

...ing and unsec... deposits of
First State Bank
... by the Depositors
... of the State of Te...

The Floyd County Hesperian

The
First National Bank
Floydada, Texas

FLOYDADA, TEXAS, THURSDAY DEC. 18 1913.

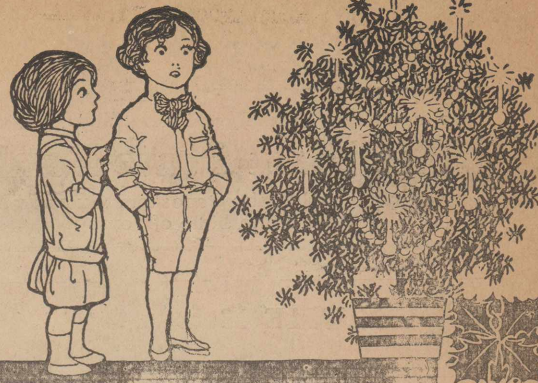


We wish to extend to our friends and customers our best wishes for a Merry Christmas and a Prosperous New Year.

Cordially yours,

**First
State Bank, of Floydada**
A Guaranty Fund Bank

CHRISTMAS



Christmas comes but once a year; We are children but once in life.

A 10 or 25 cent present brings more joy to a child than many dollar to the grown-up. And it brings good returns in the future years in the love and care for the parent who makes them happy now. We have tried to get what the little folks will want and at reasonable prices.

For the Little Girl

Dolls, doll trunks, toy stoves, tea and kitchen sets, sewing sets, beds, little chairs, postcard albums, toy pianos, games, lamps, toy irons, hand bags, books, guitars, etc.

For the Little Boys

Pistols, horns, balls, books, banks, tops, marbles, watches, violins, tool sets, velocipedes, autos, trains.

For the Grown-up That you Like or Love.

Collar boxes, purses, ink-stand, mirror, combs, brushes, barrets, pins, rugs, cash boxes, box paper, books, bibles, etc.

And don't forget that you are welcome to look all that you want to, we are here to serve you, to help you get things you want.

For All

Candies, nuts, pictures and many things that we haven't space to mention. You will just have to come and see them.

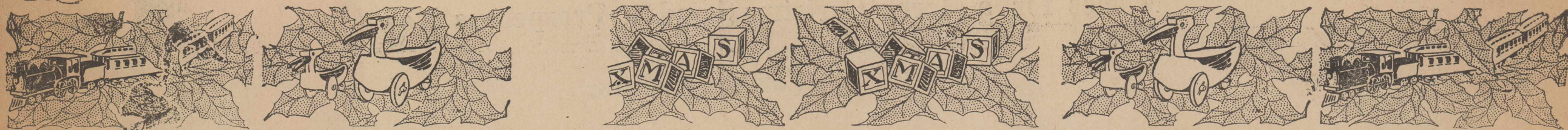
COME AND SEE

THE FAIR STORE

L. H. LISTON & CO.



128
Is My Telephone Number.
128
Is My Post Office Box.
My Store Room is The Fair Store.
SANTA CLAUS.



--Filling the many stockings Christmas eve is going to be one of Santa's main problems. It will be easily solved here, however, for we've made ample provision in: hickory nuts, walnuts, almonds, filberts, brazil nuts, pecans, jumbo peanuts, coconuts, oranges, (Florida and California) apples, bananas and candies in great variety.

FOR THE CHRISTMAS DINNER.--salad and dressing ingredients, lemons, celery, pickles, barreled kraut, cranberries, fruits, fresh tomatoes, candied pineapples and cherries, dates, figs, dried fruits, Chase & Sanborn's famous Teas and Coffees.

"SUNSHINE" FRUIT CAKES,--cheaper, and not better probably, "but just as good" as mother or any other good cook ever made. In two sizes 5 lb. and 2 lb.

"Who's Your Grocer?" Let it Be

DUNCAN GROCERY COMPANY

PHONES 77 and 88

Kress Post Office Robbed

Safe Opened by Nitro-Glycerine.—Safe get-away for Robbers.

The postoffice safe at Kress, in the south part of Swisher county, was blown open with nitro-glycerine last Thursday sometime during the night and the entire contents in money were taken by the robbers who made a clean escape. The robbery being not known of until time for the opening of the post office on Friday morning.

The Postmaster, who is also proprietor of a store at Kress, at once notified the sheriff's department, and the postal officers. All the sheriff's of adjoining towns were notified to keep a close watch but to date no persons have been arrested.

The job of safe blowing seemed to be a "clean" one. About \$150 total was taken, \$96 of which was government money. Federal detectives are working on the case.

Next Lyceum Number Jan. 5th.

Ross Crane, Humorist and Cartoonist, will be in Floydada on January 5th. and in his most entertaining short sketches and humorous cartoons and clay modelings, will entertain the people of the city. This will be the third number of the regular lyceum course, the University Girls having failed to appear on account of a misunderstanding in the contract.

Senator Jas. K. Vardaman's engagement here will possibly have to go unfilled unless the Congressional machinery is oiled up considerably and the members get the nation's business transacted.

Governor Vardaman is said to be a very brilliant speaker. His appearance here would be before a record-breaking house.

W. T. Sparks, of Alpine, Texas, is up this week on business.

Anticipating Christmas Joys



TWO DAILIES FOR PLAINVIEW

Both Afternoon papers.—"Evening Herald" and "Plainviewian."

With a sudden jump Plainview has landed in the middle of a daily newspaper boom. A year ago the town supported two weekly editions, six months ago a weekly and a semi-weekly and now they will be treated to a weekly, a semi-weekly and two afternoon dailies.

The announcement of the first daily was made last week. Messrs. E. Van Deventer, Tom Shafer and A. L. Anderson began the publication this week of the "Plainviewian." The nucleus of their plant is made up of the old "Plains Baptist" plant recently purchased by them.

In their Friday's edition the Twice-a-week Herald, Messrs. Brown & Miller, proprietors, also announced that, beginning with January first, they would issue an afternoon daily besides printing their usual semi-weekly edition.

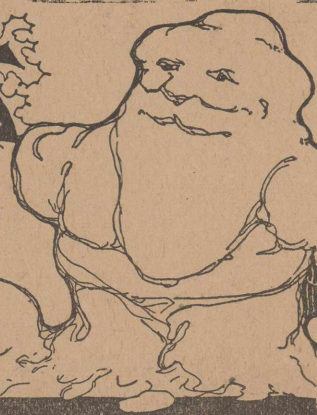
This, as a matter of fact, viewed from a distance, is just two too many dailies for a town the size of Plainview. However, all parties concerned are good business men, are solid citizens and deserve to prosper.

Speaking of the situation, The Plainview News, which is a non-combatant on-looker, says:

"We have the kindest feelings for the gentlemen involved in the matter and wish them success in their undertakings. However, we must confess, as the cowboy said: 'I admire their nerve, but d—m their judgement.' We have had experience in the daily newspaper business in a small city and know the 'game.' We do not consider Plainview large enough to support one daily, much less two. But as we feel the new order of things will not in the least affect the business of the News, but rather improve it, hence it is no cuticle off of our anatomy, we can exclaim 'Sic him, Fido,' 'Go after him, Towser.'"



GREETINGS OF
THE
SEASON



OFFICERS:

JNO. N. FARRIS,
President;
C. SURGINER,
Vice Pres't;
E. C. NELSON,
Cashier;
I. C. WRIGHT,
Ass't. Cashier;
F. M. BUTLER,
Ass't. Cashier.

from

The First National Bank
of Floydada,

Capital, Surplus and Profits, \$80,000.

Ample Banking Facilities; Conservative Business Methods; "Panicked And Fire-tested." A square deal to every customer, large or small, is our motto.

ONE-HALF PRICE SALE

The Old Joe Bowers Stock to Be Sold at 1-2 Price

In order to close out this stock before Holidays we will sell practically everything at 1-2 Price. This stock is above the average stock of its size being about half new goods bought for fall 1913--ask to see the new invoices. In fact we believe this stock is better than the average \$5000 to \$10,000 Stock in this part of the plains. Throw away superstitions and get some of These Bargains

Half the Original Price. Here's the goods on which you can save 50 per cent

Staple Dry Goods.

All 10c and 12½c gingham at average 6c
All 10c and 12½c outings average 6c

All Kimona Outings 1-2 Price; Calico 1-2 Price; Percales 1-2 Price; Woolen dress goods 1-2 Price; Notions 1-2 Price; Gloves 1-2 Price; Hose 1-2 Price; Cotton underwear 1-2 Price; Overalls 1-2 Price; All work clothes 1-2 Price; Boys pants 1-2 Price.

Embroideries 1-2 Price

Laces 1-2 Price

Ribbons 1-2 Price

Ladies Coats 1-2 Price

Children's Coats 1-2 Price

Brand New Clothing 1-2 Price

That means all \$10.00 suits for\$5.00
" " " 12.50 " "6.25
" " " 14.00 " "7.00
" " " 15.00 " "7.25
" " " 17.50 " "8.75
" " " 18.00 " "9.00
" " " 20.00 " "10.00
Your Choice of All Odd Suits32.50

Boys Suits 1-2 Price

Men's Overcoats 1-2 Price

Boys Overcoats 1-2 Price

Men's Pants 1-2 Price

Men's Hats, including Stetsons,
1-2 Price

Boys Hats 1-2 Price

Men's all wool underwear regular at \$1.25
and \$1.50 for 75c.

Shoes! Shoes!

Shoes bought for fall 1913; Discount 33 1-3 per cent. That means \$1 shoes for 65c; \$1.50 shoes \$1; \$3 shoes for \$2.00; etc.

This means everything it says. Half the original price on everything advertised. No changes to be made on price, nothing marked off. This is straight goods. When we tell you hose 1-2 price, that means 25c hose for 12 1-2c; 15c hose for 7 1-2c; 10c hose for 5c; 5c calico for 2 1-2c. In other words Half Price means Half Price. Be Convinced.

The Bankrupt Stock, North side square to closed out by

Mathis-Martin Dry Goods Company

THE STORE WITH THE GOODS

THE FLOYD COUNTY HESPERIAN

Published every Thursday by
The Hesperian Pub. Co.

Homer Steen, Ed-Mgr.

Entered as second-class matter April 20
1907, at the post office at Floydada, Texas
under the act of Congress of March 3
1879.

Subscription.

One copy one year, in advance \$1.00
One copy six months, in advance .50

Advertising Rates.

Display ads 50c per inch, per month. 4
weeks.

Display ads 15c per inch, single issue.

Local Readers 10c per line for first inser-
tion, 5c per line for each subse-
quent insertion.

Front page, double price.

When time is not specified all advertis-
ing-matter will be run until ordered out
and charged for accordingly.

SANTA FE TIME TABLE.

West Bound East Bound
Train No. 802 Train No. 801

Leaves 8:00 a. m. Arrives 5: p. m.

CANDIDATE Announcements

We are authorized to announce
the following as candidates as
shown, subject to the action of
the Democratic Primary, July,
1914:

For County Treasurer:
MRS. C. W. THAGARD.

For Co. and Dist. Clerk
R. C. SCOTT
TOM W. DEEN
W. B. CLARK.

For Sheriff & Tax Collector:
A. C. GOEN.

For Tax Assessor:
B. C. WILLIS.

T. F. CASEY
ROBT. JONES
For Com. Pre. No. 3.
R. L. ORMON.

Cupid Nearly Outdone In Delay of Love Letter.

San Francisco, Dec. 12.—
Harry T. Plunkett, civil engin-

eer, is on his way to Topeka,
Kan., to claim a bride whose
letter of acceptance was written
fourteen months ago and was
only received by him an hour be-
fore the departure of an over-
land train for the East Wednes-
day.

Two years ago Plunkett met
Miss Ruth Forrestt at Topeka
and fell in love with her. Soon
afterwards the young woman
left for a tour of the world.
Having delayed asking Miss
Forrestt to be his wife, Plunkett
finally proposed by letter. He
afterward went to the Orient
where he inspected oil properties
in Korea and Manchuria.

Meanwhile Miss Forrestt con-
tinued her trip. The letter of
proposal followed her from one
country to another but did not
reach her until she had returned
home. When she finally received
the letter, the envelope had
been addressed in 16 different
languages.

CROSSED OCEAN SIX TIMES.
Miss Forrestt replied accept-
ing. This letter crossed the
Pacific six times and made num-
erous trips up and down the Paci-
fic Coast.

Plunkett arrived here yester-
day and received Miss Forrestt's
letter, the envelope of which
was almost covered with nota-
tions in Chinese, Japanese, Kor-
ean and other languages.

Plunkett had an hour to catch
a fast eastbound train. Before
starting however, he telegraphed
the young woman that he was
on his way.

Miss Adeline Irick, of Plain-
view, visited over Sunday in
Floydada with her sister, Miss
Anna Irick.

Bonnie Parrish, of near Peters-
burg, shipped a car of hogs to
the Fort Worth market Satur-
day.

Statement of the Ownership, Management, Circulation, etc., Required by the Act of August, 24, 1912.

Of The Floyd County Hesperian,
published weekly at Floyd-
ada Texas, for October, 1913.
Editor, Homer Steen, Floydada,
Texas; Managing Editor, Homer
Steen, Floydada, Texas; Business
Managers, Homer Steen, Floyd-
ada, Texas; Publisher, Hesperian
Publishing Company, Inc; Ow-
ners: C. Surginer, Kirk & Wind-
sor, J. G. Martin, J. M. Massie,
J. N. Farris, W. A. Robbins, C.
V. Hall, Wm. Hancock, T. P.
Steen, L. H. Liston, E. L. Morris,
E. Thonton, T. F. Houghton, A.
C. Goen, Mrs. C. W. Thagard,
B. C. Willis, S. A. Greer, C.
Snodgrass, Lee Rushing, W. L.
Boerner. Known bondholders,
Mortgagees, and other security
holders, holding 1 per cent or
more of total amount of bonds,
mortgages, or other securities:
First National Bank, Floydada
Texas.

Homer Steen,

Sworn to and subscribed before
me this Eighth day of December,
1913.

Jas. K. Green

[SEAL] N. P. Floyd Co. Tex.
My Commission expires June
1, 1915.

Railroad Tank Full.

