

## First Bale Rolls In Town

E. A. Grigsby, Hustling young Farmer of Sandhill, Hauled it in Tuesday.

Tuesday afternoon at 2 o'clock the first bale of cotton of the 1913 crop in Floyd County rolled into Floydada, some four days earlier than last year and about ten days earlier than the first bales have averaged coming into town the past five years.

E. A. Grigsby of the Sandhill Community, was the successful farmer this year. He has 32 acres and says it will make fairly well. The seed cotton weighed from the field 1535 pounds which should make a 510 pound bale, which will be ginned and sold on the market here next Saturday. On a middling basis cotton is selling around eleven and a half cents.

The ginmen announce that with a few improvements which are being made this week the gin will be in fine condition for the years run. Three men are now busy at work.

A purse will be made up and presented to Mr. Grigsby, who has brought in the first bale for the county as well as for the entire south plains.

The acreage this year is about the same as last and the yield may or may not prove more owing to conditions the next three weeks.

### Ball Game Saturday.

Antelope and Floydada ball team crossed bats on the local diamond Saturday in a strenuous nine-inning combat that contained all kinds of sluggings, errors, etc. The final score was 17 to 13 in favor of the home boys.

### Buys Harley-Davidson.

Jess Shurbet has purchased from Wm. Salisbury, an eight-horse power twin cylinder motorcycle, which is said to be one of the best, most-enduring on the market. Mr. Salisbury has exclusive agency for the Harley-Davidson in this county.

## Never Leave Money

around your home in the trunk or carry it on your person and endanger the life of yourself and family. Don't run the risk of having your hard earned money destroyed by fire or stolen by a thief. Bring us

### That Old Gold

and let us store it in our safe for you, where it is insured against burglars. You can get the same gold when you want it.

Better bring us that old worn paper money and when you need it, call for our brand new, own make money, its clean and nice.

When you sell your Cotton, Grain or Feed, deposit your check in the First National Bank.

We will pay checks for any and all firms in Floyd and adjoining Counties without Cost to You.

Your money deposited in this Bank is guarded by the United States Government.

**First National Bank**  
 Floydada, Texas

## Judge Browning On Pool Hall Law

Holds Law Valid and Denied Injunction Writ in Clarendon Suit.

Clarendon, Tex., Aug. 29.—An interesting phase to a test fight on the pool hall law was injected by opinion of Judge J. N. Browning of the Forty-seventh District Court here, when writ of injunction was denied plaintiffs in the case of P. Lyle & Eiker vs. Pat Logan, et al.

Lyle & Eiker were operators of a pool hall here, and were put out of business by the result of an election held in Donley county August 14 to determine whether or not pool halls should be prohibited such being authorized under a law enacted during the regular session of thirty-third legislature. The proposition to prohibit carried by a vote of practically three to one.

Lyle & Eiker had paid their city, county and state tax as pool hall owners prior to the election. They at once brought petition for injunction against Commissioners court, to restrain them from canvassing election returns announcing result, alleging in their petition that the law was unconstitutional and void on several grounds.

Judge Browning heard the petition and decided that while there was some doubt as to the validity of the law, it did not so clearly appear as to authorize the injunction writ demanded.

The plaintiffs appealed, and the case will be heard before the Court of Civil Appeals, which opens its session the first Monday in October.

The plaintiffs were represented by Attorney H. B. White, while County Attorney W. T. Link appeared for the Commissioners court.

The result of the appeal will be awaited with keen interest.—Amarillo News.

### Whiteflat—Floydada Cap is graded Down.

The Whiteflat—Floydada cap rock in the east part of the county is being worked over the past few days and is now in fairly good traveling condition.

The road overseer for that district used up what apportionment of county funds was available for the work and Thursday L. H. Lewis was in town with a subscription list to furnish funds to complete the work. He calculated that \$75 would take care of the work, and approximately this amount was subscribed by the business men of the town as follows:

- LIST OF SUBSCRIBING MERCHANTS
- |                          |      |
|--------------------------|------|
| A. G. McAdams Lbr. Co.,  | \$5. |
| Mathis-Martin D. G. Co., | 5.   |
| First Nat. Bank,         | 5.   |
| Kelley Bros.,            | 3.50 |
| H. J. Willis,            | 2.   |
| First State Bank,        | 5.   |
| A. C. Bowers,            | 2.50 |
| A. E. Barkemeyer,        | 1.   |
| W. M. Massie,            | 5.   |
| E. R. Gibson,            | .50  |
| Newell Bros.,            | 5.   |
| J. C. Wooldridge,        | 5.   |
| H. C. Bosley,            | 5.   |
| Kirk & Windsor,          | 2.   |
| T. M. Cox,               | 1.   |
| J. W. McCarty,           | 2.   |
| Williams-Brown,          | 2.50 |
| Morris Bros.,            | 1.   |
| McCleskey Bros.,         | 1.   |
| West Plains Lbr. Co.,    | 2.50 |
| S. E. Duncan Gro. Co.,   | 5.   |
| G. Snodgrass,            | .50  |
| Floydada Drug Co.,       | 2.50 |
| A. D. White,             | .50  |
| C. S. Jones,             | 1.   |
| H. T. Owen,              | 1.   |
| Hesperian Pub. Co.,      | 1.50 |
| C. Surginer & Son        | 5.00 |

## High School of First Class

Floydada High School Has Equipment and course to Justify this Distinction.

For approximately two years F. E. Savage, superintendent of the Floydada Public School has been striving toward affiliation for the school with the State Normal Colleges and how well he has striven can be readily seen from the letter which is quoted below, in response to a recent report by him to the State Superintendent. The letter reads as follows:

State  
 Department of Education  
 Austin.

August 26, 1913.  
 Supt. F. E. Savage,  
 Floydada, Texas.

Dear Sir:

I am in receipt of your application for the classification of the Floydada High School as a high school of the first class. All information submitted by you has been carefully examined, and I am pleased to advise that we feel warranted in giving the classification asked for. Your school is, therefore, entered upon a list of schools designated as high schools of the first class. A Certificate of Approval will be sent to you as soon as the one sent to you a few weeks ago has been returned to us. I am today notifying the State depositories of the change in classification of your school, and you will have no difficulty in securing for the school the books to which it is entitled.

Respectfully yours,  
 F. M. BRALLEY,  
 State Superintendent.

A diploma from the Floydada High School now means that a student may enter the junior year of a four year course in any of the State Normal Colleges without examination.

Four things were more especially essential to bring about this much to be desired result, apparatus for the laboratory, a good standard library, the grading of the school, and a course of study recognized by the schools of higher learning. This could not be brought about at once, but Superintendent Savage with the assistance of a foresighted board of trustees has been working to this end. With laboratory equipment sufficient the course of study has been arranged this summer to cover 18 units for which the student will have credit when entering any of the higher schools.

### R. B. Cousins Spoke at Lockney.

Prof. R. B. Cousins, President of West Texas State Normal, spoke Wednesday evening at Lockney to the Floyd County teachers who were assembled in institute and a large crowd of the friends of education were also out to hear him.

Mr. Cousins is a man with something to say always that is worth hearing and his talk at Lockney was highly appreciated by his hearers.

### Trip Around The World.

The Baptist Ladies Aid Society entertained Friday night at the Tabernacle Depot where they loaded on a big excursion of sightseers for a trip around the world. The report is that the sights seen were well worth the money paid for the entertainment, and the ladies realized a neat sum which will be used in forwarding their church work.

## Teachers Are In Session

Lockney Entertaining them this year.—Co. Superintendent Reports Good Attendance.

Floyd County Teachers are in session in a five days institute this week at Lockney, and are holding the largest attended meeting in the school history of the county. The program as announced two weeks ago in The Hesperian is being followed each day with only three absentees among the entire teaching force of the county. One of these is caused by illness.

The Floydada teachers are taking an important part on the program and are proving themselves masters of the art of teaching.

The teachers of the county and their assignments outside of Floydada district are as follows, by district, name and number:

- |   |  |
|---|--|
| Irick, one, Miss Irma King;   |  |
| Pleasant Valley, two, Miss Maggie Cooper; Muncy, three, R. O. Stark; Pleasant Hill, four, Miss Irene Trowbridge; Fairview, five, J. F. Duck; Starkey, six, Miss Sallie Brown; Meteor, seven, M. V. Showalter, Prin., Miss Cassie Tierce, Assistant; Sunset, eight, W. T. McCasland; Sandhill, nine, Prin., contract not signed, Miss Ruth Bumgardner, Assistant; Harmony, ten, J. T. Stalcup, Jr.; Lakeview, eleven, W. F. Cook, Prin., Miss Myrtle Ashton, Assistant; Fairmount, twelve, contract not signed; Center, thirteen, Miss Ethel Tubbs; Lone Star, fourteen, Prin., contract not signed, Miss Mary Applewhite, Assistant; Cedar, fifteen, R. I. Moon; McCoy, sixteen, Price Scott; Roseland, seventeen, P. L. Huddleston; Mayview, eighteen, Miss Letitia Baker; Baker, nineteen, F. C. Yarbrough; Antelope, twenty, Miss Frankie Thomas; Providence, twenty-one, Miss Jimmie Jeffus; Blanco, twenty-two, Miss Myrtle Cheyne; Allman, twenty-three, Miss Eunice Man; Liberty, twenty-four, Miss Joe Pennington; Bobbitt, twenty-five, V. A. Duck; Campbell, twenty-six, Chas. Rose; Ramsey, twenty-seven, Miss Myrtle Wilkinson; Hillcrest, twenty-eight; Miss Zora Triplett; Goodnight, twenty-nine, Miss Nellie S. Claggett. |  |
- FACULTY OF LOCKNEY SCHOOL.  
 E. C. Nix, Sup., Miss Julia Collier; Mrs. E. C. Nix, Primary; Miss Mattie Mathews; Miss Ruby Britton; Mrs. Jennie Randolph; Miss Ruby Muldrow; W. L. Vaughn; Miss Wadie Bragg.

### Miss Noblitt Married.

Miss Louie Noblitt who taught in the public school at Floydada last year, was married on Sunday, the 31 of August to Mr. Earl Gough, a son of Judge Gough of Crosbyton, the wedding being consummated at the home of Miss Noblitt's parents near Cookville.

Miss Noblitt was an excellent teacher, a young lady of many charms, and congratulations are in order.

Geo. W. Smith is now piloting a Maxwell "40", purchased through W. R. Cope, of Plainview and this city. George has been riding most of his life, but most of this time a stride a cow pony. His friends are hoping that he will be as successful guiding an auto as he has formerly been with the reins in his hand.

## F. P. A. Starts Third Year

Appropriate Exercises Monday morning marked Beginning of Third Annual Session.

Floydada Presbyterian Academy has started on its third annual session. Beginning last Monday with appropriate exercises the Academy opened its doors with the largest attendance which it has yet enjoyed at the beginning of the term and compared with the opening of other similar schools over the state in its class has made a most excellent showing. The attendance is expected to reach 125 before the end of this term.

