# I FASTER GREETINGS 4 One Of Floydada's ldest Institutions <br> <br> The Floyd County Hesperian 

 <br> <br> The Floyd County Hesperian}

## rmers And Business Men Study Soil Conservation, Terracin

Breeders Will Contest For Co. 1 Honors At Plvw.

## Cold Waves Thursday and Monday

 Bring Low Temperature Readings Damage Fruit, Small Grain CropTen Above Zero March Record For 25 Years

Dr. W. H. Alexander Succumbs To Ailment Of Heart On Tuesday

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Live At Home' Is
Subject For Mecting
Saturday Afternoo


Demonstration Tod At A. A. Tubbs F音
ay School Lesson reaches humility ermational Uniform Sun-
Hesson for Aroil 5. Juses.
Humility. Luke $14: 7-14 ;$

GEORGE WASHINGTON'S TRAVELS 3 By James W. Brooks

Painful Condition

| 万 ard by the crumbling homes of Yesteryear still runs the old "King's Highway" - the road of Washington's -ly youth. Today it is Virginia State Route 37. As this sene was sketched on a gray November day, the tinkle of cowbells could be heard from back in the woods --a peaceful prelude to the stirring scenes that lie ahead. |
| :---: |

 Williams to take up the study of surveying. Next, in Marye
School which stood on the site now occupied by the First
 praceice of "Rules of Civilt"" - minor incidents, perhaps,
watch for their unfolding later in the Washinstoo mind.


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## mad



## ail Hail Hail

This is the season of the year when we expect Hailstorms at any time. If ou expect to protect your growing erops against this hazard we would like have the opportunity to take care of our strongest Stock Insurance Companes in existence who write this coverage ind can give you as good service as can se had. We will appreciate your inuiries and assure you that your busieive our very careful attention.
Also if you do not carry Tornado and Hail Insurance on your buildings, it will surprise you how cheaply you can protect yourself against this to you the rates and protection furnished against Tornado and Hailstorm damage.

## Floydada Insurance Agency

Phone 273
W. H. Henderson
g
School Board Again
Hooks Up With Gas
Mains For Heating
$\qquad$


## Municipal Rate, Pool Reading In Effect For School Lighting <br>  the past, severel days daughter, Mrs. Homer steen. Miss Jean Ayres spent the week of sarts, Mr. and Mrs. J. end with Miss Lucille Mitchell, of wer mene acompanied by McDonald of Lubbock. Plainview. <br> M. D. Jones and Jesse Seale of W. H. Hughes with th, the Seale \& Jones Dry Goods Com- tified Cottonseed Assc 



## eewhen I sayy

"Howaly neighloor?’?
. . . . II meann it ${ }^{9}$

## - "My neighbor and I both take ou butterfat, eggs and poultry to the neares

 Swift \& Company produce plant and get spot much we raise, Swift \& Company takes it at thegoing market price as fast as we can deliver "Swift \& Company employes give me th' same treatment as they do my neighbor. produce to the Swift \& Company plants. "It makes a smooth-running, cooperative system which works for the best interests
of producer, manufacturer and consumer Because:
"1. The producer (that's me) doesn't have to worry about local gluts or shortages. He demand he always bets his money.
"2. The manufacturer (that's Swift \& Company) has a tremendous source of supply - getting the best that's produced.
Swift also has a great distributive system that supplies retailers all over the country " 3 . The consumer (that's you) gets the finest quality foods, in a fresh and sanitary con-
dition, much of it grown and prepare righ here in your own home town by yol own home folk.'

## FIREMEN'S AIR CIRCUS

At Floydada, Saturelay and Sunday, April 4-5


For the Coupon to be dropped Sunday afternoon from the stunt plane entitling holder to Free Sitting for One Free Photograph, size $5 \times$ 7 , worth $\$ 15$ dozen.