The railroad tank on Shorty,
east of Paducah, has been full of
water for the past two weeks.
The last heavy rains were of no
benefit to the railroad company,
as all the water run around the
waste-way. They now have
enough water to run them dur-
ing the coming year if they were
to catch no more.

This tank got very low last
summer and fall and it looked
for a time as though the railroad
people were going to have to

look to other directions for their
water supply—Paducah Post.

When the Q. A. & P. extend
their lines to Floydada their
water troubles will be ended for
all time to come. They can get
more water here than they can
ever use,—and it will never be
missed.

Careful of Fire.

This season of the year is con-
sidered the most dangerous of
all, from fire, and caution should
be taken to prevent damage from
this source.

Flues should be examined, espe-
cially bracket flues and flues
of metal.

Care should be taken in re-
gard to shooting of fire crackers,
roman candles and the like, also.

There is a city ordinance as well
as a state law against their use
on streets and alleys within the
business limits of the town.
They are dangerous wherever
used and many dollars have gone
up in smoke from their careless
display.

Car of Fine Mules Sold.

Last week Jackson and Alcorn,
mule dealers of Henrietta, were
in Floydada and while here
bought one of the finest cars of
mules that has gone out of this
country, which they shipped
Friday.

Eighteen head of the lot were
bought from J. H. Tackett and
H. L. Snodgrass, who were pre-
paring to ship to South Texas
but disposed of them in a lot to
the Henrietta firm. The re-
mainder of the car was made
out from good teams picked out
from various good teams and
berds over the county.

Local mule dealers declare the
lot one of the best bunch of
broke mules that has ever been
disposed of on the local market.

Don Cherry is spending the
week in Lubbock transacting
business, having left Monday.

Sheriff A. C. Goen spent the
earlier part of the week in Here-
ford, Texas, on official business.

IMPORTANT STATEMENT

TO THE PUBLIC:

In order that there may be no questions raised later on
we wish to announce that no person connected with our
store, or any member of their families will be allowed one
piano vote. We positively will not sell these votes. One
single vote cannot be purchased from us at any price. We
are going to give the beautiful \$400 Claxton Grand Piano
now on exhibition at our store to the person presenting to
us the greatest number of Piano Votes on May 1st. abso-
lutely Free. For every cent of your purchase of anything
in our store, you are entitled to one Piano Vote.

Yours faithfully,

J. W. McCARTY

The American Boy



The SAFE boys' magazine
Twelve months of
beautiful brain food
Only \$1 a year

All boys for all boys, not a child's paper. Clean as
a whistle, full of pictures, 30 to 32 pages every
month. Many inspiring stories of travel, advent-
ure, athletics, history, school life, written by
most popular boy authors. Instructive special
articles. Fine articles on football and other
sports. Departments of Mechanics, Electricity,
Photography, Popular Science, How to Make
Things, Stamp Collecting, Clowns, Pets, Gard-
ening, Inventions and Natural Wonders.

The Hesperian, \$1 a year
American Boy and { \$1.65
The Hesperian for
Subscribe Today With
Hesperian, Floydada, Texas

Read by 500,000 boys

and endorsed by their parents

THE MAN WHO KNEW SANTA CLAUS BEST



VISIT FROM ST. NICHOLAS

'Twas the night before Christmas when all through the house

Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that Saint Nicholas soon would be there.
The children were nestled all snug in their beds,
While visions of sugarplums danced through their heads;

And Mama in her kerchief and I in my cap
Had just settled our brains for a long winter's nap;
When out on the lawn there arose such a clatter
I sprang from my bed to see what was the matter.
Away to the window I fled like a flash,
Tore open the shutters and threw up the sash;
The moon on the breast of the new fallen snow
Gave the lustre of mid-day to objects below,
When what to my wondering eyes should appear
But a miniature sleigh and eight tiny reindeer,
With a little old driver so lively and quick
I knew in a moment it must be Saint Nick.
More rapid than eagles his coursers they came,
And he whistled and shouted and called them by name.

"Now, Dasher! now, Dancer! now, Prancer! and Vixen!

On, Comet! on, Cupid! on, Donder and Blitzen!
To the top of the porch! To the top of the wall!
Now dash away! dash away! dash away, all!"
As dry leaves that before the wild hurricane fly
When they meet with an obstacle mount to the sky,
So up to the housetop the coursers they flew,
With the sleigh full of toys and Saint Nicholas too.
And then in a twinkling I heard on the roof
The prancing and pawing of each little hoof—
As I drew in my head and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in furs from his head to his foot,
And his clothes were all tarnished with ashes and soot.

A bundle of toys he had flung on his back,
And he looked like a peddler just opening his pack;
His eyes—how they twinkled! His dimples, how merry!

His cheeks were like roses, his nose like a cherry!
His droll little mouth was drawn up in a bow,
And the beard on his chin was as white as the snow;
The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath;
He had a broad face, and a little round belly
That shook when he laughed like a bowlful of jelly.
He was chubby and plump, a right jolly old elf,
And I laughed when I saw him, in spite of myself.
A wink of his eye and a twist of his head
Soon gave me to know I had nothing to dread.
He spoke not a word, but went straight to his work
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose
And giving a nod, up the chimney he rose.
He sprang to his sleigh, to his team gave a whistle,
And away they all flew like the down of a thistle;
But I heard him exclaim ere he drove out of sight,
"Merry Christmas to all, and to all a good night."



CHRISTMAS GAMES FOR THE CHILDREN

Many Forms of Merrymaking for the Little Folks' Holiday Party.

By ADELE MENDEL.

"At Christmas play and make good cheer
For Christmas comes but once a year."
At Christmas time the children are bubbling over with the spirit of the season and the grown folks' thoughts turn to the little ones' fun and amusement at no time more than at the happy Yule Tide.

With a little thought and preparation a children's Christmas party may be made such a joyous affair that its happy memories will linger with the young folks for many years.

Here are some entertaining games that will solve a problem for the perplexed mother who perhaps is wondering "What shall I have the children play at the party?" For when she sends her "Come to my Christmas party" invitations, she knows that a successful children's party means something more than just "ice cream and cake."

These games will appeal to all the children—the timid little girl, who is inclined to shrink in the corner, as well as the big boy, who usually occupies "the center of the stage."

Santa Claus' Reins.

This game is very exciting. Three pieces of white tape, each about an inch wide, and the length of the room, are held at one end by three children. Three others are given pairs of scissors and at a signal the players cut the tape in half lengthwise. The one who first reaches the opposite end of the tape is the winner of that heat. The different winners contest until the champion is declared. Boys and girls, you know, love racing competitions of all kinds and this race is one that probably they never played before.

Magic Music.

Although this is a game that perhaps the mothers and fathers played when they went to kindergarten, it still causes much laughter and is always successful.

One child leaves the room and the others decide upon something for him to do on his return. The musician regulates his playing, and the child must guide his actions according to the loudness or softness of the music. It is astonishing what different tasks are accomplished after a little practice, and the children's cries of "let me go out next" prove their enjoyment of "Magic Music."

Guessing Holly Berries.

For this game the child must put on his "thinking cap." Hold a large spray of holly in your hand and allow the children to look at it for a few minutes. Then tell them to write their estimate of the number of holly berries on the branch. You might take a chrysanthemum also and ask them to guess how many petals in the flower. Great interest is shown when the petals are counted.

A Christmas Doll.

The idea of this game is to see who can make the prettiest doll out of a long smooth potato, two pieces of pretty colored tissue paper, some small sticks for legs and arms, and some pins. Or if you would rather pass clothes pins and let the children fashion dolls out of them, that will also answer the purpose.

Place all the dolls in a row when completed, and have the children vote for their favorite one. You will be surprised to see what ingenious results the clever little fingers produce.

A Noisy Game.

Yes, it is noisy, but the children have an idea that "the more noise, the more fun," and what mother cares if "the roof comes down" at a Christmas party?

After a child leaves the room, a proverb is chosen. One word of it is given to each child. If there are more children than words contained in the proverb, then two or more children are given the same word. When the child outside the room returns, a leader counts "One, two, three." At the "Three" all the children shout their given word. The child must guess the proverb.

Santa Claus' Grab Bag.

On the invitation state that each child is to bring something to the party that he or she no longer cares for. This article is to be in a neatly wrapped and tied parcel, so as to hide its identity. It is placed in a large bag, on the child's arrival. Each child then draws a present from the bag. Upstairs of laughter follow the opening of the packages, which probably will consist of peculiar articles of all sizes and descriptions.

A Christmas Mix-Up.

Provide the children with paper and pencil. Give them the following list of words pertaining to Christmas. You see the letters are all twisted. It is their interesting task to straighten them out.

Key and list:

1. Christmas—Atschsmrl.
2. Reindeer—Drierene.
3. Sleigh—Eleghs.
4. Mistletoe—Etlosmtie.
5. Holly—Oyhl.
6. Plum Pudding—Uplmdpudgnl.
7. Santa Claus—Ascublatsna.
8. Candles—Lodness.
9. Stockings—Kosetsign.
10. Jack Frost—Kodurfo.
11. Wreath—Trhwae.
12. Snowball—Ownslabl.

What Santa Claus Doesn't Like.
This is a simple and successful game. All the children are seated except one who says "Santa Claus

doesn't like C's. What are you going to give him instead?" The first child replies with a word that does not contain a "C." For instance: "Meat" would be a correct answer, but "rice" would not do. If a correct answer is not given by the time the leader counts "ten," a forfeit must be paid. And we all know the fun of redeeming the forfeits.

A Peanut Race.

At one end of the room place two bowls of peanuts, and at the opposite end two empty bowls. Two children are each provided with a knife and at a signal they place as many peanuts as they can on the blade of the knife, and carry it to the empty bowl with one hand. Depositing the peanuts, they return for more. Each child is allowed three minutes. A score is kept and the one who has the largest number of peanuts credited to his name wins the prize.

Puzzle Pictures.

Pretty pictures taken from magazines, advertisements and discarded picture books are cut up into several pieces and placed into envelopes. A good idea is to write the same number on the back of the envelope and all pieces belonging to one puzzle, so that if a piece gets mixed with the others it can be readily returned to its own set.

Each child is handed a puzzle, and as soon as he succeeds in placing the pieces in their proper position he is given credit for it by the score keeper, and receives another puzzle to work with. The one who succeeds in putting together the most pictures in a stated time receives a well-earned prize.

Snowballs.

This is an amusing game. Snowballs made of cotton batting and covered with white tissue paper and a small basket are required. The players stand about eight feet from the basket. The one who tosses the most balls into the basket is the prize winner. Each child might be given three snowballs to start with.

A Christmas Spider Web.

Take as many balls of twine as there are children expected at the party. To one end of each ball attach a card bearing the child's name and to the other end an inexpensive gift. Twist the twine around the different objects in the room. Give each child the twine and card bearing his name. At a signal all begin to unwind the entangled web. Great is the fun and loud the exclamations when the young people arrive at the end of their string and find a gift awaiting them.

A Pop Corn Party.

If you don't mind the "muss," and of course you won't, have a pop corn party. Have the children sit in a circle on the floor and provide each with a bowl of popcorn, a needle and some coarse white thread. Tell them that the one who strings the longest popcorn chain before the time is up will win the prize. Each youngster takes home his own string of corn.

An Impromptu Entertainment.

When the children are tired of romping, let them sit on the floor in a circle and tell them you are going to have an entertainment, and that each child must do something to help make it a success. The youngsters will provide a variety of numbers for your impromptu program, from nursery rhymes to fancy dancing.

Artists.

Bring in a good sized blackboard and have the children see who can draw the best Santa Claus. This will afford much pleasure for the little folks. (Copyright, 1912, by W. G. Chapman.)

JUST REVERSED.



"I s'pose your husband went to the Christmas dinner dressed to kill."
"No; he was killed to dress."

A Christmas Stocking.

It is not always the gift itself, but the way in which it is presented that commends itself particularly to the recipient. To the girl who thinks she is too old to hang up her stockings, send a pair of silk stockings, using one to fill, and roll up the other and stick it in the foot. The rest of the stocking should be filled with inexpensive trifles—a home-made jabot, tie or collar, a handkerchief, some candy, nuts, raisins, crab apples, a card or a calendar, perhaps some little kindly hints at her hobbies that will amuse her. Each of these articles should be wrapped separately in tissue paper and red ribbons, and the excitement of opening the mysterious small packages will often exceed the pleasure taken in one large gift that would have cost no more than the numerous small ones.

Just a Warning.

If you are going to spend the Christmas holidays with the family of your small niece and nephew, don't forget to make the youngsters a present of a drum and trumpet.

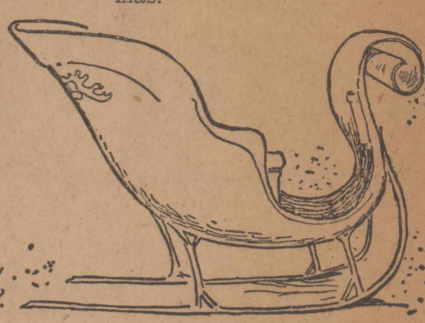
A SANTA CLAUS RHYME

By IDA KENNISTON.
Pictures by Fanny Y. Cory.

This is the Pack
That Santa Claus brought at Christmas.



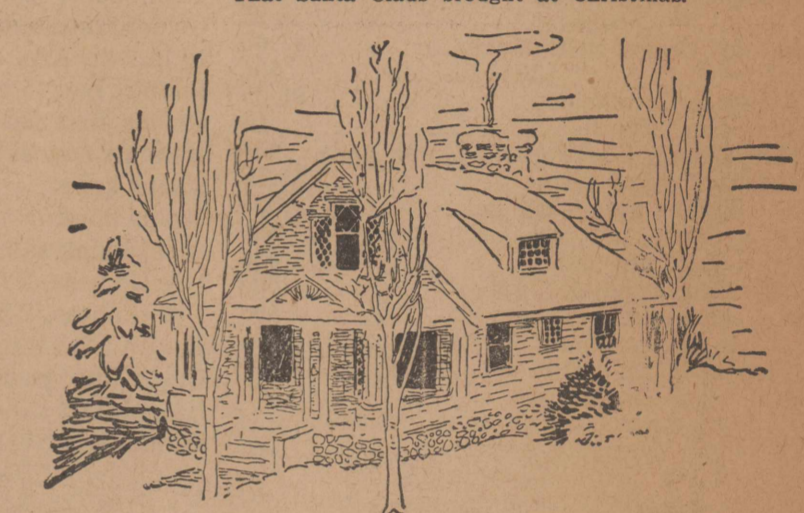
This is the Sleigh
That carried the Pack
That Santa Claus brought at Christmas.