Dr. Bailey outlined the policy of the school faculty and board in an opening talk following a prayer by Rev. G. I. Britain, and Rev. W. H. Matthews had the subject "What we stand for religiously." Every teacher in the school is a positive Christian character, a wholesome religious environment for the student body is thereby guaranteed and the virtues that make strong Christian manhood and womanhood are to be emphasized, but proselytism will have no part in the school work. There were substantially the ideas made in his talk.

Mr. Kingsbury Tenney, who will have charge of the athletics and will also teach in the school, presented some excellent ideas on "The Uses and abuses of Athletics."

Mrs. Dell King made a good impression on those present in her voice and instrumental selections. These were followed by short talks from various parties present interested in the advancement of the Academy.

The first two days were occupied in opening and classifying. The school work is now well under way.

68 Wool suits fall models, values from \$14 to \$20 your choice \$10. See them at Mathis-Martin's. 1tc.

## Filling Silos With Maize

Tuesday morning E. C. Henry began filling his silo northeast of town a mile and a half with ensilage. The capacity of this silo is 296 tons. S. A. Greer has already filled his silo and L. H. Newell will fill a 200-ton capacity silo next week.

Last year E. C. Henry lost about \$2,000 worth of feed because he hadn't the proper way to care for it and he was among the first in the county to purchase a silo.

Some three or four makes of silos are in use in the county, among them the Perfection Metal Silo, of which there are two owned by Henry and Newell; the Common Sense silo owned by S. A. Greer; A. J. Blackwell has a Saginaw silo, made of California red wood and R. H. Buckingham has just completed a concrete silo on the Tom Ross place west of town. This will also be filled with feed shortly. It is receiving much favorable comment from those who have seen it.

W. W. Colville erected it. Altogether over a million tons of ensilage will be put up within the next sixty days in Floyd County. Silage has proven when put up right, to be the most useful feed of all, from the fact that the excellent feeding qualities of the green semi-matured stalk and head are preserved and fed out in the dead winter months.

### Notice To The Public.

All parties owing me are notified to make payment of their accounts by Sep. 25th, as I expect to change my business.

After Sept. 25 I will place all accounts in the hands of an attorney for collection.

O. J. Haines.

Earl Morrison, of Colorado, left Saturday for home after spending some three or four days in Floydada on business. He is a son of T. A. Morrison.

## First State Bank

OF FLOYDADA.

Offers to its customers every accommodation consistent with safe banking. Makes loans on acceptable collateral, negotiates real estate loans; sells exchange on the principal cities thru the United States, and foreign countries; issues time certificates of deposit, makes collections, will care for your money, protect you from loss and save you from trouble.

### WE INVITE YOU

to make this bank headquarters for the transaction of all of your financial affairs assuring you of courteous consideration and liberal treatment.

## First State Bank

A Guaranty Fund Bank

# Are Your Children Ready For School?

IN a few days we will hear the tap of the gong that calls your children to school. They will be better prepared, from a physical standpoint, if careful selection of their footwear is made.

Thoughtful mothers recognize the value of properly fitted shoes. They come here because we know the art of fitting children properly. We fit them with SELZ SHOES because they are made of REAL LEATHER, not paper or split leather scraps. We prefer SELZ SHOES. They use the same care and quality of leather in making children's shoes as used in the manufacture of men's and women's shoes and they're guaranteed.



Have you seen the new "SELZ WAUKENPHAST" SHOES for children--new this Fall. They are positively the finest and most sensible children's shoe we ever saw. Others for men and women.

See our windows--better still--come in. All Selz Shoes are very moderately priced--quality considered.

**Kelley Bros Dry Goods Co.**  
"The Store Of High Quality And Low Price."



Hercules' Suits for Boys

There'd be but one shoe if everyone knew---SELZ.

## New Way To Combat Flies.

Topeka, Kans., Aug. 22.—The Kansas Board of Health, always on the lookout for new ways of "swatting the fly," has unearthed a new scheme that the club women of the state will put into practice. The ammunition for war is a small card carrying the following legend:

Flies carry filth to food. I counted..... flies in your place of business.

The card also contains a place for a date and for the signature of a customer. The plan was tried out successfully this summer in Cleveland by the club women. The effect on a merchant who receives a number of these cards signed by his patrons, calling attention to the number of flies that congregated in his place of business on a certain day, is said to be magical, and a general clean-up among the grocerymen of Cleveland is reported to the Kansas health officials.

Winter's Coming Buy your stove pipe cheap—10 cents a joint while it lasts—at the Tin shop. ttc.

## Pellagra Patient Dies.

Adolphus Vernon, son of Mr. and Mrs. A. C. Vernon of the Quitaque country, died in Lockney Tuesday night, and was buried in the city cemetery on Wednesday. Young Vernon was a sufferer from Pellagra, and was brought here for treatment several months ago. He was 24 years of age, and a splendid young man, and his death is deeply regretted by friends here and elsewhere. The Beacon extends sympathy to the bereaved family in their hour of sorrow.—Lockney Beacon.

320 acres fine land two miles of Floydada for sale or trade for good cows or heifers, no incumbrance, title perfect, east front on big public road, get busy now, tomorrow will be too late, new railroad coming.

Brown Motor Co, owner, Plainview Texas.

## Passes 2 Million Ton Mark.

The production of coal in Texas in 1912 passed the 2,000,000-ton mark, with a value, at the mines of \$3,655,744. These figures are record breakers for the State.

The coals of Texas occur in three of the geologic systems, the Carboniferous, the Cretaceous, and the Tertiary. The Carboniferous coals are bituminous in character and are found in the north central part of the State, in an area covering approximately 11,000 square miles. The productive portion is confined to the central part of the field. The principal mining operations are in Eastland, Palo Pinto, Erath, Wise, and Young counties. The Cretaceous coals occur in the southern part of the State and are mined near Eagle Pass, in Maverick County. These are also classed as bituminous coals. Lignite beds of Tertiary age extended entirely across the State from the eastern boundary at Sabine River in a south-westerly direction to the Rio Grande. In the southwestern extremity, near Laredo, in Webb County, the lignite merges into a coal of higher grade, and the Webb County production is classed as bituminous. The development of the lignite resources of Texas began in the last decade of the last century, and the advent of gas producer, in which lignite is found to serve excellently, is giving a future impetus to production. The output of lignite in 1912 reached nearly 1,000,000 tons.

The number of men employed in the coal and lignite mines of Texas in 1912 was 5,127, who worked an average of 230 days, against 5,353 men for an average of 226 days in 1911. The general average production per man was 427 tons for the year and 1.86 tons per day in 1912 against 369 tons and 1.63 tons, respectively, in 1911.

There were only two fatal accidents at the coal or lignite mines of Texas in 1912, one man being killed in a shaft and one on the surface.

**B. W. M. W. Meeting.**  
Program of the B. W. M. W. of the Staked Plains Association union meeting to be held with the Calvary Baptist Church at Plainview, Thursday, September, 18th, 1913:  
**MORNING SESSION, 10 O'CLOCK.**  
Doxology.  
Prayer—Mrs. R. F. Ivey.  
Devotional Services: "The Value of work" (Jno. 15: 1-2)—Mrs. J. D. Hatcher.  
Hymn—"How Firm a Foundation"  
Roll Call of Societies. (Let each Society's Delegation rise and repeat the Society's favorite Missionary Scripture passage.)  
Society reports. (Let each Society tell in two minutes the achievements of the years' work, handing in tabulated report for the minutes.)  
Hymn—"The Morning Light is Breaking."  
Annual Address of the Associational President. Theme: "Efficiency."  
Hymn—"Help Somebody Today."  
"Personal Services"—Mrs. J. W. Douglas.

Business Session.  
Hymn—"All Hail the Power of Jesus' Name."  
Prayer.  
**AFTERNOON SESSION, 2:30 O'CLOCK**  
Hymn.  
Prayer—Mrs. C. A. Bivens.  
Praise Service (Rev. 5:6-14; 7:9-15; Phil. 4:4-6; Psalm 100)—Mrs. Galliger.  
"Sunbeam Work" Mrs. T. D. Lipscomb.  
"Our Duty to Our Community, and how to fill it"—Mrs. C. R. Hairfield.  
"Our Cottage home at Belton"—Mrs. Crow.  
"Wayland College"—Mrs. D. L. Hammer.  
"Our Sanitariums, and What They Mean to Our Denominational Work"—Mrs. J. M. Rankin.  
Prayer for our Sanitariums—Mrs. C. W. Tandy.  
"Loyalty to State Missions"—Mrs. N. K. Smith.  
"Why We Should Support Home Missions"—Mrs. R. H. Baker.  
Election of Officers.  
Song—"Blest be The Tie That Binds."

Reading of Minutes.  
Benediction.  
**Three O'clock the Hour of Meeting of Ladies Aid Society.**  
The Ladies' Aid Society now meets at 3 o'clock instead of 4 o'clock, all members please bear this in mind.  
There will be only two more meetings of this associational year. All who possibly can be present at these meetings as there is much to be done. Let's not forget to praise God for the good we have accomplished for He it is that is blessing us.  
Bible lesson for Monday, is last half of Duet. Motto verse Matt. 5:16.  
Mmes. E. M. Edwards and J. J. Hayes, of Osage, Texas, left Tuesday morning for home after a fortnight's visit in Floydada with the family of S. D. Bishop.  
Miss Lucy Flint, of Amarillo, came down last Friday intending to spend a week with the family of Dr. R. C. and V. Andrews, but on an urgent sick call returned home Saturday morning.

**Primary Dept. of Baptist S. S. is Entertained.**  
Last Saturday at 4 o'clock p. m. the Primary classes of the Baptist S. S. assembled at the Baptist Church according to invitations given out by their S. S. teachers, Miss Ethel Tubbs and Mrs. R. H. Baker.  
A short time was spent on the lawn playing interesting games after which they were told about Buckner Orphan's Home, Dallas. Dainty little souvenirs, appropriate for the occasion, were given each one present signifying "Willing Hands." Each child showed a willing hand to do something for Father Buckner's Orphans by giving a handkerchief. There were thirty-two present and thirty-five handkerchiefs were given. These handkerchiefs were labeled with the child's name and age and sent to Buckner Orphan's Home.  
At the close the happy children, happy on account of sending the orphans these handkerchiefs lined up and marched to the home of Mrs. Baker's where they were served to delicious cake and ice cream. After listening to a short talk by Bro. Britian all went away feeling glad they were Sunday School children.

T. M. Bartley left Monday for Tahoka after spending a few days in Floydada with his family after the adjournment of the legislature.  
Price Nettleton, of Tahoka, left Monday for home after a short visit with his uncle, T. J. Campbell and wife east of town.  
Miss Annette Newell left Monday for Dallas where she will buy fall and winter millinery for L. H. Liston and Co. She will be away a week or more.  
Attorney A. C. Hatchell, of Plainview, transacted business over Tuesday night in Floydada.

