## E FLOYD COUNTY HESPERIAN




c is More Expensively Built
But it Costs Less
${ }^{\text {to }}$ Buy one Buick is built more expensively
than any other cars in or near the than any other car
Buick price class. "Expensively buil" means that
the different parts and units of the
Buict the different parts and units of the
Buick motor car are the best that engineers can design. Bu, thanks
to the large volume which public to the large volume which rublic
demand has given to Buick, and thanks also to production methods
that are models of efficiency in an that are models of efficiency in an
efficient industry, the Buick motor car can be sold to you at a very
moderate price. Many Buick featuresare duplicated
only in America's highest priced motor cars.
Buick, for instance, uses the Torque
Tube Drive to transmit the drive of the rear wheels to the chassis, instead of burdening the rear
springs with this added duty. The
highest priced car in America highest priced car in America Mees
the torque tube. And so does Buick! The American public wants finer
tranofortation and Buick provides tranotportation and Buick provides
it at lower cost. Consequently
Buick is a very popular car ${ }^{*}$. Come

## Sett faxick

dor buick co.,
tador, Texas

## MARTIN'S PRE-EASTER SALE



FLAT CREPES $\$ 2.98$ and $\$ 3.48$ QUALITIES
40 -inch flat crepe and satin crepes in all the new Spring
Sale, Special.

GEORGETTES $\$ 1.75$
40-Georgettes in all the new pastel shades. To appreciate this splendid material you
must see it. Our very low price $\$ 1.75$
$\$ 2.48$
CANTON CREPE REGULAR $\$ 2.98$
40 -inch all-silk canton crepe in all the new
desirable colors for street and evening wear, desirable colors for stree,
Pre-Easter Sale Special,
$\$ 2.48$
SPORT SILK $\$ 1.69$
33-inches wide, Sport Silk; this is an allsilk material, fast colors, Colors are Dogwood, Rose, Afterglow, Copen, Apple and Torreador. Our Easter price,
\$1.69

## S I L K S <br> $\$ 1.19$

Just in time for the Easter Frocks we offer a thousand yards of wanted silks. Silks of every conceivable kind. for dresses, Silks for underwear. Hundreds of New Exquisite Weaves, Crepe de Chine, Rell for $\$ 1.50$ to $\$ 2.50$ ner while the our Special Pre-Easter Price,
\$1.19


ADVANCED ELLING OF
HATS IH AN
or what is Easter without a lovely NEW ine how soft and dainty they are-in warm tints like sunshine, aglow with the "flowers that
bloom in the spring." bloom in the spring.
Many are copies of high priced hats.
$\$ 4.95$
FINE DRESSES
THAT TURN ONES THOUGHTS TO THE

EASTER.
PROMENADE
$\$ 24.75$


Georgettes, Flat Crepes, Pussy Willow, Crepe Romaines, cut as all the better spring dresses are-with elaborate borders of delicate embroidery, with tucks ingeniously
placed, with a flare here and an insert there-Masterly in design-a joy to wear. These placed, with a flare here and an insert th
dresses priced for Pre-Easter Sale, only
$\$ 24.75$

PRE-EASTER SALE OF SPRING DRESSES
the greatest values we have ever offered

## $\$ 11.75$

Copies of high price dresses, Glor
Bluebell, Gray, Tan and Orchid
Our regular $\$ 14.75$ and $\$ 16.75$ Dresses Pre-Easter Sale price, only $\$ 11.75$

WE INVITE YOUR INSPECTION



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|  | of said Court, March 6th, 1926. (Seal) CLARA LEE SCOTT, Clerk County Court, Floyd County, |
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|  | HIGH QUALITY |
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|  | MAGNOLIA |
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|  | Good Gas and Oils too. Drive |
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|  | . Hinkson \& Cline, Props. |
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## HOUSEWIVES NOTICE

Laundry sent to the-

## Lubbock Laundry Co.

will be washed in soft water. We collect on Tuesdays
and deliver on Thursdays of each week. Set your bundles on front porch or leave at Stanley's
Palace Barber Shop (Telephone 295). They will be or Palace Barber Shop (Telephone 295
picked up and delivered back carefully.

