## Fourteen Pages This Week <br> The Floyd County Hesperian

## irst Monday Is Important

 As Date for Big Trades Day Delegatesatent Is Expected Draw Interest


Districts Planning Home Dem. Clubs Be Ready May 1
 Speciali Event :-manatian

## , mimiz

rustee Election
Io Name District
Co. School Heads

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## Earl Fawver Killed In Motorcycle Mishap Near El Paso Tuesday

Expect 250


Cotton Allotments For 1938 Scholastic
On Individual Farms Being On Individual Farms Being Events ne
Held up by' 37 Work Sheets Events Due Tu ite

aviry
$\qquad$
Be Held Saturday
Grade School

Not Tuberculosis, Sanatorium Clinic Report to Duncan

Reorganization Of The
Bishop Motor Company Is Announced Complete

| Fal | der |
| :---: | :---: |
| Stephens Will Be Held | cit |
| At 40 0'lock Today |  |



## The Floyd County Hesperian

 published evasy trumeday by mojazs stzex, zentur Susscription pricis
Soe Yeat
Sti Moxh


As A Farm
Woman Thinks

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A BIG INSTITUTION
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HOPEFUL SIGNS FOR FARM FOLh

## irst though

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of the angles ?
t every sourse where they aving quations obtain enlightenment. There is no doubt - to ehange the course of national farming
thought and methools and athemps to the nation's farmi population in position to Whatever might be one's doubts it is a mighty effort undertiken only after inten. OREY THE LAW FIRST


Coa


Just In Fur

Coast Guard's New 'Mercy' Planes Bring Swift Aid to Stricken


8 tors dure
aws Review The Week


Bread and Milk are the foods children need in largest amounts


Mr. Watts-His-Name Says

"Jake a Look around" $\ldots$ and visit your electrical dealer. He has the refrigerator that will fit your needs as well as your pock hook. Look em all over and you will find what you want. Do this tomorrow and begin saving with electrical refrigeration.

## Texas-Iew Mexico Utilities Company

## Introducing -



Mr. Watts-His-Name
the most powerful man on earth

- Press a button and he lifts tons, elevators
- Plug him in and he cooks the meals and washes the dishes.. shaves the master . . . does the floors... and entertains you with the radios
- He is a dual personality ... heats your water... or makes ice cubes for your electric refrigerator that keeps your foods fresh.
- In fact, his services are indispensable. He's on duty all day $\ldots$ all night . . all year... yet his into your life or goes out of your checkbook

Texas-Iew Mexico Utilities Company
"WANTED! GOOD USED CARS AND TRUCKS - IN TRADE ON NEW 1938 CHEVROLETS"

Your Chewrolet Dealer -


#### Abstract

Our used car stocks are low, following the unprecedented demand of the last several weeks. We want your car now! Bring it in and get our liberal trade-in offer on a NEW CHEVROLET.


$\qquad$ OnivRoutir several weeks has reduced our stock of certain popular makes and models! We need good used cars and trucks! Were making liberal
trade-in offers to get them! So now is your opportunity to get a new 1938 Chevrolet on very favorable terms! .
olet-the car that is complete-and the new Chevrolet trucks-the thrift-arriers for the nation!
Convince yourself that Chevrolet styling, Cher. Convince yourself that Chevrolet styling, Cher rolet performance, Chevrolet features-and Chew-
roles's low prices -all combine to make these new roles's low prices -all combine to make these new
models the best investments models the best investments in motordom! Come
in -bring your car or truck with you-in-bring your car or truck with you-get our
liberal trade-in offer . . today! "You'll be ahead liberal trade-in offer . . .today! "You'll be ahead
with a Chevrolet".
'YOU'LL BE AHEAD WITH A CHEVROLET

1929 Study Club
Hears Program O Hears Program On



This TOsek' Patterns



Social Calendar

Phaticitinn



Lovely Easter Par Given Friday $\mathrm{F}_{0}$ Thursday Brids


On The Garden Path

## $\cdots$




## 




Rotary Club Program In Charge of County Superintendent Travis

$\qquad$
$\qquad$

## Some Moisture Fails In County; Freezing In County; Freezing Weather Still Lacking



Spring Time Is Shoe Repair Time

Hesperian Ads Pay

## Piggly-Wiggly

 Mug Mustard Jar 10c
 Tomato Juice Oleomargarine $=12_{2}^{\mathrm{C}} \mathrm{C}$

| Matches ${ }_{\text {cosem }}$ | 20c |
| :---: | :---: |
| Libby's Pineapple | 25c | Prunes 29 C Palmolive $=-17 \mathrm{c}$ SPUDS 14 C

YAMS CARROTS
Green Beans $=5 \mathrm{C}$

| FISH ${ }^{\text {mpme }}$ Nrous | 25 c |
| :---: | :---: |

Beef Roast $=15 \mathrm{c}$ Cheese - 19c BACON
$==$
Hesperian Pub. Co.