These are the Reindeer
That drew the Sleigh
That carried the Pack
That Santa Claus brought at Christmas.



This is the house
Where the Reindeer stopped
That drew the Sleigh
That carried the Pack
That Santa Claus brought at Christmas.



This is the Chimney big and wide
That Santa Claus climbed down inside

At the House where the Reindeer stopped
That drew the Sleigh
That carried the Pack

That Santa Claus brought at Christmas.



This is the Hearth, where, all in a row,

The stockings hang waiting for Santa, you know;

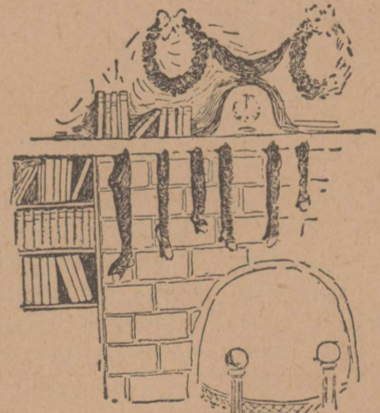
They hung by the Chimney big and wide

That Santa Claus climbed down inside

At the House where the Reindeer stopped

That drew the Sleigh

That carried the Pack
That Santa Claus brought at Christmas.



This is the Stocking long and fine
That the little girl hung at the end of the line

There by the Hearth, where, all in a row,

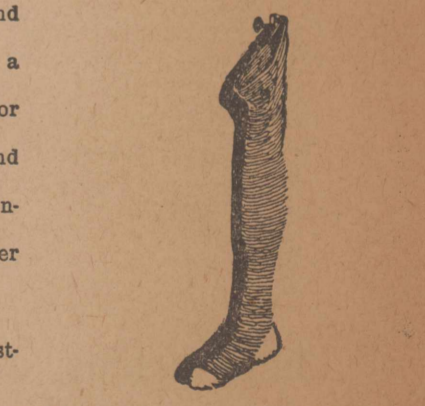
The stockings hung waiting for Santa, you know;

They hung by the Chimney big and wide

That Santa Claus climbed down inside

At the House where the Reindeer stopped

That drew the Sleigh
That carried the Pack
That Santa Claus brought at Christmas.—From St. Nicholas.



PRESENTS BOUGHT FOR SHOW

Exploiting One's Own Vanity in Bestowal of Gifts is Poor Policy.

The most miserable Christmas present, the kind that no human being is rich enough to afford, is that which is bought to make a show, to exploit one's own vanity.

When you are tempted to buy a "show off" present, remember that the recipient has some rights. One who understands will be made unhappy by that kind of gift. You know yourself that when you receive a present that represents a great sacrifice on the part of the giver it makes you feel miserable, even when the right spirit is behind it.

The cost in money is about the poorest of measures for any kind of a gift. The thoughtfulness in it, the recognition of a desire for things unasked for, the affection that goes with it, counts for much more. Every Christmas each of us receives a message that means more than the most expensive gift. Yet we forget that sometimes in the perplexing selection of presents for others.—Woman's Home Companion.

DIARY FOR CHRISTMAS GIFT

Peculiar but Pleasing Remembrance Showing Absent Friend Was in Mind of Donor.

On Thanksgiving day a man sat down and began to write to a distant friend. But he wrote only a few lines, and laid it aside. The next day he took up the pen, put down the new date, diary-fashion, and wrote some item of news of interest to them both.

So each day from Thanksgiving till Christmas he added something to the letter, as he would in a diary, ending and mailing it just in time to reach his friend on Christmas morning. At the top he had written the message:

"This is all the gift you get from me this year; but it carries more thought of you and more love, I imagine, than do some more costly I am sending. But just put it in a pocket for a dull January day. It will keep."

And this was a letter from a man to a man! Damon and Pythias, David and Jonathan still live in our prosaic American business world.—Mother Magazine.

SPECIALS FOR

The Month of

DECEMBER!

We need the money. These prices talk. You'll not find a better opportunity for buying standard brand groceries cheap.

Q. of P. Flour per sack.....	\$1.95	Clean-Easy laundry soap, 7 bars for.....	25c
Crystal White soap, 6 bars and	3.20	1 package Borax washing compound.....	25c
Sea Foam Flour per sack.....	1.45	25c Size Gold Dust, each.....	20c
White Crest flour per sack.....	2.85	Mexican beans, per lb.....	5c
Trophy flour per sack.....	2.95	Black-eyed peas, per lb.....	4c
" " 2 sacks.....	1.30	Navy beans, per lb.....	6c
Crescent " per sack.....	2.55	Pink beans, per lb.....	6c
" " 2 sacks.....	1.15	Golden Gate soda, 5-one-lb. pkgs.....	25c
Missouri Cream meal 35 lbs. for.....	\$1.00	10 lb. bkt. Arm & Hammer soda.....	55c
17 1/2 lbs. for.....	.50c	Babbitt lye, 15 cans.....	95c
Large size Cottolene.....	\$1.25	Onions, first class, per lb.....	3c
Large size "Planto".....	1.15	10-lb kit new salt mackerel.....	90c
White Beauty Cooking Oil, 1/2 gal. pails.....	.45c	2 cans kraut.....	25c
"Crusto," large size.....	\$1.15	3 cans hominy.....	25c
King Komus syrup, per gal.....	.55c	Alaska pink salmon, 3 for.....	25c
Velva, Green, per gal.....	.60c	Dee-Go peas, 2 lb. cans, 3 for.....	25c
Velva, Red, per gal.....	.55c	Dee Go peas, 2-lb. cans, per case.....	\$1.75
Karo, Red, syrup per gal.....	.50c	Health Club Bkg. powders, 25 oz. cans.....	15c
Karo, blue syrup, per gal.....	.40c	Crane Bkg. powders, 25 oz. can.....	15c
Bumble Bee sorghum, per gal.....	.30c	Boone's Old Virginia Weed tobacco per lb.....	45c
"Crystal" Corn syrup, per gal.....	.40c	Penn's Natural Leaf tobacco, per lb.....	60c
Royal sorghum, per gal.....	.40c	New South Tobacco per lb.....	45c
Raven corn syrup with cane flavor per gal.....	45c	Black Bear Tobacco, per lb.....	40c
New south pure cane syrup per gal.....	.60c	New Hope tobacco, per lb.....	45c
Everybody's pure cane syrup per gal.....	.55c	Turf tobacco, per lb.....	40c
White swan pure cane syrup per gal.....	.60c	Prince Albert smoking, 3 cans for.....	25c
Mary Jane Molasses, per gal.....	.40c	Ensign smoking tobacco, 3 for.....	25c
Farmer Jones sorghum, per gal.....	.50c	Stag smoking tobacco (5c size) 6 for.....	25c
Bear Brand sorghum, per gal.....	.50c	Bull Dog smoking tobacco, 4 for.....	25c
Bear Brand Rock Candy, per gal.....	.55c	Big Bale smoking tobacco, each.....	20c
12 lb. pail New Mexico comb Honey.....	\$1.25	Union Leader smoking tobacco, 6 for.....	25c
Target bucket Coffee, \$1.00 size.....	.75c	California Evaporated apples per lb.....	8 1/2c
Folgers Latonia Coffee, \$1.25 size.....	1.00	" " per 50 lb box.....	8c
Peaberry Coffee, per lb.....	.20c	" " peaches per lb.....	8 1/2c
Flat grain Coffee, per lb.....	17 1/2c	" " per 50 lb box.....	8c
Arbuckle Coffee, per pkg.....	.25c	" " apricots per lb.....	16 1/2c
Cheek & Neel's Premium coffee.....	.95	" " 3-Crown raisins, lb.....	8 1/2c
"Morning Bracer" coffee.....	.80	" " 50 lbs.....	8c
3 lb bucket "Breakfast Blend" coffee.....	.85	" " prunes per lb.....	8 1/2c
White Lily canned peaches, pears, apricots, loganberries, plums, etc, per No.....	15c	" " per 50 lb box.....	8c
2 1/2 can.....	15c	Polk's Pork & Beans, No. 2 can 3 for.....	25c
Gooseberries, strawberries, blackberries, raspberries, etc., per No. 2 can.....	10c	Good barrel kraut per lb.....	5c
Post Toasties, 2 pkgs. for.....	25c	Large can tomatoes.....	10c
Maple Corn flakes, large size, per pkg.....	10c	Large can tomatoes per case.....	\$2.25
Quaker Corn flakes, small size, per pkg.....	5c	Small can tomatoes per can.....	7c
Kellogg's Toasted Corn flakes, per pkg.....	10c	Kuner's catsup, gallon glass jug, each.....	75c
National Oats, in tin cans, 2 for.....	25c	" " tins.....	55c
National Oats, family pkg. per pkg.....	20c	" " 25c size.....	15c
Quaker Oats, in tin cans, per can.....	10c	" bottled vinegar, 25c size.....	10c
Quaker Oats, family pkg. 2 pkgs. for.....	35c	4 1/2 gallon Keg kraut.....	\$1.65
Large size Saxon oats, 2 pkgs. for.....	15c	2 1/2 gallon Keg mixed pickles.....	1.10
Mother's Oats, family size 2 pkgs. for.....	35c	We've just received a large shipment of 50-gal., barrel, 5 and 3 gal jackets, 1 gal cans, of pure country-made ribbon cane syrup.	
Gold Band Laundry soap, 9 bars for.....	25c		
Lenox laundry soap, 9 bars for.....	25c		
Clariette laundry soap, 7 bars for.....	25c		

These prices, of course, are strictly for Cash. If you'll look over this bargain list you are certain to find what you want--or if not, we have it.

Remember, this Sale positively closes
January 1st, at 8 P. M.

S. E. Duncan Grocery Co.
 Phones 77 & 88 S. E. Corner Square Floydada

MEAL AND SILAGE PROFITABLE RATION

Experiment Station Prefers This Combination to the Use of Hulls for Fattening Steers.

College Station, Texas, Dec. 4. —That the ration of cotton seed meal and silage is far more profitable than either a ration of cotton seed meal, and hulls or a ration of cotton seed meal, hulls and silage in fattening steers has been thoroughly demonstrated by experiments conducted at the Feeding and Breeding Sub-Station of the State Experiments Station at the A. and M. College. The results of the experiments conducted with these rations and also the results of the experiment conducted for determining the relative value of sorghum hay and cotton seed hulls for fattening cattle are contained in a bulletin which has just been issued by the Experiment Station authorities.

The feeding experiments were conducted by Prof. John C. Burns, professor of animal husbandry at the College and animal husbandman for the experiment Station. These experiments constitute the first work of an experimental nature that has been completed on the Feeding and Breeding Station, which is now in its second year. Breeding as well as experiments are now in progress at the Station, and B. Youngblood, director of stations, is expecting this work to become perhaps the most important of any one phase of the Station activities. There are 617 acres now utilized for this Station and silage for feeding experiments is raised at the Station. While the work fundamentally is experimental, nevertheless Mr. Youngblood has succeeded in so managing the herds that a nice profit has been realized off of each steer.

Full details of these experiments may be had by inquiring for Bulletin No. 159 from the Director of Experiment Stations, College Station, Texas.

Well-graded Shorthorn and Hereford steers, twenty-eight in number, fairly uniform, were bought from the range and divided into four herds of seven each. Their cost including freight, etc., amounted to \$42.24 a head, and, as they averaged 853 pounds, their cost per hundred pounds was \$4.95 at the beginning of the experiment.

The Experiment covered a period of 129 days, from October 16th, 1912 to March 4th, 1913. Lot 1 was placed on a ration of cotton seed meal and hulls; lot 2, cotton seed meal and silage; lot 3, cotton seed meal, cotton seed hulls and silage; and lot 4, cotton seed and silage. The first lot was fed two pounds cotton seed meal and 20 pounds cotton seed hulls; lot 2, two pounds cotton seed meal and 24 pounds of silage; lot 3, two pounds cotton seed meal, 10 pounds cotton seed hulls and 12 pounds of silage; lot 4, three pounds cotton seed and 24 pounds silage. After a few days the hulls and silage were rapidly increased, as much being given as was consumed. When the steers were shipped to Fort Worth, March 4, lot 1 averaged 1,227 pounds; lot 2, 1,156 pounds; lot 3, 1,231 pounds; and lot 4, 1,140 pounds. Arriving at Fort Worth, the following shrinkage had occurred: Lot 1 177 pounds; lot 2, 150 pounds; lot 3, 138 pounds; lot 4, 107 pounds. The steers brought \$7.37 on the market, being sold to Armour & Co. In the dressing contest the steers of lot 2 ran slightly higher than the others, dressing 59.19 per cent.

But it was in the saving on cost of feed that lot 2 landed the knockout blow on the other rations. The cost of feed during the experiment per steer for lot 1 was \$21.53; for lot 2, \$16.52; for lot 3, \$21.42. A profit of \$20.01 per steer was realized off

of lot 2, while the next highest profit herd was lot 2, a net gain of \$15.84 being realized off of that herd. In figuring this experiment, the silage was estimated at costing \$2.50 per ton what is believed to be the average cost on a Texas farm. But even figuring on a cost of \$7 per ton, a highly improbable figure, the steers would have shown a net profit of \$4.11 per head.

The experiments on sorghum hay compared with cotton seed hulls for fattening cattle also is dealt with at some length in the bulletin.

This bulletin is a distinct improvement over the old-time Experiment Station bulletin. It is better edited and neatly prepared and is illustrated with excellent photographs. These bulletins are now available for distribution.

IKE ASHBURN,
 Publicity Agent.

Fresh tomatoes—Williams-Brown.

J. T. Pitts left Tuesday for Fort Worth to be gone indefinitely on a land deal.

Alleged Swindler in Jail.

D. F. Forbis, alleged swindler, is in Jail in Floydada, having been arrested in Hereford last Saturday. Sheriff Goen went over Monday returning Tuesday with the prisoner.

Mr. Forbis is held as a result of a bill returned by the August Grand Jury indicting him with swindling. He was located Saturday and the arrest followed immediately.

Heinz Olives.—Williams-Brown.

