Gaither was quite sick last week with blood poisoning. Friends were rather apprehensive of his condition for a short time. He is, however, practically recovered at this time and able to be about his duties.



Copyright, 1917, by Henry Sonneborn & Co., Inc.

Styleplus \$17
Clothes



Easter

The right clothes — quick!

Business men often forget their Easter clothes until the women folks get after them.

We are ready for the fellows who like to make quick work of it and get the right thing.

Styleplus \$17
Clothes

"The same price the nation over."

are the busy line here of medium price. You know their national reputation. Style-to-the-minute. All wool fabrics. Guaranteed satisfaction.

An increasing demand from Maine to California has enabled the makers to produce Styleplus at the same national price \$17 in spite of conditions.

You can pay a higher or a lower price for other makes, also known to be supreme in their class.

Hats, ties, gloves, shirts, hosiery. Everything you need to get right for Easter.

The Martin Dry Goods Company

Floydada,

"The Store With the Goods"

Texas



OAKLAND

"The Sensible Six"
\$875. F. O. B. FACTORY

SENSIBLE Because of its Bigness and Beauty, its Power and Comfortable Roominess.

Note the width and depth of the seats, the size of the doors, the leg room in both tonneau driving compartments. Every measurement means comfort and service and has a part in making the Oakland Six one of the handsomest, as well as most sensible, cars ever built.

C. S. JONES, Dealer, FLOYDADA, TEXAS

WANT AD DEPARTMENT

R. A. Burrows, the drayman. Call him at 118. 3-4tp

See Mary Pickford's brother at the Olympic Monday, April 2.

Room for rent. See E. P. Nelson. 3-1tc

If you want a bargain, we have it. If you have a bargain, we want it. Hollums & Warren, real estate. 3-2tc

Insurance of all Kinds

Better be safe than sorry. Let us protect your property by placing an insurance policy on it. 3-1f FIELDS & ROBERTS.

BROWN LEGHORN eggs per setting, 50c at Slaughter Grocery. F. S. Kinnard. 3-4tp

Phone 77 or 88 for fresh clean groceries. We have the goods and our prices are right. Give us a trial. Duncan Grocery 48-2tc

Triple "B" block stock salt and other salts, at Duncan's. 48

Chase & Sanborn's high grade coffees and teas in sealed cans and in bulk, at Duncan's. 48 tc

GARDEN SEED—3 good lines to select from at Duncan's. 1-2tc

List your live stock with Steen & Smith. tf

Auto casings and tubes, Mansfield casings and Good-service tubes. Mitchell Bros, 52tf

Jones' Market Phone 81. 1-tf

Good Texas Red Rust Proof oats, sacked, 80 cents per bushel at Edwards Elevator, Floydada. tf

High grade kerosene oil wholesale and retail at Duncan Grocery. 48-2tc

We have some good shallow water improved farms for sale, also some unimproved land. Prices right; also two ranches to sell. Buy direct from owners. Part cash; balance, long time. Write Shore & Hill, Hereford, Texas. tf

O. K. Transfer and Livery Barn in connection with the Burrows Dray Line, calls for passengers anywhere in the city. Phone 118 or 165. 3-4tp

Stop! look! and watch our lobby—next week's program. Olympic Theatre.

WHITE CREST, BELLE OF WICHITA and CREAM OF THE PLAINS flour, all the very high-

est patent soft wheat flours at right prices, at Duncan's. 48

Express, freight, baggage, pianos—anything that needs hauling. Just Telephone R. A. Burrows at 118 or 165. 3-4tp

Hail Insurance

See us for Hail, Fire and Life Insurance. 3-tf FIELDS & ROBERTS.

Tell your grocer, "Here's a dime; Let me have a feast sublime." You'll get "Stone's Cake" every time. 3-1tc 10c at White Gro. Co.

Rawleigh Products

May be found at Sands & Mad-dox Grocery, on east side square, Floydada.

Bear in mind that Rawleigh prices remain the same as ever. 3-2tp R. L. ROBINSON, Dealer.

For Sale

I have a set of household goods, almost new, to sell at a bargain if sold within a few days. 3-1tp F. C. SADDLER.

Let G. W. Keasler build your towers, repair your mills. Satisfaction guaranteed. Phone No. 91. 2-2tp

For prompt service phone 216, Carpenter Transfer. 1-tf.

List your lands with me for quick sale. I have land buyers'

excursions coming in every first and third Tuesday in charge of T. A. Christian, of Hill county. 1-tf Jno. A. Fawver.