We will appreciate your business.
J. A. STAGGS, Route Man

Lands to SELL, FARM or STOCK FARM lease, or to lease for grazing purposes, in mçst any size tracts wanted in northwest Texas. Make a specialty of the rich prairie tral plains. Also large list of town lots to select from.
W. M. Massie \& Bro.,

General Land Agents
The Senior Land Agency of Floyd County
Floydada,

That's what we claim for every foot of Lumber that comes from our yards. Carefully 'nspected as it arrives from the mills, we've Always made it a point to see nothing else but the high grades are accepted.
Sawed to a perfect edge and surface and in standard lengths, any quantity of it may be ordered from us. Yes, right now-during Building Time-we're quoting unusually low prices on it
J. C. WOOLDRIDGE LUMBER CO.
for Economical Transportation


Carefully check the quality and equipment offered in the Improved Chevrolet Coach! Check it against any fivepassenger closed car


Where else can you get for $\$ 645$ a five-passenger closed car with balloon tires, speedometer, fine Fisher body, Duco finish, one-piece VV windshield, Alemite lubrication and ther essentials to modern motoring?
Come in-note these many quality features-get a demon-stration-experience the car's amazing performance-and
then you will realize how much more it gives for $\$ 645$ than any other five-passengerclosed car on the market today. Ask for a Demonstration!

## Floyd Motor Co

Valuable bulldog dies
Loss of a Pit Buldog valued at $\$ 100$
 dog, slightly over a year old, is thought
to have been poisoned, a olog physicien
having been summon tor have been poisoned, a dog physician
having been summone Monday when
it was seen that he was ill.

Mr. and Mrs. Pennington keenly feel
the loss of their dog, which was said to
have been very smart and affectionate the loss of their dog, which was said to to
have been very smart and affectionate.
It was kept behind a high wall fence It was kept behind a high wall fence.
and never known to have been the least and never known to have been the least
bit ferocious toward any one-hence the motive for poisoning u
the more a mystery FIGGERIN' is all all right if done
scratch pads bought from The Hespe scratch pads bought from The Hesper-
ian! Call to see them. Coming to
LUBBOCK DR. MELLENTHIN SPECIALIST

$$
\begin{aligned}
& \text { in Internal Medicine for the past } \\
& \text { fifteen years }
\end{aligned}
$$

does not operate
Will be at MERRELL HOTEL, MON-
DAY, MARCH 22.- Office Hours: 10 a. DAY, MARCH

ONE DAY ONLY<br>No Charge for Consultation

Mellenthin is a regular graduate in medicine and surgery and is licensed
by the state of Texas. He does not op-
erate for chronic appendicitis, stones,
adenoids.

Floydada Public School News


## Saturday and Monday Specials in Dry Goods and Groceries

85c B. V. D.'s,<br>\$1.50 House Dresses,<br>69 c<br>95c Ladies' House Shoes,<br>$\$ 1.19$<br>$\square$<br>Pink Salmon,<br>13c<br>Dishes at - ONE-HALF PRICE<br>Mother's Oats,<br>No. 2 Tomatoes, per can, $\quad 71 / 2$ (limit of one doz. cans to a customer)<br>10 lb. Sack Sugar 65 c<br>25 lb. Sack Sugar,<br>$\$ 1.60$

-AT-

## Powers Mercantile Co.

$\qquad$
SPECIAL-COMING!
"THE IRON HORSE"
auspices of the Athletic Fund of Floydada High School.
-at the-

## Olympic Theatre MONDAY AND TUESDAY

MARCH 22 and 23
"The Iron Horse" is a historical romance that we guarantee you will like.
Buy tickeis in advance from the bers of the football and basketball of F. H. S. and help the school's ath fund.

## Costs More to Buil. Is Worth Moreret Sells for Less

If any other mànufacturer endeavored to produce a car similar to the Ford according to the high standards of quality
in material and workmanship used by the Ford Motor Company and with the same tried and proved design it would be mpossible to offer $\cdot$ it at any-
hing like the present low ford prices.
If, on the other hand, the Ford tute ordinary design for the basic Ford features, Ford cars could be produced and sold for ess than the present Ford
prices. Yet by so doing, Ford prices. Yet by so doing, Fori
simplicity, durability and reliability would fall below the standard insisted upon by the Ford Motor Company and estab ished throushout twenty-two years of leadership.