## PLEASE-

[^0]
M. L. SOLOMOI

JEWELER
E. P. NELSON fire insurance Fanoor First

Phone 28


Plenty Of Time For
Hot Breaktast MAGIC CHEF GAS RANGE
"THAT RUSTY OLD ANCHOR WON'T GET YOU ANYWHERE, CAPTAIN." "NO, YOU LANDLUBBER, BUT IT MAY KEEP ME FROM DRIFTIN ON TO A REEF IN A STORM.


First National Bank
Floydada, Texas




## Palace 'Theatre

## nomatat rame

Thursday and Friday, March 31, April 1
"The Hurricane"
situary ran


Announcement To

## All <br>  <br> Owners

Complete Body, Fender ©̧̛ Painting Work semper penpmumi
 part departaent

Aubrey Martin
Holland Patton BODY \& FENDER DEPT.

BOOKKEEPER

## Bishop Motor Co.



Lakeview Eaglet


For Sale
Miscellaneous
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$\square$


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 good attendence has bern report-
it for the weck. The program
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treasure book
recipes. Just sen the Imperial Drmand
(MPPERIAI
Pure Canesucuan IN REFINERY

Cookies

Corn 15c Grape Juice 290

Dreft 240

Cheese lb. 18 C
Bacon lb. 256
Oranges doz. 156
Speedy-Jel
$25 c$
We shall be glad to help rou save money on your
grocery account.
For BETTER
Sudden Deliver
Star Cash Grocery

## Political Column



\section*{| Repr |
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| $\substack{\text { Rine } \\ \text { fita } \\ \text { S. } \\ \text { Sud } \\ \text { Distric }}$ |}

A. B. TARWATER
Jude of

KENNETH BAIN
ALTON B. Chapman
District Attorney Hoth Judic
Distwit
WIORRED P. NEWSOME
JOHN A Wi.


| District Clerki |
| :---: |
| CFO. B. MARSHALL |




Dr. Wilson Kimble Optometrist
 $\underset{\text { TELEPGONE }}{\text { FLOYDADA, }} \underset{\text { TEXAS }}{\text { The }}$

Floydada Insurance Agency
"The Agency of Service" All kinds of Insurance H. Henderson Phone 273
LITTLE BUDDY By Bruce Stuart


Hesperian Pub. Co.


Amusements PALACE theatre
Saturday Prevue Sunday, Monday Melas Dorothy Lamour
"BIG BROADCAST OF 1938" Ritz
Friday-Saturday "CATILE RAIDERS"
Sun., Mon., Tues. April 3, 4, 5
"Penitentiary"
Wed., Thursday April 6, 7
"Yout Can't Beat Love"



\section*{| Looper's |
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| . 11 |} $=.53$ $=$ 12

$=\quad .09$
$\xrightarrow{\mathrm{nam}} \$ 1.29$ mamex 05 \% 4
(9)? 25

Naw 09
边 20
32 oz Jar,


Here's Your Easter HAT saucily veiled ... flowered


Hagood's


EVERYBODY'S TALKING
Postilion hats with new chin straps! Saucy Mexican rollers, bowl bretons, and off-facers . . bewitchingly young Spring hats! Straws.
Hats that are "conversation pieces"


for Every Costume

Auto Registrations
Are Believed Greater
Than For Last Year
 Net buen antien

that mouma





Candidates Go Tonight To Starkey Box Supper; Campbell Next Thurs.
$\qquad$





$\qquad$
Better In Better
Foods SPUDS : 140
DEL MONTE
Peaches nom
white sw
 Grape Juice netatanu nead
Pink Salmon 2 for
Folgers Coffee nem nown
Soap Flakes Big Four
BROOMS Each


Winesap Apples FRESH STRAWBERRIES - MAREET
wilson's
 DIXIE STYLE
Veal Loaf in mates 10c

Oleomargarine colem nroma 14c BONELESS
Rolled Roast soteg nad remader $\quad 17 c$
STEAK Fed Beef, lb. IBc fresh channel catrish
Felton-Collins Gro. Co.

