

BIG CLEARANCE SALE

Begins January 11th and Continues Till They Are Sold Out

Clearing the way for NEW SPRING STOCKS brings bargains your way. We will not carry garments over from season to season. We are determined to unload even though we suffer losses. Then you can say: IF IT'S FROM RUSSELL'S IT'S NEW.

\$15.00 to \$35.00 Coats on sale.....	\$9.00 to \$20.00	Silk Dresses priced \$20.00 to \$30.00
\$15.00 to \$49.75 Coatsuits on sale.....	\$10.00 to \$35.00	Sale Price.....
Separate Skirts priced \$6.00 to \$10.00,		Shirt Waists Priced \$2.75 to \$6.50
Sale Price.....	\$4.50 to \$6.75	Sale Price.....
Serge Dresses Priced \$8.50 to \$29.50		Ladies' Underwear, \$1.00 to \$1.50 per suit,
Sale Price.....	\$5.00 to \$18.00	Sale Price.....

A Few Hats Left to be sacrificed, too.

MEN'S FURNISHINGS REDUCED

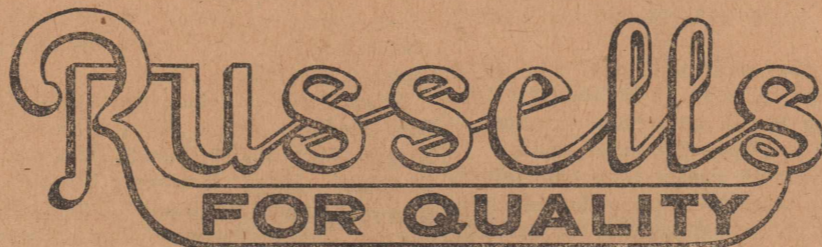
Shirts \$1.25 to \$1.50, Sale price.....\$1.00 to \$1.15
Men's Union Suits, \$1.50 to \$1.75, sale price \$1.25 to \$1.35

MEN'S FURNISHINGS REDUCED

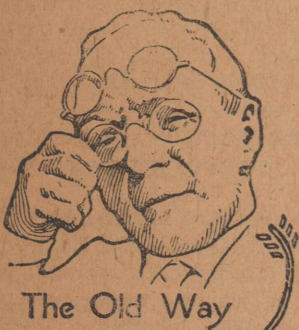
A delayed shipment of Corduroy and Mole Skin Pants placed on sale at.....\$3.25

All these goods are being sold at less than they can be bought at wholesale next season. Therefore you will make a good investment when you buy them.

Phone - - 66



FLOYDADA
T E X A S



Have your Glasses Fitted by a Registered Optometrist

Whose business it is to keep your glasses adjusted.

We are here all the time and not for a day.

WILSON KIMBLE
Opt. D.

Rear of the State Bank
Floydada, Texas



Good Eats

Are pretty hard to find in these days of high prices and shortage in the markets, but you'll find the best of everything that can be obtained at this cafe every day in the year,—fish, oysters, fowl of every kind that can be gotten.

Have you tried one of our regular dinners lately? Since moving our large quarters have enabled us to give better service and we are especially pleased at the increase in our trade among the ladies who can feel assured of being perfectly at ease at any time they visit our cafe.

Oysters Twice Weekly,—Tuesdays and Thursdays. Fish Thursdays.

NICE ROOMS IN CONNECTION
Movie Cafe

B. F. YEARWOOD BUILDING
ON WEST CALIFORNIA ST.

AUTHOR OF FAMOUS
GOSPEL HYMN DIES

B. F. Yearwood is building a residence on West California which he will occupy when completed.

Bennington, Vt., Jan. 3.—Mrs. Annie Sherwood Hawks author of many famous gospel hymns, including "I Need Thee Every Hour," died at her home here today at the age of 81.

A. C. West has the contract for the residence building.

CLEAN SEED GRAIN

Provide Supply of Good, Clean Seed For Next Year's Crop

Winter days, when farm work is slack, can be well utilized in cleaning and grading the small grains for spring sowing, according to a statement just issued by the Seed Stocks Committee of the United States Department of Agriculture. This work should all be done before the spring push in preparing the land and sowing the seed. The cleaned grain will run through the drill or other seeding machinery more evenly than that can thus insure a more uniform stand than can be obtained from uncleaned grain. Cleaning grain also eliminates most of the weak and diseased kernels, many of which may not grow at all, or if they do grow are likely to produce small, weak plants. Uniformly large, plump kernels germinate more evenly, produce stronger plants, and yield more than ungraded grain containing small, weak kernels.

Cleaning the grain also removes a large part of the weed seeds it contains. The preparation of the land for seeding destroys many seeds that are in the soil and thus helps to keep weeds in check, but the value of this work is largely lost if foul seed is sown. Weed seeds sown with the grain have the best of conditions for germination and growth, and the plants produced from them compete strongly with the grain plants throughout the season.

Although the small grain of the 1917 crop, except in North Dakota and Montana, is mostly of excellent quality for seed, yet it is well worth while to run this grain through the fanning mill at least once. No chances should be taken in sowing the 1918 crop. The very best seed available should be used. Increases in yield of from 2 to 5 bushels or more to the acre are often obtained from sowing clean, large seed, but a gain of even a bushel to the acre will mean big wages for the winter days spent in getting seed ready for sowing.

FATHER OF W. H. MASON DEAD

E. N. Mason, of Bowersville, Ga., father of W. H. Mason of this city, died Saturday, December 29th, at his home there. Mr. Mason received the news of his father's death last week.

Death was due to a paralytic stroke. His father was 81 years old at the time of his demise.

A. A. WHYTE MAKES ANNOUNCEMENT OF HIS CANDIDACY

A. A. Whyte, Tax Assessor of Floyd County, has requested the Hesperian to announce his candidacy for the second term to the office he now holds, subject to the action of the Democratic Primary, July 27th, 1918.

At this time Mr. Whyte has had slightly over a year in the assessor's office, and is beginning on the assessments for the ensuing year. In this time he has handled a largely increased business, owing to the fast development of the county, and has handled it in a creditable manner. He asks that his candidacy be considered on his record and that he be given the office again at the coming primary and election.

He calls especial attention to his statements made during his 1916 campaign for the office, at which time he stated he would not ask the voters of the county for more than two terms in this office. He wants it made plain that he recalls his promise made at that time, that he meant it at that time and still adheres to it.

If re-elected his every effort will be toward the conscientious and thorough handling of the business of the office.