Mrs. J. M. Cox, of Plains, Texas, visited in Floydada from Saturday to Tuesday with her brother and sister, Mr. and Mrs. T. M. Cox.

Christmas Candies.—Williams-Brown.

Andrew Tibbetts, a prominent north-east Motley County stock farmer, was transacting business in the city Monday and Tuesday.

Filberts, pecans, walnuts, brazils, almonds.—Williams-Brown.

H. T. Owen left Tuesday for Texico and Clovis, where he is spending some two or three days on business. He will return home the latter part of the week.

Seeded raisins, currants, oranges, lemons and citron peel.—Williams-Brown.

I have bought the A. C. Bowers accounts. You will find them with me or A. C. Bowers at First National Bank. All accounts not paid by January 1st, will be turned over to an attorney for collection. C. Snodgrass.

Church Meeting Reuuested.

A meeting of the members of the Baptist Church has been called for next Tuesday night, the 23rd, when important matters will be considered.

The Hesperian has been requested to make an announcement and urge all members to be present at the meeting.

Pure comb honey—Williams-Brown.

Judge Wm. F. Henricks, of Tulia, will not be a candidate for district judge, as rumored earlier in the fall. Judge Henricks considered the race for a time but has decided not to enter the ring.

This leaves the horizon clear to date for Judge W. B. Joiner, of Plainview, who is the only avowed candidate.

Arthur B. Duncan

General Land Agent and Abstractor
 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 Lands and Town Lots with me if for Sale or Lease;
 And give me your Abstract of Title Work.
 Office in Court House
 Address
ARTHUR B. DUNCAN
 Floydada, 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 as especially through Floyd and other Counties of the beautiful Plains; Rent der and Pay Taxes, Furnish Abstracts Perfect Titles & Etc.

NON RESIDENT LANDS A SPECIALTY

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

City Barber Shop

T. M. COX, Prop.

All barber work first class.
 All treatment courteous.
 Shallow Water Steam Laundry represented.
 Hot or cold baths. Nice clean tubs.

CHAS. H. VEALE

Attorney at Law
 General Practice
 Room 5 Barrow Building
 Floydada, Texas

R. A. CHILDERS

Physician & Surgeon
 Office Across Street from Post Office.
 Office Phone Res. Phone 36

A. P. McKINNON

ATTORNEY-AT-LAW
 I buy and sell land on commission and negotiate loans on Real Estate
 FLOYDADA, TEXAS

DRS. SMITH & SMITH

Physicians and Surgeons
 Office with Floydada Drug Co.
 Day phone 51
 Night phone 16

...FOR...

FARM LOANS

See O. P. Dorsey
 Floydada Drug Store.
 Phone No. 51.

H. C. Bosley spent Tuesday in Lockney, where he was called to the bedside of his father-in-law, Mr. R. T. F. M. Davis, who was dangerously ill. On his return in the afternoon he reported Mr. Davis recovered from his indisposition.



Happy Santa



Dear Santa Claus:
Please bring me a football, a geography book and a little ink.
Herschel Green.

Dear Santa Claus:
Please send me a target and toy bank.
Your Friend,
Samuel Green.

It is to be hoped that Santa will recognize the little girl who wrote the following but did not sign her name:
"I am a little girl six years old living in Floydada. I wish you would please bring me a doll, a little buggy and a little doll furniture, necklace, doll pitcher, sugar bowl, apples, candy, oranges, nuts, chewing gum. Please bring me, I have lots of little playthings. I don't want you to for-

Dear Santa Claus:
I want a big doll a big doll buggy and I want a little umbrella, and I want a set of dishes and a little table and a ring. I want a little doll trunk and a

little doll bed.
Gwendolen Green.

Dear Santa Claus:
I want a big doll and a doll bed, and lots of good things to eat.
Your little friend,
Mina Steen.

Dear Santa Claus:
I am writing you so that you will not forget me. Dear Santa, I want a big doll, a story book and a set of doll dishes, apples, candy, oranges and nuts. Please bring these Santa. and don't forget my big doll.
Your little Friend,
Anna Wagner.

Dear Santa Claus,
North Pole, Tex.;
I know you are coming so I will let you know what I want. Please bring me a big doll that can open and shut its eyes, and story book, a little wash tub, some candy, apples, nuts and oranges, Please bring these, and remember the other little children, too.

Your Little Friend,
Ruth Wagner.

Dear Santa Claus:
Please bring me a gun and a bicycle. I still live at the same place.
Foy Maxey.

Dear Santa Claus:
I live two and a half miles from town. I am three years old, and I wish the most of all things for a doll, but I would be proud of anything you would bring me.
Yours Lovingly,
Velma Sullivan.

Dear Santa Claus:
I am glad it is Christmas. I have a little brother. I want a little Indian Suit; I want a little rocky horse. I will spend Christmas with grandmother. I wish you a merry time this Christmas.
Good By,
Charles Edwin Shearer.

Dear Santa Claus:
I am eight years old and going to school. I am in the second grade and studying hard. I want you to bring me a watch and fob and a nice story book for Christmas.
Thanking you in advance, I am,
Yours for a Fat Xmas,
Aubrey Montague.

Dear Santa Claus:
How are you? Please bring me some doll furniture, and some candy, some apples and some nuts, and some oranges, and some bananas.
Your Little Friend,
Evelyn Pitts.

Dear Santa Claus:
Please bring me an air gun

with plenty of shot, also lots of chocolate candy, a pocket full of pecans and walnuts and an orange.
Your Little Friend,
Boone Pitts.

Dear Santa Claus:
I am four years old. Bring me a doll, candy and a music harp. Goodby.
Miss Gladys Halford,
358 Archer Place, Denver, Colo.

Dear Santa Claus:
Here comes two little girls asking you for a Xmas present. I am five years old. Please send me a little dog that can bark, and please send my little sister a cat that will mew, and Santa, if you want to, send us anything else. Just put it in and send the thing that are in this letter to,
S. F. Conner, Turkey, Texas.

Dear Santa Claus:
I will write you a letter this morning and ask you to please send me a set of marbles for a Xmas present. I have three little sisters and one little brother and please send my little brother a little train and my oldest sister a nice doll and the next sister a doll and my baby sister is not quite a year old and can talk. Please send her a big old cat. Now Santa, besure to come and bring them or send them to Turkey, in my grand motner's name, S. F. Conner.

Dear Santa Claus:
As it is almost Christmas I thought I would write and tell you what I want you to bring me. I am a little boy going on nine years old. I want you to

please send me a little Testament, the Book of Our Saviour, Ora Calvert,
And Santa, I have a little brother, two years old. Please send him a little train. His name is George Calvert, Turkey, Texas

Dear Santa Claus:
How are you getting along. I wish for a nice box of chocolate candy or a nice toy of some kind. I wish you good luck.
Your friend,
Lestar Fisher, Eclipse, Tex.

Dear Santa Claus:
Christmas will soon be here and Oh, how glad I am! Please bring me an airgun, some fire crackers, some carpenters tools, a bear and, oh yes Santa Claus, bring me a harp and some candy, nuts, apples and lots of nice things to eat.
Your little Friend,
Thurlain Thacker.

Dear Santa Claus:

Christmas will soon be here, and oh how glad I am. Please bring me a doll house and a go-cart, and Santa Claus, bring me some candies, nuts, apples and lots of nice things to eat.
Your Little Friend,
Elizabeth Thacker.

Dear Santa Claus:
Please bring me a doll, a doll bed, a stove and oh yes Santa Claus, bring me some candies, nuts, apples and lots of nice things to eat.
Your Little Friend,
Vera Thacker.

Dear Santa Claus:
I want a football, sled, air-gun, rifle and a pair of skates.
William Hancock.

Dear Santa Claus:
I want a little electric engine from The Scott J. Red field, 615 Main St., Smithport, Pa.
From,
Frank Boerner.

CHRISTMAS IN COLONIAL DAYS

Such Games as "Green Grow the Rushes, O," Furnished Amusement.

A glimpse of an old-fashioned celebration of the Christmas season is preserved in a diary of a guest of Maj. Gen. William Floyd one of the signers of the declaration of independence, who recounts the good cheer of a household in the homestead at Westernville, N. Y. The house is standing, and is still occupied during a part of the summer by some of his descendants. In those early days of the republic the journey from New York took ten days. In preparation for the coming festivities the diary notes that the keeping room (as the main room was then called,) which, by the way, would be called the parlor drawing room was trimmed elaborately with spruce and pine branches, there being no growing in that region.

Roses made of tissue paper, in red, pink and white were plentifully distributed among the evergreen decorations.

The roses were made by two young women guests, Miss Catherine Floyd and Miss Mary Ford, who were engaged to be married to James Madison and Thomas Jefferson, afterwards presidents of the United States. They were assisted in entertaining guests during the day by the Misses Wiggins neighbors of the general. Among other guests, Bishop Whipple and a fellow clergyman were present, as well as the fiance of the diarist.

The festivities began Christmas Eve and the family hung up their stockings in front of the huge fireplace. The illumination was that of tallow candles in silver and brass candlesticks. Miss Catherine Floyd had expected her fiance, James Madison, (as was jotted down in the diary) and was greatly disappointed at his not coming. He sent, by way of a Christmas

gift, a full-length likeness of George Washington, framed, which was brought by a neighbor returning from New York.

The merrymaking was at its height Christmas Eve. All sorts of, then fashionable and popular games, such as "Hunt the Slipper," "Blind Man's Buff," "Green Grow the Rushes, O," being indulged in by the young people until 10 o'clock, at which hour sharply General Floyd closed the house.

That keeping early hours he was not altogether arbitrary appears when we learn that the breakfast Christmas morning was at early candle light. The diary says "It was so early that I had to take my curl-papers out, so I am sure my hair will not curl at all."

The gay young people gathered in the immense kitchen after breakfast was served to examine the stockings that Santa was expected to have left in prosperous condition. Or her gifts the diarist remarks: "Such beautiful gifts I have never received away from my home. Some beautiful mink skins, sufficient to make my winter fur and muff from dear General Floyd, taken from animals caught in the trap near the milk house Baxter's 'Saints' Rest,' and a nice volume of Watt's hymns—a white velvet pin cushion, painted with roses and leaves from Catherine, and a pretty collar of lace footed from Mary. My dearly beloved gave me a ruby ring, the emblem of eternal fidelity and love." The "dear beloved" became her husband a few months later.

"Christmas Day was in deed a

joyful one; after we had seen all our gifts all the young people went to the hill back of the house and coasted for five hours on the hard crust of ice and snow; the distance from the top of the hill to the gulf ravine was nearly a mile."

Christmas Candies.
Itc. Williams-Brown.

Miss Elnora Dunn left Wednesday for Dallas where she will spend a week with relatives after which she will go to Little Rock, Arkansas, to spend about two months with other relatives.
—Texas Spur.

Christmas Candies.
Itc. Williams-Brown.

It is said that an Ohio girl coughed up a suspender clasp that she had swallowed sometime previous. It is not known what became of the young man.
—Ex.

J. W. Blair left Wednesday morning for Rochester, in Haskell County, where he will engage in the Mercantile business. He recently traded his land close to that city for a mercantile stock.

His family will remain in Floydada at least until the latter part of January.

B. F. Tolley and wife and Mrs. D. H. Nall and two sons, all citizens of near Flomot, were in Floydada buying winter supplies the earlier part of the week. The heavy roads incident to the snow and rain tied them up a day or two.

Advertised Letters.

The following is a list of letters remaining in the Post Office at Floydada, Texas, Dec. 15 1913 to be advertised. If not called for in one week, will be sent to The Dead Letter office.

- Boone, Mr. Max. 1
 - Breadlove, Mr. Doc. 1
 - Dunn, Mrs. J. E. 1
 - Goens, Mr. J. P. 1
 - Hickox, Mr. Lester. 1
 - Henderson, Alex. 1
 - Kennedy, Mr. W. G. 1
 - Levitt, Mr. Ralph. 1
 - Le, Mattie. 1
 - Morris, Mrs. Cat. 1
 - Moore, Mr. G. W. 1
 - Metcalf, Mr. Irwin. 1
 - Morris, Mrs. L. H. 1
 - Matthews, Mr. K. J. 1
 - McIntire, Ira. 1
 - Nicholls, Mr. Garland 1
 - Rambo, Avery. 1
 - Rains, Mrs. Lee. 1
 - Shanks, Mrs. Bertha. 1
 - Winkler, Miss Nettie. 1
- Persons calling for above letters, will please say advertised

and give date of list.
J. D. Starks, Postmaster.

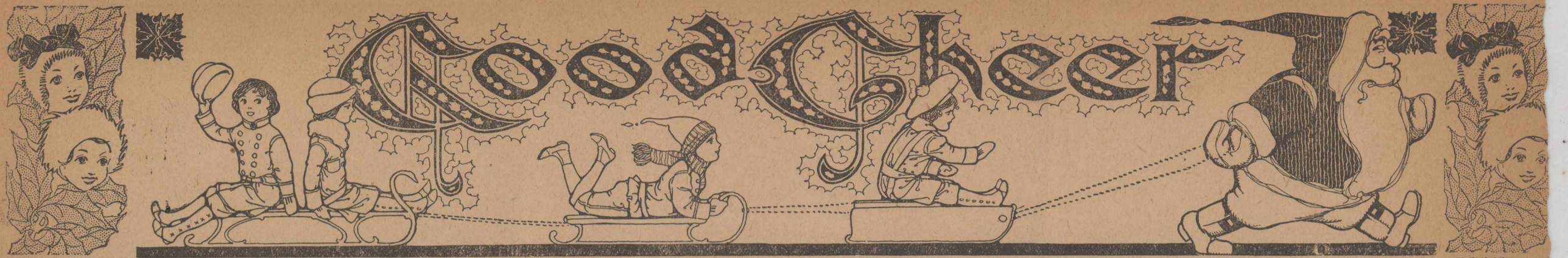
G. A. Lider returned to Floydada last Tuesday from a ten-days business visit to Dallas and Austin. A part of his time in Austin was spent with the Land Commissioners' Department in completing the Howard surveys in the Flomot and Quitaque country. Over 200 sections are affected by the new survey, 1 completed field notes and plats of which will soon be in the hands of the Commissioner for approval.

I have bought the A. C. Bowers accounts. You will find them with me or A. C. Bowers at First National Bank. All accounts not paid by January 1st, will be turned over to an attorney for collection.
Itc. C. Snodgrass.

