## The Floyd County Hesperian

## ISTRICT P. T. CONGRESS OPENS FRIDAY MORNING

 In Floyd County

Pioneers Executives Meet, Lay Plans for Observance Of Floyd County Birthday

Twenty-Five County Area


Represented

BoartMeet Held Monday Night At FHS


## MAHKEIN

1937 Consevation Checks to Farmers Put In Appearance

|  |
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## Jackson Tire Co.

## Federal Tires and Tubes

## Mileage <br> Merchants



They Will Appreciate Your Patronage.

## Lockney

Jocamen Tiec ca

Dougherty


## Sterley

## Barwise

Callahan Grocery

## McCoy

Robt. E. Smith

## Triangle Garage <br> mileage merchants

 Auto parts and Accessories All Work Guaranteed
## Bishop

Motor Co.
CONOCO PRODUCTS Ford Sales and Service J. B. BISHOP


Your winoshielo
cleaneo br_--
your radiator

That Late one is alf filled in for you because the only
Ot PLATING your engine is Your Milage Merthant.
tongine is Your Mileage Merchant
comparison with hay he does them b
patented Conow

## for long strecthos, this rhish PLED. Though you part

## Or when your ar hustes how an implated OIT. PLA fying of to get bumed right up? That's where Oll. PLAT

## Cronoco germ PRocrssED OLI <br> Daily's <br> CONOCO Station

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## The People's Forum

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such cases?
Personally I think it is a cowardly
trick on the part of the State of

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## * Caster Values

 Smart Accessories Make Smart New Dresses

EASTER
FABRICS

## Eastar Coa SALE

Starting Friday all Printzess
other Ladies' Spring Coats go at reduction of-

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\text { - } 33_{3}^{1 \%} \%
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EXTRA SPECIAL
N

HOPSACKING

PRINTED BATISTE
 SPECIAL 5 Yards
 CRETONNE

40 In. DOMESTIC

5 Yards, Rayon Undies for Only, "Foundettes"
Cool As Ocean Breezes
with change your foundation garment with the season and be comfortable!
These New Power-Tissue-Weight foum These New Power-Tissue-Weight founLettes of "Lastex" by Munsingwear are
Lrght a Feather but offer the control of heavier garments offer the con-
eral times as ming several times as much. They give you slim. with coolness and come warm

Panties: $\mathbf{9 8} \mathrm{c}$ to $\mathbf{5 3 . 5 0}$ Full-Lengths $\$ 1.95$ to $\mathbf{\$ 5}$ Girdles: $\quad \mathbf{9 8 c}$ to $\mathbf{\$ 6 . 9 0}$

Easter Hats


No Easter is complete without a New
Hat. Graceful New Designs with a Soft Blend of Color in Snaps or Hom $\$ 2.95$ to $\$ 7.50$

EASTER
 styles sets, Tans, Black, Braw
and Combinations.


Materials: eather, Calfskin


Martin Dry Goods Co.
WELCOME: P-T Delegates. This store
sends you a special invitation to visit us.
Rayon
SPECIAL
For
EASTER

Lazzeri Now Full-Fledged Brain-Truster; Armour, Macfarlane Differ on Galleries



Heroes Of The Alamo Due This Week End At Floydada Theatres


Dairy Show Prize List April 19-23 Is $\$ 3,000$


Plainview bu
ada Monday.
Brashear





Tornado Wrecks-Graphically illustrating the Bibical prophecy, 'One shall be taken and the
others left." is this scene from the tomado-swept town of Columbus, Kan, showing how others left," is this scene from the tornadi-swept town of Columbus, Kan., showing how
a quirk of the twister completely demolished the house in the center foreground, while
leaving almost untouched the homes around it. Seven of Columbus' 3500 population were killed, almost 100 injured, and 50 buildings destroyed. At the same time spring tornaes in four other states were taking a toll of other lives and going on a spree of house-
recking and personal assault that put hundreds in hospitals.

PLEASE-
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 fator on us if you'll say "I read it in The Hesperian."

WILL YOU?

Bishop's Pharmacy Adds More Fountain Space For Customent

## $2=5$



Girls, Why Go Straight



## T. Z. Reed New Mayor Of Lockney



School To Be Dismissed Wheat As Cover Crop For PTA Convention May Be Designated And Dist. Meet, Lubbock Up To April Fifteenth


Coming events cast their shadow before...that means you'll want new Easter clothes, smart spring clothes! Don't dig
deep into your pockets. Simply take advantage of our prices for the thrifty! Stocks are fresh, styles up-to-the-minute.
Merchandise selected to more-than-satisfy the needs of Mother, Dad, Sister, Brother-on down to the tiny tot! So come in today
ampbell Date Tonight
For Candidates; And Starkey Friday Night
$\qquad$



. Greer Remembers hen The Farmers Had Too Much Machinery




Visitors to Floydada for the

Tenth Conference Congress of Parents and Teachers 14th District

It is Our Hope your stay in Floydada will be profitable and pleasant

West Tevars gias Cob.

