# The Floyd County Hesperian 

## om'rs Make Plea or Market Roads




Dallasites Will 3 Exploration Parade Florddada Crews Working Sts. April 24 in Floyd County

## City Awards Water, Sewer Construction Job Tuesday <br> VFW Announces Teeh Husbandry

Asks Completion Red Cross Fund Goal Next Week

No Time Lost On Road Job

Speech Dept. Play Tomorrow Night

Mrs. Lyles' Death Marks Passing of Another Pioneer

Jaycees Meet Monday Night
Octogenarian Dies During Visit Here


Car Registration Still Below 1,000 et at Legion Hall Friday Night

$\qquad$

Plans to Build; Professor Will To Raise Funds Judge Boys Show



 - $\mathrm{z}=$ Exew $==$

|  | Farm Bureau |
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|  | Hears W |
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|  | Bill |
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Clayton Preaches at Baptist Church

Name Gresham League Leader In Soft Ball


## EDITORIALS

WHO OWNS THE WATER？
The theory that the underground water
which is in streams that flow beneath a
Mable the lay mind thinks． $\begin{aligned} & \text { The way it works now the water that } \\ & \text { rushes down the Brazos in wet spells washes }\end{aligned}$
whins fand亲名。 owns the
a public
mine the教

## INSURANCE

Extended Cove
Surety Bonds
923 to 194
E．P．NELEON AGENCY
FARM \＆RANCH LOANS
4 Per Cent Interest
R．O．SILVERTHORNE

## CHRISTOVAL SANITARILM <br> On Main Street Located in Christoval，health and recreation resort，on the beautiful Concho River！ <br>  <br> C．E．Darty，Mognetic Masseur．formerly ossociated with the Milling Sanitarim  meols．We give the some type of treatment os given ot Clen Rose，Texos． <br> ＂Stubborn Chronic Cases A Specialty＂

CONSTIPATION BAD COLDS

## Take CALOTABS




Write or call for reservations．．．Write us for free literature
Examination and Consultation Free！


It resists＂the irresistible＂．．．and OIL－PLATES your engine！
the destructive powir of a hurricane seems irresistible，yet within the greater power lecular attraction ．．．binds par－ ticles of living matter into a struc－ ture that resists＂the irresistible＂＂

WHEN YOU CHANGE FOR SPRING to Con－ co $\mathrm{N}^{\text {th }}$ motor oil，the same basic force of molecular attraction swiftly bonds molecules of a special added ingredient to molecules of metal ．．．attaching lubricant to metal so closely that cylinder walls

NOW．．．make a date to OILPLATE！

When you buy a Pon
deliberately designed
certain type of value．
First of all，it is designed to give you fine per－ hrill every time you take the whill give you a to the engine，to the car＇s roominess and comfort，to its roadability and handling ease． Yet－Pontiac is also designed to give you Yet－Pontiac is also designed to give you

In short，Pontiac is designed tong，long time． In short，Pontiac is designed to give complete
satisfaction－at extremely low cost． This is aluays true of Pontisc So regardess of when you expect ot get your next car－make
it a Pontiac．fi＇s a wonderful value．

THE SOONER YOU PLACE YOUR ORDER for a new Pontiac，the earlice you wrill get it．So
place your order now for future delieen． lace your order now for future delivern．
 sasurr－Distinctive Silver Streak Styling • New Flow Lubrication－Permanent，Highly Efficient
massive front end design． massive front end design．
comoory－Big，rome Body by Fisher．Famous Oil Cleaner．
Triple－Cowour－Scotch－Mist Quick Warm－Up Mani－