See Allen & Johnson for all kinds of tin work. South Main Street. tf

WHITE CREST, highest patent flour, made at Leavenworth, Kansas, BELLE OF WICHITA, highest patent flour made at Wichita Falls, Texas, and CREAM OF THE PLAINS, highest patent flour made of PLAINS WHEAT, at Plainview, Texas, all the very highest patent soft wheat flours for sale at Floydada at right prices, by Duncan Grocery. 48-2tc

Jones' Market Phone 81. 1-tf

Disc Harrows

John Deere Disc Harrows, Cultivators, Sod plows at 2-tf MITCHELL BROS.

170,000 acres of land in Terry, Yoakum and Gaines Counties, on the new Santa Fe extension, to sell in 160 acre tracts, \$10 to \$20 per acre, \$2 and \$2.50 cash, balance 7 equal payments, 6 per cent interest, first note due Dec., 1919. For particulars, see Jno. A. Fawver, agent, Floydada. 1tc

For Sale

Some very nice residences in Floydada for sale; might trade for first-class vendor's lien notes. One place at edge of town about eleven acres, nice house, barn, etc., at reasonable price.

See W. M. Massie & Bro. Floydada, Texas.

Jones' Market Phone 81. 1-tf

TOWN LOTS for sale, southwest part of town. Easy terms. See J. D. Price. tf.

Lands

List your land with us for quick sales. 3-tf FIELDS & ROBERTS.

\$100,000

To loan on land or take up Vendor Lien notes. 8 per cent interest. Floyd County Land & Abstract Company. Office First National Bank Building.

Jones' Market Phone 81. 1 tf

See Carpenter Transfer for all kinds of hauling. Phone 216. 1-tf.

Dry weather has not stopped the buyers from coming. If you want to sell your land, list it with us, and let us show you. Same old place—south side square. Hollums & Warren, real estate. 3-2tc

For Fire Insurance

See Featherston & Darsey. Phone 22.

FOR HOUSE MOVING—See Walter Byars, located at City Hotel, Floydada. Home address, Lockney, Texas. Have good outfit and guarantee first class work. 1-4tp.

Jones' Market Phone 81. 1-tf

FOR SALE—Brown Leghorn eggs per setting of 15, 50 cents. 52-4tc Mrs. I. C. Nations, Rt. B, Plainview, Texas.

Let Carpenter Transfer move your pianos. We are prepared. Phone 216. 1-tf.

FOR SALE—15-30 Rumely Gas Tractor and set of 7-disc gang

plows. 2-2tp W. A. Latta, Mt. Blanco, Texas.

For Sale

50 bushels fine Mebane cotton seed, \$1.25 per bushel. Near Allmon school house. 1-tf A. V. HARRIS.

Milch cows for sale. See C. C. West, 15 miles southeast Floydada. 2-tf

Jones' Market Phone 81. 1-tf

For Sale or Trade

30-60 Ohio Gas Tractor and 36 Minneapolis separator. Will trade for stock, town lots, or anything of value. Tell me what you've got. We may get together. 3-tf JNO. A. HOLLUMS.

\$100,000

To loan on land or take up Vendor Lien notes. 8 per cent interest. Floyd County Land & Abstract Company. Office First National Bank Building.

Bring your leaky radiators to the tin shop and have them fixed right. 52-tf. Allen & Johnson.

For Fire Insurance

See Featherston & Darsey. Phone 22.

Disc Harrows

John Deere Disc Harrows, Cultivators, Sod plows at 2-tf MITCHELL BROS.

Miss Mollie Crum Spirella Cor setiere. Phone 141. 4tp.

For stock tubs and supply tanks, see us. 52-tf.

Allen & Johnson, South Main St.

City Property

We have some choice city property for sale. Small cash payment down, balance like rent. 3-tf FIELDS & ROBERTS.

While others are talking low priced groceries, we invite you to get our prices and compare

both the quality and prices of our goods. Duncan Grocery. 48-2tc

Get your Typewriter ribbon at this office.

Young mules for sale. Cash or credit. See H. E. Edwards at the elevator. tf

Jones' Market Phone 81. 1-tf

List your lands with Steen & Smith. tf

STRAYED—From my place 5 miles east of town, 2 red steer yearlings, and one good red white face, short tail heifer. No brand; also one red pig. Phone No. 167. 3-1t J. F. Liston.