**Look Twice at Those Twenty-Dollar Bills.**  
Washington, Aug. 29.—Discovered by secret service agents, a dangerous counterfeit \$20 gold certificate was today the subject of a special warning by the treasury department. That the new issue of "queer" money probably is being turned out by the same band which operated a short time ago is indicated by the fact that the latest issue is identical with the first note except that the check letter has been changed from "D" to "C" and the number from 40 to 132. Notice of the existence of the counterfeit has been sent broadcast by the department.

**EXPERT**  
Tinning,  
Plumbing  
Etc.

We are prepared to turn out Large or Small jobs and will do a small job with as much care as a big one.

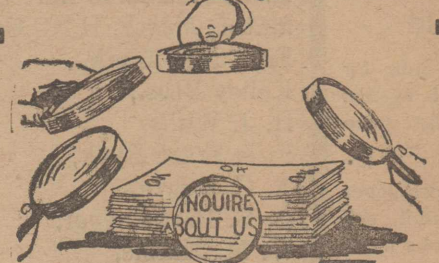
**EXPERT**  
Painting,  
Papering,  
Sign Painting  
Etc.

**WE MAKE A SPECIALTY OF** Stock Tanks, Tower Tanks, and heavy Sheet Metal Work.  
*Our Plumbing Will Stand the Test. Get our Prices*  
**City Sheet Metal Works** E. T. GREEN, Prop.

Will Serve Lunch Trades Day.  
The Ladies of the Southern Presbyterian Church announce they will serve lunch on main street next Monday, Trades' Day, and each succeeding Trades Day. They will also serve lunch on the days of the County Fair.

Hesperian one Dollar a year.

## From Any Point



**Of View**  
**SERVICE, QUALITY AND APPRECIATION**

FAIR AND HONEST TREATMENT

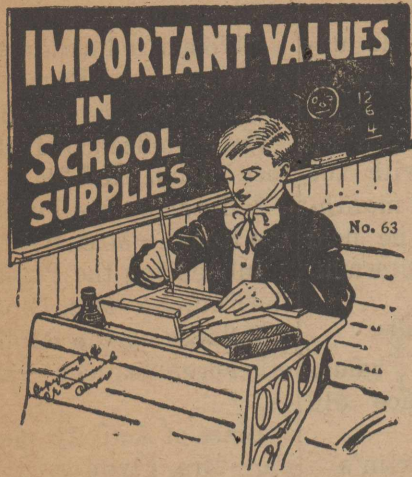
Put us under the microscope—we will bear the scrutiny.

We want your Drug trade. All we ask is a chance to serve you.

**Floydada Drug Company**

PHONE 51

# School Supplies!



We will have a splendid stock of tablets, pencils, inks, papers, etc., for the opening of school. Will appreciate your patronage in this line, as well as all others we handle. Let us serve you.

**J. W. McCARTY DRUG STORE**

## 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 insertion, 5c per line for each subsequent insertion.

Front page, double price.

When time is not specified all advertising 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	Arrives
8:00 a. m.	5: p. m.

The Roaring Springs Echo is the latest addition to the West Texas newspaper ranks, with A. A. Suits as editor and J. L. Suits as the business manager. Their first edition reached this office this week. It is a five column six page sheet with a good patronage, and replete with live reading matter. We congratulate Roaring Springs on its first Echo.

### Stephens and the "Jumbo" District.

Some of the boys of the Panhandle Press are so disinclined to support Jno. H. Stephens who has been representing the district in Congress for some sixteen years, that they are anxious to support most any good man that will come out against him. boomlets have been started and one or two avowed candidates have appeared on the scene. The Hesperian said recently that Mr. Stephens might even have to visit the district to win in the next campaign. We should have stressed the "might." Visit the district or no, he has been delivering the goods so long and so satisfactorily that the folks are not going to throw him overboard now for an experiment. It would indeed be hard to find a man who could be of more service to the Panhandle than Mr. Stephens.

Sold \$3,000 With \$30.

"We got our money's worth, I think," said Jno. P. Mathis, at the close of the sale recently put on by the Mathis-Martin Dry Goods Co., in which some remarkable values were offered, and which proved a success from the beginning. "We sold \$3000 more than we would have, otherwise, and our outlay in putting it before the people of this section was approximately \$30."

That's the way Mr. Mathis summed up his belief in publicity.

Mathis-Martin offer bargains of great variety. Their store is one of the largest on the plains, but their good buying, their excellent service to the public, avails little unless the public learns of these things, hence, Mr. Mathis took the logical course,—publicity.

Results: \$3000 more of cash; \$3000 less of goods; expenditure of \$30.

In this instance advertising had 200 per cent efficiency in dollars and cents, besides in that invaluable asset, confidence.

Publicity breeds confidence; it is the acid test of quality; in its light poor merchandise and poor business methods cannot long exist; by means of publicity the successful merchant prospers and his customers rejoice.

### Just Borax.

To make a "saturated solution" put plenty of powdered borax into a bottle or tumbler, and pour pure water on it until the water will take up no more, and there is a sediment in the bottom of the vessel.

Use borax in preference to ammonia for softening water for toilet purposes. A teaspoonful to a basin of water is the right proportion.

After washing them in the usual way, dip your lace and muslin curtains in a rinse of a hot solution of borax, made by adding borax to boiling water—proportions, one tablespoonful to every quart of boiling water. This will whiten them.

To prevent starch from sticking when ironing is done, use a tablespoonful of powdered borax to each pint of boiling starch, stirring well until it is dissolved and thoroughly mixed.

To keep baby's milk bottles clean and sanitary, wash them, fill them with warm water in which a teaspoonful of borax has been dissolved and let them stand for an hour, or until needed, rinsing them with clear water before using.

Rev. G. I. Britain spent the latter part of last week in Amarillo.

W. T. Sparks and daughter, Miss Beulah left for home last Friday at Crystal City, after spending a month or more in Floydada.

Hall Sturdivant, who has been visiting his aunt and uncle Mr. and Mrs. L. B. Maxey in the Center neighborhood for some three weeks, left last Friday for his home at Ada, Okla.

### For Dressmaking.

First class work and reasonable prices. See Mrs. R. M. Barton, block S, W. Olson's store. 2tp.

W. F. Martin, of San Antonio, was in Floydada over Sunday last on a visit with his parents, H. Martin and wife.

Bob Donnell, of Silvertown, was in Floydada last Thursday buying from wholesale houses. He has a grocery and hardware establishment in that city.

### Printed Stationery for Farmers.

Every farmer who owns a hundred acres of land or more ought to have printed stationery, with his name and the name of his farm and his post office address properly given. The printed heading should also give the names of whatever crops he specializes on, and of whatever varieties of seeds or whatever breeds of hogs, cattle or poultry he keeps. Printed stationery gives you standing with whatever person or firm you are writing to and gives you a new dignity; beside that your name and address will always be given properly and in full.

Moreover, such printed stationery increases your credit. A prominent advertiser wrote one of our readers the other day saying: "We usually require cash with order for all our goods, but we have found that it pays to trust a man who uses printed stationery as you do; so we shipping your order at once."

If you want to write to your Congressman or member of the Legislature; or if you have a request to make of your County Superintendent of Schools; or if you wish to get information from any business house, in any case your letter will have increased weight and get prompt attention if you use printed stationery.

Even if you use postal cards, buy 200 to 500 at a time and have your name and address printed in the corner.

Get the habit of using printed stationery. The next time you go to town, why not drop into one of the job printing office and give an order for 1,000 sheets of printed note paper and 1,000 envelopes to match? It will be one of the best investments you have ever made in your life.—Progressive Farmer.

S. E. ("Uncle Doc") Williams and wife, and granddaughters, Miss Clara Sluder and Alta Williams, returned last week from a visit in California where they spent a month with Tom Michael and took in the sights adjacent to Hughson and Fresno.

They had a splendid trip, says Mr. Williams. It is currently reported that he is very well satisfied with Floydada and Floyd County, more so now since his trip across the Rockies.

**FOR TRADE.**—All or any part of 50 good mares, all bred to jacks, and 2 jacks for good young ewes and bucks, also have a lot of young horses and mules will trade, sell for cash, or upon time with good paper. Write us at once. Address box 805 Plainview, Texas. 5t..

Dr. I. E. Gates and daughters, Misses Pauline and Kathleen, were in Floydada Monday in company with R. J. Goode, from Plainview. Dr. Gates spent the day soliciting students for Wayland.

G. S. Bruner, of Kress, was in Floydada the latter part of last week transacting business.

## Important News In Advertisements

By HOLLAND.

THE valuable news of the day is not confined to the news columns. It is also seen in the advertisements. Of course it is important to know what President Wilson is doing, what the latest developments are in China or what baseball club leads the league. But it is also important to know where a bargain in boys' waists, garden hose, breakfast food or straw hats may be found.

These bits of commercial news are among the advertisements. Wise persons look for them and take advantage of them when they are doing their buying. The leading merchants are continually telling you news of their stores, news that is important because it often means a real saving and always means something new and worth while.

Read the advertisements if you seek important news. Read them regularly and always with the thought that back of each advertisement are the reputation and business standing of the merchant. He could not afford to deceive you even if he were so inclined. ONLY TRUTHFUL ADVERTISING PAYS.

Clum McDuff, of Hill County, was visiting with his cousins, G. V. and E. C. Slaughter, in Floydada last week, his first trip to the south plains. He says Floyd County is in the best shape of any of the country he had seen since leaving Hill.

Misses Roxye Ivey and Elsie Savage returned last Saturday from Boulder, Colo., where they have been spending the summer.

I have on a sale 365 days in the year.

**White**  
Sells For Less

I carry a full line of Watkins Spices, Extracts and Medicines.

Miss Nell Claggett is attending teachers' Institute at Lockney this week after spending some two months in Floydada visiting Mrs. G. V. Smith. From Lockney she will return to her home at Chillicothe.

G. M. Todd and R. R. Bell, who live a few miles southwest of Lockney, were in Floydada Saturday transacting business. They were returning home from a trip to Dickens, having spent the earlier part of the week there.

Mrs. W. W. Middleton, of Abilene, visited in Floydada with her sister, Mrs. O. B. Olson last week. She left Saturday for Lockney to spend a few days and will return from there to her home.

Wallace Atwood and wife stayed over Friday night with E. B. Thompson and family enroute from Amarillo to Whiteflat where they will visit for a short time. Mr. Atwood is an engineer on the Amarillo-Clovis division.

### Notice.—Steer Lost.

Dehorned red yearling steer, branded half circle cross on right side, cross on thigh, H on right hip. \$2.50 reward for information as to his whereabouts. 2tp. Allen Fish, Floydada, Tex.

Try an ad liner.

## 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.

**NE WELL BROS.**

## You Need a Tonic

There are times in every woman's life when she needs a tonic to help her over the hard places. When that time comes to you, you know what tonic to take—Cardui, the woman's tonic. Cardui is composed of purely vegetable ingredients, which act gently, yet surely, on the weakened womanly organs, and helps build them back to strength and health. It has benefited thousands and thousands of weak, ailing women in its past half century of wonderful success, and it will do the same for you. You can't make a mistake in taking

**GARDUI**  
The Woman's Tonic

Miss Amelia Wilson, R. F. D. No. 4, Alma, Ark., says: "I think Cardui is the greatest medicine on earth, for women. Before I began to take Cardui, I was so weak and nervous, and had such awful dizzy spells and a poor appetite. Now I feel as well and as strong as I ever did, and can eat most anything." Begin taking Cardui today. Sold by all dealers.