JUDGE PIERSON OUT FOR CRIMINAL APPEALS COURT PLACE

Greenville, Texas, January 5.—Judge William Pierson of the Eighth Judicial District has announced his candidacy for Judge of the Court of Criminal Appeals of Texas, and has mailed his application to the Chairman of the Democratic Executive Committee to have his name placed on the primary ballot. He is now serving his sixth year as District Judge, holding court at Greenville, Sulphur Springs, Cooper and Emory.

J. T. PITTS HOME BURNED

The J. T. Pitts home on the Montgomery section 15 miles northeast of Floydada, was destroyed by fire Saturday afternoon at four o'clock, while Mr. Pitts was in Floydada. All the contents of the dwelling were destroyed in the fire, which originated from a spark on the roof, it is thought. None of the family were injured except Mrs. Pitts who was slightly burned while attempting to save some of the household effects.

The Hesperian and Dallas Semi-weekly News, \$1.75.

TO CONTINUE EGG CAMPAIGN

The campaign begun last spring by the Bureau of Animal Industry, United States Department of Agriculture, to encourage early hatching of chickens in order to obtain better egg production in the fall and winter, is to be continued on a larger scale in the coming year.

W. J. Burke and family returned last week from Dallas, Athens, and Musk where they had been spending the holiday season. The trip was made cross country by auto.

Hesperian Ad Liners Get Results.

R. C. SCOTT
Abstracter
Notary Public and
Conveyancer.
Room 10 First Nat'l.
Bank Building

The Hesperian and Dallas Semi-weekly News, \$1.75.

Pathe presents the Four-Star Serial "THE HIDDEN HAND"

With DORRIS KENYON, also featuring SHELDON LEWIS, Arline Pretty and Mahlon Hamilton at the—

OLYMPIC
Tuesday, Jan. 15th

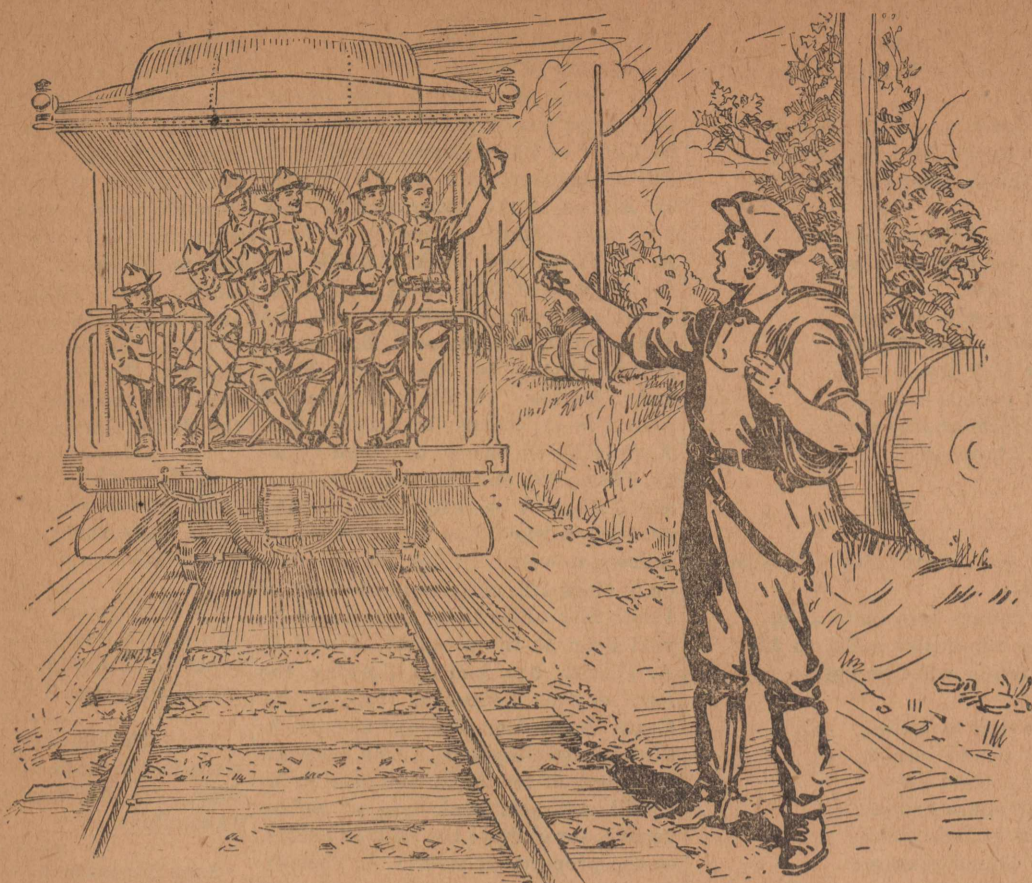
Episode 1, "THE GAUNTLET OF DEATH."

SYNOPSIS:
Eighteen years ago, Rascon, the Mad Monk to the Emperor, made the following prophecy: "This day a girl is born in this court who will be the most beautiful woman in the world, and will bring about the madness of the Emperor and the destruction of the empire before her eighteenth birthday! Frightened, the Emperor made an agreement with Judson Whitney, an American millionaire, to take the child and raise her, keeping her identity a secret. Eighteen years later, in the Whitney home are two girls—his daughter, Doris, and his ward, Verda Crane. The Grand Duke arrives to claim Doris. He has the prints of her fingers in an explosive packet that can be opened only by a locket Doris wears.

As he makes the demand for his daughter, the Grand Duke and Whitney are both shot by a man whom they take to be Jack Ramsey, Whitney's secretary. This man secures the packet and is also seen by Doris. Later it developed that the murderer is a henchman of "The Hidden Hand," who is a master of scientific impersonation, and that the murderer was made up to represent the real Ramsey, a secret service agent. Ramsey starts to trail the murderer as both Whitney and the Grand Duke die, and is suspicious of Dr. Scarely, engaged to Doris, and Abner Whitney, brother of Judson.

That night the Hidden Hand comes to Doris' room to steal the locket which will open a packet containing the finger prints of the right child. Doris hears a noise. Flashing the lights on, she sees the Hidden Hand. Pointing his left hand at her, he shoots a poisonous gas at her from the Gauntlet of Death.

SEE THE NEXT EPISODE, "COUNTERFEIT FACES."