Look for the WHITE ENVELOPE

## Roy Holmes Studio

"Photographs Live Forever"
Floydada, Texas


YOU'LL REEL WITH LAUGHTER
When You See
BUSTER KEATON

## In

"Parlor, Bedroom and Bath"

The Funniest Picture Ever Filmed It's A Scream from Start to Finish

## Palace Theatre

Sunday, Monday and Tuesday
April 5th, 6th and 7th
Also Fox News, Voice of Vodvil and Talk Comedy.
FLOYDADA, TEXAS


## EAT

WITH US.
Special Dinner Saturday and Sunday Short Orders At All Times. YOU'RE ALWAYS WELCOME"

## The Home Cafe <br> Floydada's Newest Cafe-Modern in Every Respect W. CURLEY STEPHENS, Mgr. <br> West California Street Floydada, Texas

# Del Rue Caie 



Floydada's Most Popular Eating Place "The Home of Chess Pies" FLOYDADA, TEXAS

## BIG AIR CIRCUS

NEXT
SATURDAY and SUNDAY Presented By
FLOYDADA VOLUNTEER FIRE DEPARTMENT

## 2 Big Days

PARACHUTE JUMPING, WING WALKING,
STUNT FLYING AND AIR RACES
Featuring
Percy Miller, one-legged wing walker and parachute jumper extraordinary.

## Also

Don Diegel, former Curtiss-Wright stunt pilot, in an exhibition of upside down flying, rolls, loops, tailspins and Immelman turns.

## Don't Miss It

Adults 15
Admisision

## At

Massie's Pasture $1 / 2$ mile west of City. Passenger flights each day in Big Six-Passenger Cabin Ship at 1c per lb. Pay what you weigh.

Government Licensed Planes and Pilots.

## Above Them All

Try a spin in a New Ford for a real thrill. Vacation time is coming-a Ford will take you on that trip and bring you back-you can always depend on a FORD

## Barker Bros.

Ford Sales and Service
Phone 133

"AIRPLANE ROAD SERVICE"
Got a flat? We've got the fastest tire ambulance in Floyd County, and we use Steam Vulcanizing-it stays put!
Drive around and fill up with Drive around and fill up with That Good Gulf Gasoline and We We Honor Gulf Courtesy Cards-Be sure and bring them with you.

\section*{| WHEE! |
| :--- |
| Genuine Blue Pen- |
| nant Tube will be | GULLION'S} nant Tube will be ped from stunt plane Sunday afternoon. Watch for it -it's free to the one who "captures" Super Service Federal Tires, Philco Batterie TELEPHONE 83

S. E. Corner of Square


## Texaco Aviation Gasoline and Oils

Circus
The 48 Curtiss Airports in the U. S. Use Texaco Products Exclusively.

Airplanes must have the best fuel available-that's why Texaco rules favorite with the aviators.

## Use The Best-Use Texaco

Fill your car with Texaco Gasoline and that new Crack-Proof Motor Oil-"Drain, Fill and Listen

COME TO SEE US WHEN IN FLOYDADA

## Texas Service Station

 Geo. B. McAllister, AgentNortheast Corner Square Floydada, Texas


## Free Free Free

Genuine $\$ 5$ Conklin Fountain Pen will be dropped from the stunt plane at the Air Circus Sunday afternoon. It will be a free gift from us to the person recovering this fine pen.

Watch For It!
Quick Curb Service. Drive up-we'll "dive" out and rush the order. . . . flying service-that's us.
Phone 202
Conklin Fountain Pens
byd Co. Hesperian
 A HELPFUL ORGANIZATION
One of the great values of
Chamen of Cormerco organizati
is that the organizaion is moh
enough to handie emergencies. For the past several months,
has been or large numbor oh
out of work and many of them not been or the chamber of com-
merce the situation might have been merce the situation might have beon-
much worse than it has been. Ffry
tast summer the chamber offered
 heipeate them tind mokse elesewhere that
to get by until along in the minet.
ber a in the eariy part of Decem- was sarted hrounh the
efforts of the Chamber of Com-

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of Commere would net chambertake
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thereal instances in the past sev




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the condition and suffering mi
have been much more severe.
GETTING THINGS DONE
While a lot of people are talkin
one kind of calamity and anothe
there are some folk who nust hav,
the credit for going aiong and do
ing thing. Among the most con
spicuous of these are the women
spon
drod or more in number.
Floy County club women are do
ing more than any other agency
this