Just think! $13,000,000$ model Ford cars have been produce since 1908 -almost as man automobiles as were built by all In 1925, almost $2,000,000$ For cars and trucks were built and sold-and plans for 1926 call for the production of even morc than $2,000,000$.
Today, more than ever, the Ford car is the most popular automo-

It was the superiority of Ford design in 1908 that established Ford leadership. It is this sam. Ford design, improved but basically unchanged, that is
continuing to make the Ford car the outstanding leader car the outstanding
among all automobiles.

Features that Contribute to Ford Simplicity-Durability-Reliability
Three-Point Motor Suspension Dual Ignition System Simple, Dependable Lubrication Planetary Transmission ${ }^{\mathrm{Mu}}$ Lett-Hand Drive Tultiple Disc-in-oil Clutch FORD MOTOR COMPANY, DETROIT, MICHIGAN
touring
\$310
New Prices


We have never lowered the quality of the cart


Home Demonstration Club News


## Isn't by Accident

Ir clothes fit. It's because the folks who tailor Sthes have an organization of sufficient size to hes have an organization o, an expert designing staff.<br>This means that the clothes we tailor for you will absolutely.<br>This, combined with dependable woolens, is-after ur idea of real tailoring. And it's ours!<br>you will want the proper shoes, hat, shirt, hose ew siades, styles and everything.<br>take a few minutes off and let us show you 3 to buy. But you will know where to go when<br>\section*{Russell's Store}<br>PHONE 66-FLOYDADA<br>The Modern Dry-Cleaning Plant.



## NEW WHITE SWAN COFFEE ROASTING PLANT

He bg, modern fourstory cortee roasting plant pictured above
has fust been finished and fut in operation by the waples. has just been fifished and put in operation by the Waples-
Platter Grocer Company to help care for the ever-growing de


 or eren from 1895 . w by this institution.
.


 Juman hand touches it; the Waples-Plater process handles the
coffees cleanty and mechanically In packing, each can is fllled
and carefuly weighed for full weight.
Knowing that coffee must reach the consumer within two to
three weeks after its roasting date, if its original quality is to be enjoyed by the drinker, the W.,ples-Platter folks have giant
trucks waiting to rush their White Swan Coffee swiftly by truck and rail to the twentytwo wholesale branches of the eompany,
from which it is quickly distributed among dealers in small from which it is quickly distributed among dealers in manali
enough quantities to allow them to get it to housewives in their sections with all the original aroma, strength and delicoussess
of this finer corfiee. In speaking of this freshness, H. C. Platter said: "The orikinal perfect blend of of finesthness, H. C. Plateer that moner
can buy and the freshness with which it it reaches the the said Whe original perfect blend of finest coffees that moner
can buy and the ressnness with which it reaches the table of the
consumer assure the economy of White Swan Coffee because consumer asssure the economiy of white Swan Coftee because
these qualities make it go at least one-fourth farther."

| hostess. Miss Lois Williamson is leader and each member present is to answer roll call with a "Good menu for the evening program: <br> Requirements of a good menu-Mrs. Powell. <br> Economy in the daily menu-Mrs. Crouch. <br> Demonstration lesson on how to prepare the noon menu of six dishes by Miss Bass. <br> The salad dish of green spinach will be prepared by Mrs. McGlaughlin, the meat coquettes by Mrs. Cowart, the cream peas by Mrs. McCulloh, the head lettuce salad by Mrs. W. M. Sammann, the corn-bread by Mrs. Philips, cream puffs by Mrs. Powell, and the grape juice by Mrs. K. Sammann. Every one be present as we expect to learn how to cook some new foods in more attractive wayŝ. <br> Let every member that can come to the next meeting, expecting to join the house dress contest. Let us try to have as many contestants as any Club in the county. <br> Our next meeting is on March 23, at $2 \mathrm{p} . \mathrm{m}$. All are urged to be present on time and to bring some one with them. <br> Call No. 8 or 58 for typewriter ribbons, second sheets, carbon paper. | McCoy Happenings <br> McCoy, March 17.-School began again Monday *after being closed a week on account of sickness. We are glad to report most of the pupils back in school. <br> Reverend Webb filled his regular appointment here Sunday and Sunday night. <br> Miss Ura Smith has been ill for several days with the flu. <br> Those who visited in the Jim Gamblin home Sunday were Mr. and Mrs Holmes and son, Roy, Mr. and Mrs. L. H. Smith and P. H. Pharr. <br> Mr. and Mrs. J. M. Pittman of the Starkey community spent Tuesday night with his sister, Mrs. Geo. L. Smith. <br> Mrs. Cap Ellison of Crosbyton, president of the W. M. U., met with a number of the ladies Sunday evening and organized a W. M. U. with Mrs. J. M. Gamblin as president. <br> J. W. Berry is on the sick list this week. He has been suffering with the flu. <br> Miss Nettie Nixon, who is attending school at Floydada, spent Saturday night and Sunday with home folks. <br> Use Hesperian Want Ads. |
| :---: | :---: |