The Telephone Vanguard

The soldier off to camp finds that the telephone man has preceded him. It has been the telephone man's job to help make the camp ready for the soldiers. He has gone ahead with the contractors, installing temporary telephone equipment to facilitate the work of construction. As fast as buildings have been erected, permanent central office equipment has been installed, poles have been set and wires strung, and the camps and cantonments connected by additional trunk lines to the central offices in near-by towns and cities. Notwithstanding the scarcity of material, the large amount of equipment required for these camps has been manufactured and delivered in less than half the time ordinarily required. As a result of this telephone activity, all the varied telephone needs of the great military establishments are amply taken care of and each camp headquarters is in direct telephone communication with the war department at Washington, and with important military points throughout the country.

THE SOUTHWESTERN TELEGRAPH & TELEPHONE CO.

LUMBER

For Houses, Barns and Fences. Paint for Houses, Furniture and Automobiles.

We have a good stock on hand at moderate prices. We can assist you in planning your house and finding the cost.

CALL ON US

A. G. McAdams Lumber Co.

J. P. DODSON, MANAGER

USE HESPERIAN WANT ADS AND GET RESULTS—IT WILL PAY

PRICE—GOES

When a Man Needs Money!

He needs it now—Not next year. The keynote of our success as Farm Loan men is service—quick service. This, coupled with close interest rates makes it advisable for any farmer or ranchman who needs money on his land to see us.

We have a complete abstract of title to all lands and lots in Floyd County. All business entrusted to us will have careful, prompt attention.

Floyd County Land & Abst. Co.

First National Bank Building. Phone Number 22
C. H. Featherston, Manager O. P. Darsey, Secretary
FLOYDADA, TEXAS

UTILITIES MAN VISITS THE LOCAL PLANT

F. G. Beckman, of Plainview, manager of the Texas Utilities Company, operating in Floydada and five other towns of the south plains, spent Tuesday night and Wednesday in Floydada and went over the local situation with Manager Brown.

The voltage in the high-line current was increased Wednesday morning from 2,300 to 2,600 and the resulting lights have been better than formerly. Some complaint of the service from residences at a distance from the transformers had been made previously, which the change, Mr. Brown thinks, will overcome.

MATADOR MAN, ENROUTE WEST, SUSTAINS BROKEN LEG

Earl Johnson, of Matador, sustained a broken leg and other minor injuries Wednesday afternoon of last week when his team became frightened at a passing automobile east of Floydada. Johnson was brought to town for medical attention.

He was enroute to New Mexico when the accident occurred, and resumed his journey Saturday.

NEW HOMES

J. M. Rector is building a neat cottage on Virginia Street west.

The construction of residences of Ira D. Gamble and Sam Dane on West Kentucky Street are progressing apace. The Gamble residence will be completed soon.

The residence of Dr. I. W. Hicks in the southwest portion of town will soon be completed.

ADVICE GIVEN ON FIGHTING AUTOMOBILE FIRES

Premium rates on automobile insurance will have to be advanced if the losses by fire and theft are not sharply decreased, according to an insurance authority, who repeats the following suggestions on extinguishing fires:

1. The most important thing to remember in case of a fire of this kind is to keep cool. A few seconds lost in panic at the start may result disastrously.
2. At least one small fire extinguisher should be on every car. It should be placed where it may be readily accessible in any emergency. The small extinguisher is indispensable in handling a gasoline fire and is also useful in fighting any other kind of blaze about the car.
3. In the absence of an extinguisher, sand or dirt can be used, but it should be remembered that if sand is thrown into the carburetor mechanism harm is likely to result.
4. Do not use water in attempting to extinguish a carburetor fire or other gasoline fire. This merely tends to spread the fire.
5. If the engine backfires, use the starter to turn the motor. If this does not draw the flames into the manifold, use the extinguisher. This should put out the fire with little difficulty.
6. If the fire has reached the trip pan, extinguish that first, and then work up to the carburetor.
7. If the fire is caused by ignition of gasoline from hot exhaust, short circuit or other condition about the car, the extinguisher should also be used with equally good effect.
8. Do not invite destruction of your car and probable injury to yourself by lighting a match to see how much gas there is in the tank.

If owners would exercise the same supervision over their automobiles that they do over other moveable property, the theft losses could be cut down materially.

These are matters of importance, for in the long run motorists will pay in higher premiums for all losses, and a reasonable vigilance on the part of all will mean money saved.—Ex. INSURANCE COMPANIES "BREAK EVEN" IN TEXAS

Austin, Jan. 4.—With some insurance companies making money and some losing, it is probable that companies operating in Texas in 1917 as a whole paid out about as much money for fire losses as they received on premiums. Companies that lost money did not lose quite as much as was lost during 1916.

THE WAR IN FIVE WORDS

One of England's first hundred thousand men spent two years at the front without once writing home. At last his mother wrote to the captain of his company. Tommy himself thought he ought to write and after two days' labor produced the following:

Dear Ma: This war is a blinger. Tell auntie. ALF.

Miss Montague, of Floydada, who has been the guest of her cousin, Miss Thelma Reeves, left this morning for Abilene to attend to business.

HOW TO RE-REGISTER YOUR CAR FOR 1918

Use the form furnished by the State Highway Department known as "1-8 A."

It is essential that the state registration number previously assigned be stated in the application.

The annual fee for re-registering is 35 cents per horse power, according to the A. L. A. M. rating, not the advertised rating. The minimum annual fee is \$7.50 and all Fords are \$7.70. The registration numbers assigned for 1917 will be retained for 1918.

If the following suggestions are carried out, the registration of applications by the State Highway Department will be facilitated:

All application forms must be filled in completely, legibly and correctly, and accompanied by the proper fee; otherwise they will be returned.

It is essential that applications for renewal of registrations show the state registration number previously assigned for the motor vehicle to be registered.

Mail all remittances to pay application fees in the same envelope with the applications.

Do not send coin, currency, personal checks or postage stamps in payment of fees. Money order, bank drafts or cashier's checks are acceptable. Post-office money orders and Austin bank exchange are preferable.

And don't forget that a motor vehicle once registered keeps the same registration number as long as it is in use in Texas.

The instructions above have been furnished from the highway department at Austin. In addition to general advice, the department also issued specific instructions to aid in the registration.

The form known as "A" is to be used only in applying for registration of a motor vehicle not heretofore registered. Renewals are to be made on form "1-8 A."

The annual fee for registering a motor vehicle is 35 cents per horse power, according to the rating of the American Licensed Automobile Manufacturers. This rating is sometimes referred to as the insurable horse-power rating as distinguished from advertised rating.

A vehicle purchased after July 1 of any year may be registered for the remainder of that year for one-half the annual fee.

The registration of a commercial vehicle is to be made on form "C." This form is to be used only for commercial vehicles not previously registered, and for renewals form "1-12" to be used.