Mrs. B. F. Yearwood, of Tulia, was in Floydada over Sunday with her husband.

Farm Loans
In Sums of
\$500 and Up
3 to 10 Year Time. See
Gamble Land & Cattle Co.
Rooms 6 & 7, Barrow Bldg. Floydada, Texas

COAL! COAL! COAL!
When you need coal just phone 69, Bill will deliver it to you in short order.
We handle Niggerhead, Canyon City lump, Washed Nut, Domino lump and Nut.
The prices are right, the coal is right and the weights are right.
We also carry a good line of Grain, Hay, Cotton seed meal and cake, meat salt and stock salt. If you are not already a satisfied customer we want you to give us a trial.
NEWELL BROS.



At this season of the year it is customary to send Greeting of Good Cheer and Happiness according to the Ancient Custom.

This we do with Pleasure,--To each and every one of our friends and customers: We wish you most joyful Christmas.

We have enjoyed a large amount of your patronage; We thank each one who has contributed to our good year's business, and venture to hope that our business relations will continue in the same cordial manner as heretofore.

We assure you the quality and price will always remain right, at this store.

C. SURGINER & SON

"Quality Is Remembered Long After The Price is Forgotten."

Floydada,

Texas.

Week of Prayer and Self-Denial

An urgent and unanswered appeal for twenty new missionaries in the foreign field has prompted the secretaries of the board of missions of the Methodist Episcopal Church, south, to observe the week of January 4-11 as a season of prayer and self-denial. The object of this occasion is not mere money-seeking, but the secretaries in their call have placed the emphasis on prayer, and the offerings for missions will be entirely voluntary. It is hoped that the amount contributed in this way will admit of the board sending the twenty missionaries needed and asked for in the foreign field.

The urgent call for reinforcements came last year, but the funds available only allowed the sending of three new workers. It is stated that for the last fifteen years it has taken all of the

money regularly contributed to keep the 350 missionaries now in the field. The natural expansion of the work and the loss from disease and death and breakdown from overwork call for more workers.

The secretaries feel that it is both cruel and wasteful to allow this deficiency in force to continue, as those in the field must be overworked in order to meet the situation. They call attention to the fact that if any appreciable number of their church members would practice self-denial to the extent of fifty cents a year, or one cent a week, it would mean much to the great cause of missions.

Mrs. J. A. Nickell, who has been visiting in Kansas with her son, and with other relatives, returned home Saturday, after a month's absence.

Buckner Orphans Home.

More than 600 are cared for in this Institution every year. These children are from every part of Texas, no one section favored above another. These orphans are from every religious sect or denomination, no one favored above another. Such are the provisions of its Charter and By-Laws, and such is its constant practice.

These orphans are fed and clothed in a comfortable, healthy way, and are given a good English education and training in industries. Orphans of non-Christian parentage are received as cheerfully as any others.

This "Home" is supported in the main by voluntary contributions. Any one wanting further information is requested to write to the address below.

Send all remittances, with name and postoffice address to
R. C. Buckner,
Buckner Orphans Home, Dallas,
Texas.

Receipts will be sent to all.

Erecting New Parsonage.

The Cumberland Presbyterian Church is building their pastor a parsonage. The new building is located on Kentucky street about two blocks east of their church house, and is a right neat little bungalow cottage.

J. A. Johnson is superintending the building.

Notice.

I will be in Floydada about 10 days during the holidays, beginning with Dec. 22nd, and I will be prepared to do dental work. All who wish my services had best call early and make appointments.

Dr. A. R. Taylor, Dentist

B. W. French spent last Saturday in Lockney on business.

Posted!

We, the undersigned, forbid any person or persons to hunt in our enclosures, with firearms, traps, snares, netting or fishing, or in any way molesting birds or fish, or tearing down fences, driving or going over fences or leaving gates open.

J. F. McCarty.
J. J. Day.
A. N. Armstrong.
J. E. Martin.
Thos. Montgomery.
E. C. King.
J. L. King.
W. A. Shipley.
Jno. W. Smith.

4tc.

P. M. Felton and family returned last Saturday to Floyd from Clay county, and will make this their home now.

They have been living in Clay county about two years, after selling their home place northwest of town to G. B. Marshall.

Mr. Felton declares when he left he had it in the contract that he could move back to Floyd without any time limit. The people of the community generally, are glad to have Mr. Felton and his estimable family back.

Mrs. G. W. Livingstone left Saturday for Wichita Falls, in answer to telegrams stating her father, W. B. Daniel, was very ill.

E. C. Nelson, Jr., was down from Plainview Saturday and Sunday from Plainview, with his parents, Mr. and Mrs. E. C. Nelson.

J. W. McCarty spent the latter part of last week in Amarillo transacting business.

Mrs. A. A. Lomax spent Friday of last week in Plainview.

The Cousins Society, a students' organization in the West Texas State Normal at Canyon, recently elected new officers of their society. Among the list of officers appears the name of Oliver Clark, of Floydada, who was made president.

W. E. Meador is erecting a farm house on his lease in the Baker neighborhood. He is this week hauling out the lumber for the improvements.

J. G. Rainer, of Sayre, Okla., was in Floydada Monday and spent a couple of days visiting with his son, Earl Rainer and family.

For Sale or Trade.

One two-row planter. New. All attachments. One John Deere plow, in good condition. tf.

E. L. Morris

Take Notice.

We find that we have not the capital to do a credit business so we have decided that we can serve our trade better by doing business on strictly cash basis. We do not mean to offend any one by taking this step. We feel that we can serve our trade better in this way. Be sure and have the money ready when the delivery man calls if you want him to leave the goods. When you come for your goods bring the cash.

Haine-King Co.

TAILORS
Laundry Agents.



It's the prince of cars--and car of princes. Two grand dukes and nineteen princes drive Fords in Russia. And the sturdy car is as popular with both classes and masses the world over. Its unequalled merit has won it world-wide recognition.

Five hundred dollars is the new price of the Ford runabout; the touring car is five-fifty; the town car seven-fifty--f. o. b. Detroit, complete with equipment. Get catalog and particulars from Barker & Winn, Plainview, Texas.

It Always Helps

says Mrs. Sylvania Woods, of Clifton Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now, I do all my housework, as well as run a big water mill.

I wish every suffering woman would give

CARDUI

The Woman's Tonic

a trial. I still use Cardui when I feel a little bad, and it always does me good."

Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

Get a Bottle Today!

WHY NOT?

Buy Something for the Home?

Useful articles make suitable Christmas Gifts. Buy something that will adorn and beautify the home, as well as make the heart of the one remembered glad. You will find here many things that will add much to the comfort of the home,—gifts of refinement at modest prices that will endure.

Our furniture stock offers a large variety of useful and handsome articles that you will be sure to find just what you want to give as a token of regard. Early buyers get first choice. We will store anything you buy until you want it. A visit will prove that the quality and prices are right. Make your selections now.

Here are some suggestions from our assortment that may make your selections easier:

Rocking Chairs, Art Squares, Rugs, Unifold and Duofold Davenports, Dining Tables, Dining Room Sets, Buffets, China Closets, Kitchen Cabinets, Brass and Iron Beds, Sealy Mattresses, Chiffoniers, Chiffon Robes, Library Tables, Center Tables.

We are never too busy to give your smallest purchase our Careful consideration. Make hay while the sun shines. Only thirteen more days to Christmas.

Kirk & Windsor

NORTH SIDE SQUARE

PRODUCER'S NOT CONSIDERED HANDLING COTTON

Office of Markets says Cotton Growers Sustain Great Losses, —Avoided by Cooperation.

Washington, D. C.—“There is not a single important step or process in the entire cotton handling and marketing scheme which owes its origin to a special consideration of the producer's interests” is one of the conclusions reported by the Office of Markets of the U. S. Department of Agriculture in its Bulletin No. 36, of November 15, 1913, on “Studies of Primary Cotton Market Conditions in Oklahoma.” This bulletin can be obtained free, as long as the supply lasts, by application to the Department.

These studies began in October 1912. They have covered 103 cotton market towns of Oklahoma, involved the sampling of over 3,200 bales of cotton with records of date, place of sale, and price paid to the grower. They also involved careful grading and stapling of these samples, and a close comparison between the prices paid to the grower and the actual differences in grade. As a result of these studies, the investigators find that practically every feature of the handling and marketing system is retained because of the insistence of some one of the numerous middlemen and carriers who have at best only a temporary interest in cotton. Even the spinners' desire for a better bale kept under shelter until it is shipped to the mill and with a covering which would keep the cotton clean and dry is systematically ignored.

These conditions apply to many other cotton markets in the South. Partly as a result of

the findings, the Office of Markets is now conducting extensive investigations in eighty typical local marketing points throughout the cotton belt.

The investigation showed the following conditions: Actual quality above middling has little effect on the price paid to the producer because,

(a) In general, the ginners, who buy a large proportion of the cotton, pay very nearly the same price for all cotton purchased on a given day.

(b) In many street markets, even where there are a large number of buyers, widely differing prices are paid on the same day for bales of identical quality. There is no uniform price even for middling cotton.

(c) The differences fixed by Oklahoma firms allow only about one-half as much premium for grades above middling as do the differences of the New York Cotton Exchange. This, however, should not be construed as an approval of the New York fixed difference system.

(d) In actual street buying the premiums paid for bales grading above middling are far less than the locally advertised differences for such grades. In some cases the bulk of the cotton is bought as middling for weeks at a time, when a large majority of the bales are actually above that grade.

(e) Except in the southeastern part of the State no attention is paid to length of staple in fixing the price of the individual bale, but certain regions receive slightly higher prices than others because of reputed superiority of average staple.

(f) The cotton trade in Oklahoma recognizes no grade above good middling although many thousand bales of higher grade are produced.

From these conditions it is apparent the investigators say,

that accurate knowledge of cotton grading is of little value to the producer in marketing his individual crop under present conditions. The prices paid to farmers both for seed cotton and for lint are too largely based on a system of averages. This works great injustice to the producers of the best grades, and discourages careful picking and improvement of varieties in length of staple. The greatest losses to the farmers under the present system of marketing appear to lie in their failure to secure the premium for their high grades which these bales finally bring.

How about a Claus this year?

CHRISTMAS comes but once a year, but by handing only \$1.75 to the publisher of The Hesperian you will get 156 papers a year or three a week. That's some reading, ain't it? Good, instructive, wholesome reading, too. Try the combination. You'll like it. It is this: The Hesperian \$1.00 a year. The Semi-Weekly Farm News \$1 a year. The two well worth \$2.00 a year. You get them both for \$1.75 a year.

DO IT NOW.

W. B. Crabtree, of Hillcrest neighborhood, was in Floydada Saturday transacting business.

For sale.

Kitchen cabinet and dining table cheap for cash. E. L. Morris, south side square. tf.

Horse and Buggy for Sale.

Old Joe is hard to beat as a family horse. 2tc. W. H. Matthews.

caating the cult

Value of University Correspondence School is Growing.—Opportunity for Group Study.

None too much attention has been paid to the education of the children of Texas, but it is only of late years that the education of those grownups yearning for knowledge has been attended to.

Dr. L. W. Payne, Director of the Division of Correspondence Instruction of the University of Texas Extension Department, in speaking of this, says: “It is as plainly the duty of the State to provide some form of instruction for its adults as for its children. There are thousands upon thousands of grown people in Texas who would gladly pursue a consecutive course of study for self-development or for professional and occupational advancement if the means for direction and guidance could be furnished them. The very nature of many of the occupations on our broad plains gives ample leisure for private study; and the mails reach everywhere. The movement for adult instruction through practical courses in the domestic, commercial, industrial, and cultural subjects is very large in its consequences.

Group study centers, reading circles, lecture course by government experts and university professors and all the vast activities of correspondence schools are sure to improve the general tone of our citizens and the general efficiency of our democratic institutions.

“It is not merely to those who have been to college or who intend to go to college to complete their education that the correspondence school appeals. The great majority of our adult citizens have received only a common school education. Many boys and girls have dropped out of school either because of lack of interest or short sightedness as to the value of an education, or because of economic conditions which forced them to become wage earners at an early age. Later on in life like the prodigal these young men and young women come to themselves and realize that without additional education their capacity for advancement is limited. With a new energy for self-improvement and a new vision of their possibilities for development they desire to renew their efforts to gain an education. To such as these the correspondence courses of University of Texas, come as an opportunity for advancement the goal of their ambitious dreams.”

MERCHANTS HAVE

SALES

WHY NOT A FARMER?

I will have sold at auction to the highest bidder the following:

- Two good size work horses.
- One large mare and good colt.
- One folding bed.
- One cooking stove.
- One bachelor stove.
- One sewing machine.
- Two dining tables.
- One Kitchen cabinet.
- One John Deere riding plow.
- One Lister planter.
- Numerous other things.

TERMS MADE KNOWN AT SALE

Sale Dec. 20, 1913, 1 P. M.

At Wagner's wagon Yard.

B. W. FRENCH

Dec. 4th, 1913



Excursions

To all points in Texas. Dates of sale Dec. 20 to 26th inclusive and Dec. 31 and Jan. 1st. Final limit for return January 6th. For round trip: Fare and a third. To Temple, Texas, account State Convention State Tax Assessor's Assn., Dec. 9 & 10. Dates of sale Dec. 7 & 8th, limited to return Dec. 12th. Round trip fare \$17.35.

J. T. J. DAWSON, Agent

House for Sale.

Two 14 foot rooms, well-finished, practically new. Will sell right.

S. C. Sluder, Floydada, Texas.

3tp.

J. J. Dunnagan returned to Floydada Friday, resuming his jewelry business, after a ten days absence in Texico, N. M.

Announcement To Livestock Shippers

We are pleased to announce the inauguration of passenger and freight service over our Roaring Springs Extension. We are now prepared to handle all shipments of livestock without delay; we have also recently completed large and up to date stock pens at Roaring Springs, and in building these pens we have tried to construct them so as to afford every convenience to the Stockman in handling cattle, and we respectfully solicit your shipments to all markets and pasture points.