**Has Helped Thousands.**

### BABY LEFT ON PORCH.

Infant Deserted by Parents, is Left on W. A. Bennett's Porch at Memphis.

The following appeared in last week's issue of the Hall County Herald, published at Memphis. The instance cited is one of the first in the panhandle to come to our attention:

A pretty boy baby was found at the home of W. A. Bennett a half mile north of Memphis at an early hour Wednesday morning. The baby was left on a davenport on the front porch of the residence wrapped in a few old rags and without any baby clothes on. When found, about 6 a. m., the child was numbed by the chill of the atmosphere and had fallen to sleep. The man employed about the place said he had heard a child crying several times during the night.

It is supposed the parties must have delivered it there about midnight. It was taken into the house and a physician sent for. An examination was made and the child pronounced to be some six or eight hours old. It weighed nine pounds and was a fully developed child. Mrs. Bennett has had several applications for the baby but she is anxious to keep it. Absolutely no clew as to its parentage has

been obtained and it is thought by some that the child must have been brought in an automobile from some nearby town and left there, without any knowledge of who lived at that place. The affair was quite the talk of the town Wednesday but not much was known as to the details. Mr. Bennett is away from home and it is not known whether or no he will approve the plan to keep the foundling. They have a child about two years old besides a boy ten, and their baby has not been well of late.—Hall Co. Herald.

W. A. Bennett is a prominent cotton seed crusher and oil mill man. He is an old acquaintance of G. V. Slaughter of this city.

That room needs panering before cold weather. See E. T. Green about it. tfc.

Olin S. Miller left last Saturday for Amarillo, from which place he will go to Claude, in Armstrong county, to attend the county teachers' Institute in progress this week. He will teach at Hughlitt in that county this year.

H. M. Ford and wife, of Matador, passed through Floydada last Friday enroute home after visit to Lamesa and Gaine County.

## PLAINVIEW NURSERY

Has the best stock of Home Grown trees they have ever had, propagated from varieties that do best, are hardy, solutely free from disease.

**WILL TRADE TREES**  
For Livestock, Peach Seeds and second hand sacks.

We have fine farm for sale, also automobile. Apply to, L. N. DALMONT, Prop.,

**Plainview Nurser**

# THE 1914 BUICK

No line of motor cars at any price can show more value than will be found in the Buick for 1914. Every time tried feature is retained and such new ones as have demonstrated their worth have been added.

The famous Overhead Valve Motor will continue to demonstrate itself as the greatest power producer ever used in an Automobile.

The same economy of fuel consumption, same durability and consistent service coupled with the old recognized go-ability insures the same reliable Buicks.

The Delco System for starting, lighting and ignition is, recognized as the very best apparatus of its kinds and its installation in every model proves our contention that nothing is too good for the Buick.

All equipment will be in keeping with our standard and permits the assertion that more than ever will the past leadership of Buick cars be maintained and strengthened for 1914.

The Buick family for 1914 will consist of the following models:

B24 and B25--The Wonderful motor that has been such a consistent performer for years is still used in these models, and every detail that has become such a part of it remains unchanged. Small refinements have been made and such additions as might enhance its efficiency. The roadster (B24) is a beautiful job with deep roomy seat, lots of leg room and a general air of comfort about it. The Touring Car (B25) is large and roomy, with wide seats, beautifully trimmed and refined in every single line and detail.

## MODELS B36, B37 AND B38.

These models retain all of the valuable features of their predecessors and combine with them such new ones which have been thoroughly demonstrated by engineering tests as being in keeping with the necessities of a general purpose all around reliable car. No car at any price can give better service and no car will produce for its owner more miles at less cost. The Roadster (B37), a car of rare beauty rich lines and handsome appointments, carries everything that goes toward making it an ideal roadster. The Touring car (B37) has a beautiful body built on the latest lines with deep gracefully curved cowl and wide deep seats. Nothing has been left off that is required to make it the Buick's Best Buy.

## THE NEW BUICK SIX

B54 and B55--Something new in the Buick family but as it is built on those Buick principles of proven merit, which have been demonstrated by years of experience as being right, there can be no question as to its quality or performances. The same characteristics which made the Buick two and four cylinder cars leaders in their class, will make for the six a position equally as enviable. The Six Roadster (B54) is a big powerful car built on the most approved lines and especially for the owner who has a desire for exclusiveness in design and great possibilities for speed and power. The Six Touring Car (B55) carries with it the very latest and most approved ideas in body construction and comfortable equipment, extra deep cushions and wide seats, liberal tonneau space, ample leg room, convenient driving position, and in fact everything an up-to-the-minute six cylinder car should have.

**Plainview Machine & Auto Shop**

E. E. ROOS, Prop.

## NOTES ON PANHANDLE STATE FAIR

With Opening Date only Five Week's off, Prospects that may Need Additional Space.

Now that the great Panhandle State Fair, to be held at Amarillo, October 6th to 11th, is only a matter of about five weeks off, all kinds of questions regarding the extent of the Fair, the grounds, the exhibits, attractions, etc., are being asked.

The Publicity Committee of the Amarillo Chamber of Commerce announces that the grounds will cover approximately fifty acres; the first stock barns for race horses erected measured 152 x 84 feet, but the demand for space is so great that this will probably be doubled; the main Exhibition Hall is ninety feet square, with 72 booths; a grandstand with a seating capacity of several thousands is under construction, underneath which free space for county exhibits will be provided; the present Glenwood Park Auditorium will be equipped as a Rest Room for the ladies and children, and a Restaurant building for the accommodation of guests is under way; cattle sheds 24 feet wide and 260 feet long are under construction, and it is figured that this space may have to be doubled. The automobile displays will be arranged in an unique circle around the Merry-Go-Round. The Figure Eight and some other amusement features are already ready.

Work on the half mile race track has been going on for weeks, and is even now in first class condition. Entries are piling in and liberal premiums are offered.

Among the attractions will be aeroplane flights on October 7th, 8th and 9th by the famous Young's Aeroplane Co of Kansas City, guaranteed to fly in any kind of weather short of a cyclone.

The Fair Committee has closed a contract with Prof. R. S. Rigg's Boy Band of Canadian, Texas, numbering twenty five well trained and uniformed youths, to furnish music on the grounds.

A Clubfoot is a misfortune,  
A hair lip is a calamity,  
But Whiskers are a man's own fault.  
So with ill fitting clothes,  
Get the right kind from Glad.  
\$15 to \$35. ltc.

### Support F. P. Academy.

Dr. Robert S. Bailey, president of the school, and Rev. W. H. Matthews, pastor of the church here, have both made a very conscientious canvass of the plains and panhandle for students. Dr. Bailey has traveled some five hundred miles first and last in his canvas. And having done this, the citizenship of the town, should not forget that the academy, while now solely dependent on the Panhandle Presbytery Synod of Texas, of the Southern Presbyterian Church had its incipency in and was builded by the people of the town and as such should have their unqualified support. To some it has been hard to carry their end of the burden; and now that their actual financial obligation ends, they should not forget that they are bound to the school with as strong a tie as ever before and should not fail to give it the very greatest support they are capable. The year 1913 will be the hardest year for F. P. A. in its history. It must stem this tide and it must have a united citizenship behind it to do this.

The possibilities of the school are great with the support of the citizenship of this town; it will have an uphill pull without their support.

Get behind F. P. A.

### The Mothers' Club.

Met with Mrs. L. H. Liston Friday, August 2nd in their third social meeting, which is the last for this season.

About thirty five members and visitors were present. Following lines laid out in the program interesting discussions were held in regard to the unfinished work and plans made to complete this work.

New work will be taken up for the fall and winter with the beginning of the regular monthly meetings which will be held at the public school auditorium.

### All Wool Suit Specials.

Men's all wool suits, values from \$14 to \$20 your choice \$10 at, Mathis-Martin's

### Public School Starts Monday.

Public School starts Monday. A most interesting year's work is looked forward to following auspicious opening.

The teachers are spending this week in Lockney at the institute where they will be engaged until Friday afternoon, when they will return to Floyd.

The faculty as finally announced is as follows: F. E. Savage, Superintendent; R. J. Miller, science and mathematics; Miss Prudence Moorhouse, English and Latin; Miss Elsie Savage, seventh grade; Miss Maggie Warren, fifth and sixth grades; Miss Pauline Smith, fourth and fifth grades; Miss Bee Collier, third; Miss Virginia Rucker, second; Miss Roxye Ivey, Primary; Miss Anna Irick, music.

Mathis-Martin have an awful big stock of dry goods. They're going to sell for less fall of 1913. ltc.

### A. C. Bowers Makes Assignment.

A. C. Bowers, for fifteen years among the leading dry goods men of Floyd County, made an assignment for the benefit of his creditors last Saturday afternoon, naming W. A. Robbins as assignee.

In a statement Monday Mr. Bowers said to a Hesperian reporter that one of his heaviest creditors was responsible for the action he was forced to take. In another month or two he would have been able to have stemmed the tide successfully. "I hated to do it, but it was the only thing that could be done under the circumstances," he said.

Mr. Robbins has taken charge of the dry goods stock of Mr. Bowers and has a force at work invoicing.

Mr. Bowers is listed among the old timers in Floyd county and has many friends here who will be particularly glad to see him get back on his feet financially and back behind the counter again "selling the goods."

J. C. Newsom spent last week in Fort Worth transacting business. He went by Roaring Springs and the Quanah route.

Mathis-Martin have an awful big stock of dry goods. They're going to sell for less fall of 1913. ltc.

### The Missionary Society.

Met Sept. 1st, with very good attendance, had a real interesting meeting. Every member is requested to be present next meeting Sept. 8th.

Press Reporter.

Program for September 8th, 1913.

"Woman in Public activities." Preventive and Rescue Work.

Meditation on God's Word. "The Significance of the imperfect." Phil. III-7-21.

Influencing the Public through the Home.—Mrs. West.

Influencing the Public through the Church.—Mrs. Gibson.

Influencing the Public through other organizations.—Mrs. Shearer.

Lines of Activity open to women.—Mrs. Flynn.

Result of such Activity. Discussion.

The need of such Homes as the Vasliti and Virginia K. Johnson.—Mrs. Henry.

Result of Community study.—Mrs. Bartley.

I have just enlarged my machine shop and put in a new welding plant and can repair all kinds of mill machinery and solicit your patronage.

Expert machinist sent to all parts of the plains when requested.

Plainview Machine-Auto Shop. E. E. Roos, Prop., 4tc. Plainview, Texas.

### Commissioners Court.

Will meet in regular monthly session next Monday. The business of the county is increasing to such a degree that it usually takes from two to three days each month to transact the routine which comes up for consideration.