The Highway Commission recently ruled that all trucks having a gross capacity of two tons or less take the regular 35 cent per horse power rating. The annual fee is based on the carrying capacity per wheel as follows: From 1,001 to 2,000 pounds per wheel, fee \$20; 2,001 to 4,000, \$40; 4,001 to 6,000, \$60; 6,001 to 8,000, \$150; 8,001 to 10,000, \$300. For loads greater than 10,000 per wheel, license fees are charged for each vehicle at the additional rate of \$50 for each 10,000 pounds increase in weight or fraction thereof. However, no load greater than 800 pounds per inch width of tire per wheel will in any case be permitted and no vehicle of a total gross weight of more than fourteen tons will be licensed by the State Highway Department.

A motorcycle not previously registered in the department is to be registered on form "C", and form "1.10A" for renewing a motorcycle. The annual fee for registering a motorcycle is \$3 and a motorcycle purchased after July 1 may be registered for the remainder of the year for \$1.50.

The chauffeur will make application for a license on form "A.F." this form being the only one in use whether the applicant has heretofore been licensed or not. The application must be sworn to and must be indorsed by two reputable citizens. A chauffeur is any person whose services as the operator of a motor vehicle are available to the general public or any person whose employment or business requires the actual operation by him of a motor vehicle.

TEAGUE ROAD DISTRICT VOTES \$150,000 IN BONDS

Teague, Texas, Jan. 3.—In Monday's election held in Teague Road District No. 1 on the question of issuing \$150,000 in bonds for the construction of permanent roads radiating in several directions from Teague, the bond issue carried by a vote of 676 for to 46 against. A 15c maintenance tax was also voted. The Central Texas Highway from West to East Texas runs through Teague, as does a "cut off," leaving the Western Loop of the Exall Highway at Mexia and connecting with the Eastern Loop of the Exall Highway at Centerville.

In addition to building its connecting links in the two highways a system of local surface roads is being planned.

Mr. McCauley of Oklahoma, who recently bought the Gule Snodgrass farm north west of town, came in last week to make this his future home.

T. L. Brown is regaining strength after recovering from a severe case of pneumonia.

DR. W. M. HOUGHTON

GENERAL PRACTICE
CALLS ANSWERED DAY OR NIGHT. OFFICE ROOMS 11 and 12 1st Nat. Bank Building. Diseases of Women and Children a Specialty
FLOYDADA, TEXAS
Office Phone No. 256 Res. 250

W. M. MASSIE & BRO

GENERAL LAND AGENTS
(The Senior Land & Abstract Business of Floyd County.)
BUY, SELL, LEASE OR EXCHANGE LAND
Any size tracts through North-west Texas, especially through Floyd and other Counties of the beautiful Plains. Render Pay Taxes, Furnish Abstracts, Perfect Titles Etc.
NON-RESIDENT LANDS A SPECIALTY
W. M. MASSIE & BROTHER
FLOYDADA, TEXAS

O. A. RITTENHOUSE

Embalmer
DAY AND NIGHT SERVICE
Phone No. 207
Floydada, Texas

Kenneth Bain

Lawyer
OFFICE ROOM FOUR OF FIRST NATIONAL BANK BUILDING
General Practice

J. B. BARTLEY

Attorney-at-Law
Office in Court House
Land Titles and Land Litigation a Specialty
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.

ECZEMA

Hunt's Cure is guaranteed to stop and permanently cure the terrible itching. It is compounded for this purpose and your money will be promptly refunded without question if Hunt's Cure fails to cure Itch, Bozema, Tetter, Ring Worm or any other skin disease. See the box.
For sale locally by
WOODIE DRUG CO.

B. B. GREENWOOD

LAWYER
Floydada

AFTER-INVENTORY CLEAN-UP SALE

PRESENTS UNUSUAL OPPORTUNITIES FOR OUR FRIENDS TO MAKE UNUSUAL SAVINGS

IT IS OUR CUSTOM EVERY YEAR TO MAKE A CLEAN SWEEP OF ALL WINTER MERCHANDISE AT THIS TIME OF THE YEAR. OUR AIM IS TO PREPARE OUR STOCKS FOR SPRING TO GIVE OUR PATRONS A CLEAN SHOWING OF 1918 MERCHANDISE. YOU WILL FIND MANY SPLENDID VALUES THAT YOU WILL DELIGHT IN BUYING AT THESE REDUCED PRICES THAT WE ARE GOING TO OFFER FOR A FEW DAYS—WINTER IS NOT NEAR OVER AND YOU WILL FIND MANY THINGS HERE THAT YOU WILL NEED, THAT WILL BE GOOD FOR THIS WINTER.

Many Things Priced as Low as 50 Per Cent Off And You'll Certainly Save Some Money By Buying Now

Sale Starts Friday, January 11th, 1918
CLOSES, SATURDAY, JANUARY 19th.

BLANKETS

January and February will be cold and you will need more cover. One lot of Cotton Blankets, in all grey and good size, a good value at per PAIR \$1.35

ONE LOT OF WOOL BLANKETS ALL WHITE LARGE SIZE

Regular \$7.00 values at.....\$4.25
Regular \$9.00 Values at.....\$4.95

FANCY NAVAJO BLANKETS

Many rich and beautiful patterns. They formerly sold for \$8.50 to \$12.50 Your choice any blanket in the lot at

ONE HALF PRICE

FANCY ALL WOOL SINGLE BLANKETS

In many beautiful patterns, suitable for bed blankets or bath robes.
Regular \$6.00 values at.....\$3.85
Regular \$5.00 values at.....\$2.95
Regular \$4.50 values at.....\$2.65

SWEEPING REDUCTION ON BOYS' MACKINAW

Dandy good values, too, here's your chance boys to get these coats at a bargain. They all go at—

50 PER CENT OFF



BIG SPECIAL CLEARANCE

On Boys' and Men's caps, some with good warm ear flaps and a good assortment of shield caps. You'll appreciate these caps these cold winter days. They'll come in handy a lot of times yet.

Regular 65c caps now.....48c
Regular \$1.00 caps now.....79c
Corduroy Caps, Regular 35c values, Special Clearance Price.....25c



Sale of Ready-to-Wear

WOMEN'S COAT SUITS, DRESSES, AND COATS

Wonderful values await the women who investigate these offerings in Coat Suits. A large assortment that should not escape your attention from the standpoint of QUALITY, APPEARANCE AND PRICE. Prices the lowest that such Suits are seldom offered. Your choice, any suit in our stock at 50 per cent Discount.