For your ready information, I am giving below a list of rates and distance to the principal markets:

Roaring Springs to	Oklahoma City	262 miles,	rate,	24 34c
" "	Kansas City	647 "	" "	37 12c
" "	St. Louis	805 "	" "	43 12c
" "	Fort Worth	71 "	" "	23 3-4c

Minimum car load is 22000 lbs. to all points

By comparing these rates and distances to other shipping points in this territory you will notice there is considerable advantage, especially from the mileage standpoint, which gives the shipper considerable advantage by shipping from Roaring Springs, as he will be able to put his cattle on market several hours earlier. For instance: If you load at Roaring Springs by noon, you get into Oklahoma City next morning by 6:00 A. M. and to Fort Worth about the same time; by shipping this way you also have advantage of all the principal markets. You can ship to Oklahoma City privilege Kansas City, Wichita Kansas or St. Louis markets, and we ask that you compare our distances and schedules with other shipping points, and you will find it is to your advantage to make your shipments from Roaring Springs, even though you are obliged to drive them a few miles farther before loading.

For further information apply to Agent, Roaring Springs, Texas, or

ROBT. CRAY

General Manager Q. A. & P. Railway, Quanah, Texas.

ONE WEEK TO CHRISTMAS

You must get that suit, overcoat, skirt or dress cleaned right away if you want it for the holidays. Don't forget that we are giving an extra pair of trousers with every suit or overcoat purchased from the Globe Line. We are sole agents in Floydada for the Panhandle Steam Laundry, of Amarillo. You will have to send through us if you get the best. At southwest corner of Square.

Phone 100

HAINES KING CO
"THE KNOW HOW TAILORS"
HAINES KING CO

Look Out! Holiday Fires

State Fire Board in Open Letter to Mayor Says Precautions should be taken.

Mayor W. T. Montgomery is in receipt of the letter shown herein below, which is well worth the consideration of every property-owner, especially of business men and merchants.

December 5, 1913.
"The custom of merchants decorating places of business for the holiday trade is a most hazardous one from a standpoint of fire. The decorating of churches and school houses for Christmas trees and other means of entertainment is also dangerous. The promiscuous use of fire works is at all times a menace to life and property.

"For the purpose of trying to impress upon the public the need for care throughout the holidays, attention is called for the following:

"Stores, Churches and Bazaars: Holiday fires in these while filled with people are usually holocausts. Light, inflammable decorations make fires easy to start and easy to spread. A match, a gas flame or an electrical defect may do it.

"Watch cigar, cigarette and

pipe smokers. Do not permit them to "light up" inside buildings. Do not make the slightest change in electrical wiring without consulting electrical inspector.

"Warnings for the Home: Every year in America many children are burned to death by fire from Christmas candles. Do not decorate your Christmas tree with paper, cotton or any other inflammable material. Use metallic tinsel and other non-flammable decorations only, and set the tree securely so that the children in reaching for things cannot tip it over. Do not use cotton to represent snow. If you must have snow use asbestos fibre.

"Do not permit children to light or relight candles while parents are not present. They frequently set fire to their clothing instead; and the tree itself will burn when needles have become dry. Do not leave matches within reach of children at holiday time. Candles are meant to be lighted, and if children can get matches they will experiment with them. They imitate their elders.

"A house of merriment is better than a house of mourning.

"These questions are considered most timely, and they are offered for no other purpose than as an effort to arouse the public to a point of alertness that will prevent as far as is possible, a repetition of fire losses that have

here marked
celebrations.
"Every city and town in the State that has not enacted an ordinance strictly prohibiting the use of fire works should do so at once,

Respectfully,
S. W. ENGLISH,
State Fire Marshal."

Must Mark Paid Matter.

"All editorial or other reading matter published in any newspaper, magazine or periodical for the publication of which money or other valuable consideration is paid, accepted or promised shall be plainly marked 'advertisement.' Any editor or publisher printing editorial or other matter for which compensation is paid, accepted or promised without so marking the same, shall upon conviction in any court having jurisdiction, be fined not less than \$50 or more than \$500."

The above is a copy of the law requiring newspapers to mark all furnished editorials or advertising readers in the "paid for" class, to mark same as "advertisement."

The law was passed in order to cut out so much of the political "dope" used especially in the dailies as editorials, when in truth the "dope" was paid for and at a pretty high price.

The law has been very effective in its workings.

Heinz Midget Gherkins.
1tc. Williams-Brown.

Oranges, apples, grapefruit, bananas.
1tc. Williams-Brown.

Sam Goslee returned home Monday afternoon from the northwest. He joined Barnes' Circus Band at Albuquerque in the fall and made many of the towns of the northwest finishing up in Oregon. He spent a part of his time in Portland, Oregon and at Walla Walla, Washington.

Cocktail Cherries.—Williams-Brown. 1tc.

Wanted at Once—Housekeeper Girl or woman.—Write, Mrs. Roy K. Bruner, Floydada, Texas.

White Swan and Armours Grape juice.
1tc. Williams-Brown.

Fresh vegetables—Williams-Brown. 1tc.

ght Petersburg business.

W. A. Robbins, vice president of the First State Bank, has exchanged land adjacent to the city of Floydada for the W. C. Reagan & Co., dry goods stock at Petersburg, and the first of this week the stock is being invoiced by Ira D. Gamble and Jim Sands, and representatives of the retiring firm. It will invoice about \$6,000. Upon the completion of the invoice Mr. Sands will have charge of the stock.

Asked Monday if he would move to Petersburg and take charge personally Mr. Robbins declared that he would not. "I have a job here in Floydada," is the way he put it. "I may keep the stock three years or a dozen or three days. My plans are not made on that point just now."

It is not known whether Mr. Reagan will remove to Floyd and improve his realty.

Fresh tomatoes—Williams-Brown. 1tc.

Expression Recital Friday Evening.

The Expression Class of Miss Edith Edwards will give a public recital at the Public School Auditorium next Friday evening, the 19th.

Turnips, sweet potatoes,
1tc. Williams-Brown.

The Abilene Reporter of Sunday, Nov. 30 contained nine pages of advertising for one dry goods firm—J. W. Campbell—all being about a Holiday sale. The editor of the New knows Mr. Campbell quite well. He started into business as a dry goods clerk, later he opened a little store, and this store has been growing all the time until now it is possibly the largest in the Western half of Texas. Mr. Campbell has always been a big advertiser—when he had a little store he carried half-page, page and double page ads in the local papers, when his competitors were carrying only small ads or none at all. The success of Mr. Campbell is due to advertising, energy and knowing his business.—Plainview News.

Good things to eat—Williams-Brown. 1tc.

R. H. Willis returned home Monday after spending about a week near Monument, N. Mex., with his father-in-law.

Full Line of Xmas Goods

Just arrived at McCarty Drug Store. We are giving 1000 votes on the piano for every \$1 worth of Holiday goods and Jewelry you buy to Dec. 25. Trade where your money buys the most and in addition gives you a chance to get \$495 worth of merchandise free. 1st prize \$400 piano; 2nd \$60 sewing machine; 3rd \$25 ladies watch; 4th \$10 toilet set.

J. W. McCarty

Gardens "Higgledy-Piggledy."
By Mrs. E. P. Turner, Chairman Homes and Schools, Texas Farm Life Commission.

It has been said by an eminent garden-loving English woman that the gardens of America are "higgledy-piggledy."

A good well ordered garden is always "a thing of beauty and a joy forever," and if we had more of them on every farm in Texas, we would all live a great deal better, as well as a great deal more cheaply.

The consumption of fruits and vegetables of all kinds in this state is enormous and the gardening industry is one of the most remunerative ones to be found. On the two items of beans and peas alone the population of Texas annually consumes \$3,197,000 more than they produce.

Let every housewife on the farm turn part of her attention to a small, well-kept garden, and she will find it a revenue producer along with the time-honored hen.

Turnips, sweet potatoes,
1tc. Williams-Brown.

Eli Johnson, of Plainview, visited relatives and friends in Floydada Tuesday.

Figs, dates.—Williams-Brown, 1tc.

Mrs. J. L. King returned last Friday from a three-weeks visit in Aledo, Texas, with friends and relatives.

Heinz pure olive oil—Williams-Brown. 1tc.



THE BEST WAY TO KEEP POSTED

ON market or crop conditions, or to secure the latest information of any sort is to employ Bell Telephone Service.

It will take you a long or short journey with a substantial saving of time, effort and money. RURAL TELEPHONE SERVICE is easily had at very low cost. Apply to our nearest manager or write to

THE SOUTHWESTERN TELEGRAPH AND TELEPHONE CO. DALLAS, TEXAS

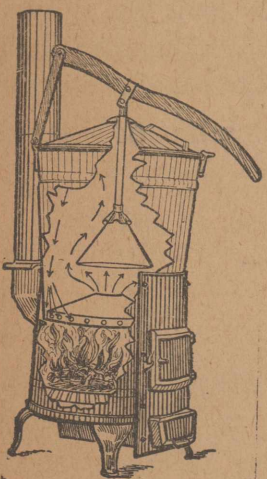
THE GUYTON & NICHOLS SANITARIUM

A new and up to date private institution, equipped especially for patients requiring surgical attention.

Wanted—Intelligent young women to enter the training school for nurses. Mrs. J. V. Guyton, R. N., in charge.

THE Al-metal Steam Washer

(Sold Under an Absolute Guarantee)



Will wash more clothes in less time, with less labor and get them cleaner than any machine on the market to day.

Will wash and boil a tub of clothes and get them

CLEAN in ten minutes.

Buy Sensible Gifts

How about a Free Sewing machine or an Almetal Steam washer? Both have an unlimited guarantee. They are something every woman needs and will appreciate 365 days in a year.

OTHER GIFT SUGGESTIONS

For the Ladies	For the Men	For the Children
Percolators, O'Cedar Mops, Nickled Copper Tea Kettles, Water sets; Table sets, Rogers Silverware, Ray O Lamps.	Safety Razors, Regular pattern Razors, Pocket Knives, Lap Robes, Hammers; Saws, Wrenches.	Tricycles, Express Wagons, Pocket Knives, Air Rifles, Ingersoll Watches, Etc.

Any of these articles will make sensible Xmas gifts, they will endure the pleasure they bring. I will appreciate showing you whether you buy or not. Bear in mind I have anything you want in builders' Hardware. Also remember square deals and satisfied customers is my motto.

JONES HARDWARE

Rear 1st State Bank

"The FREE is the only Insured Sewing Machine"

Just Think of it!
THE FREE Sewing Machine is insured for five years against accident breakage, wear, fire, tornado, lightning and water. This shows our faith in

THE FREE Sewing Machine
Think what this means!
It means—that if you break the whole machine or any part (needle, belt, or attachment, etc.) it will be replaced to you without charge.

"Sure Nuff"

We are continuing this sale for 30 days from Dec. 13. This means to Jan. 12th. It's my policy not to carry over goods from one season to another. The biggest noise about this sale is The Prices.

---Just in time for Christmas shopping. You will find many valuable gifts--all prices cut close.

All Boys Clothing Half Off
All Skirts Less Than Wholesale
Odd Pants Fourth Off
Hosiery fourth Off
Dress Goods Third Off
Gloves fifth Off
Hats fourth Off
Shoes fourth Off
Sweaters Third Off
Work Clothes fourth Off

O. B. OLSON

On all our goods... say when you read our... 30 day sale we are slashing every... in the house--all for the sake of CASH and to keep from carrying the stock over.

Plain... family of the... The home was... rated for the occasion... wedding, while brief an... was a very pretty affair.
The groom and party left... the morning train for the marriage, returning in the afternoon by auto.
On their return home the bridal couple and party were received at the home of the groom's brother, Mr. Burt Smith, where they were welcomed home with an informal infare supper.
This young couple are among the most popular of Floydada's social set. The bride has been conducting a class in music in the city the past two years, and her charms and accomplishments have won for her scores of friends, among young and old alike.
The groom is a son of Mr. and Mrs. A. G. Smith, of this city. He has extensive business and cattle interests in the county, and is held in high esteem by all his friends and acquaintances.
Their popularity was attested by numerous pretty and useful gifts both from friends in this vicinage and in Plainview.
They will be at home in southwest Floydada, where the groom had prepared a very pretty home for his future wife.
Friends everywhere extend congratulations, and wish them a goodly portion of the prosperity and happiness which they so richly deserve.

Side Walks a Live Issue

Imperative Need Realized.—Value to the Town would be Inestimable.

The need of side walks in Floydada is unquestionable. That the issue of sidewalks and crossings is a live one is also easily proven to any of the citizenship who have been wading the mud for the past two months.

In a discussion of ways and means of building sidewalks and their cost to the property owners last week The Hesperian erred in a statement of facts. Our estimate of the cost was based on calculations for a 50-foot walk,—\$32 for 4-foot concrete walks; \$14 for 4-foot board walks; \$7 for 4 foot gravel walks. Our article was made to say this was the cost for 25 foot lots.

From the experience of other towns and from a standpoint of cost, we are inclined to favor the gravel. Many residents will say the concrete is too high. Board walks last only a few years and are a waste, gravel makes a good walk and makes a good base for concrete walks which would follow later. The cost is more than cut in half without any waste.

The proposition for the citizenship is to vote to give the power to the city council to have these walks built wherever needed for the public. This would be the most practicable solution of the problem. It gives a chance for the town to progress. It would make the property thus improved more valuable. But most of all—it would give the pedestrian an opportunity to get about town.

A good example of need of walks is shown by the conditions from the square to the public school building. Between these two points children of all ages

must walk in mire and mud during sloppy spells that should not by any means be permitted.

At a cost \$56 per block of 400 feet the children of the town could walk to school dry shod. For five blocks this would be \$280. The crossings would be for the city to erect of whatever material they thought best. Concrete or boards would possibly be the better.

The main thing is to get the citizens of the town to thinking on the matter of walks—they are the one thing needed now.

Cocoanuts—Williams-Brown, Ite.

C. W. Russell and wife of Plainview, were in Floydada Sunday visiting with their friends, Mr. W. M. Windsor and sister, Miss Lela, the latter returning to Plainview with them where she visited from Sunday to Wednesday afternoon.

White Swan and Armours grape juices. Williams Brown, Ite.

Phillips--Adams.

Mr. O. D. Phillips, of Memphis, Hall County, last Sunday afternoon was married in Floydada by Rev. W. H. Matthews to Miss Mattie Adams, step-daughter of Mr. S. H. Wills.

The marriage was a very quiet affair, the couple with a number of friends driving to the pastor's residence where the ceremony was performed.

