

## The Floyd County Hesperian

 The Hesperian Publishing Company HOMER STEEN, EditorCHARLES NEWTON, Managing Editor


## One Year Six Months Three Months

One Years
Six Months
Three Mont
$\qquad$
Out of the study of farm tenancy in Amer-
inca has come the knowledge that it is but
one of the signs of general insecurity among
certain groups of farmers, and that the prob-
lem is one of many angles, all of which are
not known, some of them certainly only sens-
ed in many important quarters,
For instance, it has not yet dawned upon
many financial and industrial leaders that
farm tenancy and other maladjustments in
country America are directly responsible for
their plight when the depression hit, in fact
largely responsible for the depression itself.
One of the scourges of the farm, in broad
terms, is speculation in farm lands, leading
to excessive tenancy. Many solutions have
been offered for this evil, some of them radi-
cal in the extreme, others apparently not
meeting the need.

TREES THAT OUT-LIVED DROUTH e wived the severe of every 740 planted sur where none grew before. give the trees a chance MUST OFFER QUALITY
SUBSCRIPTION PRICES
Floyd adj Adjoining Count
AN INTERESTING EDITION 2

## Newton's Discoveries

 There are numbers and numbers of ada people who should modernize Federal Housing odernizer from ne

Hoy Charles Newton


self to the li
keeps him in
sion era have profited by the the
hardships through with we have
trudged, and are still trudging.
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FLOYD COUNTY 14 YEARS AGO min
the past few
eral Housing
a federal guarantee
For the purpose of the home-builder or the
person who would buy or modernize a home
the Federal Housing Act furnishes the best
means of financing so far known in recent
history of similar financing. Best because
the rate of interest is low (not more than
per cent after all "trimmings" are added)
and because it can be paid for by the salaried
man out of his earnings monthly, and be-

The Floyd County Hesperian, Floydada, Texas, Thursday, March 4, 1937.

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$\qquad$
Don't Let a New Car Look Old!
$\qquad$ In our station we have the most up-to-date equipment

Complete Greasing and Washing Facilities
IF IT'S A '37-KEEP IT NEW:
IF IT'S A '31-MAKE IT NEW:
$\qquad$
Daily's Conoco Station

Conoco Products at Your Service Everywhere you turn you'll find Conoco Products conveniently ready for you-
and Conoco service men who know your needs and are anxious to please. The following stations offer you unexcelled Conoco products and service
Daily's Conoco Service Station No.

Triangle Garage
Cope's Camp
Continental Service Station No. 2
Callihan Grocery
Cash Grocery
0 zark Service Station,
W. W. Payne Service Station LOCKNEY DOUGHERTY
R. C. HENRY, Conoco Distributor
P. S. Bishop Motor Company will handle Conoco products in the near future.


WITH YOUR ENGINE OIL-PLATED
orl-plating differs widely from other forms of lubrication in this plain, understandable way: It remains lastingly fastened to the pistons, bearings and other engine parts, even when they are not in motion. This is made
possible by the Germ Process-patentedwhich gives Conoco Germ Processed oil its strong attraction for metals, so that every working part becomes durably Oil-Plated. Oil-Plating is not like any lubrication that merely goes on-and-off. Once Germ Processed of Oil-Plating . . . Never when the pistons are racing thousands of strokes a minute . . . Never on any hills, despite any load . . . Never while you park at a dozen different stores.

So it's nothing to you, when engineers blame more than half of all engine wear on so-called "dry starting." Nor need you worry over all the rest of the annual Spring oil scare. Whether your car is new or old, you can make your longer runs . . . hit your higher speeds can take it like the longest-lasting part of your engine. For Oil-Plating really becomes a long-lasting part of your engine, as you change to long-lasting Conoco Germ Processed oil. Continental Oil Company
GERM PROCESSED OIL

Social Calendar mumspa
1922 Sudy Club will meet this
ternoon with Mrs I. W. Hicks, at
Mrs. Wakefield l
Hostess For S Souci Club


Last Rites For Ralls Woman Held Weel




Ruth Troutman Becomes Bride Of Greer Christian

Wesley Carr,
Gertrude Baile
Are Married




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RecitalGivenat
Club Party by Miss Salisbury
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Miss Scogrin Club
Hostess Thurd
Wesley Girls Class
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Subject Of 1929
Subject Of 1929
Study Club Program