COATS—

A remarkable offering which represents exceptional opportunities for great savings at 50 per cent Discount. One special lot of only 7 coats in Black Broadcloth. Sizes 36 to 42, extra special, your choice—

AT \$3.85

DRESSES—

One lot of only 12 Dresses, all this seasons very newest and best styles, made of Serges and Combinations of Serge and Satins etc, fancy braid trimmed, all the new popular shades—your choice any Dress in this lot—

50 Per Cent Discount

SKIRTS—

One special Lot of Skirts in all sizes and plenty of styles to select from. Now's your opportunity to get one of these Skirts—

AT 50 PER CENT OFF

WOOLEN SPECIALS

In Beautiful Array and Such Pricings! These woolens are worth 25 per cent more today than they were when we bought them and will be worth 50 per cent more next fall. We strongly advise supplying your present and future needs by purchasing now!

We are offering all of our black Serges in light weights, Storm Serges, all wool Giberdinos etc, at extra special prices. You will find them all grouped together out on one table. Come in and look them over, you'll really be surprised at the prices.
From 25 to 33 1-3 per cent off

SILKS

All Silks, including Crepe De Chine, Georgette, Tiffetas etc at

25 PER CENT OFF

REMARKABLE PRICES; FUR SETS ONE HALF PRICE

REMARKABLE PRICES

Fine Georgette Waists
Regular \$6.00 Waists at.....\$4.00
Regular \$10.00 Waists at.....\$6.45
Regular \$12.50 Waists at.....\$8.35

SPECIAL

One Lot of Ladies' Hats
Your choice.....\$1.00
One Lot, Your Choice.....50c

A FEW BIG MISSES COATS

In good sizes, good patterns and the styles are good, too. If you want a coat better come early.

CLEARANCE PRICE 50 PER CENT DISCOUNT

SWEATERS

All Ladies' and Misses' Sweaters—

ONE HALF PRICE

A VERY NICE LINE OF CHILDREN'S COATS

In most all the popular cloths including several Plush coats in several of the most wanted colors, good sizes.

CLEARANCE PRICE 50 PER CENT DISCOUNT

SWEATERS

All Children's and Infants Sweaters—

ONE HALF PRICE



SPECIAL VALUES

In Men's Sheep Lined Coats and Duck Work Coats, Big heavy Sheep Lined Duck Coats in long and short styles

AT 50 PER CENT DISCOUNT

A GOOD HEAVY LINED DUCK COAT, A SPLENDID VALUE AT

\$3.00 Coats now.....\$1.85
\$4.50 Coats now.....\$2.95
\$5.50 Coats now.....\$3.45

HEAVY WOOL AND WOOL MIXED PANTS

All sizes and all prices. One special lot at

25 PER CENT OFF

BIG SPECIAL

On all of our Men's and Boys' Sweaters. Now's a good time to lay away one of these useful garments if you don't need it now, your choice any Sweater in the house

AT 50 PER CENT OFF

SPECIAL SALE OF MEN'S BOOTS AND BOOTEES

You'll practice real thrift by taking advantage of this sale. These Boots are made over the most popular and wanted lasts, some short and long tops.

Regular \$15.00 Boots now.....\$11.65
Regular \$12.50 Boots now.....\$9.65
Regular \$10.00 Boots now.....\$6.85
Regular \$9.00 Bootees now.....\$6.85
Regular \$7.50 Bootees now.....\$5.35
Regular \$5.00 Bootees now.....\$3.85

SPECIAL SALE ON MEN'S WOOL SHIRTS

At Clearance Prices you will find here a well assorted stock of these fine Wool Shirts in all of the popular shades and all sizes—

AT 33 1-3 OFF

BOYS' SUITS AT CLEARANCE PRICES

A good range of sizes from 6 to 11 in all wool suits in almost any pattern you may want—

AT 1-4 OFF

CLEARANCE ON MEN'S AND BOYS'

Mackinaw all wool Gloves in snap wrist or cuff styles you'll need a pair or two of these gloves for these cold mornings to knock about in—

75c values, now.....55c
\$1.50 values, now.....\$1.10
\$2.50 Leather Palm, now.....\$1.85

CANVASS GLOVES, 3 PAIR FOR 25 CENTS

SPECIAL

On table about 30 pairs of Ladies' and Misses' Shoes, all good styles but small sizes, here's some real shoe bargains, your choice any shoe on this table

AT \$1.65 PER PAIR



MEN'S HAT SALE

All of our celebrated NO NAME Hats in this Clearance Sale

AT 1-4 OFF

MEN'S CORDUROY PANTS

You'll need these pants this year and next and it will be a good buy for the man who needs them. These prices will interest you:

Regular \$4.50 Values at.....\$3.35
Regular \$3.50 Values at.....\$2.65

Remember the date. This sale starts Friday January 11th and close Saturday January 19th

The Martin Dry Goods Company

Practice Thrift Buy Savings Stamps

FLOYDADA, TEXAS

Buy Savings Stamps Practice Thrift

Penury Will Not Win the War

Jno. F. Turner in Farm and Ranch

If we are to win the war we must produce and contribute. In order to contribute we must take advantage of every opportunity to increase production. It is a time when our best efforts should be freely bestowed. For Uncle Sam needs us now; needs us badly—all of us.

The stakes are large in this, our present struggle. Brought down to its last analysis, it will be freedom. We must be satisfied only when we are conscious that we are giving our best. If we fail our country at this critical time we may depend that bondage will be our portion—and it will be final. For just so sure as Germany wins this war we may count our days of freedom but a memory. There will be no more democracy for us. We will be bondsmen of spiked helmeted men—savages.

And the fate of Belgium, Serbia and northern France will be mild compared with what will be meted out to us. At every turn you will face your master and he will have no fancies, save to make you grovel in the dirt.

We must make no mistake in this matter. The issues are clearly drawn. Might makes right over the Rhine. Justice is an unknown quantity. Mercy never enters the heart of men who wear spiked helmets. It's might, kill, crush, destroy.

It is all very nice to say that we love our country. As far as the expression carries it is all right. But the all-important thing right now is action. If we really love our country we are going to keep fully awake to our country's need and shape our lives accordingly.

We have been taught that food will win the war. If these be facts, and we believe it, we must not fail to produce crops for exportation. Those who have garden lands may easily raise foods for home consumption and in this way release other food for the men who are fighting for us.

But the all-important thing to remember is that our country needs us, every man, woman and child in the

land who is able to work. There is need for your labor and if we are only willing we will find it easy to find the place where we fit in.

We have enjoyed many years of unalloyed freedom in America. Have we grown careless or indifferent?