### Flew in Monoplane Upside Down, Turned Somersault in Air.

Versailles, France, Sept. 2.—Aviator Pegoud today repeated his epoch making maneuver by flying with his monoplane upside down at a height of a thousand feet and turning a complete somersault in the air. The feat was done yesterday at Juvisy, and Pegoud repeated it today to show it was not accidental, but his proof of the ability of his monoplane to right itself when thrown into dangerous positions by squalls or accident to machinery.

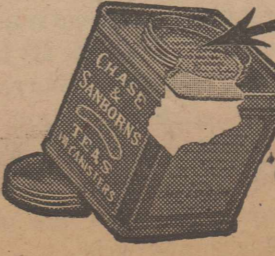
### Joiner May Announce For District Judge.

R. C. Joiner, in conversation with a Herald reporter, today said that when the proper time for announcement came he would probably announce as a candidate for the office of District Judge, to succeed Judge L. S. Kinder, who will retire.—Hale Co Herald.

### Queen Lil Has Birthday.

Honolulu, Sep. 2.—Former Queen Liliuokalani reached the age of seventy five years today. As has been her custom for many years, the former Queen held a formal reception which was attended by American and Hawaiian officials and several thousand native Hawaiians irrespective of rank or position.

**WHEN YOU KNOW**  
 ✓ what this canister means  
 you have solved the question of  
**GOOD TEA**  
 This seal absolutely excludes  
 air and moisture.  
**CHASE & SANBORN'S**  
**CANISTER TEAS**  
**ALL VARIETIES**  
 SOLD IN FLOYDADA BY  
**Duncan Grocery Co.**



# Dental Notice

I will be in Floydada, Texas, on 25th day of Aug. to stay 30 Days, and will be prepared to do first-class Dental Work of all kinds at reasonable prices. A share of your patronage is solicited.

## J. M. Thurmon

### DENTIST

Located at Dr. V. Andrews Office

Ruston, La., June 12, 1909.

Mr. J. B. Hays, Oak Ridge, La.

Dear Sir:

Dr. J. M. Thurmon, dentist, of Ruston, La., will probably visit your town for the purpose of doing Dental Work. I wish to say to you, and the public generally of Morehouse parish, that Dr. Thurmon is a good, honest dentist and will do you good, honest work or none, and can be relied upon. Especially is he an expert in mechanical dentistry. I wish him success and any kindness shown him will be appreciated by me.

Respectfully,  
F. W. Price, Attorney at Law.

Dear Mr. Hays: We take pleasure in joining in and approving all Mr. Price says about our friend, Dr. Thurmon.

Yours very truly,  
Barksdale & Barksdale, per J. D. B.

Mr. J. B. Hays, Oak Ridge, La.

Sir:

I have known Dr. J. M. Thurmon for the past thirty years, and gladly endorse everything that Mr. Price has said about him. He has worked for me and I have always found him first class in every respect.

Yours truly,  
W. A. Lewis.

Mr. Hays, Oak Ridge, La.

Dr. Thurmon has been doing my family's Dental work for thirty years. I heartily recommend him.

S. P. Colvin, Ruston, La.

#### Develop The Child.

By Mrs. E. P. Turner Chairman, Rural homes and Schools, Farm Life Commission.

The old idea that children were individual students of all things is fast disappearing and in its stead we find whole communities working for the development of the child. In sections where this has been tried the boys and girls find a greater pleasure in both work and study, and a higher standard of childhood is being established. The idea is based upon the theory that children are, or should be interested in healthy sports and that, by banding them together in large numbers a greater degree of efficiency can be developed. For instance, if one of the children shows signs of unusual development, the balance of the boys and girls will strive to reach the same perfection and therefore the entire number will be benefited. A workshop where the boys can congregate and build articles of furniture and a cooking school for the girls have been included in the work of collectively developing the little ones.

#### Notice.

I am now located in the office of Dr. Andrews prepared to do all kinds of "dental" work.  
J. M. Thurmon, Dentist.

#### D. S. Thomas Out of Jail.

D. S. Thomas, who was convicted in county court in July for practicing medicine without a license, was released, Tuesday evening on bond made by four in-the-county parties and he left Wednesday for Plainview, from which place he will go to his home at Hamilton, Texas. The unpaid costs amounted to \$104.30 which the bondsmen will pay at next regular term of county court.

#### A Factory on The Farm.

Farmer Radford has pointed out that a silo is a factory on the farm and therefore lends itself to co-operation of the commercial and agricultural interests, and the farmer gets the profit of both producer and consumer.

We need more of these twin agencies of prosperity, and commercial clubs cannot render a better service to their communities than in encouraging the building of silos. The silo is a great business educator. It arouses the spirit of enterprise, develops business ingenuity and awakens the joy of ownership.

A farmer can build a silo for two or three hundred dollars, and it will, under ordinary conditions, pay a dividend of 40 per cent where it is run to capacity.

#### All Wool Suit Specials.

Men's all wool suits, values from \$14 to \$20 your choice \$10 at.  
Mathis-Martin's

#### First and Second Sunday Appointment.

Rev. Willie H. Stephens, pastor of the Cumberland Presbyterian Church, writes as follows from Waurika:

"Please announce that I will fill my regular appointment on the first and second Sundays in September, both morning and evening.

The Amarillo Presbytery of the Cumberland Presbyterian Church also meets on Thursday night the 11th at 8 p. m., and will continue its sitting over the second Sunday. To all of these services the citizenship of Floydada are cordially invited.

Yours very truly,  
Willie H. Stephens, Pastor.  
P. S. We are here in a gracious revival meeting.



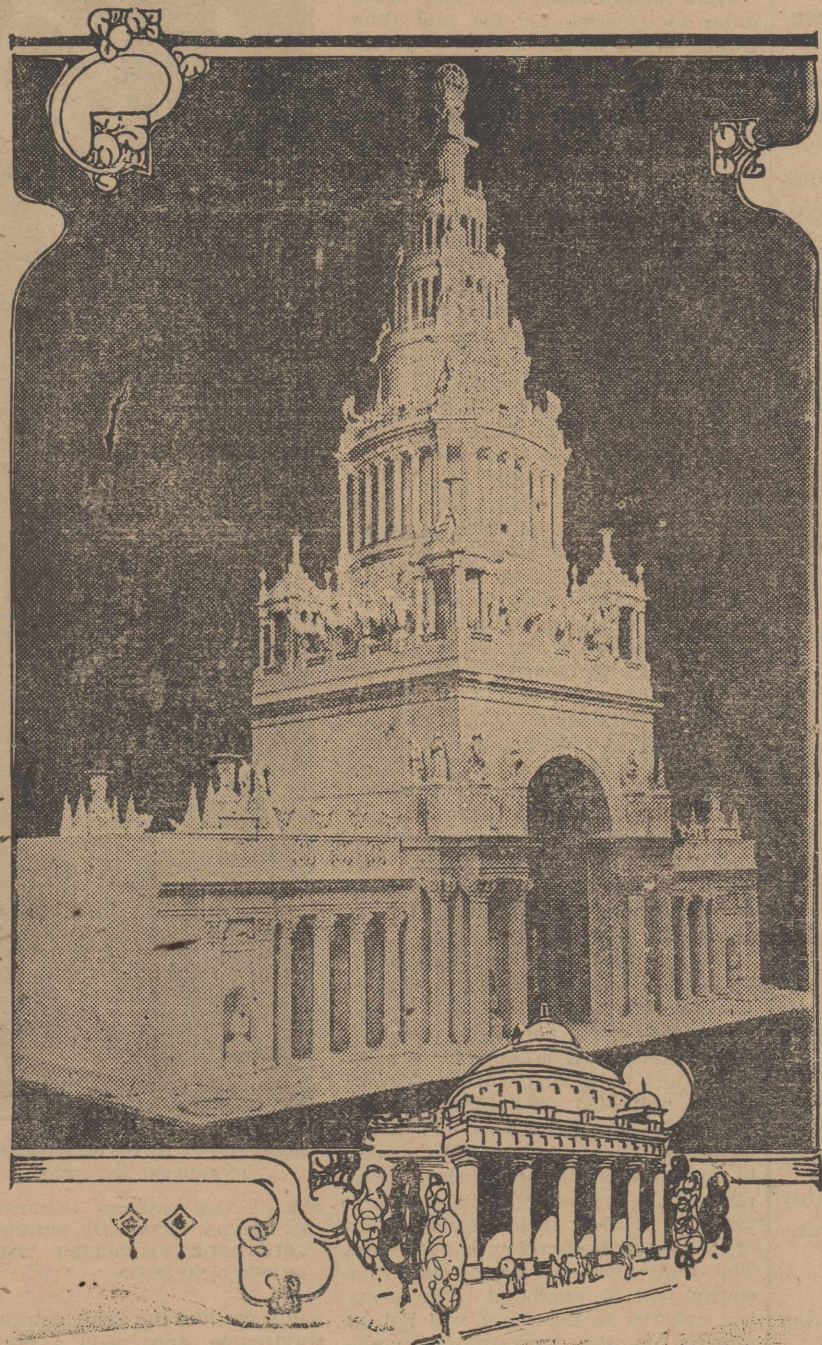
LET'S SHOW 'EM WHAT WE HAVE.

#### STATES ARE HUSTLING---EXHIBIT SPACE FREE.

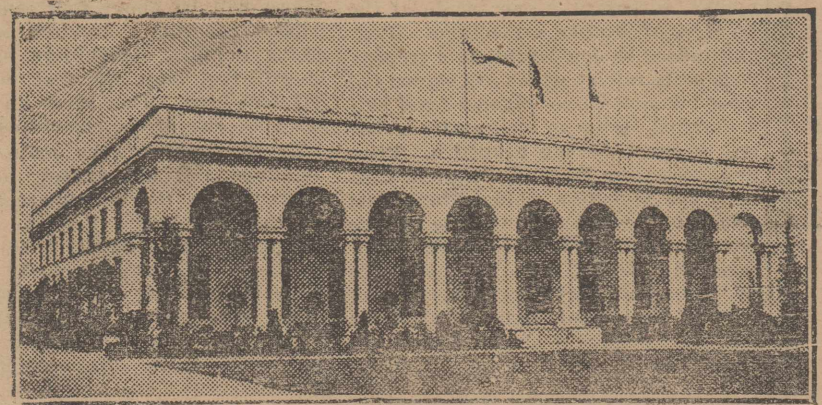
Exhibit space is absolutely free to all exhibitors at the Panama-Pacific International Exposition in San Francisco in 1915.

All the capital that is being put into the great Exposition and all the benefits to be derived from the millions of visitors who will view the exhibits are at the disposal of the exhibitor without any cost whatever to him, except the cost of transportation, installation and maintenance.

Every state in the United States will be represented at the Exposition. In most of the states the legislatures have made direct appropriations for participation. In the few that have not done so commercial interests are co-operating to raise large sums in order to have their states represented. This is being done in Iowa, Oklahoma and other commonwealths which feel that as they bore a part of the expense of building the Panama canal their citizens should participate in the Exposition that is to celebrate the canal's completion.



Copyright, 1913, by the Panama-Pacific International Exposition Co.  
THE HUGE TOWER OF JEWELS, 430 FEET HIGH.