Miss Adams is an excellent young lady of many commendable traits of character, and the groom is a prosperous young farmer in his community.

They have many friends to wish them well in their married life, and The Hesperian joins in wishing them bon voyage.

Filberts, pecans, walnuts, brazilnuts, almonds. Williams-Brown, Ite.

Two Starkey Couples Married.

Last Sunday was a red letter day for at least two young couples of Starkey. This was the occasion of their marriage in Floydada in the afternoon.

One couple, Mr. O. E. Murry, brother to W. O. Murry and Miss Clara Day, daughter of Mr. and Mrs. J. J. Day, of the Starkey neighborhood, were married by Elder C. W. Smith of Sandhill at the residence of Mr. and Mrs. C. S. Jones. Mrs. Jones is a sister of the bride.

The other couple to wed was Miss Lillian Curry to Mr. Charles Payne. Judge A. B. Duncan presided at the ceremony, which was consummated at his residence in the southeast part of town.

The bride is a step-daughter of Mr. W. W. Smith, a prosperous stock farmer, and the groom is a son of D. F. Payne and wife.

The young people are all held in high esteem in the community, where they are well-known, and which they will make their home.

The Hesperian joins in congratulations and well-wishes for prosperity and happiness.

Oranges, apples, grapefruit, bananas. Williams-Brown, Ite.

Now Beggars Have College.

Chicago, Dec. 15.—This city is the headquarters of a national association of beggars, according to officials of the police department, who last night announced that the organization maintains a school in one of the poorer neighborhoods of the West Side, where recruits are taught the tricks of the trade. "The gay cats," is the official name of the organization, say the police.

Although headquarters are in Chicago, "camps" are said to be maintained in other large cities of the country where recruits are taught how to "make up" as cripples and invalids.

Stole A March on His Friends.

G. W. Cast, a prosperous-looking farmer who lived in below Roaring Springs in Motley or Dickens County, was married in Floydada Monday night to Miss Katie Clayton, of Lubbock County, in the office of the Viles Hotel, Rev. G. W. Shearer officiating at the ceremony.

Mr. Cast declared after his marriage that he had gotten in his wagon and drove off from home without any of his friends knowing his destination, had gone by after his lady and would return with a wife before his friends knew his whereabouts.

At first Mr. Cast and his intended had some little difficulties in their plans to wed, but as soon as Charles Horn, the amiable hotel man, found out that the couple were desirous of marrying he lent a helping hand in securing the license and the preacher with the happy result that their troubles dissipated and their union was consummated.

The newly-weds took their leave Tuesday in the snow, but they had a good team of horses and a good wagon, and doubtless reached their home without mishap.

Seeded raisins, currants, oranges, lemons and citron peel Ite. Williams Brown.

Santa Fe Now Routing Freight Over Cut-Off.

The state railroad commission has authorized through rates to all points on the new Santa Fe cut-off between Farwell and Lubbock. The effective date of the order was Dec. 12 and the Santa Fe is now routing freight over the new line.

Through interstate rates to these points will not be effective for some time. In the meantime all interstate traffic will move on combination of local rates as heretofore.

Only A Horse.

In "Our Dumb Animals." Only a horse, and an old horse, too, Working from day to day, Only a worn-out nag, 'tis true, Plodding his weary way.

A horse that works and works in vain For his master's word of praise, A slave that bows to the tightened rein; A beast, that the master flays.

Only a horse; but a horse with a heart, A thin, worn-out old bay; But with spirit strong, he plods along With uncomplaining neigh.

A beast of burden by man abused, Tortured with lash and goad; But a lesson in faithfulness, courage and toil— This worn-out nag of the road.

Only a horse—not a brute—but a horse, A patient, tired old bay, The brute is the one that applies the lash, Not the one who receives the flay.

He labors hard for his master's greed, He endures the toil and the pain; But his look of despair from his eyes is a prayer— An appeal to be humane. —Ray I. Hoppman.

Strayed to My Place.

One red steer with white-spotted forehead, yearling past. No marks or brands; also one red heifer yearling past, marked swallow fork in left ear and underbit. No Brands.

Owner can have same by paying for this ad and pasturage. For information call at this office. 2tc.

Malaga grapes, peanuts. Williams-Brown, Ite.

Dr. and Mrs. Wray, of Jayton, Texas, and Mrs. John Williams, of Post City, are in Floydada on a visit with G. A. Crum and wife arriving the earlier part of the week. Mrs. Wray is a cousin and Mrs. Williams an aunt of Mrs. Crum.

Fresh vegetables—Williams-Brown, Ite.

Mesdames A. Lider and Chas. Van Eaton left this morning for Dallas, where they will spend the winter.

Births Reported.

To Mr. and Mrs. Ed Ball, of Lakeview, Dec. 12th, a boy.

To Mr. and Mrs. Ernest Grigsby, of Sandhill, Dec. 9th, a girl.

To Mr. and Mrs. C. E. Burton, of Sandhill, Dec. 16th, a boy.

Cocoanuts—Williams-Brown, Ite.

Mrs. Livingston's Father Dead.

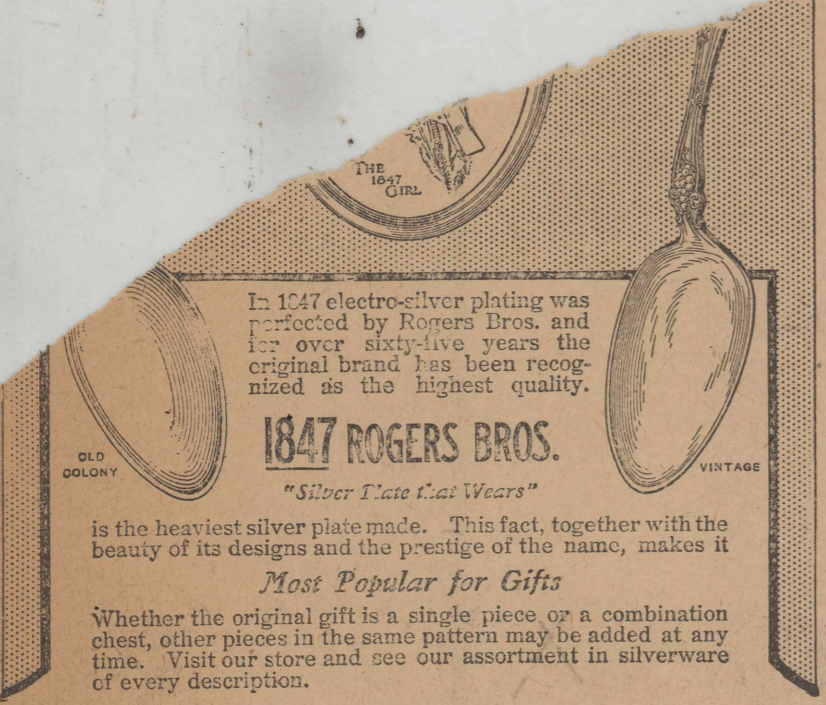
Mr. W. B. Daniel of Wichita Falls, father of Mrs. W. G. Livingston, of this city, died Tuesday night. This information was contained in a telegram from Mrs. Livingston to her husband here Wednesday morning.

Mr. Daniel had been low for several days, and his daughter left Floydada Saturday for the parental home to be at his bedside. The Hesperian joins in condolence to the bereaved.

Malaga grapes, peanuts. Williams-Brown, Ite.

J. L. West spent Wednesday of this week in Plainview on business transactions.

J. A. Callihan and C. Snodgrass spent Wednesday in Lockney on business.



In 1847 electro-silver plating was perfected by Rogers Bros. and for over sixty-five years the original brand has been recognized as the highest quality.

1847 ROGERS BROS.

"Silver Plate that Wears"

is the heaviest silver plate made. This fact, together with the beauty of its designs and the prestige of the name, makes it

Most Popular for Gifts

Whether the original gift is a single piece or a combination chest, other pieces in the same pattern may be added at any time. Visit our store and see our assortment in silverware of every description.

Floydada Drug Co.

Huerta Boastful and Arrogant.

Edwin Emerson, a war correspondent writing in the Fortnightly Review, gives facts which dissipate the general belief that Huerta, the present dictator in Mexico, is a "Man of Iron." Mr. Emerson's article shows that Huerta is an ignorant man and a braggart rather than a man of much military genius.

In his campaigns against small bands of marauding brigands which have infested part of the Mexican provinces, his main trait of character displayed has been brutal severity rather than genius, says Mr. Emerson.

In a recent speech he is quoted as saying the following in an hour of conviviality, Mr. Emerson himself being present:

I am not afraid of the gringos. Why should I be? No good Mexican need be afraid of the gringos. If it had not been for the treachery of President Santa Ana, who sold himself to the United States in 1847, we should have beaten the Yankees then, as we surely shall beat them next time. Let them cross the Rio Bravo! We will send them back with bloody heads. We Mexicans need not be afraid of any foreign nation. Did we not beat the Spaniards? Did we not also beat the French, and the Austrians, and the Belgians, and all the other foreign adventurers who came with Maximilian? In the same way we would have beaten the gringos had we had a fair chance at them. The Texans who beat Santa Ana at San Jacinto, you must know, were not gringos, but brother Mexicans, of whom we have reason to be proud. To my mind, there are only two real nations in the world, besides our old Aztec nation. Those nations are England and Japan. All the others cannot properly be called nations, least of all the United States, which is a mere hodge-podge of other nations.

One of these days England and Japan and Mexico will get together and after that there will be an end to the United States.

Heating Stoves! Heating Stoves!

Let Jones Hardware sell you one at specially reduced prices. Itc.

Figs, dates, -Williams-Brown. Itc.

Texas Prize Winners Entertained in Capital.

Washington, Dec. 12.—Texas is well represented in the army of splendid boys and girls from the West who reached Washington today, being the prize winners in the Corn club, Canning club and Baby Beef organizations, which are being promoted by the department of agriculture. A most interesting programme has been provided for their entertainment while here, including receptions by President Wilson and Secretary of Agriculture Houston.

On Tuesday evening the young Texans, under the watchful eye of Miss Bernice Carter of College Station, who is in charge of the party, will leave for New York where they will spend two days. This trip has been arranged by Miss Carter as a surprise and is independent of the programme arranged by the department of agriculture. The Baby Beef boys in the party are Sam Matthews and Andy Young of Coleman, Irwin Riggs of San Angelo and Loyd Web of Belleville. The Corn club boys are John Henderson of Sulphur Springs, Harvey French of Willis Point and Roy Day of Palestine. The Canning club girl is Miss Annie Davis of Jefferson. The visitors are being extended many courtesies by the members of the Texas Congressional delegation.

Filberts, pecans, walnuts, brazilnuts, almonds. Itc. Williams-Brown.

A GIFT

We want to give you a lot in West-Light, at Pecos, Texas. "Pecos" is a county and federal court seat, a jobbing and railroad center, has oil refinery, 300 flowing wells, and many other things to make it great.

All you have to do to secure a gift is to send us the names of four property owners of your district and a 25 cent fee, to apply on postage and recording. You will not be out another cent, we mail deed as soon as names are received.

Our object is, listing land in your locality for Northern buyers, and to add to our Panama Exposition list of names which we are compiling. Won't you help us? The lot is a dear and valuable present and it is yours for the asking. Send while you think. Address.

United Oil & Land Co.
PECOS, TEXAS

Note: Let us tell you an easy way to earn a round trip pass to the Panama Exposition.

IG BETTER

Sees Nearer Approach to Ideal.

Humanity Affected by Teachings of Him Whose Birth is Celebrated— Spirit of Helpfulness Prevails Among Men.

EACH year brings the world nearer to the ideal of the Prince of Peace, the ideal of universal brotherhood. Wars may occur from time to time and nations continue to arm themselves, but steadily the thought develops in the minds of men throughout the range of civilization that fighting is a wasteful, senseless, inconclusive method of adjusting differences, and that righteousness and justice can be maintained by other means.

Over nineteen hundred years have passed since Christ was born, bringing the message of peace on earth and good will to men. Before his time the world knew no such doctrine. There was the law of might, and might prevailed. There were rights, but rights were dependent upon the strength of arms and often suffered. The strong arm governed in the affairs of men. The doctrine that Christ preached was one of enlightenment, an appeal to the reason, addressed to the higher self of man. That Christianity spread so rapidly after the first struggling start is proof that men were eager for such a teaching, and that they longed for the opportunity to live their lives placidly and honestly in a spirit of brotherhood.

Those who are discouraged by the occasional outbreaks of strife between nations should take comfort in the thought that there is a steadily increasing sentiment for pacific adjustments, that the essential spirit of Christianity is at work throughout the world to bring men into more reasonable relations, and that in the international as well as the private conditions of life the doctrines that were first preached in Judea nineteen hundred years ago are becoming steadily more dominant.

Christmas day naturally causes a reflection upon the state of humanity as affected by the teachings of him whose birth is celebrated. Men are unquestionably kinder and more thoughtful toward one another now than ever before. There is more justice in the world, and more justice, and more earnest disposition to bring humanity up to a higher level. There is more widespread education as a result of this spirit of helpfulness, and there is less suffering. Men are devoting themselves and their lives to the study of the needs of the less fortunate and to the amelioration of their condition. In all lands practical Christianity is working to the end literally of bringing peace on earth and good will to men.

The observances of Christmas are mere tokens of the essential spirit of the day, which is more than the mere twenty-four hours of this particular calendar time, and extends throughout the year. No matter how elaborate or costly the gifts that are exchanged, how beautiful and impressive the services in the churches, how extensive the decorations, Christmas is no more sincerely commemorated than by him who on this day pauses to remember what it means, who pays tribute in his soul to the glorious example of Christ's life and resolves to conduct his own as nearly as possible in imitation of it. It is the personal Christmas celebration that counts, the individual effort to apply to everyday life that which underlies the occasion, that which began at Bethlehem over nineteen centuries ago.

First Snow of Season

The first snow of the fall and winter season, 1913, fell on Tuesday beginning about six o'clock and lasting well up into the morning. At times the snowdrops peppered down and it looked like a real snow spell had set in. The temperature never fell very low, however, and the snow melted almost as fast as it fell.

Good freezes have been in evidence every morning for the past week, especially on Monday morning when a good thick crust of ice was formed on all lakes and ponds.

Save money on a heater We are selling them at a discount of 20 per cent. Jones Hdw. Itc.