Couple wants rooms and board in private family. Be here permanently. Address Box 102 or phone Mrs. Williams 207. 52-tf

See J. A. Lowry & Son for expert Blacksmithing and horse-shoeing. Satisfaction guaranteed. tf.

State Licensed Auctioneer

I am a state licensed auctioneer. Will sell anything anywhere at auction. Make special terms on farm sales. See me for sales.

R. O. Fields, Auctioneer, Floydada, Texas.

For Sale

Barred Plymouth Rock eggs, \$1. per setting. Roy McDonald stock. Apply L. B. Fawver, or phone 188-32. 2-eow-4tp

Christian Church

Elder C. E. Hunt will preach next Lord's day on the following subjects: Morning, "The Old Time Religion;" night, "The Finished Product of Sin." Bible school at 9:45. You will be welcome at all these services.

Subscribe for the Hesperian.

NEW GARAGE At Your Service

The New Reagan Garage has been completed and is now at your service. We offer you unexcelled facilities for repairing, and carry a large stock of the best tires, gas, oils, accessories.

Our new building is practically fire-proof.

Storage charges will be as follows, on and after this date:

Storage by Night 25c.

Storage by Month \$5.00

At your service, day or night.

JOHN H. REAGAN

Studebaker Dealer

Floydada, - - - - - Texas

AUCTION

AT PUBLIC SALE
Tuesday, April 3rd, 1917
at 10 o'clock a. m.

At Bassett Dairy, Crosbyton, Texas

A clean up of ranch, farm and dairy properties, owned by Julian M. Bassett. Closing out his interests in Crosby County. These articles go to the highest bidder without reservation and include:

- | | |
|--|--------------------------|
| 20 saddle and work horses, | 20 mares. |
| 1 McCormick 7 foot grain binder. | 5 McCormick row binders |
| 2 Milwaukee row binders. | 1 Deering row binder. |
| 1 McCormick five foot mower. | 1 P. & O. gang plow. |
| 1 McCormick six foot mower. | 1 Moline gang plow. |
| 1 Emerson ten foot hay rake. | 1 Canton two disc plow. |
| 1 Texas two disc plow. | 1 10 inch walking plow. |
| 1 four section harrow. | 1 three section harrow. |
| 1 Disc harrow. | 2 Campbell packers. |
| 1 Emerson two row lister. | 1 P. & O. blade planter. |
| 1 Kentucky ten hole grain drill. | 2 feed cutters. |
| 1 John Deere manure spreader. | 1 Moline wagon. |
| 5 iron wheel wagons. | 1 milk wagon. |
| Harness and nearly every kind of farming implements. | 2 buggies. |
| Many Practically New. | |

The Largest Auction Sale Ever Held in Crosby Co.
NOON LUNCHEON OF BARBECUED PIG

TERMS OF SALE: Net cash under \$10. Over \$10, secured note due December 1st, next, with 10 per cent interest, or 5 per cent off for cash. No property to be removed until settled for.

Julian M. Bassett, Owner,

W. A. Nash, Auctioneer, G. M. McKee, Cashier

Sands & Maddox

Will appreciate your business and will do all in their power to help cut down the high cost of living. We buy our goods at the very lowest price that we possibly can. This with low rent and low expense of doing business, enables us to sell with a small profit. Come in, get our prices, and be convinced.

COFFEE OF ALL KINDS

- Our famous 30c Peabery this week 25c
- Churful cup coffee 4 lbs. net \$1.00
- Our Star Coffee 3 lb. net 90c

Just Received Fresh Shipment of Gallon Can Goods

- Try Them With a Pie
- Gallon Loganberries 50c
- Gallon Apricots 50c
- Gallon Pears 50c
- Gallon Blackberries 50c
- Gallon Apples 40c

We Will Pay the Highest Price for Country Produce

Sands & Maddox

Phone 94

East Side Square Floydada

Furniture and Oil Stoves

A Car Load of Each Received This Week.

- Duofolds
- Iron Beds
- Divans
- Cane Bottom Chairs
- Dressers
- Chiffoniers
- Wardrobes
- Rockers

Kitchen Cabinets, Cupboards, Kitchen Tables, Library Tables, Four Burner Oil Stoves.

Mitchell Bros.

All Kinds of BUILDING MATERIAL
Our Paint is the Cheapest
Floydada Lumber Co.