Copyright, 1913, by the Panama-Pacific International Exposition Co.  
SERVICE BUILDING, FIRST OF THE COMPLETE STRUCTURES.

#### The Plainview Machine and Auto Shop.

Has just put in additional machinery, among the other things one large 26x20 inch electric lathe and one of the largest welding machines west of Fort Worth.

Plainview now has the distinction of having the largest machine shop between Fort Worth and El Paso.

#### Howard Will Fill Appointment here Sunday.

It has been announced that Rev. Jewell Howard will fill his regular appointment in Floydada next Sunday, the 7th. Word was received Tuesday that he could be here at that time owing to a change in plans.

Nothing in shoes at Glads, but the best. Try a pair. Itc.

#### Live At Home.

The maritime news columns of the press announce that a large vessel loaded with canned goods at Baltimore has sailed for Galveston, to supply the Texas trade with canned goods, and the incident serves to forcefully remind us that we are not buying at home.

It is the old, old story of carrying coal to New Castle when we ship our fruits to the East and buy back the canned products; or worse still, to permit our vegetables and fruits to rot on the ground for want of canneries to use them. There is nothing that so builds a country as turning waste into profit, and there are many Texas products that have golden opportunities along this line.

Ed McCarty and wife, who have been in Arizona the past eight months, returned home last Saturday. Ed says its mighty dry in that western state.

Tom Foster, of Pecos County, is in this County visiting with his brother, W. Foster and family. He formerly lived near Floyd.

#### Buys Cutting Car.

Lee Montague, Who lives twelve miles Northeast of town, has purchased a new Cutting Car through the Hewitt agency. He rode it to town last Monday.

Miss Anna Irick is in Floydada again to take up her duties as teacher of music in the public school after a six weeks vacation.

Mrs. O. P. Darsey and son, Raymond, returned last Tuesday from an extended visit in Vernon and in the middle North-western states.

Mrs. Darsey reports a most pleasant trip.

Mrs. L. V. Steen returned last Monday from Hico, Texas, after spending some three weeks there with her parents and sister.

She also visited at Hamilton while away.

S. M. Cunningham, of Gainesville, Texas, is in Floydada this week having arrived Monday for a few days stay. He thinks of locating here.

Clint Stallings, of Paris, Texas, left Floydada for home Wednesday morning after spending some few days in town. He has property interests here and spends a visit here every year.

#### Old Dominion Says its Dry.

"Oh! Rumble of the Auto,  
And singing of the wire,  
And the chuckle of the wagon  
As he hammers on his tire."

Lone Star, N. M., 8-30-13.

Here we are, Mr. Editor, very dry down here. Crops are a failure. While we have had showers in some parts of the county we are short on rain around Lone Star. Grass, though, is fine and stock fat. There has been quite a lot of stockmen doing the country this and last week. Mc Fall of Lubbock, Bedford or the T4, were up looking at cattle. Prices have rebounded some but are still high. Lindsey, of N. W. N. M., was here buying fat mutton, paying \$3.50 for top good ones. One genial deputy sheriff passed last evening after some of the boys that are too handy with the rope.

District court convenes next Monday.

Some sickness in the county, a good many settlers have proved up and gone and still more are going to hunt the cotton fields. The State located quite a lot of land down here around Lone Star which is being leased up by the stockmen and fenced. The county employed J. J. Limson to repair the road to Carlsbad from the caprock which will help the auto service as he has made quite an improvement on it.

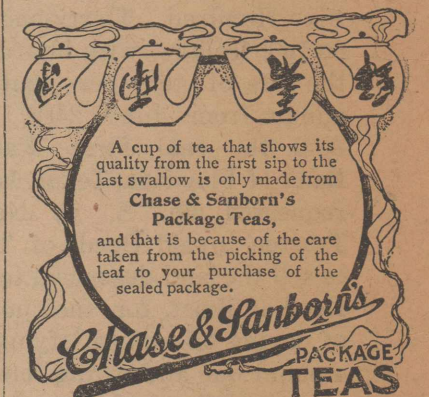
A few old settlers are here to stay wet or dry.

Yours truly,  
Old Dominion.

LADIES.—It's \$15 to \$30 you are going to pay for your fall suit—better see styles and samples at Glad's, Itc.

Lon Sweeney and wife, of Silverton, were in Floydada Wednesday in a Hup roadster. Mr. Sweeney was looking for grass.

George Gilley and family, of Jones county, have moved to Floydada and have taken up their residence here.



Sold in Floydada By  
Duncan Gro. Co.

## Hart Schaffner & Marx

Suits For Young Men and Men.

Style-Plus, Individuality-Plus,  
Workmanship-Plus,  
All Wool guarantee-Plus,  
Price-Minus

PRICED THIS YEAR FROM  
\$18 TO \$35

### Mathis-Martin D. G. Co

"THE STORE WITH THE GOODS"

OUR VERY BEST

# PAINT

Why We Sell It:

Because it's a paint that you will buy again after the first time. The more durable a paint is, the longer it looks well. To paint with O. V. B. "all that's best in a paint," means just the difference between paying for paint troubles and avoiding them. O. V. B.'s pure lead and zinc, pure colors and dryers, pure linseed oil, are uniformly mixed in high power mills. The mixture sets into a SOLID COAT OF METAL on your house. This is why O. V. B. paint outwears ordinary adulterated paint.

We want YOU to KNOW O. V. B. BEFORE you paint. Come in today, if you can. Let our color cards and suggestions help pick out your shade combinations.

H. J. WILLIS

Hardware and Furniture  
Floydada, Texas



## THOUSANDS WILL VISIT TEXAS ON WAY TO THE GREATEST OF WORLD'S EXPOSITIONS.

Huge Agricultural and Live Stock Displays a Part of Marvelous Universal Exposition in 1915

THE whole world is interested in the United States' great Panama Canal Exposition, the Panama-Pacific International Exposition, to be held in San Francisco in 1915. More than a year and a half before its opening the Exposition is assured as the greatest celebration in the history of the American people.

Thousands of visitors from all parts of the earth will attend the Exposition. Each one of the eight transcontinental railroads terminating upon the



THE OFFICIAL EMBLEM OF THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.

Pacific coast will issue low round trip rates. Undoubtedly hundreds of thousands of travelers will see Texas for the first time, and great numbers of them will take advantage of stopover privileges to see Texas either on their way to the Exposition or else upon the return trip.

From foreign lands will come multitudes to America for the first time. Twenty-seven of the world's great nations are preparing to make governmental displays, and from each foreign country delegates will attend to see the part their native land is taking at America's Panama exhibition.

The opening of the Panama canal marks a new epoch in the world's trade. The shifting of trade routes that have endured for centuries and the opening of new fields of commercial expansion to the nations of the earth are anticipated in every financial center in the world. Many of the greatest manufacturers of the world will bring their wares and display them upon an elaborate scale at San Francisco.

The United States is shortening the sea voyage between the Pacific and Atlantic coasts by 8,000 miles. It is providing markets in South America for the products of hundreds of thousands of farms, ranches, factories and great industrial plants in the United States. It is opening up to the profitable commerce of the European nations the Pacific coasts of North and South America and is rendering possible direct commerce between the orient and the Atlantic coasts of North, South and Central America. Every state, territory and colonial possession of the United States will share in our increased national prosperity. Every country in the world will profit. The nations of the world are preparing to participate in the Exposition upon a vast scale.

The Panama-Pacific International Exposition will be unlike any great world's exposition ever held. In the first place, it will not commemorate a past achievement, but one that is making history today and which holds out almost unlimited possibilities for the future. As the Exposition will be educational, all exhibits will be shown in action wherever practicable. It is planned among other exhibits to present the greatest displays ever made of the processes of cotton manufacture. The most modern cotton gins ever shown will be exhibited. The heaviest exhibits in the world will unload directly on the Exposition grounds from the ferry slips and thence be carried by train into the exhibit palaces.

Of particular interest to the citizens of Texas will be the wonderful live stock displays. These will, it is now known, surpass any ever made at the greatest of world's expositions. They will indeed be comparable to a tremendous state fair at which are shown the most valuable prize winners from half a hundred states as well as from dozens of great foreign countries. Prize live stock from Holland, Belgium, England, the Argentine, China, France and other lands will be shown side by side with the greatest live stock animals of America. Texas, with its vast herds of range cattle and its thousands of head of high grade dairy stock, is in position to make a showing that will rival that of any part of the world.

Carey Griggs, of Gasoline was up last week visiting with his parents, G. R. Griggs and wife Carey's family who had been visiting in New Mexico joined him here Monday.

Robert Clendennen, of Crosby County, is in Floydada and will attend F. P. A. during the ensuing year.

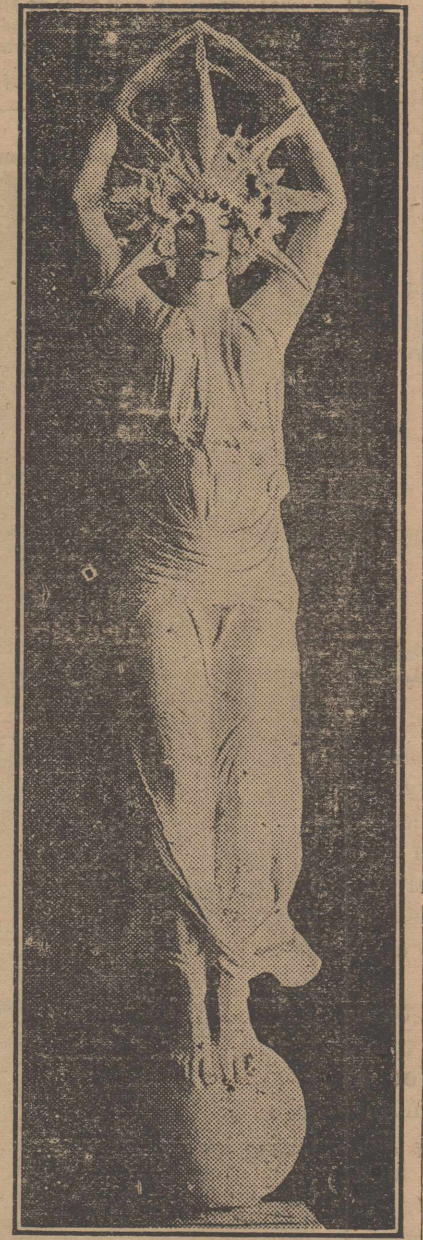
F. P. Henery and A. N. Gamble autoed to Matador Sunday returning home safely Monday morning at 2:15. They walked.

The sum of \$175,000 has been appropriated by the exposition management for prizes and premiums in live stock, and \$225,000 has been set aside for harness racing. An unusual feature of the live stock exhibit is that the cattle will be on exhibition during the entire course of the Exposition from Feb. 20 to Dec. 4, 1915.

The Panama-Pacific International Exposition will represent an expenditure of many millions. According to a recent statement gathered from the comptroller of the Exposition, the total outlay for the big show on the day of its opening will be \$80,000,000, and this will not represent the enormous amount represented in the exhibits of the world. Some of the exhibits will represent outlays of \$250,000 to \$300,000.