Have we lost interest in the essentials? Have we forgotten that the price of freedom is eternal vigilance? We may depend that the price will be exacted. We can take our choice.

It is either produce and contribute to help Uncle Sam, or produce and contribute to the insatiable greed of the Kaiser. And the Kaiser will not tolerate half measures. Winning this war is the only thing that counts now.

Of course we did not want to fight. What nation of sane people do? But now that this fight has been thrust upon us the best best step is to win such a sweeping victory that there will be no more wars forever. And we can do this if we love our country and freedom it affords as we should.

Penury is the answer of small souls. Penury will not win the war. We must be real, warm-blooded folk.

Americanism, if it is what it should be, means brotherhood. The basis of democracy is respect for the rights of the individual. Liberty means freedom. License is a different proposition. But we have found since the war began that there be some amongst us who cannot differentiate. This war is separating the sheep from the goats. And be not deceived—your Americanism will be proven before this gigantic struggle in this great war ends.

We have wasted many precious hours trying to prove how the war should be won. What we should do above all things else is to find what we are best suited to do to help win the war and get busy at that. I have supreme confidence in the ability and integrity of the men who have this war in hand and I am content to hold up their hands. I want to do what I can to help. That is where I stand in this matter. I know that I do not know how to win the war, save only as it is pointed out to me how my efforts may help.

Criticism never won a war. Criticism aids the enemy. Let's fight now and criticize after the victory is won. Penury and criticism are about on a parity. Either condition is the death of small souls.

Begin the New Year Right

Insure your farm home and farm property against Fire, Tornado and Hail Storm damage. Investigate our special easy pay plan for farm risks.

"If it's worth having, it's worth insuring."

O. W. FRY & COMPANY

Room No. 5, First National Bank Bldg., 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

Fawver & Christian

First National Bk. Bldg. Floydada, Texas.

AUTO MAIL LINE
FLOYDADA—ROARING SPRINGS DAILY

OFFICIAL SCHEDULE:
Leave Floydada 8 a. m.
Leave Roaring Springs 1:30 p. m.
Arrive Floydada 6 p. m.
Arrive Roaring Springs 11:30 a. m.
RATES: \$3.00 EACH WAY

W. R. Cope, Prop., Phone 12, Floydada, Texas

SAXON "SIX"—Five Passenger Touring Car \$1010.00 delivered. SAXON "FOUR" \$450.00 Delivered—See

JNO. A. FAWVER, Agent

FLOYDADA, TEXAS

I do not grant perfection to the men who are in charge of affairs. I know that they will make mistakes. But the big thing is for us to get behind them as a unit and win this war. That is what counts now. The mistakes they make will be insignificant compared to the glories of a victorious America.

And remember this: Victory will sweep, as an avalanche, over all minor schemes of things that face us now. We must be broad enough to reach out the helping hand to our brothers across the sea who are pouring out their best blood to make men free.

For what is true of a nation that cannot exist half slave and half free will hold good in nations being either free or enslaved. We must not be deceived. Just so sure as we fail to render aid to our allies sufficient to defeat the common enemy just so sure will that enemy make bondsmen out of us as well as their next door neighbor.

It is for us to choose. We must either produce and contribute for victory and freedom or we will be made to produce and contribute to Kaiser Bill.

As for me, I prefer meeting the issue and giving down to my last penny and if this will suffice—send me to the firing line. I'm fighting to win a victory for freedom. Where do you stand?

FIRST \$1,000 WAR SAVINGS CERTIFICATE IS BOUGHT

The first one-thousand dollar War Savings Certificate to be purchased by a Floyd County citizen was bought last week by S. D. Greer, of Floydada. Jas. K. Green, chairman of the selling committee for Floyd County, said Friday.

Chairman Green believes that Floyd County will subscribe its quota of the War Savings Certificates in the same way that it has done its part in the other campaigns during the last six months. However, the goal set is a high one and is a long way off, and this county has only begun to make a start. The organization of selling forces was undertaken last week.

NOW USING MOTOR TRUCK

G. V. Slaughter, grocer, now uses a motor truck for his city deliveries of groceries.

PEANUT PORK—CLASSIFICATION BY GOVERNMENT INSPECTOR

State Department of Agriculture, Austin, Texas.—Culminating from an inquiry conducted by this Department last fall to determine the status of peanut pork, a conference was recently held in Fort Worth with the packers and livestock commission men to devise means of keeping the identity of peanut or mast fed hogs, sold "guaranteed," until after they are dressed and chilled—48 hours, so that the Government inspector may pass upon them and certify to those he finds only and firm.

Parties shipping hogs from peanut or acorn territory should request this inspection, as each lot of such hogs, under the same feed, where some grain has been allowed, will likely embrace both firm and oily hogs.

This inspection will be made under the direction of Dr. C. L. Norris, recently appointed Inspector in Charge at Fort Worth.

J. C. PATTERSON,
Livestock Specialist.

BAG FOUR DEER ON HUNT IN DAVIS MOUNTAINS

Chas. L. Harless and W. F. Birch of this place, in company with Mr. Harless' brother, of Snyder, recently spent some two weeks in the Davis Mountains in South Texas, on a deer hunt.

They were successful in bringing down a deer each, with one to spare, which Messrs. Harless and Birch claim jointly.

Dr. M. F. Husky and family returned last week from Wizard Wells, Texas, after visiting several days with the doctor's parents.

Miss Eunice Farmer, who spent the holiday season at home with her parents, Mr. and Mrs. J. D. Farmer, returned to the normal school at Canyon last week.

Robt. E. Jones and family, of Floco, were in Floydada for a short time Thursday last.

G. W. Gilley, of Crosbyton, was here last week on business.

R. P. Parker, of Vernon, Texas, has moved to Floydada to make his home. He owns land southwest of town which he acquired last year.

J. E. Staley, of Friona, was in Floydada last week transacting business.

We Can Help You

If you are planning new improvements or planning to make your old improvements better.

We have all kinds of builders' hardware for residences, barns or other improvements; also a complete line of:

Rabbit and Poultry Wire, Poultry Netting and Barbed Wire.

While you are caught up on your farm work is the best time to improve. Be sure to come to see us.

C. Surginer & Son

PHONE 24 FLOYDADA, TEXAS

L. O. F. NOW HOLD MEETINGS EACH SATURDAY NIGHT

Floydada Lodge No. 34, Independent Order of Odd Fellows now hold, is their weekly meeting night. Mr. and Mrs. Joe Caton returned this week from Snyder, where they had been since the latter part of last week. Saturday night week on a short visit with friends and relatives.

Tire Sale!