COMPLETE SERVICE

WHOLESALE OILS GAS，LUBRICANTS

## A Farm

 oman Thinks
## 1. L. Solomon Jeweler A. \& P. WATCH South Main Street South Main Street Floydada, Texas <br> <br> Any price is too <br> <br> Any price is too high if it can be high if it can be reduced

 reduced}
## International Harvester

announces ${ }^{5} 20,000,000$ price reductions


#### Abstract

We believe there is nothing more important to this country than to lower the prices of the goods that people buy. The American people have insisted that the government withdraw from its attempts to control prices in peacetime.' That places the responsibility where it belongs - in the hands of business and industry. Not all business can of business and industry. Not all business can reduce prices now. Not all can reduce by the reduce prices now. Not all can reduce by the same amount. Our company has felt a duty to act as promptly as possible. In our case, the busipromptly as possible. In our case, the business outlook now makes it possible to move toward the goal of lower prices. The only way toward the goal of lower prices. The only way out of the vicious circle of higher and higher out of the vicious circle of prices is to break through. prices is to break through. We have taken this step not because of present competitive conditions nor because of a drop in demand from customers. We have taken it because of our belief that AN Y PRICE IS TOO HIGH IF IT CAN BE REDUCED. These reductions, which will save the users of our products approximately $\$ 20,000,000$ a year, will become effective before April 1, and will apply to a selected list of tractor, farm machine, motor truck, and industrial power mate products. Since we lose money on a few of our products, and barely break even on some others, these reductions will not apply to our entire line. Reductions will be made indi- vidually on products. Some will be cut more vidually on products. Some will be cut more than others. Exact details will be announced as soon as poesible. Our ability to maintain this lower level of pricess will depend in part on what happens to the prices and flow of materials that we buy from others. Because we believe price reduc- tion is vital, we are willing to azume the risks tion is vital, we are willing to assume the risks


International

These benefits to customers will depend too, on uninterrupted production at reason able wage levels. This is not a program that can be carried out if it is hampered by strike
or work stoppages. or work stoppages.
Our employes
Our employes have had substantial in-
creases in pay, and wage questions are curcreases in pay, and wage questions are cur-
rently being discussed with many of the union with which we deal. Stockholders have recently had an increase in dividend rate. Having considered the interests of these two groups, we are now making these price redactions for
the benefit of the third group-our customers. Busines, to our way of thinking, has í so Business, to our way of thinking, has a so-
cial as well as an economic responsibility. This cial as well has an economic responsibiuty. Thi
company has long followed the policy of operating in the interests of throe groups-its customers, its employes and its stockholders. The duty of the management is to see that
equal justice is done as between the three equal justice is done as between the three
groups.
This price reduction program is another
This price reduction program is a
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FLOYDADA LIONS CLUB Presents Stamps All-Star Quartet Monday, March 31
HIGH SCHOOL AUDITORIUM
Admission: Adults 50c; Children 25c Public Cordially Invited

Third Time Is the Charm Col. Hopes Announcements

## Elliott \& Waldron

## Abstract Companies

FLOYDADA, TEXAS

In announcing the purchase of the Floyd County Abstract Company from its founder, Mr. R. C. Scott, we do so with pleasure. And we will add our wide knowledge of good, conscientious abstract work to the many days and years of a painstaking effort which Mr. Scott and his efficient aids have built into the business.

## Floyd County Abstract Company

Has stood for good abstract work in Floyd County for more than a quarter of a century. To the many who have found it a dependable source for obtaining title work we invite you to continue with us. Mr. Scott's old friends will find us anxious to continue to serve you.

We seek the good will and patronage of new friends, too, and will do our utmost to make the name Floyd County Abstract Company stand for the best in title research and abstract making.

## Ellioft \& Waldron Abstract Companies

[^0]
## JiST OUT For Easter



Handsome suits in fascinating fabric textures that lend themselves perfectly to superb tailoring. Your new suit by PRINTZESS will be a wardrobe treasure of lasting beauty. Exclusive with us. Sizes 10-20.


Spring silhouette news handsome full length cont ady-like princess style belted type princess style. a man tailor a casual this Spring ! Choose from important er. Sizes $10-20$, a man tailored top- flared back, free 'n easy belted, Clas

## $\mathbf{\$ 2 9 . 7 5}$ thru $\mathbf{\$ 4 5 . 0 0}$

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Refrigerator Care Lengthens Serviceability