The exhibit buildings will be grouped along San Francisco bay not far from the famous Golden Gate, the entrance to the superb harbor of San Francisco. Indeed, the buildings may be seen to best advantage by any one entering the Golden Gate. Even now a splendid idea of how the complete Exposition will appear at a distance may be gained from a view of some of the palaces now arising.

The tallest structure at Harbor View, the Exposition site, will be 426 feet. Around this will be grouped huge domes, minarets and towers, which from a distance of four or five miles



Copyright, 1913, by the Panama-Pacific International Exposition Co.

ONE OF THE FIGURES, FOURTEEN FEET IN HEIGHT, THAT WILL SURMOUNT THE COLONNADE ENCIRCLING THE COURT OF SUN AND STARS.

will seem like the great domes of Constantinople, only upon a far greater and more impressive scale.

The center of the Exposition grounds will be devoted to the huge exhibit palaces in which exhibits from all parts of the world will be displayed. There will be about fourteen exhibit palaces covering a hundred acres. A single building, Machinery hall, will be 967 feet long, 367 feet wide and 135 feet high. This gives an idea of the huge size of the structures.

To the west of the main exhibit buildings and immediately adjoining them will be the vast space reserved on the picturesque Presidio reservation for the great pavilions to be built by the foreign nations and by the different states. It seems certain that every state will be at the exposition, more than \$2,000,000 having already been set aside for state exhibits.

Has Druggist Position at Matador.

W. U. White and wife left for Matador this week where Ulmer has a position in the City Drug Store of that city.

According to the Hale County Herald Hale County will have an exhibit at the Oklahoma City State Fair, Oklahoma, as well as at Dallas this fall.

L. M. Honea, of Roseland community, spent last Saturday in Floydada transacting business.

### Public School Notice.

Children who are under scholastic age will be admitted only during the first two weeks of school and the first two weeks after the holidays. No child who will not be 7 (seven) years old on or before the first day of January, 1914, will be admitted at all.

By order of the School Board.  
V. Andrews, Secty.

J. J. Hickman, of Dickens county, hauled out a stave silo last Saturday which he will erect on his place.

### For Sale.

1913 Model, Motor Cycles and Motor Boats at bargain prices, all makes, brand new machines, on easy monthly payment plan. Get our proposition before buying or you will regret it, also bargains in used Motor Cycles. Write us today. Enclose Stamp for reply.

Address Lock Box 11 Trenton, Michigan. 10t-724.

## 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.

Sept. 4th, 1913



## Round Trip SUMMER Excursions

To Gulf Coast and other Texas Points. Tickets on sale daily to Sept. 30; Limited to October 31. One and one third fare for the round trip.

For further particulars call on or phone agent.

A. P. MCKINNON

ATTORNEY-AT-LAW

I buy and sell land on commission and negotiate loans on Real Estate FLOYDADA, TEXAS

DRS. SMITH & SMITH

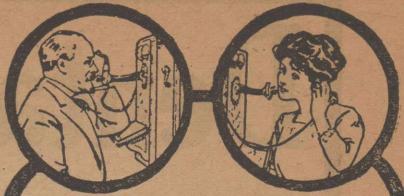
Physicians and Surgeons

Office with Floydada Drug Co.  
Day phone 51  
Night phone 16



S. E. Duncan Grocery Co.

PHONES 77 and 88



## LONG DISTANCE SERVICE

is of distinct value to the farmer and to all dwellers in rural districts --- Communication between members of the family widely separated from each other can be quickly and satisfactorily established by telephone and anxiety and worry dispelled in times of sickness or trouble.

Rural service is supplied at very low cost. Our nearest manager will furnish information, or write to

The Southwestern Telegraph and Telephone Company  
DALLAS, TEXAS



## ICE! ICE! ICE! ICE!

I now have ice to supply the demands and am making regular deliveries. Don't forget that you get a discount of 20 per cent by using the ice books. Phone 33 for quick deliveries.

A. J. RYALS, the Ice Man

## Arthur B. Duncan

General Land Agent and Abstracter  
Floydada, Texas

Buys, Sells and Leases Real estate on Commission; Renders and Pays Taxes for Non-Resident Land Owners; Investigates and Perfects Titles;

Furnishes Abstracts of Title from Records; Owner of Complete Abstract of all Floyd County Lands and Town Lots;

Have had 25 Years Experience with Floyd County Lands, and Land Titles; List your 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

### Magazine Subscriptions.

I am agent for all magazines and papers and can give you best prices on any combination which you may desire.

HOMER MINOR.

R. A. Barrow and H. V. Tull, of Plainview, were in Floydada over Tuesday night transacting business.

Mr. Tull is a trustee of the Presbyterian Academy.

R. A. CHILDERS  
Physician & Surgeon

Office Across Street from Post Office.

Office Phone Res. Phone 36

## 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; Render and Pay Taxes, Furnish Abstracts Perfect Titles & Etc.

NON RESIDENT LANDS A SPECIALTY  
Address

W. M. Massie & Bro.  
Floydada, Texas

## Steel-wheeled Farm Wagons

The best sold. Invaluable on the stock and grain farm.

Our wagons have the bolster raised so that the front wheels may cut under, and the driver turn his team in just half the space.

We don't ask any more for them. Come, look them over, Mr. Farmer.

C. Surginer & Son.

# 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 list of rates and distance to the principal markets:

Roaring Springs to	Oklahoma City	262 miles,	rate,	24 3-4c
" " "	Kansas City	647 "	" "	37 1-2c
" " "	St. Louis	805 "	" "	43 1-2c
" " "	Fort Worth	271 "	" "	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.

## BUFFALO BILL'S FAREWELL

MOST NOTED SCOUT, PLAINSMAN  
AND SHOWMAN LOOSES MONEY  
AND RETIRES TO PRIVATE  
LIFE.

Buffalo Bill's Wild West show, after a life of thirty years, has gone to pieces in Denver, says the Kansas City Star. This week the sheriff will sell the bucking ponies, the Indian ponies, the seats, canvas, everything, at public auction to satisfy debts, and that will be the last of Buffalo Bill's Wild West.

Buffalo Bill, the old scout, has followed his last trail, his Indians have gone back to their reservation, his cowboys back to real ranches, his borrowed European troops back to home service, and Buffalo Bill has gone back to Scout's Rest, his ranch near North Platte.

His only concern now is to save his ranch from the financial wreck. He bought it for a plaything, as a place in which to entertain distinguished visitors on the days when money rolled upon him and he was worth upward a million dollars. Now, they take the ranch from him and he will be "dead broke" and homeless, and he is nearly 70 years old.

There is grave danger that this man, the idol of Young America, the embodiment of all that is dashing, daring, heroic, who has figured in the public mind for half a century as one of the most picturesque and gallant

heroes of American life, may close his days in poverty. The debts of his show aggregate \$100,000, the property of the show is not expected to bring more than \$50,000. His creditors may have to seize the ranch to make up the balance.

But at any rate, Buffalo Bill says he is through with the show business. He made a fortune at it and spent it with a lavish hand. Last year the show lost money. This year a mistake was made in sending the show into Birmingham and Atlanta in June, entirely out of season, the expenses averaging \$4,000 day and the receipts never covering it. That was a fatal mistake.

Other factors in the bankruptcy of the show were the moving pictures of Wild West scenes and the many imitations of his Wild West show that flooded the country in recent years and, by their very tawdriness detracting from the fame of the real thing.

### School Houses Being Built.

Antelope and Pleasant Hill school Districts in the southeast part of the county are each building a new school building for which the contracts have been let to L. B. Maxey. Lumber is being put on the ground and the buildings started this week.

The erection of these two buildings come under the recent school building law and strictly conform to the plans and requirements as set out by the department of education. Their cost will be about \$1000 each.

P. M. Felton is up this week from Clay County visiting with J. C. Cooper and family and shaking hands with friends around town. Mr. Felton says crop conditions are only medium in Clay.

Tom Cochran and C. T. De Graftenreid, of Canyon City, were in Floydada Saturday and Sunday looking at a bunch of cattle northeast of town.

Dr. J. M. Thurmon, dentist, of Ruston, La., is in Floydada this week and will probably remain in town for some thirty days, engaging in dentistry while here.

He is father of S. E. Thurmon, of this city.

Hesperian ads bring results.

### Citation by Publication. The State of Texas.

To the Sheriff, or any Constable of Floyd County Texas; Greetings:—

You are hereby commanded to Summon C. F. Cates, Jr, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, to appear at the next regular term of Justice Court of Precinct No. 1 Floyd County Texas, to be holden at Floydada Texas on the 5th Tuesday in September A. D. 1913, the same being the 30th day of said month, then and there to answer the petition filed in said Justice Court on the 15th day of August A. D. 1913, in a suit, numbered on the Docket of said Court, No. 297, wherein the First National Bank of Floydada Texas is Plaintiff, and C. F. Cates Jr. and others are defendants.

Said petition alleging that, said Cates and others are indebted to the First National Bank of Floydada Texas in the sum of One Hundred and Twenty-nine Dollars, as evidenced by a certain promissory note for said amount, dated January the 3rd 1913, and payable to the First National Bank of Floydada Texas, at their Office in Floydada Texas Six months after date, with 10 per cent interest, per annum from maturity, and 10 per cent upon principal and interest when due, if placed in the hands of an Attorney for collection. Said note executed by C. F. Cates Jr., and Meriwether & Willis.

Said Note is secured by payment by Mortgage executed by said defendant C. F. Cates Jr., in favor of the First National Bank of Floydada Texas, of even date with said note, and given to secure the payment thereof upon certain personal property therein fully described, and said Mortgage duly Recorded in the County Clerk's Office of Hale County Texas, on the 16th day of January A. D. 1913.

Herein fail not, but, have before the Court on the first day of next term thereof this writ, with your return thereon, showing how you have executed the same.

Given under my hand this 26th day of August A. D. 1913.

J. C. Gaither,  
Justice of the Peace Precinct 1  
4th Floyd County Texas.

## Too Many Agricultural Associations.

(By Peter Radford,  
Texas Farmers' Union)

Fort Worth, Texas August 31—Never in modern history has there been so many movements organized in the United States to help the farmers as at present, and there are many "cure-alls" with free samples for every ill that besets agriculture. No farmer should put out a "No Help Wanted" sign, but it is important that he employ only the kind of help he needs.

A great many people appear to believe that because a farmer pulls off his coat when he thinks, that he is not capable of understanding his problems. Men can sit in libraries entirely surrounded by books and papers and concoct schemes to cover the valley with grain fields and the hills with flocks and herds, and honestly believe they can make the farmer enough wealth to ransom a king, but the farmer knows better than to exchange magic for common sense. Men skilled in trading may feel capable of instructing the farmer in the art of cheating nature, but the farmer knows that Mother Earth will not be deceived. The problems of agriculture are as serious as the multiplication table and they cannot be solved by agricultural magicians making miracles to order or by seeking marketing through faith, hope and charity. It is a cold business proposition.