TO REDUCE OUR STOCK OF AUTOMOBILE CASINGS WE ARE GOING TO CLOSE OUT THE MANSFIELD LINE AT PRICES THAT SHOULD BE VERY INTERESTING TO AUTOMOBILE OWNERS.

We bought these casings under the old price and can make a larger reduction on them than we could if we had bought them at the present prices.

These casings are guaranteed against defective workmanship and blowouts and in case of dissatisfaction will be replaced at a minimum charge.

- Regular \$12.55 30x3 plain, now, cash only \$10.50
- Regular \$16.85 30x3 1-2 plain, now, cash only \$15.00
- Regular \$18.55 30x3 1-2 nonskid, now, cash only \$16.65
- Regular \$19.30 32x3 1-2 plain, now, cash only \$17.45
- Regular \$21.30 32x3 1-2 nonskid, now, cash only \$19.45
- Regular \$24.35 31x4 plain, now, cash only \$19.50
- Regular \$26.80 31x4 nonskid, now, cash only \$21.50
- Regular \$26.15 33x4 plain, now, cash only \$20.95
- Regular \$28.80 33x4 nonskid, now, cash only \$23.10
- Regular \$27.00 34x4 plain, now, cash only \$21.60
- Regular \$29.60 34x4 nonskid, now, cash only \$23.75

We have red Good Service tubes to fit all the above sizes at the right prices.

All casings sold at the above prices will be cash. If charged any length of time will be at regular prices.

If you want a better casing don't fail to see our Goodyear and Lee Puncture Proof casings. They are the best that money can buy. We stock all the popular sizes in the above casings.

These prices hold good till February 1st, if the casings last so do not fail to get yours before they have been sold.

Mitchell Bros.

Floydada, Texas

P. S. Our manager and buyer Mr. C. W. Mitchell is in the Northern markets buying Furniture and we will be prepared in a short time to furnish your home with anything you want to beautify it. Our shelves are also full of staple hardware. If you need anything in our line call in or phone us, we are able to serve you and it is a great pleasure to do so.

Grocery Specials

WE ARE OVERSTOCKED ON THESE ITEMS AND ARE MAKING REDUCED PRICES. DON'T FAIL TO ASK ABOUT THEM.

Small size White Swan Oat Meal in Packages Schotten's and Golden Days Coffee, in one and three pound tins.

Peanut butter in 1 pound and 6 ounce jars. Figaro Meat Preserver

These are considerably reduced from the regular price and are worth while bargains.

Our Stock is Complete in all Lines

Pack Grocery Co.

CITY BAKERY

J. O. AHNERT, PROPRIETOR

Pure home made bread and rolls fresh and hot every day after 4:00 p. m. for your supper.

16 ounce loaves at 8 1-3c and made clean, baked clean, and sold clean.

Shop open to public for inspection at all times.

City Deliveries Free

9:00 A. M. TO 4:00 P. M. DAILY

We are pleased to announce that we have added free delivery service in the city, hours being 9 a. m. to 4 p. m. All deliveries will be made between these hours.

Also announce that Mr. C. W. Boothe has accepted a position at this store and will be glad to meet his friends and former customers here and fill their grocery needs.

Our prices will continue to be somewhat cheaper than you usually pay for high grade groceries.

Our policy remains the same,—cash to everybody, no exceptions.

TELEPHONE 142

PACK GROCERY CO.

West Side Square Floydada, Texas

WE HAVE TAKEN OVER THE

Maxwell Agency FOR FLOYD COUNTY

And in a few days will have a full line of cars, which we will be glad to demonstrate at any time.

We will also keep a full line of extras at all times.

Main Garage

H. O. POPE, Prop. FLOYDADA, TEXAS

FARMER IN-COME TAX

By ALSON SECOR
In Oklahoma Livestock News.

Maybe heretofore you have not paid any attention to the income tax. It is time you did, because a failure to report your income before March 1, 1918 will cost you dearly—for the penalty is from \$20 to \$1,000 fine and in addition fifty per cent of the tax due. If you fail to give truthful answers to the questions on the blank, the fine will not exceed 2,000 or will not exceed one year's imprisonment or both, in the discretion of the court. In case of sickness or absence from home you may get an extension of time by written application to the collector of internal revenue, in which must be stated the reasons why the return cannot be rendered in the time prescribed by law.

If you dodge the tax this year and next, or for years to come, look out for the day of reckoning when somebody reports you and the government collects all back taxes with the penalties of five per cent of the amount of tax due and one per cent interest for each full month during which the tax remains unpaid. It is cheaper to pay every year, and not try to dodge it.

Every unmarried person having a net income of \$1,000 or more, and every married person having a net income of \$2,000 or more in 1917, must report before March 1st, 1918, to the Collector of Internal Revenue for the district in which the tax payer resides. It is necessary that you find out whether you have an income that will make you taxable under the new law. So you better get out your pencil and do some figuring.

The law defines income as profits, gain, wages, salary, commissions, money or its equivalent from professions, vocations, business, commerce, trade, rents, sales or dealings in property, real or personal, and interest from investments except interest from government bonds or any state municipal, township or county bonds. Income from service as guardian, trustee or executor; from dividends, pensions, royalties, or patents, or oil and gas wells, coal land, etc., and income from all sources are taxable under the law, if the net income from all sources come to the sums named.

It is going to be some task for a farmer to find out what his income was. Few keep books, especially of the smaller items bought and sold. It is counted as sale if you take butter, eggs, apples, potatoes or any product you have raised to the store and "trade it out" for groceries, wearing apparel, or what not. Living expenses cannot be deducted, so you must figure the value of the farm products traded for something, as though you sold the products for cash. It is nothing to the tax collector whether you got cash or sugar for the product. The same is true of real estate. If you sold part or all of the farm they figure as profit or income the difference between the cash value March 1, 1913, and the price for which sold, or the difference between its cost and selling price if acquired on or after March 1, 1913. Rents are considered income whether paid in cash or in part of the crop or otherwise.

Of course there are exemptions. The single person who is supporting dependent children or dependent parents or crippled relatives who cannot help support themselves is considered the head of a family and has the same exemption—\$2,000—as a married person. Unmarried persons with incomes of less than \$1,000 and no dependents are exempt from the tax.

Where husband and wife both have incomes, they can report together and claim one exemption, or report separately and divide the one exemption between them. In case they are divorced or living apart, the one caring for the children can claim full exemption and the other only \$1,000.

There is an exemption to the extent of \$200 for each dependent child under eighteen years of age. Suppose your net income figured up to \$2,800 and you have four dependent children under eighteen years, you would be allowed \$800 deduction for them.