## 

L. C. McDonald Wednesday sold
on eighty head of hogs on the local
on market at $\$ 13.50$ per hundred.
si-
are
MISS COLLINS IS CHOSEN


Memphis Host City April 13-15 For 7th District Federation Women's Clubs
 enth District, T. F. W. C.).
Will . . . .
 quarters. The sessions of the con- tion." "Safe Milk Supplies for Tex-
vention will be held in the auditor- ass will be the theme of Herbert
Hargis, representative of the State eon and the dianner whill
the church basement.

 by the chairmen of the seventy--five "What Constitutes Public Opinion,
specific assignments of duty and by Fine Arts program will b
The composing the Seventh District State at $8: 30$. Mrs. R. B. Masterson, Jr
Federation of Women's Clubs.
has charge. The program has no Seve prizes at the state miner meet been released, but the name
the sponsor is sufficient guarante In Houston last November; a first of its merits. Choice selections of
prize to Mrs. W. F. Avriett, Chair- entertainment from the Fine Arts nan of Junior Membership, for the Deperartment will be featured at eac
best work done in that realm, and of the convention sessions.
 number of clubs. Honorable men- should contained in these cards in making club re
tion was also made the state chairmen of the highly dent, is asking that every club in
satisfactory work done by Seventh the district endeavor to rank on
District chairmen. Mrs. R. F. Lindsay, our state pres- of scoring and she is offering a prize the convention. She will deliver an of Five Dollar's to the club makighest report according to thi
and address on the subiect of "The Per- score card. Miss Edna Bryan of
manent Headquarters of the Texas Memphis, Chairman of the Division
Tederation of Women's Clubs at of Americanization and Citizenship
 on State Loan Schol-
Bryan also offers a prize of
Te

## You Don't Have To Be Old To Be Wise To The Fact

That the men who profit most in any avoactivities into productive channels.
This is a time when men should think. Plan returns. Then get your expenditures so that returns. Then get your expe
you will have something left.
The amount you have left forms the basis of your reserve, which will tide you over the
unexpected and costly events of life.
$1{ }^{14}$ 4. $4 . \mid 1$
"

## Money - Money <br> Plenty of Money

TO LOAN ON
Real Estate in Floydada

Both Business and Residence. CHEAP RATES -

Office Phone 80 Residence Phone 162J Lockney
D. HARRIS

and Mrs. J. B. Chitwood, hostess
This luncheon will be the cosiding
lind
 Plans Made Saturday


City Ballot Carries Two New Candidates' Names For Aldermen

that you order within the next 7 days... FOR EITHER |MMEDIATE OR FUTURE DELIVERY-

> 50 CHICKS can eat comfortably from one of these up-to-date, sanitary and feed-saving feeders...eating
one 100 -pound bagful of Purina Startena Chows in six weeks. Each one of these chicks can eat only one
thimbleful of feed per day. From this little feed they must get so much. That's why there are 14 feeds in every thimbleful of Purina Startena Chows (mash or all-mash)...14 feeds which are there in just the right
proportion... mixed over and over 960 times. The 1930 proportion... mixed over and over 960 times. The 1930
national feed survey of $1,834,513$ chicks tells you the kind of a job these thimblefuls do. At six weeks of age, 92 out of every 100 Purina-fed chicks are alive and growing. And they weigh an average of one-fourth of a pound more than other chicks. There's the story for
you...the story of Purina Startena Chows. We offer you this proven starting feed We offer you this proven starting feed. . . with a free
feeder per 100 -pound bagful. Take advantage of this 7 -day bargain. Order now and we'll have the feed and feeders ready for you when you want them...either now or any other date you set this spring.