MR. WATTS-HIS-NAME Says...

## (theres nothing 'just as good' as Electric COOKERY---and Certainly 'there's nothing better:'

 room.... Think of the convenience and the freedom that only automatic electric cooking can give. ... Fancy those fancy steaks and roasts that melt into compliments.... Day dreams? A thousand times nol... these are actual reasons why
'there is nothing better' than electric cookery. "BUT your biggest surprise of all is the low cost of operation and the extra low easy terms. Drop by our office and let me tell you more about the new
Retail Merchants Assn.,


Texas-New Hexico Utilities Compay

Parents And Teachers Alike Are Agreed On The Relation Of

## Good Lighting

To Scholastic Achievement

| We Welcome P. T. A. Visitors To |
| :---: |
| Floydada For Their Two-Day |
| Conference |

> Texas-New Mexico Utilities Company


10
 . SUPERFEX

BROWN'S HOUSEHOLD SUPPLY,
Floydads. Texas
I am interested in the New Superfex Refrigerator.
Please send fall information.
Name
Address

Brown's Household Supply

## Ritz Theatre

Floydada, Texas
Sun., Mon., Tues, April 10, 11, 12 The Rebirth of Texas

## "Heroes of the Alamo"

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A Picture Every True Texan should see. Admission $\mathbf{1 0 - 2 0 c}$

## .-Coming.-

RITZ THEATRE, Friday, April 15 one day only
A Picture for Broadminded Adults
"Sins of Passion"

Aftersooe
WOMEN ONLY $1 / 1$ MEN ONLY No One Under 15 Admitted Admission 25c


Hesperian Want Ads Will Bring Results

## HeW' CNSTOMER WEIKK

EnHA


Have you ever tried the Piggly Wiggly woy of thoo ping? Do so this week. Low prices. High qualith

## Sugar 푼.. 52c

Marshmallows ${ }^{1 \text { atm }}$
Fig Bars or Ginger Snaps

 Grape JAM, Ma Brown's, 4 lb . Jar 45c PEACHES 39c Salad Dressing ${ }^{\text {tech }}$ | Vienna SAUSAGE, Bell, Can, $\quad 5 \mathrm{~S}$ |
| :--- |
| PICKIES, 25 of Jar. Delta |
| $121 . \mathrm{c}$ |

 48 lbs. $\$ 1.59$ 24 lbs. 850 SPUDS $\quad 14 \mathrm{c}$ Grapefruit nice, large size, 2 for $\mathbf{5 c}$ CARROTS, Nice Large Bunch,
Green BEANS, Extra nice Lb
PLENTY FRESH STRAWBERRIES SQUASH, Small and Tender, lb., 5 c


Bacon, Mach. Sliced, Sugar cure lb. 19 c ROAST, Choice cuts, Beef, lb., 15 C Hot barbecue, fresh lamb, fryers, hens HAM, center cuts Tenderized lb., 32 c
Oleo 122c Fisish
Bishop's Pharmacy

## OCKNE Y. SCORES UP-SET VICTORY IN LEAGUE MEET

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LHS Wins Essay





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| PUBLISHED EVERY THURSDAY BY The Hesperian Publishing Company |  |
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| SAFETY HINT OF THE DAY It is not how close but how far you can get from a passing car. <br> relying upon self-diagnosis is a bad gamble with ill health, Dr. Cox, of the State Health Department, recently said. Says he of the doctor: <br> "When his abilities are more generally given an opportunity to be applied early. when his advice on living habits is sought. and when he is considered as the only person illness, then, and then only, will the present |
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| As A Farm |
| :---: |
| Woman Thinks |


| WASHINGTON LETTER |  |
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| FLOYD COUNTY |
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Uncle Sam Protects Alaska Salmon




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|  | Rankin To Make Audit For Floyd Next Year |
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## Sh-h-h-h!