## LIVESTOCK

owners

## Consumers

Fuel Ass'n
Phone No. 122
RLOYDADA, TEXAS

Side Lights From Washington


## HAIL INSURANCE! <br> YES NOW - AND BE READY!!!

Panhandle Mutual Hail Association




 nos-so don't tet em kid you about us being smail?
The time is about here when it won't be good busiuess for "OLD LINE"
agents to advertise that they represent only "Stock Companies" and send part of your money to money lending "Stock Holders" in this or any othar
State! Neither will they advertise "Utmost" protection when they have $\$ 50$ and 8100 deductible clausers and $10 \%$ deductible clauses in their poliLast year along with hundreds of other farmers, we paid D.S. Battey
his hail loss in full to his satisfaction. Last week Mr. Battey said. -.Ed Tm going to insurre my wheat with you again this year. No use to wait. When
you are ready, come to see em Imm glad to say we CAN write you boys HAIL insurance that live
Southeast of Floydada-cear throush Crosby county hails more- you raise more wheat-our rates are higher too-but we will
write your insurance this year We will fill out your application here at the FARM anytime-day or
night-our office never closes. Or send me a card to Floydada or Lockney or care of KVOP and I will come to your farm.
Wheat is fine-the price is high-don't wait until the HAIL season
starts! It cost no more to start now. In case of known crop failure, FREF cancellation of your policy is allowed prior to May 10th. Some of you will full head before adjustment is made. We will adjust and allow losses as low as $5 \%$. All losses that equal or exceed $90 \%$ will be allowed as $100 \%$

We need hail insurance protection-many of us MUST carry it to pro-
tect our creditors-but you don't build better homes here by sending your insurance money out of TEXAS.

## Ed Holmes

[^1]


Get Your Baby Chicks Off to a GOOD START P. G. C. Chick Starter This suality starting ane guairy ingredients suppying alleex

The firat 6 to 8 wekeka a baby chick conamem on
Producers Co-op Elevator Phone 36

##  New 947 Mopels EGARDDOS

 without stirring from your chair with this fine instrument. Handsomely styled radio-phonograph, beautifully fnished 51104.50

MODEL 106
ADIO-NUTOMATIC PHONO 50 WEEKLY


Liberal Allowance on Your Old Radio

## WHITE GUTD STORE

117 West California St.

HE HESPERETTE EDITORIAL Freshmen Have Freshman Class
 And Fun-2 Hours


Junior-Senior Banquet Date Is April 26

G. C. TUBBS
nsurance agency ${ }_{\substack{6 \\ \text { Phone } \\ \text { Pishop R1d } \\ \hline}}$

Dr. H. W. Guthrie general practice

Freshmen Present Their President

Dentistry Floydada Hospital | $\substack{\text { Office hours } 8.3 \mathrm{an} \text { a. m. } \\ \text { to } 5 \mathrm{p} . \mathrm{m} .}$ |
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| FOR SALE |
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| lot in Southast floyd |
| OHN HOLLUMS |


"YEAH, SHE REALLY GETS UP AND GOES SINCE DANIEL AUTOMOTIVE

## WASHO, . 31



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| PruNES |


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| ESERVES, Starr, $1 \mathrm{lb} .$, | $\mathbf{3 1 c}$ |
| L-BRAN, Kellogg, 16 oz, | $\mathbf{1 8 c}$ |

ANS with BACON, Otoe, No. 12 for 25 c


Demonstration
Clubs Are Active,
Reporis Indicate

## All TYPES RADIATORS

Cleaned, Repaired, Recored
Weaver Front End Service
Wheel Balancing-General Repair All Work Guaranteed

## C. T. MURRAY

at Plains Equipment Building
313 South Wall - Phone 356

## EXIDE BATTERIES \$14.75 Exchange <br> mobilgas and oil <br> TIRES <br> Unexeelled Automotive Service on a Workguaranteed basis. <br> SPARKS \& ALEXANDER

East Houston St., Highway 70


There is NO Shortage of Quality

Although building materials have been short, there is no shortage of quality when you buy four supples from us.
Whether you build or remodel this spring your house needs the very best.
We specialize in products that save you
We also carry a good line of many household
and hardware articles.
Higginbotham-Bartlett Co.
CLARENCE GOINS, Manager

## LEARN TO FLY

A SOLO COURSE ONLY

## \$50 Formerly $\$ 60$

Pleasure rides In the New 4 Place Piper Cruiser \$1.50 Per Person
FLOYDADA AIRPORT