## Farmers' Grain Co.

## YOUR GAS METER

 indicates time saved from time-wasting tasks```
Is your gas bill really a new and additional
expense-or is it simply a host of old ex-
penses modernized and grouped under a
heat for cooking, dishwashing, bathing,
laundering, cleaning and so on, you must
pay fortr in one form or another.
costs you something in money, and consid-
erably more in time, effort, waiting and
general inconvenience. With gas, al the
```

practically
fuel-GAS.
Perhaps your gas bill is too lowl GAS fo cooking costs no bore is too low! GAS for formerly used. GAS for refrigeration is more than paid for by the elimination of more than paid for by the elimination o
the ice bill. GAS for water heating is re markably low in cost. Are you denying you family the conveniences, comforts and pleas ures they are privileged to enjoy with com plete gas service? True Economy calls fo
a modernization of household expenses.

## "Modernize With Gas"

West Texas
Gas Co.

## SOCIETY


Moves to Amarillo
With Parents.
A very striking photograph of Miss
Mary Christine Bruner, daughter of
Mr. and Mrs. Roy Bruner $ま==$ counties are: Bailey, Lamb, Hale, Cottle, Cochran,
a Floyd, Motley,
Hockley, Lubbock, Crosby, Dawson,
ey Dickens, King, Yoakum, Stonewall,


## Social Calendar



bills were provisions Alt of in
ditional tax on industries
ous line of big business.
has heavily fallen on t.
$=$
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$=$
The defeat of the tobacco tax
will very likely mean that the
school apportionment for the com-
$\$ 17.50$. The general fund will have
2 harr time carrying its regular
load and the additional $\$ 5,000,00$ requested from their fund would work
a hardship upon other departments.

The question of redistricting the
State for congressional purposes is
a most difficult
er counties and promem. The larg-
erest Texas will be
billitted in the redistricting if the
bill passed by the House is accept-
ed by the Senate. Three new con-
gressmen will reppesent Texas as

## Antelope News

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| Ater the |  |  |
| to the home of Mrs. |  |  |
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| ans or the brie |  |  |
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|  | measure this pradicion is a reneiec- |  |
|  |  | Nall |
|  | 边 | the |
| Many Problems Face | $\substack{\text { That } \\ \text { He ha }}$ | the senat by good |
| Texas Legislature | House appropriation committee and | corso |
| clyde w. warwick |  |  |
| (e) restaite 13ard District) |  |  |
|  |  |  |

## Selmon Mercer entertained the young folks with a party Saturday night. Miss Hazel

Miss Zulu Blankenship spent Sat-
Mrday and Sunday with
Annie Cumbie spent Sunday with
Johnie Brownlow
Johnnie Brownlow, at Dougherty.
S. D. Roe, Robert Owens, Lloy
y afternoon with R. J. Hinsley.
ALBERTA MASSIE IL
Alberta Massie has been ill for
he past several days at the Massie
home on Sand Hill Road in West
Miss Myrtle Murray, district home
demonstration agent, and Mrs. Ola
eft for College Station and for the
morning after a visit here with Miss
Marie Strange, county home demon-
stration agent.
business
day and
Saturday.
IREMEN'S AIR CIRCUS

## Special Price On Hens

Will pay you the following prices HENS, all kinds but rejects, per lb. 15c EGGS, per dozen,

Floydada Poultry \& Egg Company

East Side Square<br>Phone 53

J. V. Jones, $\mathbb{N}_{\sim}^{\boldsymbol{N}_{\sim}}{ }^{\text {nager }}$


Easter
Foot-wear

Genuine Suva Sandals

ter, rinse and hang, heels up,
dry
Beautiful - Light Practical
Humming Bird Wit thery of color inte
pereted in terms of transp
ent 1 oveliness for your ne
Spring losiery wardrobe.
$\qquad$
$\qquad$


Genuine Imported Sandals