 Keep it Quiet
## LikE Moner in the GSoun 2

"Daddy wanted us to have a safe car so he bought a CHEVROLET because it has PERFECTED HYDRAULIC BRAKES!" | and |
| :--- | :--- | :--- | :--- |

 Franco's armies sweeping through Hoover Home
NEW YORK Herbert Hoover PAMPA - A $\overline{15-y e a r-o l d ~ P a m p a ~}$
youth was shot down and Pampa
office youth was shot down and Pampa
officers are searching for his com-
panion who escaped when an expanion who escaped when an ex
portion plot was nipped in the bued
tate Saturday night near Harvester late Saturday night near Harvester
Stadium, north of the city limits. pean trip with tales of "a rumbend
war machine. He recommended
that that the "United States remain ab-
solutely independent of political ac-


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Here's Real
Threshing Efficiency
-In a Low-Priced 6Frn Low-Priced ${ }^{6}$ -
Foot McCormickDeering Combine
Out of International Harvest-
rrs long experience wwith com-
bines comex
that is a six-fot machine
teal combine in every


There are a lot of farmers
around here who need a com--
bine to cut and threch all of
their smatl grains, ete. We
cir small grains, etc. We
or glad we can supply one
hat will give you the conven-
hice and economy of a small. ence and economy of a smalt,
low-price combine without
sacrifice of threshing efficien-

The purchase of a combine is
an important matter on any tarm. Before yater one any
take that
step be sure to see this New
International Harvester Qual.

## Internatione ity product.

We'll gladty tell you all about the Mecormick-Deering No. So
Harvoster-Trushere and show
you how you can buy it on the

Martin \& Co. ULL LINE McCormick
DEERNE DEAIKRS

WHAT YOU WANT Classified FOR EASY REFERENCE


For Sale


Hesperian Pub. Co.

Wanted

$\qquad$



## Useai Cars

\$250







# THE HESDERETIE 

Volume 9


## 

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Home Ec Club



Fine Watch and Jewelry REPAIRIN
M. L. SOLOMON JEWELER At Radio Electric co


Golfer's Itch

## Constipated?

ADIEREICA
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## Floydada Insurance

 AgencyThe Agency of Service All kinds of Insurance
Room 216 Readhimer Bldg.
W. H. Henderson Phone 273

## A Few Seconds Will Do It!

 been totally or partially destroyed... . leaving you little or nothing to show for a Protect Yourself from TOTAL or PARTIAL LOSS with -

## HAIL INSURANCE


E. P. Nelson, Agency

## JOHN DEERE <br> Na. 17 Cambine



For Large Acreages and Custom Work
out clean as a whistle-that's the performance of the big-eapacity
John Deere No. 17 Combine-the combine for all small grains, soy beans, and other seed crops. Complete threshing
even under stubborn conditions by $30-\mathrm{inch}, 145$-tooth cylinder, concaves and finger grates. Light, balanced draft. Three-wheel-in-line construc
tion. Dependable and easy to control Low upkeep costs. High, roomy platform. Dependable motor. 65-bushel
grain tank empties in one minute grain tank empties in one minute.
12- or 16 -foot sizes.

LOCKNEY IMPLEMENT COMPANY
STANSELL-COLLINS COMPANY

## UOHM DEEEE QUAUITKAMJEEMENTS NO SERVICE

## Hesperian Want Ads Will Bring Results



## The First National Bank

of FLOYDADA

Is glad to join in Welcoming Parents and Teachers of the Tenth District to Floydada. We hope your stay in our city will be both pleasant and profitable.

You Are Invited To Make Use of The Facilities of This Bank During Your Stay Here-


## Amusements

PALACE theatre Saturday Prevue Sunday, Monday
"Bluebeard's sth Wife"

## Ritz

Friday-Saturday 'Hittin' The Trail Sun., Mon., Tues. April 10-11-12
"Heroes of the Alamo
Wed., Thursday April 13-14
"Benind The Headlines"



Mrs, probasco leads


First Of April Food - Specials *

SUGAR $=\sim$ 49c
Shortcake Peaches ancol 28 c Seedless Grapes 19c

Tomato Juice 150
Korn Flakes
WHEATIES :-m 25
PRUNES $\quad 15 \mathrm{c}$
Earson
KETCHUP $9 c$
ORANGES $=15 c$
sucmo - MARKET-
BACON $=-23 \mathrm{c}$
CHEESE raco 19 c

SAUSAGE $=19 \mathrm{c}$
STEAK = = min 18c
LTARD $=-\quad 12 \mathrm{c}$ Fresh Channel Catfish

Felton-Collins Cro. Co.


LOCAL BAPTISTS TO ATTEND
DISTRICT NINE HOLEN
PARTY AT PLANVIEH



DR. KIMBLE EETCRNS RRON
OPTOMETEICAL CONEETI
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EASTER HEADLINERS
98 c to ${ }^{\$ 2} 2^{49}$
New Wider Brims! Sailor Bowl Bretons! Piliboxes!
retons, hin-strat har a song! Young bretons, chin-strap charmers, sailors, brim-
med flatterers, off-faces . . hat headliners for every costume! Straws, felts, Flowersee these hats today?

NEW ARRIVALS IN EASTER DRESSES:
NEW ARRIVAIS IN PIECE GOODS:
MeCALL'S PATTERNS
Hagood's