Oranges, apples, grapefruit, bananas. Itc. Williams-Brown.

Nothing on Him. Jakes—"Norway has a midnight sun." Rakes—"That's nothing. So have I."

TEACHES LESSON OF LOVE

Christmas the Season of All Others Where Its Beauties May Be Learned Anew.

LOVE is the keynote of the Christmas season. The greatest mystery of life is love. Who has not sought to sound its unspeakable depths? Who has not felt its all-compelling power? Who has not surrendered to its irresistible force?

Romances are built about it. Wars have been fought for it and religions based upon it.

Love is the dream of the poet, the puzzle of the philosopher, the theme of the novelist and the song of the minstrel.

Love links all the human race. Its note of victory is heard in the royal court and in the peasant's cottage. The song of love is on the lips of the proudest queen and of her humblest subject.

It is the stimulus of parental affection in the home and of patriotism in the nation. Brave men die for it and noble women perish that they may bear its sweet incense with them to the grave.

How sweet and tender is this splendid attribute of mankind! In its smiling presence, anger, bitterness and strife melt away. How much more has the world to hope for from love than from envy, malice and hatred!

In this period of world-wide distrust, of resentment against economic conditions, of protest against authority, human and divine, and widespread defiance of law, can we not turn aside at this Christmas season for a moment and learn anew the lesson of love?

When we shall have learned that lesson, we shall also know the better and fuller meaning of obedience, contentment and peace.

A YEAR OF PLENTY.

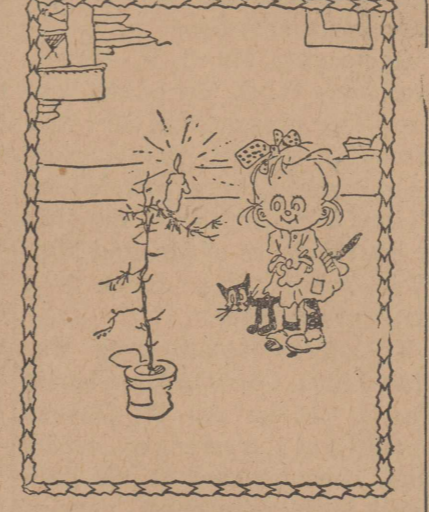
The Christmas trees nod in the breeze; The candy from them drops. And folks declare they'll surely bear The heaviest of crops.

—Philadelphia Bulletin.

Christmas-Tide.

"The twelve days of Christmas," embracing the period between Christmas eve, December 24, and Epiphany, of Twelfth Night, January 6, is unknown as Christmastide. Great as the feast of Christmas is, nothing can be definitely traced as to its origin, nobody knows who first celebrated it, or when or where, or how. We find that various communities of Christians kept the day on different dates until about the middle of the fourth century, when Pope Julius established the festival at Rome, on December 25. The holidays of the year are the red letter days of its calendar. Among them all, Christmas is unique, inasmuch as it brings universal joy and good will. Let the nations, therefore, rejoice and be glad in the gift of the world's greatest life.—Jennie Day Haines.

ONE THING LACKING.



"Oh, Kitty! if we only had a piece of candy to put on it, wouldn't it be just lovely!"

Matthews to Huntsville Church.

Rev. W. H. Matthews, who has served the local Southern Presbyterian Church, for approximately two years, will leave the earlier part of next week for Huntsville, where he will take the pastorate of the church in that city.

During their stay in Floydada Rev. Matthews and his excellent wife have made a host of friends among all denominations, and the announcement of their leaving is received with genuine regret.

Heaters at 20 per cent discount at Jones Hardware. Itc.

Seeded raisins, currants, oranges, lemons, and citron peel. Itc. Williams-Brown.

Difference in Failures.

A Denver capitalist said bitterly, apropos of a dishonest liquidation wherein he had been caught: "There are pessimists who say that marriage is a failure; but between a marriage and a failure there's this difference: In a marriage the wife takes the husband's name, while in a failure the husband takes the wife's name."

Cotton Crop 3rd in Size

Gov't. Estimate, 13,677,000 bales. —Will Bring Producers More than Record Yields.

The Government estimate of the entire cotton yield of the world issued on the 12th of this month, created quite a surprise in the markets, for instead of reporting a record yield this year, as had been expected, the government reported the crop well under 14,000,000 bales,—to be exact 13,677,000. This is 500 pound bales, and exclusive of linters. Considering the large acreage and wants of the world this season, this is not even a moderate yield.

Last year the production was 14,167,000 and the year before 16,138,000.

H. & B. Beer, large cotton brokers of New Orleans, in a recent letter following the government report says: "Speculation has quieted down a great deal, there is much of undesirable cotton offering for sale, and the future course of the market, although there are indications of levels being higher eventually, will depend a great deal on as to how Europe will continue to buy American Cotton, the stock of which is large and low in grade in the central and western belt."

The report on crop by states is as follows: Virginia 25,000; North Carolina 765,000; South Carolina 1,330,000; Georgia 2,275,000; Florida 68,000; Alabama 1,510,000; Mississippi 1,195,000; Louisiana 400,000; Texas 3,930,000; Arkansas 900,000; Tennessee 375,000; Missouri 66,000; Oklahoma 820,000; California 18,000.

All the states, with the exception of Mississippi, Louisiana, Missouri and Oklahoma, produced crops better than the average of the past five years, while Georgia, Alabama and South Carolina produced their second largest crops and Texas its third.

Buy a good heater now and save 20 per cent. Itc. Jones Hardware.

Pure comb honey—Williams Brown. Itc.

There Lay the Worry. "I say, Sambo," asked a man of an improvident negro who had lost a job for the third or fourth time, "aren't you worried over the question of wherewithal to support you?" "Lordy, Marse Henry," was the reply. "I ain't worryin' 'bout wherewithal, Ise worryin' 'bout wherfore fur de herein."

Varied Weights In Use.

Gems, the most precious of earth's productions, have been weighed from time immemorial with uncertain and varying weights. The first gem weights of which we have records were seeds of uniform size from the fruit of the Kuara or coral tree and from the fruit of the carob or locust tree, which were used in Africa for weighing gold and later in the east for weighing diamonds.

Buy For Men At THE MEN'S STORE

Nothing would please dad more than a nice soft John B., or a pair of warm gloves - - -

For The Boys -- New Ties, Hosiery and Handkerchiefs in nice Burnt Wood Boxes, Solid Gold Cuff Links, Tie Clasps, Tie Pins, Leather Hand Bags, Silk Suspenders and most everything for a useful gift can be found here - - -

For The Wife--a plush Lap Robe, or Elgin Watch - - -

The better qualities are found here.

"GLAD"

P. S. A few more Locketts, Bracelets, and sewing sets left. Some special reductions are being offered in "Made-to-Measure" O'coats for New Years gills.

She's Not an Old Maid at 103.

Hartford, Conn., Dec. 14.—Miss Annie Conant of Mansfield had a little birthday party today and she received a note of congratulation from one of her schoolgirl chums, Miss Betsy Capron of the same town, who is in her one hundred and second year.

Miss Annie was 103 years young today and her chum, Miss Betsy, invited her to the Capron house for a birthday party there next Aug. 28. Miss Conant is in splendid health physically and mentally and busies herself daily with household tasks.

Is Your Skin Clear as a Baby's?

Don't be disfigured with Pimples, Blisters, Freckles, Black Heads or be afflicted with those HEISSELL'S more annoying ailments—Itching Flies OINTMENT and all the rest. We can cure you. Send for sample box of Ointment and book "Health and Beauty." Regular size, 50c a box. At Druggists. JOHNSTON, GULLOWAY & CO. 1730 Spruce Garden St. Philadelphia

Farm Mortgage Loans

I make loans from \$500 up. Also extend Vendor's Lien notes. I do my own inspecting and you do not have to wait.

Loans closed on short notice Write me your wants.

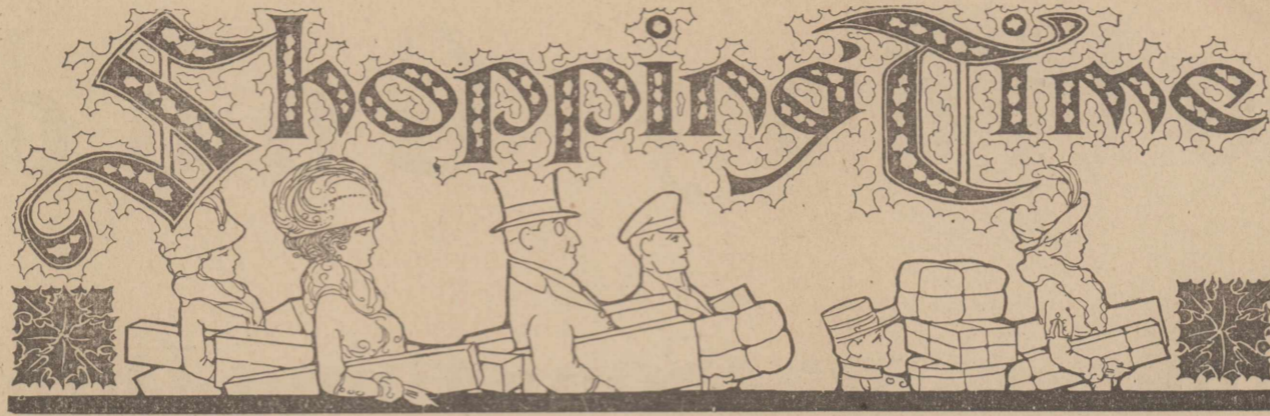
Frank M. Maddox,
Lubbock, Texas.

A CHRISTMAS GIFT

For all the family and protection for the Home, AN INSURANCE POLICY

In one of our old reliable fire companies would be a most appropriate presentation to your family.

Tom P. Steen & Co.
Fidelity Bonds, Accident and Fire Insurance



Who Pays For The Christmas Presents? Dad and Mother of Course,--In Most Cases--DAD Then Why Not Make Them Useful In Every Instance



GIFTS FOR MEN

Hart Schaffner and Marx Suits, now 25 per cent and more discount. One of these hand tailored Suits for the price of a cheap one. He will appreciate it. Hart Schaffner and Marx Overcoats especially priced for Christmas trade. **MEN'S HATS:** New line of Stetson just arrived, most complete line we have ever shown. All sizes, all prices. **MEN'S SHIRTS:** New shipment of Cluett and Monarch Shirts in dark and light colors. The boys say the prettiest line ever shown in Floydada, and they are good too. \$1.00 to \$2.00. **MEN'S HOSE:** The Cadets in all colors, silks, lisle, etc., fully insured by us. Try a pair at our risk. **HOLIDAY BOXES:** Neck-ties, yesterday's express brought us a beautiful line of Christmas ties and mufflers in Holiday boxes, priced from 25c to \$1.50. **MEN'S SHOES:** Well a pair of Packards would be an excellent present, \$3.50 to \$6. House Shoes for men, \$1.25 to \$1.50.

GIFTS FOR LADIES

A Palmer Suit or Coat, the best garment made, especially priced. Style and individuality marks every feature of these garments. A pair of Calendar or White House Shoes from \$1.50 to \$4.00. A pair of kid gloves extra quality \$1. Silk hose the \$1. kind special for Xmas 75c. Cadet hose from 25c to 1. per pair. Silk head scarfs, silk dress patterns, woolen dress patterns, extra quality silk quilts. Mesh bags, leather bags. Vanities! Vanities! Vanities! from 50c to \$2.00 an excellent present. House Shoes. Handkerchiefs in special Holiday Boxes. **FURS! FURS! FURS!** If your wife or sweetheart isn't crazy about you now, they would be if you would give them one of those beautiful fur sets just arrived priced from \$2.50 to \$27.50. Childrens sets 75c and \$1.50. Beautiful line of colored lace collars from 50c to 3.50 colorings to match any dress. Table scarfs, Dresser scarfs, embroidered linen and cotton, all prices, Laundry bags, etc. New shipment of table linens for Christmas trade. For children we suggest articles above mentioned with our usual line of childrens goods.

Mathis-Martin Dry Goods Company

THE STORE WITH THE GOODS

Big Assortment Of
Holiday Goods

Something New; Something Different.

Our Annual Christmas Tree In The Same Cozy Corner.

Come See For Yourself

Holiday Specials.

Desirable Gifts for men can be found at this store and at prices lower than ever.

Jerseys, Auto Gloves, Silk Hosiery, Sweaters, Mufflers, Tie Sets, Fur Caps, Stetson Hats, Hand Bags and Suit Cases.

Nothing would be more desirable than a suit or Overcoat and at the prices we offer, you can afford to give.

All Suits and Overcoats, formerly \$20 now \$14
 " " " " " 15 " 10

House Slippers

"Fairfelt" slippers for ladies, in pretty Christmas boxes, in Lavender, Black, Baby Blue, Red and Brown, A very comfortable slipper and a most desirable gift at \$1.00 and \$1.50.

Men's "Fire-Side" Cumfy, take-it-easy house shoes. Something new and different. Priced \$1.00.

Jewelry

Combination stick pins and cuff buttons to match; Tie clasps; Cameo brooches and barpins; stick pins; hat pins, at popular Prices. Big assortment of Barrettes in burnt wood boxes, 50c each. Pretty line of Gift Umbrellas, from \$1.50 to \$2.

Christmas Hosiery and Slippers.

If he is your husband, brother or father, Hosiery is a Gift possibility and a practical selection, too. You can always depend on good qualities and values here. In addition to our regular stocks, we have added many new lines for the Holidays.

Gift Boxes

Men's combination sets in burnt box consisting of Tie and Silk Hose to match; Prices, \$1 and \$1.50. Three pair silk hose in burnt wood box; for \$1.50. Silk mufflers from 50c to \$1.25.

Handkerchiefs and Neckwear.

Pretty initialed handkerchiefs in individual boxes, at Popular prices. Dainty Christmas neckwear. All the new colors and styles in four-in-hands, at popular prices.

Fur Sets.

A very pretty line of Fur Sets in Sabella Coney, Russian Mink, Mountain Lynx, French Coney and others. Priced very attractively. Most appropriate for Christmas presents to mother, sister or sweetheart.

You can still find a complete assortment of Gift Goods at the store "where there's always something new." Seeing is believing. Come see for yourself.

Kelley Bros Goods Co.

STORE OF HIGH QUALITY AND LOW PRICE