There is a certain depreciation in the value of property which is exempt. It runs as follows: Five per cent on frame buildings and two and a half per cent a year on brick or stone buildings; ten per cent on the cost of farm machinery and implements. But this deduction must be based upon actual depreciation thru use or partial destruction. If its value is the same as the year previous there is no deduction.

In case of loss by fire, theft, or storms, not covered by insurance you can deduct the fair market value of the property. This applies also to machinery, implements and farm buildings. You can deduct losses in trade or business provided the loss was actually suffered. But you can't

deduct for hogs lost from cholera or cattle from sickness unless you had bought them, and then only in the amount you paid for them. Neither can you deduct for loss of any stock or grain or feed that you have produced because you are not required to report on these until sold.

You can deduct incomes from Liberty bonds, and certain other public bonds, and gifts to religious or charitable or educational institutions to the extent of fifteen per cent of your taxable income provided no part of the gift goes to an individual stock holder in said institution for his benefit.

All salaries or compensation paid by the state or political subdivisions of the state are exempt. This is, if you are a county supervisor or something whereby you get a per diem or salary, this does not have to be counted in the income tax report.

Your living expenses are not to be deducted from the total. And you cannot deduct any charge for any personal service rendered in the business, or for any member of the family working at home. You can't allow for a salary to yourself. But you can deduct for cash paid hired help as a part of the running expenses of the farm. Even where sons or daughters work for the parents at a wage, the wage must be paid in cash as to strangers and then this expense may be deducted. If this is done to avoid the tax, there is severe penalty.

"All necessary expense actually paid within the calendar year in carrying on the business" may be exempt from taxation. The question is: What is necessary expense? The family and personal expenses are not so considered. Your groceries, fuel, light, clothing, things like a piano for the home, are personal or family expense and not deductible.

But you can deduct taxes, except income taxes and those assessed against local benefits. Deduct interest paid on your indebtedness, insurance except on your dwelling, seed and feed purchased; stock bought for resale, cash paid for hired help, but cannot deduct as part of the wage the value of their board, lodging or washing.

You can deduct for the necessary repairs, but not for permanent improvements, nor for new machinery. You can deduct for small tools, and for the cost of running your machine such as a tractor, threshing machine, etc. However, you cannot deduct for the cost of running the family auto if used as a pleasure car. If used only as a part of the farm machinery to

run a business, the cost of operation can be deducted.

In brief, this is the new income tax law. It is up to you to see the income tax man. Don't think the tax does not apply to you. Find out by talking with him and when you can go to see him, have all figures ready showing what you took in and what you paid out.

The government is going to send its income tax men out where it will be easy for you to get to them. An income tax man is going to be in every county in every state in the Union some time between Jan. 2, and March 1. Watch the local newspapers or ask your banker or postmaster when he'll be there, on near your place, and then go to see him. He will have a tax form for you, help you make it out, answer all your questions, and won't charge anything for his services.

Don't neglect the income tax because if you do you'll regret it later when the government finds you out, as it will, and makes you pay the penalty for failure to obey the law.

For failing to file income report before March 1, 1918, not less than \$20 nor more than \$1,000, and in addition 50 per cent of the amount of the tax due.

For failing to pay tax before June 15, 1918, 5 per cent of the amount of tax due, and 1 per cent interest for each month tax remains unpaid.

For making false report, not exceeding \$2,000, or not exceeding one year in jail, or both.

PLANTING SEED—MILO, KAFFIR, FETERITA, ETC.

Get seed from some reliable grower who produced during the year, seed well matured and of strong vitality. If this cannot be done buy the head-stuff and carefully examine each head and see that the spikelets are well filled and the head usually firm. The farmer should know that he cannot tell by looking at the head whether it is late or early, tall or dwarf, nor whether it is from the parent stalk or succors.

By all means guard against buying immature seed. He can acclimate or climatize good seed much quicker than he can breed up poor or immature seed. Again the difference in price will many times be in favor of the good seed in yielding power. If forced to buy threshed seed, he is likely to get several kinds of grain, a large per cent broken in thrashing, and a large per cent of weak or immature seed. In this case the seed should be heavily

fanned and aired.

This department particularly urges our farmers to secure their planting seed as early as possible and before the seed has been milled, or sold for other purposes. Good seed are scarce and getting scarcer, high in price and getting higher. No time should be lost. Every institute should at once arrange for seed a dist with Mr. E. W. Cole, Chief of the Bureau of Markets, the amount and kind they want and he will endeavor to find same for you. If any one has any good seed for sale, please list it with Mr. Cole, giving lowest price, and stating kind, amount and quality, and he will find a buyer for same.

This department especially urges the necessity of saving all good grain that will be suitable for planting. It is now apparent that all good seed will be needed. The demand is far greater than the supply. Make the lowest prices possible to aid your drouth stricken brothers.

Seed Cotton for 1918

Owing to the very high price of cotton seed this season many Texas farmers, especially renters will sell off their cotton seed to the lowest basis, keeping barely enough to plant next year's crop, and thus make it very difficult to find seed for a second planting in case of a failure to get a stand at first planting. Again, owing to the scarcity of cattle feed the tendency will be to feed some of the saved seed this winter to cattle and thus further reduce the supply of planting seed for next year.

Seed for planting next year's crop will be high and difficult to get, especially if one waits till planting time to buy his seed. Better buy now and from some reliable breeder or farmer of good standing who has made a specialty of improving his seed cotton.

Keep all seed for next year's crop stored in a dry place and secure from possible foraging of all live stock. Be sure to save enough for replanting should it be necessary; if not necessary, there will be a ready sale for all surplus seed.

Before the time for harvesting next fall's crop this Department will prepare and distribute a leaflet suggesting methods for selecting, breeding, etc., of the cotton plant for increased yields and fiber qualities, thus insuring larger yields and a higher price per acre.

W. H. Hilton and family returned Thursday last from a visit during the holiday season with relatives and friends at San Jon, New Mexico.

Again a Year Has Come and Gone

We want to take this opportunity to thank our friends and customers for the liberal patronage we have received the past year, and we want to assure you it has been highly appreciated.

Our policy will be in the future the same as it has been in the past, strictly cash, no credit to anyone, and the same small per cent of profit that we have built up our large volume of business.

We assure you that we will always endeavor to comply with the Hoover idea of small profits.

We will continue to pay you cash for your produce and will always pay you all the market affords.

Again thanking you for the liberal patronage in the past and the business we hope to get in the future with best wishes for you and yours, we remain your friends,

A. D. White Gro. Co.