half-minute interviews
R. E. Fry: These people up on th

 around just hike they did at burkbur-
nett when boom broe lose there.
1 tigure were going to get some good




## card of thanks

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& \text { We wish to thank our many frier } \\
& \text { who were so kind and thountrut on } \\
& \text { int the ereent illness and death of }
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we
Mrs.

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\begin{aligned}
& \text { J. L. Copperell and chilidren, Mr. } \\
& \text { Mrs. G. G. Graham and children. }
\end{aligned}
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\begin{aligned}
& \text { Mrs. Floyd Huff and daughters and } \\
& \text { Mrs. W. . Waston of Locknev visited } \\
& \text { Mrs. J. A. Carruth last Friday. }
\end{aligned}
$$

Mrs. Gus de Cordova is ill at this
"GLAD SNODGRASS" Furnishing Store SETS THE STYLE PACE FOR west texas
I fit men of all proportions-
EASTER
Is Most Here
I've set the stage. Every
thing is ready If it's ne thing is ready. If it's a new
style that's good. Or if you style that's good. Or if you
don't know exactly what you want-you soon will, after looking through this stock of Men's Wearing Appare
Don't let your shape or age
"GLAD SNODGRASS" Suits $\$ 25$ and up.

Home of merchandise with
name back of it.

## pecial rices for <br> ash

## GROCERIES

Pink Salmon, good grade, per can 13c Gallon Peaches, solid pack, per can $\quad 55 \mathrm{c}$ No. 2 Tomatoes, per can $\quad 9 \mathrm{c}$ 10 pounds good Prunes - $\$ 1.00$ Koo Koo Syrup, large size - 60c Navy Beans, 12 pounds $\quad \$ 1.00$ Gallon Pickles
Granger Rough Cut Tobacco, pkg. 90c $6 c$
$-\quad 6$ Raisins, seeded or puffed, pound --11c Bradley Yam Seed Sweet Potatoes, small lots 4c lb. bushel lots

## HARDWARE

Heavy Electric Weld Trace Chains, pr. $\$ 1.25$ Light Electric Weld Trace Chains, pair $\$ 1.00$ Heavy Concord Hames, per pair -- $\$ 1.25$ Light Concord Hames, per pair $\$ 1.00$ Best Grade 32-in. Chain Breast Straps $\$ 1.35$ Full Leather $31 / 2$ in. Back Bands, Each $\$ 1.25$ Hame Hooks, 4 for
Heavy Bridle Bits, jointed or straight -15c Clevises, all kinds and sizes, per pound -15c Single Tree Clips, genuine McPhail, 3 for
3 pound Bucket Axle Grease
1 pound Can Axle Grease
25 c
50 or 70 lane $\quad 31 / 2 \mathrm{c} \quad 10 \mathrm{c}$
e have no connection with any of the Chain Stores. We're just \& small concern doing lusiness, making our own prices and selling in our own way. No syndicate does our or outlines our business policy. We buy our own goods and pay the spot cash for nd are passing the saving along to our customers in reduced prices.
ir 1926 prices on the Improved Moline Implements will surprise you after you see the ir 1926 prices on the improved Moine Implements are not listed above. We always
Come and see. We have dozens of bargains that are nem TOP PRICES for Eggs and Butter.