No. 7045 Report of the Condition of the
First National Bank, At Floydada
in the State of Texas, at the close of business March 5th, 1917

RESOURCES	
Loans and discounts	\$238,525.68
U. S. Bonds deposited to secure circulation (par value)	12,500.00
Stock of Federal Reserve Bank (50 per cent of subscription)	1,950.00
Value of banking house (if unencumbered)	20,000.00
Furniture and fixtures	3,600.00
Real estate owned other than banking house	None
Net amount due from approved reserve agents in New York, Chicago, and St. Louis	\$ 6,143.72
Net amount due from approved reserve agents in other reserve cities	90,195.52— 96,339.24
Net amount due from banks and bankers (not included in 12 or 20)	65,921.92
Other checks on banks in same town or city as reporting bank	1,309.21
Outside checks and other cash items	\$ 1,070.22
Fractional currency, nickles and cents	\$ 76.39— 1,146.61
Notes of other national banks	1,190.00
Federal Reserve Bank Notes	640.00
Federal Reserve Notes	3,885.00
Lawful reserve in vault and net amount due from Federal Reserve Bank	32,032.72
Redemption fund with U. S. Treasurer and due from U. S. Treasurer	625.00
Other assets, if any, Cotton Bills of Exchange	None
TOTAL	\$479,665.38

LIABILITIES	
Capital Stock paid in	\$ 50,000.00
Surplus fund	30,000.00
Undivided profits	\$ 11,353.78
Less current expenses, interest and taxes paid	4,570.82— 6,782.96
Circulating notes outstanding	12,500.00
Net amount due to banks and bankers (other than included in 29 or 30)	3,443.58
Demand deposits:	
Individual deposits subject to check	348,116.91
Certificates of deposit due in less than 30 days	176.80
Certified Checks	15.00
Cashier's checks outstanding	904.43
Total demand deposits, Items 33, 34, 35, 36, 37, 38, 39 and 40	\$ 349,213.14
Time deposits, (payable after 30 days, or subject to 30 days or more notice):	
Other time deposits	27,725.70
Total of time deposits, Items 41, 42 and 43	\$ 27,725.70
Cash letters of credit or travelers' checks outstanding	None
Liabilities other than those above stated:	None
Total	\$479,665.38

State of Texas, County of Floyd: ss— I, F. M. Butler, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
F. M. BUTLER, Cashier.
Subscribed and sworn to before me this 17th day of Mar. 1917.
[SEAL] C. H. FEATHERSTON, Notary Public.
Correct—Attest: Jno. N. Farris, C. Surginer, E. C. Nelson, Directors.

While in town come to the
SOUTH SIDE BARBER SHOP
Lucian Lincoln, Prop.
SOUTH SIDE OF SQUARE
Floydada, Texas

Lakeview Will Have Booths at Fair
Attention! people of Lakeview and Floyd county. It has been said that the Lakeview Civic Booster Club is dead, but it is very much alive as we shall prove to you Friday and Saturday. A meeting was called Monday night and the club decided to have one or two booths at the fair. Of course, you can't go to the fair two days without

3 More Ships Sunk

German submarines have again played havoc with American shipping. Very fortunately, however, none of our lumber was on any of these ships and we will be able to supply needs in building materials as usual. We have a big stock of lumber and other materials for builders on hand, and can fill any size house bill the same pay it is received.

A. G. McAdams Lbr. Co.
A. M. Stoddard, Mgr.
Floydada, Texas

Lids for Kids

This means just what it says, we have them all sizes and styles. Friday and Saturday the 23rd and 24th we will give reduced prices on these numbers.

For Ladies

We have just received an assortment of shapes in many styles and colors, also a very beautiful assortment of flowers and ornaments.

Come in and See Us

Miss Newell

We are still on the South west corner of the square with the goods. Remember when you want quality goods at right prices. We are there.

Yours for Service

J. A. Seale & Son

something to eat, so everyone is cordially invited to visit us. We will be there both days.
See J. A. Lowry & Son for expert Blacksmithing and horse-shoeing. Satisfaction guaranteed.
tf.

State Licensed Auctioneer
I am a state licensed auctioneer. Will sell anything anywhere at auction. Make special terms on farm sales. See me for sales.
R. O. Fields, Auctioneer,
Floydada, Texas.
tf

New Market

- I am just opening a new market on the South Side, and will appreciate your trade.
 - I will handle all kinds of fresh and cured meats, and deliver anywhere in the city.
 - Located on south side of square, first door east of Eubanks Cafe.
- TELEPHONE 81

Edgar Jones

You Expect

Your grocer to furnish you good, wholesome groceries; to give you courteous and prompt service and to make you reasonable prices.