For sports wear there's nothing to
equal them. Well made, genuine
leather comfortable and con. In
tan, and black and white. The pair,

Baker, Hanna \& Cn

CHURCHES



 | y to |
| :---: |
| fill |
| say |
| sit | Singing at the Cosswell home Fri-

day evening. We welcome zeourter.
CAMPBELL BAPTIST ChURCH CAMPBELL BAPTIST CHURCH
Chervices at the Campell Baptist
fourch for Sunday, April 5 , are as




## ser

## Spring Fashion Hint: Suit Yourself


 or in the whole suit of to gay a col-
a colored wait that you whon blue er gray, beife tat, brown or
green
and then eniven it tremendrously ath hen eninten treme tremen-
dioves, shoes, beads. Two of the latest spring styles are
pictured, both suits but both differ-
ent

First comes the two-piece suit, or
skirt nd
bolose, with the choice
vering and

and home demonstration agents un-
der the supervision of Roy Snyder, Soock Board of City Devel- lara; canned iver paste, scrapple



## Terw <br> SUMMER DRESSES <br>  <br> They Have Everything!



 Giving, an expression of honesty

- Ioron Day.
Giving. expression of surren-
der - Gillert Niehols.
 Floyd Entries Take Prizes In Meatt Show Four Places Amanded county Home
Demonartation Members
of skirt and blouse, is of the new Lido blue ostrich cloth. The dress an
coat collar.
beige accessories. The suit has a second comes the dress and jack-
 belted jacket that comes well down
on the hips. The coat is collarless, may be this spring. Th tan wool pebble crepe, wit on the hips. The coat is collarless,
with a dark blue and beige striped
scarf that is attached acress new spring green.
The frock is made with a sas
carf that is attached across the
the green and a scarf of the sash
back but can be replaced by other
color. The short flaring jacket but back but can be replaced by other the green and ane a scarf of the short flame
scarts if youk you wish. Dark but-
straw shiny hat and shoes complete the tons across the yoke with two green
buttons. Green also bands the hat picture. it included cured hams, bacon,
bered the Mivs Murray Vistock
shoulder,roasts, smoked sausage and It is the plan of Extensio



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Jacket Dresses, Suits, Two-Piece Effects, Lingerie Trimmings, Sleeves and Sleeve. less, Graceful Flaring Skirts, Natural SMART COLORS

New Prints That Everyone Wants, Glowing Plain Shades, Pastels, Black and

## FINE FABRICS

Flat Crepe, Canton
Plain and Printed Chiffon.
VALUE

\author{

## 

}


|  | floy |
| :---: | :---: |
| Appreciation of School Garland Foster | $\begin{aligned} & \text { ell: } \\ & \text { en? } \end{aligned}$ |
| The stately school house by the road <br> An emblem of the truth <br> Recalls to those who bear life's load The carefree days of youth. | $\begin{aligned} & \text { Mr. Borum: } \\ & \text { suffering. Shal } \end{aligned}$ do. |
| It makes us want to go again And hear the tea Or after school walk down the lane | David: What do you |
| O, that the clock could be turned we'd be in school once more. We'd see the hurling 'raser smack And note the teacher's lore. | $\begin{gathered} \text { teill } \\ \text { sin } \end{gathered}$ |
| we might be with the pep squad girls, or be a football boy. or be a footbail boy we might seek tangled golden currs And other boyish joy. |  |
| We might seek tangled. And other boyish joy. <br> The teacher's are those we should bless, <br> Who mould the students' soul, And make them failure or success, An elephant or a mole. | Marion, said Marion's little as he turned the pages of his history, How did the cliff-dwell Marion: Why I guess they used the mountain ranges. Now do ask any more foolish questions. |
| Remembe |  |