Lena Gully Honored With Part
Birthday

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## Wrecking This Week <br> 3-1929 Chevrolet Cars

1-1928 Whippet Car
Harris Brothers Auto Wrecking


## Poultry Wanted <br> Fry Tailors

Pay Top Prices for-

- Eggs
Cream
-Hides

East Side Square

| OKUsedCars <br> New Low Prices |
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| Cherolet Compang |

## Specials

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|  | gc |
| atame | 10 c |
| Hull And McBrien |  |
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HATS Cleaned

Ladies' Hats, 35

Serving Floyd County And West Texas
promised when the Q. A. \& P. entered Floydada, and we have done our best

Quanah, Acme \& Pacific Railway Company (1) Suanah
Notice to Poultry
Raisers
Sow

## THE HESDERETTE



Kampus Kaypers


Spring Time Is Planting Time

| STAR CASH GROCERY <br> Bring us your grocery lis |
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Plainview Sanitarium \& Clinic Plainview, Texas STAFF
E. O. NICHOLS, M. D. Surgery and Cons
J. H. HANSEN, M. D.
Surgery and Din Surgery and Diagno
UFUS A. ROBERTS, M Obstetrics and Pedia
GROVER C. HALL, M. Eye, Ear, Nose, Throat
Bronchoscopy
ROBERT H. MITCHELL
Internal Medictoe


 Theroughly eacuinitan the examination and troal
ment of medical and



3-Year Success of Dionne Quins Settles Cereal Choice for Mothers!

QUAKER OATS
ANOTHER BIG Treasure HUNT

## Friendship Wednesday

PLAINVIEW
March Ioth
SEARCH THE STORES FOR

## 100 EPFF

## Illinois Day <br> Registration, Reception and Refreshments

Former Residents of Illinois at Chamber of Comerce Starting at $9: 30 \mathrm{~A}$. M.

## Special Feature <br> City Auditorium <br> 2 P. M.

\section*{| C. Girls Baske |
| :--- |
| MARCH |
| $-5-6$ |}

Pranhandle Plains Dairy Show,-April 21-22-23-24


Oden Chevrolet Company

## Ghow on doworshatione

2. GREATER STORAGE-ABILITY

Radio Flectric Company
Mustang Runners Cleared
The Plains of Wild Horses


## Red StarCoaches

Floydada Terminal Station 110 W . Missouri Street

Daily Schedules Out of Floydada
Leave Froydada at $11: 35 \mathrm{P} . \mathrm{M}$; artive Ft. Worth $9: 30 \mathrm{~A}$. M.

 west bound
West Bu

Call, See or Write Flogdada station tor any information. LUCY CRUM, Agent

The Floyd County Hesperian, Floydada, Texas, Thursday, March 4, 1937


DETECTIVE RILEY


| Dr. A. E. Guthrie Physician and Surgeon Office with Dr. Thacker t Telephones: Office 93; Res. 291 |
| :---: |
| Seale \& McDonald Auctioneers HERE AND READY TO DO <br>  GPRINO CALL US. <br> Phone 120, Floydada <br> Phone 1143, Plainview |



The annual meeting of the Pet- A "Womanless Wedding," in all


$\square$



## Week-End Savings!

## SUGAR, 10 lb . Bag,

Del-Monte Peaches, $2^{11 / 2}$
TOMATOES, No, 2 can SHREDDE TURNIPS LUX, Sma


Williams (of Course)

## - NOinitem ENGINEERED for Economy and 0 5 Inven <br> for greatest possible convenience <br> 

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There's a $S_{w i n}$

## NEW SLIPS

Satins! Crepes!
F. C. HARMON


|  | With "Glad" |
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| Farm Program- | Gwa |
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HAGOOD'S DRY GOODS



Out In Front With "Glad"

You Can Reduce! KING'S

Grocery
\& Produc

## 100 New Dresses

Unpacked and on Display for the First Time this week-


## Looper's


REDD'S




We Apreciate Your Borine


[^0]:    Address your envelope to Hesperian Pashion Burequ,
    102 Park Avo, New Yort, $\mathbf{N}$.

