## HAPPY NEW YEAR

Ten Pages This Week

## The Floyd County Hesperian

ist Opportunity we Wednesday to Frie For Benefits Post Office And Bank To Observe New Year's Day
mployment Service Sets UpStatistics Machinery to Aid Claimants For '37 Are Tabulated


Cannery Stresses
Processing Meats States Supervisor

nit Beny Kep in operation

Big Asset


Business Houses Carry On With Inventories As Week After Christmas Activity
 Many Yearr as on Deecs


Floyd REA Project Now A Certainty

ompleted; Men Ready To

Haste Is Urged
Suits Uryes Farmers in
Area To. Tikn Contracts
Readily


Sheriff's Office
Reports Quietest Xmas In Years
Xmas in Years
Serious Accidents
ported Here; Few
mold Harper Home
from Marine Service
At Shanghai, China

## Sugar Beet Test Draws Interest

Colorado Sugar Companies
terested In Floyd Coun-
Want Contracts
Farmen Wound Be . Patar
A. C. Suiiivan Funeral Held Sun. At Big Spring
. C. Goen, Jr. Taken To
Temple For Operation

Modern Reception Room Featured At
Frogge's Studio


Call Now Says Irs. Slough; CCC hotas Are Filled

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## MAFRKETS



The Floyd County Hesperian published every thursday by
The Hesperian Publishing Company HOMER STEEN, Editor Entered as second class mat
the Post office at Flydada,
Congress of March 3rd. 1899. SUBSCRIPTION PRICES
In Floyd and Adjoining Counties
One Year One Year
Six Months
Three Months

Outside
One Year
Bix Months
Three Months
$\qquad$
TIME FOR INVENTORIES
The closing we
between Christm
has a peculiarity
les big and lit
up the bala
whether or
figures until
ventory time
arying
figures and
WHAT HAS 1938 FOR US?

NOT HOUNDING ANYBODY
"Sure as death and taxes"
$\square$
 ing "As sure as death and taxes" may come ve been paying or trying to pay their tax The other thirty per
$\qquad$
As A Farm
Woman Thinks

Monday Decemeber 27, 1937. todia


they jumped the gus

## WATCH YOUR INCOME REPORT

$\qquad$
CHANGING CONSUMER DEMANDS

Paris Police Still Digging for Victimof 'Bluebeard' Who Slew American Dance



## Announcement!!

ave leased Motor Inn
continue their trade here. federal tires \& tube Motor Inn

ROLEIN B. SMITH O2 of gain or profit, but purely b
that way about it, we give you

HAPPY NEW YEAR


Our New Year Wish to you is that the
Joy and Happiness of this year may be
exceeded only by those yet to come.

## Kirk \& Son

Hardware

As the Old Year draws to a Close---Let Us EXTEND OUR WISHES for a HAPPY NEW YEAR

We take this occasion to Thank You for the Splendid Business you have given us in 1937 We will endeavor to Merit the Good Will and Confidence your Patronage has shown.

## Edwards Grain and Elevator Co.

FLOYDADA

## Henry Edwards Elevators

DOUGHERTY

## The WOMMAN'S Page



Floyd County Hesperian, Floydada, Texas, Thursday, December 30, 1937.



## Dougherty News





## - PADMHE TWMOTHE


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| magaman |
| come |
| mitmous sar 19c |
| 20 |
| Smand |
| HULL and |
| McBRIEN |

Used Furniture Bargains


Interesting Things Around And About The City Of Washington

| Dr. C. K. Arnold |
| :---: |
| Obstetrics, |
| Diseases of Women and |
| Children |
| General Practice-Xray |
| 201 Bethe Building |
| Phones: Office 86; Res. 301 |

Beware Coughs That Hang 0 n



Pleasant Hill News

| Sunday School <br> Lesson |
| :---: |

E. P. NELSON fire insurance agency Bank Building Phone 285

Poorly Nourished Women Poorly Nourished Women -
They Just Can't Hold $\mathbf{D}_{\text {p }}$ Are you getting proper nourish-
ment from your food, and restful
sleep? A poorly noun sleep? A poorly nourished body
just cant hold up. And as for that rundown feeling, that
tigue,-don't neglect Cisue,-dort neglect fill for lick of appetite, po digestion and nervous spatizue, han
been recommended by mothers to been recommended by mothers to
daughters - women to women - for over fifty years.