We FURNISH you good, wholesome groceries. We GIVE prompt and courteous service. We MAKE the price that enables you to cut down the high cost of living.

Try us next time and let us show you how well we can serve you.

BROWN BROTHERS
Groceries Hardware

Photographs by Telephone

are, of course, impossible, but a visit to our studio and a glance at the latest styles in photographs you will find a most pleasant experience

The Wilson Photographic Studio
Floydada, Texas

TIRE WORK GUARANTEED

When you want auto tires repaired bring them to us. We are located two doors west of the post office. We vulcanize all kinds of tires and guarantee our work. All we ask is a trial. Thanking you for your past patronage

J. T. BECK & BROWN

Tom P. Steen R. B. Smith
Steen & Smith
Land and Live Stock Agents
Floydada, Texas.

8 PER CENT MONEY

To loan on Farm and Ranch Property in Floyd and Adjoining Counties, with the assurance of quick service. If you want to sell your lands list them with us. We want to increase our listings with a number of real bargains.

GAMBLE LAND & CATTLE CO.



For Style and Genuine Foot Comfort

buy a pair of our new "Diamond Brand" oxfords. They are specially made for us in handsome patterns and over the newest lasts.

Like all "Diamond Brands" they combine quality with their good looks and will give splendid service. Just as you are attracted by a clean-cut, honest man, you will like these splendid shoes.

Once you wear a pair of our shoes, you will always swear by them, for they will give you long, honest wear as well as true foot-comfort.

The oxford illustrated is made of Gun Calf in the popular English cut with receding toe shape and low heel.

This style is one of our best selling numbers and is being extensively worn in the larger towns.

Price-Goen Dry Goods Co.
"The Quality Store"

COMMENT ON ADVERTISING

Automobile Manufacturer Says Exaggerations and Superlatives Not Good Policy

"Exaggeration and the use of superlatives in the printed as in the spoken word, inevitably react to the discredit of the one employing them. Yet some advertisers plunge on blindly, overstating the merits of their product, blatantly claiming all the super-excellences for their wares and then wonder that their more conservative competitor outsells them." Such was the statement made by Andrew E. Coburn, advertising manager of the Maxwell Motor Company. Continuing he said: "Modesty and a firm respect for the precise truth are qualities that are certain to command respect—partly through their inherent charm and partly through the infrequency of their use."

"Maxwell advertising endeavors to convince by means of a careful and simple presentation of pertinent facts. We believe in simplicity for it is a full brother to truth and it begets conviction. Moreover most of us are very simple people and prefer to listen to the language we understand."

"Another thought I might mention is this: every advertisement ought to do more than merely interest the reader in the merchandise. It ought to create a favorable impression concerning the company behind that merchandise. The important thing is to get the public confidence in an institution, not in a product. If an institution is known to have worthy aims, high ideals and a sterling character, its name is sufficient guarantee of the worth of its goods. If I have confidence in a manufacturer I am receptive to his advertising. I offer him no resistance. If I need his products I buy them without persuasion, knowing they will be satisfactory."

"Too many advertisers seem concerned only with today and neglect tomorrow and the day after. Proceeding on a day-to-day basis is all right as long as the going is good or -if competition has curled up and died. But the average business ought to use its advertising to create a prestige, a good will asset that will come in handy when the well known rainy day arrives."

McCoy School District 16 Petitions For School Bond Issue

Citizens of McCoy school district No. 16 have petitioned the county judge to order an election for a bond issue in the district to determine whether or not bonds in the sum of \$1500 shall be issued for a new frame school house.

If the issue carries the district plans to remodel and add to their present building, making a modern house to accommodate a two-teacher school.

Boys Win Game From Lockney; Girls Lose to Meteor

While the senior boys' basketball team of Floydada high school won their game from Lockney last Friday afternoon 27 to 14, the girls lost to Meteor 12 to 11.

The games were played on the local school grounds.

At present it appears there will be several strong competitors in the races for first place in the various basketball events tomorrow and Saturday.

Meeting Announcement

The Cumberland Presbyterian church will begin a revival under the tabernacle the first Sunday in June.

This announcement was made by Rev. O. A. Mealer, pastor of the church, Tuesday.

Prisoner Saws Steel Bars And Makes Escape From Jail

When Deputy Sheriff Chester West came down last Monday morning and made his way to the jail in the basement of the court house to give the sole prisoner the county had his breakfast, he found the cage open and the bird flown—the cage was sawed open.