## 4PRIL 3-10 IS CLEAN-UP WEEK IN STATE OF TEXAS

| $\begin{array}{c}\text { rnor, Mayors Join } \\ \text { Ite.Wide Campaign For } \\ \text { Cleaner State }\end{array}$ | Proclamation by the Mayor |
| :---: | :---: |
| Attention Urged | $\begin{array}{c}\text { Whereas, the week of Aprill } 3 \text { to 10, has been designated by } \\ \text { Governor James } V \text {. Allred in his proclamation of February }\end{array}$ | Governor James V. Allred in his proclamation of February

26 as State Clean-Up Week; and Whereas, the Texas Fire Insurance Department and the
Texas State Health Department have agreed to co-operate Texas State Health Department have agreed to co-operate
with the city officials of Texas cities and towns in




## BIGGER and MORE LUXURIOUS <br> THAN ANY PREVIOUS FORD V•8! See how fine



BISHOP MOTOR CO.
Phone 228

## 



A True Badge of Succes.
Wherever you go-from Maine to California-from Canada

In its experience of 33 years the House of Curlee has learn-
ed how to make tailor made suits, ready to put on. Its methods of studying and tailoring are exclusive with Curlee. The newest styles, of course, plus ail the wanted fabricspoint to the Curlee label because men all. You Ame proud doing the same thing.

Wear Guaranteed by Curlee Fit Guaranteed by Us

MARTIN DRY GOODS CO.

All the World Loves a Bargain - and Here Is a Town Full of Them. Something Want to Spend. Floydada Merchants Buy Right. They Sell Right. They Take And To Inspect The Magnificent Stocks Available For Spring


First Monday
立
Arwine Drug Company
Maxwell House Cafe
'The Home Of Good Eats"
Tablets

Goa

BOOTHE DRY CLEANERS 29c

| First Monday 29C |
| :---: |
| Maxwell House <br> Cafe <br> "The Home Of <br> Good Eats" |


| Farmers Grain $\mathrm{C}_{0}$. $\text { Specials } \$ 2.60$ |
| :---: |
| Zenith Radio $\$ 35.00$ Radio Electric Co. |

Stewarts
$=65 c$
$=6$
Make It A Habit Palace Cafe

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| Wall Pa |

Per Roll
5c
Harmon's

| $\begin{aligned} & \text { Syrup } \\ & \text { PEPSIN } \\ & \text { 39mcunn } \end{aligned}$ <br> White Drug Company | HOME TOWN PRINTED BROADCLOTH Fast Color <br> 10c yd. <br> Octeber, 1937, price was 19e <br> yard. <br> PENNEYS |
| :---: | :---: |
| Triangle <br> Batteries <br> 24 Months 84.75 Exchange <br> is Months, 54.10 Exchange <br> 12 Months 82 IS Exchange 6 Menths 8290 Exchange <br> Jackson Tire Co. | CLINE <br> AUTOMOTIVE <br> REPAIR <br> SERVICE <br> COMPLETE MOTOR TUNE I <br> with Modern Equipment. <br> $\$ 2.00$ <br> First Monday Special |

L. G. Withers Cafe

Refresh Yourself With a Good
Ice Cream
Crank Case Drain Job mobmoil
pEr quart Magnolia ServiceSta. No. 1

$\$ 35.00$ Brown's Household Supply

Mixing Bowl nnesin Sc
Henderson's 5c to $\mathbf{I O C}$


##  <br> Looper's

| L. G. Withers Cafe |
| :---: |
| Ice Cream |
| Crank Case Drain Job |
| Magolis Senicestailo. 1 |

West Tevas Gas Co.