| Locals <br> Misses Georgia Eudy and Robbie Archer, former students of F. H. S. visited here in their homes las week. <br> Donley Stephenson and J. R. de Cordova went to Lockney Friday night. | Asked to write an essay on Quak- ers, one of our Freshmen wrote, "Quakers are ever meek peoppe who never fight and never answer wack. My father is, a uaker, but my mother is not." |
| last Sunday. |  |
|  | any |
| Hazel: Did you ever read Mouse?' | That's Marion over there. In a lite while he will be our best man Ruth: Oh, this is so sudden |

## Hesperian Want Ads

Cheapest, Busiest Salesmen In Floyd County



## Milk And Cream



 The profit off the sales go toward
the Senior project-the ball park.
Many Seniors Among the Winners
Who said the seniors of ' 31 didn't have any pep and life? The Se
nior class had the greatest numbe
of students taking part in the In Christene Trowbridge, Extemporan-
eous Speaking; Winona Felton and
Pattye Looper, Senior
Spelling; Roxie Norton, Essay Writing; David
Rutledge, Mevin Alexander, and
Im Terry-Track; Donley Stephenson ana wain, Tennis; Amy Mc-
Mytice Rawon
Roberts, Daisy Eudy, Launa Cobsy
and Iucille Hammack, volley Ball. Hi- $\overline{\text { M Meets }}$
Rev. P. D. $\begin{gathered}\text { O'riien, pastor of the }\end{gathered}$
First Baptist Church, spole on the subject of "Easter" at the

LOST AND FOUND
osT-

Dougherty News of students taking par iost of them
terscholastic Meet and most
were winners of some place.
The following from the class
were contestants: Wilmina Salis-








Star Cash Grocery

| SPECIALS |  |
| :---: | :---: |
| Crack | $5=250$ |
|  |  |
| CORN | -mim 150 |
| SPUDS |  |
| heal |  |


\section*{HULL \& McBRIEN <br> Here's Value <br> . <br> |  | "M" System spEcials |
| :---: | :---: |
|  |  |
|  | $\overline{\text { COFFEE }} 85$ |
|  | Compound 93 c |
| - - - = | Syrup |
| Week-End | Soap |
| SPECIALS |  |
|  |  |
| ${ }_{38}^{23 \mathrm{c}}$ |  |
| 150 | 0 Oranges 19c |
|  | $\text { ic } \frac{\text { Medium Size, Dozen }}{\text { Bacon Odds }}$ |
| 边 | ho sans. 14 c |
|  | 5 cc |
|  | Cheese 21 c |
| HULL \& Mcorilev | $N$ Hill \& Carmichat |
| Here's | s Value |

Martin Dry Goods Co.


The Store With The Goods

Tinners Listed In Interscholastic League Meet Friday And Saturday

Full Details Given 0n All Literary Events

"Our" Specials

Friday and Saturday
ORANGES
17 c
Flour

## $\$ 1.10$

\$1:29
Meal
$45 c$ Peas
$23 c$ Cocoanut
$23 c$ Beans

39 C

## Bacon

$17 c$
"Our" Titman Egg Grocery \& Corporation Market





Baby Chick Starter

Irated Woider Feads



211 S. Main Phone 146



Wallo Houghton, F HS 'Mayor Hanna Proclaims Apr. 13 to 18 'Spring Clean-Up Week' For Floydada
Full Co-Operation Is
Asked For Sanitation

Buster Keaton Comes To Palace In Latest
Comedy lit of Year

Flf yd Co. Pioneers Celebrate Fiftieth Wedding Anniversary

SPECIALS

| Flour | c |
| :---: | :---: |
| Meal | 39 |
| Coffee | 83c |
| El Food | 19c |
| Syrup | 65 |
| Meat | 12 c |
| Matches | 12 c |
| Onions | 250 |
| Cheese |  |
| Sausage |  |
| Corn |  |
| Peas ymamm | 18 |
|  |  |
| Potatoes |  |
|  | 22 c |
| Apples |  |
| Oranges ymom | 15 c |
| LOOPER'S |  |

## Specials

16 Bars Laundry
Soap 50c 2 Lb. Bulk
Coffee 25c
Pure Ribbon Cane
Syrup 64c
Gallon South Texas
Honey 95 c
White Swan
Oats 19c
4 lb . Market Day
${ }_{22}$ Prunes 34c
10c
${ }_{25 c}^{45 c}$ K. C. 20 c
25c 25 Pound Sack
\$1.05 Salt
18c
12c Floydada
39c

## MUSTARD,

matches
Peoples Exchange Grocery


Amazing Savings for you - you purchase an article at the regular price and receive another free! High Quality Mer chandise
1 Lot of Ladies' Wash Dresses $\quad$ Latest Silk Dresses


|  |
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$\begin{array}{ll}\text { Men's } & \\ \text { Men's Lumber Jacks } \$ 6.45 \text { values for, } & \$ 2.98 \\ \$ 2.98\end{array}$

## sftone Dipautment sfore