Floydada Insurance Agency
"The Agency of Service" All kinds of Insurance Rooms 216 Readhimer Bldg. W. H. Henderson Phone 273


Curiosity killed a cat ... and

- just out of curiosity, look below and see how little your new electrical gift will cost to operate. We will wager that many high-cost-of-operation ideas will be killed, too.


[^0]

$\begin{array}{lllllllllllllllll}3.00 & 21 & 21 & 9 & 15 & 6 & 9 & 9 & 6 & 3 & 3 & 54 & 36 & 304 & 120 & 250 & 30\end{array}$ 5.00

## New Year Greetings

To Our Old Customers... Our Old Friends of Year's standing and ... To Our Newer Customers, who in the course of Coming Years we Hope will become Old Customers and Old Friends

To All whose Friendship and Good-will have Helped to keep the wheels turning and to make the year of 1937 a busy one for us, we say Thank You

> Thank you Sincerely and Heartily

We hope the year has been kind to each of you and that you will have a Bright, Happy and Prosperous New Year

## Willson \& Son Lumber Co.

FLOYDADA, TEXAS



Auto Loans Cars Refinanced B.O.Cloud


## LAND

We have land to Sell and
Stock-Farming and Graz-
oe, Hall, Motley and other
W. M. Massie \& Bro.
loydada, Texas
 Optometrist
McMAKIN TRAILWAYS
Dallas, Oklahoma Cuty, and Kinse southwest bound
$\qquad$ west bound
$\qquad$ northeast bound
Leave Foydada at 3:45 A. M. arrive in Carisbad Caverns at $10: 30$
A. M See the Caverns and Leave at $8: 30$ P. M. and arrive back TRAVEL BY BUS - LARGE NEW BUSSES VERNER NORMAN, Agent

## 

 HAPPY NEW YEAS Protern to Our 1937 Customers--May 1938 bringand Happiness.
We will apprecia

## Floydada Motor Co.





## SPECIIL NEW YEAR FOOD VaLues

## Spuds 17c

 COMPOUNDPeaches ..... 230
Pears ..... 17c
Whole Beans ..... 15c
Corn ..... 150
FLOUR ..... $\$ 1.25$
Peanut Butter ..... 47c
Empson Catsup ..... 10c
Chili Sauce ..... 15c
Folgers Coffee $\begin{gathered}\text { Fuund Ric } \\ \text { Found } \\ \text {. } \\ \text {. }\end{gathered}$ ..... 28 c
Mother's Cocoa ..... 17c
 ..... 15c
LETTUCE Eant ..... 5c

APPLES | Rhome |
| :---: |
| Doem |
| Ren | ..... 15c

Felton-Collins Gro. Co.

## Pre-InventoryClearance

We have gone through our stock and marked for QUICK CLEARANCE Merchandise that you need right now and will use for months to come. We have included some recently received merchandise. BUY BEFORE WE INVOICE.

A CLEARANCE FOR US-A CLEAN UP FOR YOU


## ALL COATS must GO

Furred and Unfurred all Coats and all Sizes
Included
$\$ 29.50$ Coats for $\quad \$ 14.95$ \$16.50 Coats for $\$ 14.95$ $\$ 9.95$ Coats for $\$ 6.95$ Coats for
A Big Stock of Dark Coats in Large Sizes EVERY CHILDS' COAT PRICED FOR

CLEARANCE

## ALL DRESSES must GO

Tailored And Dressy
Every Dress Included
\$9.85 Dresses
$\$ 4.95$
\$7.95 Dresses
$\$ 3.95$
\$4.95 Dresses
$\$ 2.98$
Nothing Reserved, All Sales Final

| PRINTS <br> Values to 19 c Clearance 15 c | COTTON  <br> BLANKETS, <br> Large Double Bed Size,  <br> Children's. Sweaters  | Men's <br> Leather Coats 36 to 48 Quick Clearance |
| :---: | :---: | :---: |
| Unbleached MUSLINS 8 c <br> 36 inch Wide. |  | SHEETING and Count. 26c |


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