## ins All Over Towin

 e for Almost Everybody, Regardless of How Much or How Little You nity to Specially Invite You Here on First Monday to See For Your Self Purchases. Right Is Reserved To Limit All Quantities.| $\text { In } 4 \text { th }$ | $0 Y$ |
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| Cotton Hoes |  |
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|  | Sy momm \$12.25 |
| McDonald-Gilliam Hardware | Western Auto Associate Store |
| McMurray Coffee Shop "Home of Hamburgers" | $\underset{\substack{\text { W. L. FRY } \\ \text { Tailors }}}{ }$ |
| Our Aim Is To Please | 65c |



| COFFEE |
| :---: |
| roxes |
| 13c |
| Piggly-Wiggly |
| HATS |
| \$1,98 |
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| MILADIES |
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| This Ad \& 20c | Alka-Seltzer |
| Admits 2 | 391 |
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| $\frac{\text { S279 }}{\text { S279 }}$ | New Hudson |
|  | mems |
| Floydada | \$825.00 |
| Motor Co. |  |
| $\cdots$ | H. O. Cline |
|  |  |


| Lbs. | ${ }_{\substack{\text { FIRST MONDAY } \\ \text { ONTY }}}$ | crankcase |
| :---: | :---: | :---: |
| mon | ¢ | Drain Job |
|  | liateonbu | Panolene oil |
| \$1.00 | Flaty | 20c Qt. |
| Higginbotham | \$15.00 | Cash |
| Bartlett Co. | WILSON | PANHANDLE |
|  | IMBLE | Serrice Station |
|  | JR |  |
|  |  | olts |
| \$48.85 |  | 12 $2_{2}^{1}$ c 1b |
| moman ant | \$2.45 |  |
| LOUD | \% |  |
| Pontiac Co. | ( CARMACK | Wooldridge |

FIRST MONDAY ONLY 1929 Chevolote 2-Door coACH
Motor and Tires in fair condition, $\$ 59.00$ no trade - and other cars

At Sharp's Motor Service

## Always-

 It Pays To Shop In FLOYDADA| $\begin{aligned} & \text { 199.00 Buys } 1934 \\ & \text { V-8 Tudor } \\ & \text { Bishop Motor Co. } \end{aligned}$ |
| :---: |
| Armour Creameries <br>  <br> E. L. Angus, Manage ${ }_{r}$ |



| Crank Case Drain Job <br>  <br> Carter's Texaco Service St. |
| :---: |
| FIRST MONDAY OFFER WITH EACH ROOM OF WALL PAPER PURCHASED WE WHL GIVE FREE THE CEIING PAPER |
| Willson And Son Lumber Company |

## da On First Monday

Larkhey Puinists Ire hriuied in Five Team West Tes Assuriation $10 E$ Cubss...
Fiversens
iesserts






BFIAFCFF BRDS
JACKSON Produce Co. hare seart move


Ser about this lisaurane Sow and Proteet Iour Crup ant Earnings

$=-2=$ Sterley New;
$\square$
$\square$

## Palace Cafe <br> B. C. Lanier, Prop

## A Few Seconds Will Do It!




## HAIL INSURANCE

E. P. Nelson, Agency

Now Open
New Location
THE PALACE CAFE



 We feel that we will be atir we give a mare effic-
 TOEAT AT THEPALACECAFE
"BETTTER FOODS"



WHAT
WHP
WHPEIS?
WHAT

G. C. TUBBS


Do You Lose Everything

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Now Is The Time to Act
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III

## Public Sale

\section*{| Sundas Scinual |
| :---: |
| Lensun |} St the WI. F. Long farm 22 , miles west of Floydada on the Sand $H$ iF Poat. I have sold my farm and will sell on-

## Thurs., April 7

ieecinning promptly at $10: 30 \mathrm{a} . \mathrm{m}$. the following described propett
vaza $\operatorname{trax}$
$\qquad$
$\qquad$
FARMING IMPI

Dirrewsertion harrew:
F. \& Q. Rew Bin
Farm Wagen;

HOUSEHOLD G
Goad S-Burner Oil Steve;
Bedroom Suite:
Rechers;
1 Lat Canned Goods and Emp

## Free Lunch on Ground

TERMS OF SALE: CASH

# Mrs.W.F.Long OWNER <br> Seaie \& MeIDonald, A uctioneers 

If you have anything you want to put in this sale bring it al


[^0]:    The dealers whose messages you read in The Hesperian are greatly pleased
    when they find you have read their advertisements with interest. And you can confer a favor on us if you'll say "I read it in The Hesperian."