WHOLESALE ANHANDLE PRODUCTS

## Take aTiva

A guy who has traded at Hudson's is in the know about the food values that are d can afford to pay.

| Hue Bonet |  | Red |  |
| :---: | :---: | :---: | :---: |
| Salad Dressing, | . 17 | Potatoes, |  |
|  | 41 |  |  |

Spears Auto Supply General Repair First Door North Post Office Zarmers!
Ranchers!
Investigate NEW
BIIER DIFFERENT


Stansell-Collins Company

POSSUM FLATS . . . GLADIOLA GET-TOGETHER



10
EVERYONE WHO VISITS OUR NURSERY YARD this week

PARK FLORIST
flopdada, Texas


## dit Mot EVERGREENS



ROSES 49

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| SHRUBS |
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PARK FLORIST
Floydada, Texas ready for the next call-your call-anybody's call! soon as they possibly can.


One of the first things a new telephone operator learns is to be always
Operators have a lot of calls to handle nowadays. There are more telephones in use than ever before and calling is at an all-time high. The switchboard at times is literally ablaze with lights-each one calling for "Number, please?" and each one getting a "Number, please?" as quickly as skilled and courteous operators can manage. If your call is not answered at once, you'll know that nimble fingers will reach it as

As soon as much-needed new equipment can be obtained and installed,
we'll be ready to handle your calls quicker and better than ever before.
SOUTHWESTERN BELL TELEPHONE COMPANY

For the Easter Parade
"Mumm, wonderful!" You'll say when you see our
lovely articles of feminine apparel.

New Spring Dresses in Navy Blue and Black
$\$ 15.98$ to $\$ 24.98$


See our beautiful assortment of Easter Hats, Bags and

## Accessories

Spring's Favorite Charmer!
In the latest styles and
Hagood's Department Store Standard Brands

Priced Right
\$29.90 to $\mathbf{\$ 3 9 . 9 0}$
Ward School Honor por harmin orade catherine Buamne
Roll For 6 Weeks

## Looper-Fenner

Your Friendly Food Store

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| WASHO | . 31 |
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| COFF | . 43 |
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| Plume Preares |  |
| Marco | Sat Bot |
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Everyday Food Treats

ege mash specal price
BERRY
Produce \& Feed
We Deliver Phone 74

WEEK-END
SPECIALS

| SPAM, Can, | $48^{\text {c }}$ |
| :---: | :---: |
| TEA, 1/4 lb. Lipton's, |  |
| Cake Flour, $32^{\text {c }}$Swan's Down. |  |
| Crystal White <br> Laundry Soap, Bar, $\qquad$ |  |
| SOAP, <br> Bar, | c |
| Clabber Girl, 19 c25-0z. Can, |  |
| Baby Food, $3 \text { Cans, }$ | c |

PUDDING, $\quad 7 c$
Pkg...
Snowdrift, \$1.43
Men's Work
GLOVES,

| Furniture |
| :--- |
| POLISH, |
| Qt. |

SALT, $\quad 55^{c}$
Hull \& McBrien
Phone 292

## Swimming Pool Permit Issued

## T. N. M. \& O. COACHES

Schedules Effective February 1, 1946 In effect now make your travel in Air-conditioned East Bound

Leave Floydada 9:10 a.m., $2: 05 \mathrm{p} . \mathrm{m} .$, and $8: 30 \mathrm{p}$. m making direct connections is City, Dallas and all points east; West Bound
Leaving Floydada 7:50 p. m., $10 \mathrm{a} . \mathrm{m}$. , and $4 \mathrm{p} . \mathrm{m}$
making direct connections at Lubbock for all point North, West and South. Floydada to Plainview 9:45 p. m.
Northeast Bound 2:20 p. m. To silverton, Quitaque, Memphis, Chilirem A. J. Cline, Agent

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## EGGS! EGGS!

Fairview News
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[^0]:    Same location as before Office in First National Bank Building Telephone 247

[^1]:    (Still selling Farmers Union Fire Insurance-and LUMBER)