The farmer can only be helped through common sense and co-operation. The farmer is able to get about on the farm, but he loses his way in the market places and it is there he needs assistance.

TOO MANY ORGANIZATIONS.  
There are too many agricultural associations. The mania for organization is causing confusion of effort and a wasting of energy.

Everybody, including the government, wants to organize the farmers, and if the farmers joined all the associations, read their literature and attended their ordinances, he would have no time to plow. It is passing strange that our state legislatures will appropriate thousands of dollars, much of it to be used in organizing agricultural associations in localities where the farmers are already thoroughly organized, and oftentimes business men's associations send out emissaries to organize the farmer and at best they can only hope to duplicate existing organizations. The farmer does not need organization as much as co-operation and plans should be formulated by which the government can effectively co-operate with associations which the farmers have organized, and business men should co-operate in their efforts with regular farmers' organizations.

GOVERNMENTAL CO-OPERATION.  
The recent appropriation of \$50,000 by the Federal government for marketing, followed by an appropriation of \$15,000 by the Texas Legislature, and with other states giving consideration to marketing problems, renders an imperative necessity for organizations among the farmers. The farmer can produce without organization, but to successfully market, he must unite with his neighbor. Our governments, both state and national, are now brought face to face with the problems of agricultural organizations in order to deal successfully with the marketing problem.

The National Farmers' Union is the most powerful organization on the western hemisphere, and it has taken half a century of effort and hundreds of thousands of dollars to build up the farmers to their present degree of organized efficiency. This powerful machinery already in operation should be utilized by the government in their marketing plans and all local unions should be willing to co-operate with

governmental agencies in solving the marketing problems.

The farmer is always inclined to look a gift horse in the mouth, but the government is his, and in accepting the good offices of government he is taking his own money and utilizing his own agencies. Every voter who gets garden seed from his Congressman knows there is power in government and can realize how important it is to find a market for the products.

In taking hold of marketing, the government is tackling the biggest business proposition of any age or nation and one that will require the combined efforts of all the powerful agencies of civilization. The producer must thoroughly organize, the rail roads, express agencies, parcel post and all gigantic forces in commerce must be swung around the proposition in an orderly and harmonious manner, and governmental assistance is necessary in order to develop working plans.

THE TEXAS WAY.  
The nation can learn many lessons of importance in co-operation from the people of Texas. We are the first state in the Union to appropriate money exclusively for the study of marketing plans. We are the only state where the bankers are financing the distress cotton at a low rate of interest; our Legislature has passed a warehouse bill making cotton certificates negotiable and as good as government bonds, the first of its kind to be placed on any Statute book. We are the first to arrange to use the express companies as a medium of distribution between the producer and consumer.

We have organized co-operative gin companies, owned exclusively by farmers and operated in their interests; we have established a Central Selling Agency for cotton with facilities for handling the 1913 crop, and otherwise afforded assistance to the producer in the sale of his products.

These results have been brought about, in the main, by the business interests co-operating with the Farmers' Union in their work. The farmer cannot be helped until he organizes, and the government cannot help the farmer except through organization.

### Stove Pipe 10 Cents

A joint, at the Tinshop. ttc.

John T. Shipley, of Clovis, has been in Floydada the first of this week transacting business.

Judge A. P. McKinnon spent the earlier part of the week in Amarillo in connection with his practice of law.

J. A. Correll, of Matador, is in Floydada, and has taken charge of the Floydada Wagon Yard on the southeast corner of the square and will run it in an up-to-date manner.

Try the Hesperian a year.

## SELF-STARTER FEATURE OF 1914 BUICK CARS.

Fifty-Horsepower Machines Will  
Carry Five and Seven Passengers; Electric Horns

Simultaneously with the announcement that the 1913 output of the Buick Motor Company has been disposed of, comes the announcement of the new 1914 models, and this announcement has caused no little amount of interest in automobile circles, as the public has been interested to know what Buick would definitely determine on with respect to a self-starting device.

All Buick cars for the new season will be equipped with the Delco improved electric starter, together with electric lights electric horn, Turkish upholstery and rear axles of the full floating type.

"We told our friends last winter that when we were fully convinced that there was a practical and reliable self-starting device perfected, that Buick would be the first to adopt it," said E. E. Roos, of the Buick Company here, yesterday.

"In the experimental department of the Buick Motor Company's plant, at Flint, Michigan, a dozen or more different starting apparatuses were tested and tried out, and it is ample proof," said Mr. Roos, "that the Delco is one of the most practical on the market for the two reasons that it is probably the highest-priced starter and is also one of the oldest electric starters in use today."

The new line of Buick cars will include a six-cylinder 50-horsepower machine, which will be furnished in either a five- or seven-passenger body. This car has a wheel base of 130 inches, 4 1/2-inch tires, Turkish upholstery, electric horn, Warner speedometer and, in fact, its construction embodies all of the refined features of cars selling for a much higher price.

The new lines also includes two four-cylinder roadsters, one of which is 28 horsepower and the other 35 horsepower, and two touring cars of 28 horsepower and 35 horsepower, respectively.

These cars, together with the special equipment, will carry gasoline tanks on the rear with an automatic, high pressure air pump, which is driven by the motor, and leaves commodious space under the front seats.

All of the new cars have a longer wheel base and will carry bodies of a special design made up in metal.

Left-hand drive and center control are two features which Buick has taken up this year, and will be found in many of the higher-priced machines. The control system is so arranged that the driver may enter from either side of the car, and it has been demanded that the left-hand drive is certainly more practical and more convenient both for cross-country touring and in the cities where, under the traffic ordinances, all cars must stop right side to the curb.

## West Plains Lumber Co.

Solicits a Liberal Share  
Of Your Patronage

We Make Quality Equal the Price  
and our Motto is to treat you right

See Us B 4 U Buy

A. E. JOHNSON, Mgr.

## FLOYDADA WAGON YARD

(Southeast Corner Square)

OPEN DAY AND NIGHT

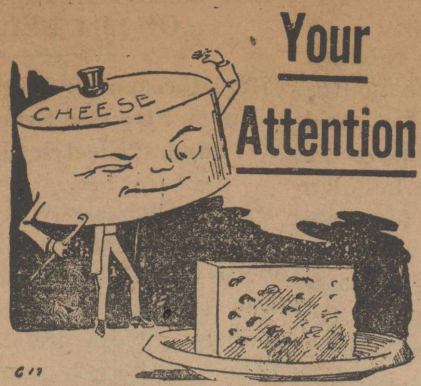
J. A. CORRELL,  
Prop.

...FOR...

## FARM LOANS

See O. P. Dorsey

Floydada Drug Store,  
Phone No. 51.



### SATISFIED CUSTOMERS

makes all the difference in the world in results.  
**SERVICE** which we give you compels your satisfaction.  
 If you have never traded at this store, you don't know what it really is to be satisfied with your grocer.

**S. E. Duncan Gro. Co.**  
 Phones 77 and 88

### Reagan Has Marathon Agency.

Sold Two of These New Cars. Combine "Features" with Low Price.

Jno. H. Reagan returned last Sunday overland from Dallas in a 1914 model Marathon four cylinder '35' touring car for which he secured the agency on the South Plains. He says he hunted two days in Dallas to find better values in a car and finally gave it up.

He sold a "35" to Harry Wetherly and a "25" to Billy Wetherly.

The new car is one of good "features" throughout, positive electric starter, electric-lighted, noiseless, deep upholstery, graceful lines, easy to manage. These are the things which appeal to people without a technical knowledge of autos. To the experienced the mechanical make-up and features are simply a delight and a wonder. The machine, too, is a modern example of what organization

and ability may do to reduce costs. The machines complete sell at a price that is sure to make them among the most popular on the south plains.

Few, if any, of these new models have been seen on the plains, and John H. is kept busy demonstrating the new Marathon on which, as he expresses it, "you'd have to hunt for two hours to find a bad feature, if it had any."

68 Wool Suits fall models, values from \$14 to \$20, your choice \$10. See them at Mathis-Martin's. Itc.

#### Notice To Creditors.

The State of Texas, County of Floyd.

To the creditors of A. C. Bowers You are hereby notified that A. C. Bowers, of the County of Floyd on the 30 day of August A. D. 1913, executed a deed of assignment conveying to the undersigned all of his property for the benefit of such of his creditors as will consent to accept their proportional share of his estate and discharge him from their respective claims, and

that the undersigned accepted said trust, and has duly qualified as required by law.

All creditors consenting to said assignment must, within four months after the publication of this notice, make known to the assignee their consent in writing, and within six months from the date of this notice file their claim, prescribed by law, with the undersigned, who resides at Floydada Floyd County, Texas, which is also his Post office Address.

Witness my hand this 3rd Day of Sept. A. D. 1913.

W. A. Robbins.

T. H. Buster sold the residence owned by him on West Missouri street this week to J. A. Cowan, of Wichita, who with his family, will occupy the place Saturday.

Mr. Cowan has been here during the week on the trade, which was negotiated by R. H. Baker.

Who's your tailor? \$15 to \$35 gets suits that stay from Glad. Itc.

#### Old Ways Ard New.

The fault of the age is a mad endeavor  
 To leap to heights that were made to climb;  
 By a burst of strength, of a thought most clever,  
 We plan to forestall and outwit Time.  
 We scorn to wait for the thing worth having;  
 We want high noon at the day's dim dawn;  
 We find no pleasure in toiling and saving,  
 As our forefathers did in the old times gone.  
 We force our roses before their season  
 To bloom and blossom for us to wear;  
 And then we wonder and ask the reason  
 Why perfect buds are so few and rare.  
 We crave the grain, but despise the getting;  
 We want wealth—not as reward, but dower;  
 And the strength that is wasted in useless fretting,  
 Would fell a forest or build a tower.  
 To covet the prize, yet to shrink from the winning;  
 To thirst for glory, yet fear to fight;  
 Why, what can it lead to, at last, but sinning;  
 To mental languor and moral blight!  
 Better the old, slow way of striving,  
 And counting small gains when the year is done,  
 Than to use our force and our strength in contriving  
 And to grasp for pleasure we have not won.  
 —Ella Wheeler Wilcox.



## Style, Individuality

This beautiful suit & coat designed by Percival B. Palmer on display with many other fashionable models for ladies and misses at our store.

THE  
**Palmer**  
 GARMENT

Suits, \$15 to \$40; Coats, \$10 to \$30

**Mathis-Martin D. G. Co.**

"THE STORE WITH THE GOODS."

# The Merchant Should Advertise

By W. Holt Harris, Chairman of Mercantile Committee Commercial Secretaries Association.

No store is so small or town so insignificant that it does not pay the merchant to advertise. He should send a weekly message into the homes of the people in his trade territory. They are all interested in bargains and consistent and conscientious advertising cannot fail to pay for itself over and over again during the year.

The country merchant oftentimes takes it for granted that people know his line of goods and will come to the old stand to make their purchases, but the wise merchant knows that business follows an ad. The merchant who does not advertise cannot do business in competition with one who advertises.

No business is so small that a merchant cannot afford to take a half page or a page adv. the year around. Try it and watch your business grow.