Harry Windham, held on a charge of theft, was given the liberty of the corridors in the jail, and had presumably been passed a file or saw when none of the officials were about. Apparently he had easily sawed sufficient opening in the bars to pass out.

Sheriff Grigsby says he has no clue to the whereabouts of the young man nor of any probable accomplices in his escape from jail.

Champion Hog of Stock Show Brings 32 cents a Pound

The highest price ever paid in the United States for a hog for slaughter was recorded at the Fort Worth Fat Stock Show Friday afternoon. Armour & Co. paid 32 cents a pound for the grand champion barrow of the hog show, owned by Mohon Bros., of Prosper, Texas. The hog weighs 400 pounds and will bring his owners \$128.

Bidding for the champion hog was opened by Swift & Co. at 14 cents. Armour's buyers boosted the price rapidly.—Star-Telegram.

Cut Worms

The ravages of this pest have already begun to appear. The larvæ, or worms, cut down the young growing plants just after they come above the ground. This insect does most of its damage in early spring. The control of the cut worm can be accomplished by late planting where this is practical. The artificial means of control is by the use of poisoned baits. Take some green succulent plant and wet it thoroughly with an arsenate of lead solution, made at the rate of 1 pound of arsenate of lead to 10 gallons of water. This material should be scattered through the garden late in the evening, since the larvæ of the cut worm do their damage at night.

Another mash that is often used is bran sweetened with molasses, and to this is added the arsenic poison. Care must be taken not to allow any farm animals or birds to get this poisoned material since it would be fatal to them, as well as to the cut worms.—M. E. Hays, Entomologist.

Serving Two Years For Theft of Car at Quanah

The man who stole the Hudson Super-Six of Maple Wilson at Quanah, Texas, two weeks ago, received a penitentiary sentence in district court in that city last week. He was given two years.

The car was taken at Quanah and was found at Ringling, Okla., after having been driven eight hundred miles. It was not materially damaged.

It is said that Mr. Wilson, the car owner, is suing the garage at Quanah for giving possession of the car to the stranger.

J. R. Brewer and family, of Electra, Texas, have been here the past week looking over their farm property in the southwest part of the county.

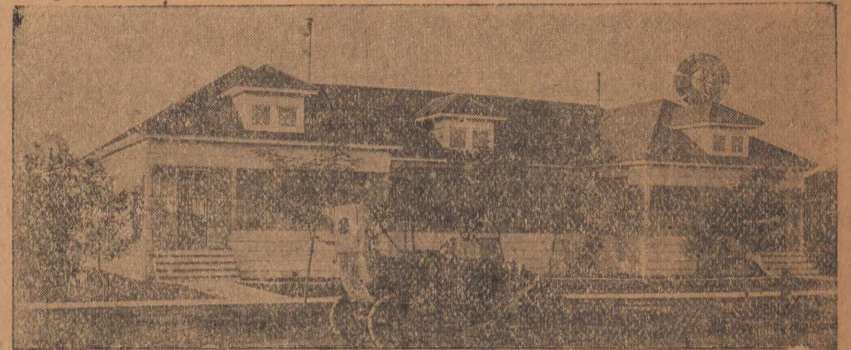
M. D. Hearn, of Melrose, N. Mex., formerly a resident of this county, is here to spend the spring and summer.

A. C. West, building contractor, has moved to Floydada from Silverton and is building a residence in the west part of town.

Five Reasons Why You Should Give Your Buildings to SAM DANE:

- FIRST**
Because he is a home man and a tax payer.
- SECOND**
Because every dollar he earns is spent with home people and invested in Floydada.
- THIRD**
Because he employs home labor as far as possible.
- FOURTH**
Because he is cheaper than other responsible parties.
- FIFTH**
Because he does better work and in less time than others. Try him.

CHILDERS PRIVATE SANITARIUM



For Medical and Surgical Cases
R. A. CHILDERS, Physician and Surgeon
Floydada, Texas

25 years residence in West Texas and 12 years experience dealing in Plains lands puts us in position to handle your business in the most satisfactory manner.

List your land with

Jno. A. Fawver

First National Bk. Bldg. Floydada, Texas.

Fish and Oysters

During the Fish and Oyster season we plan to include them on our menu each week. Fresh shipments each Tuesday and Friday.

We try to give you only the best all the time.

MOVIE CAFE

ROOMS IN CONNECTION.

Saved Girl's Life

"I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents.