## THE FLOYD COUNTY HESPERIAN

Many Towns Oppose Plan Mapped Out by Examiner

Richard Dix is Star In Zane Grey's Story


Rain, Snow, Sleet And
Big Temperature Drop
 Reach Total of $\$ 10,000$


Baptist Revival Begins Sunday Morning, Apr. 11


Sunday Mail Service is
Ordered by Department




The Floyd Co. Hesperian Published Every Thursday By
THE HESPERIAN PUBLISHING. CO Homer steen Editor and Manager Entered as second class matter Apri
20th, 1907, at the Post office at Floy
dada Texas dada, Texas, under
of March 3 rd , 1879 .
SUBSCRIPTION PRICES One Year
Six Months

Advt. Rates Furnished on Application.
OVER-OPTIMISM
An over-optimistic attitude is as bad
as an over-pessimistic outlook in busiBusiness. conditions and crop pros-
pects were never more promising in have maintained that the outlook some was
never worse than last summer and fall. Cess housses and carried many busi-
farmers to the extremes in reducing the pattern for
their 1926 programs. Happy conditions ow may cause some enterprises to try
to cover too much territory.
It is the srat
 whatnot-that eventually wins. All
business is a gamble, but when we
empt the laws of choice and chance tempt the laws of choice and chance,
in addition, we get too many odds
against us.

## $\overline{\text { A BAD HABIT }}$

```
D ea
H. Z. Pennington
physigian and surgeon
TELEPHONES:
r. W. M. Houghton
#ENERAL PRACTICE
ses of Women and Childrem
OFFICE IN MITCHELL
    BUILDING
    PHONES
Mesidence 250 Office 256
```

M. FROST, D. C. r carver graduate Chiropractor zona Laws 101, Surginer Bldg., Office Phone 175


SWVYŋONV

Mrs. Frances White Trained and Experienced

Phone 198
Floydada, Texas

## Fly Wheel Bands

If you have stripped gears on your fly wheels, or other
trouble requiring the removal your fle requiring, the removal
the the bands from the wheel of the bands from the
WE ARE EQUIPPED TO HANDLE THEM
Bring us your Lathe, Welding Located at Day \& Night Garage Floydada Machine Shop

## Drs. Smith \& Smith Sanitarium

For Medical and Surgical Cases

Phone No. 177 Floydada, Texas

## CAR OWNERS

in an emergency you need to have ready a dependable pair of mud chains. Driv ing is then safer, and your ed over-night-thus running further risk from pil-
fering. fering. Our chains cannot be beat, nor can the other things
we sell.
F. F.F. Service Station Frank Dunn, Prop.
floydada, texas

## KODAKERS -

And get your prints tomorrow
J. C. Dickey A. C. Goen Dickey \& Goen Real Estate and Loans Farm Lands, Ranches ALWAYS A BARGAIN
 the First Texas Joint stocolk Land
Bank of Houston, Texas.
Re Per
 Floydada, Texas Telephone 170


## New Way to Stop

 Night CoughingSimple Method Brings
Quick Relief For almost instant relief from hack-
ing, irritating, sleep-robing night
zoughing there is a very
 stops all irritation and permits sound
sleep the whole night through. sleep the whole night through.
This treatment is based on the pre-
cription known as Dr. King's New 3cription known as Dr. King's New
Discovery for Coughs. You simply take Ine teaspoonful at bed-time and hold
it in the throat for 15 or 20 seconds
गefore swallowing it The prescription Jefore swallowing it. The prescription
nas double action. It not only soothes 1as a double action. It not only soothes
and heals soreness and irritation, butit
zuickly removes the phlegm and con Juickly removes the phlegm and con-
zestion which are the real couse of
night coughing. People who have not slept well for nights are often surprised
how quickly this simple method checks how quickly this simpie method chec
oughing and banise the enti
cough condition completely. Dr. King's New Discovery is for
coushs, hest colds, sore throat, hoarse
ness, ,ronchhitis, spasmodic croup. etc
Fine for children as well as grown. ups - no harmful drugs. Economical
too, as the dose is only one teaspoon-
ful. At all good druggists. Ask for


Dr. W. H. Alexander Medicine and Electro Rooms 6 and 7 Barrow Blag.
Telephone 93; Residence

TEXAS MADE Go-Devil Blades

4 in. $x$ 3in. $x 40$ in. long $\$ 4.00$ $1 / 4 \mathrm{in} . \times 31 / 2 \mathrm{in} . \times 40$ in. | $\$ 4.00$ |
| :---: |
| $\$ 4.50$ | $1 / 4 \mathrm{in} . \times 31 / 2 \mathrm{in} . \times 48 \mathrm{in}$. $\$ 4.50$ These blades are hand-

made of the best of steel and are far superior to any factory-made knife.
They are sharpened and
et, ready to go to
ENOCH'S
BLACKSMITH
SHOP
East Side Court House
Square Square




## A PLAIN STATEMENT

We believe we are in position to serve our customer We always meet all competition and many times bea

To our customers, we say we guarantee our prices ality and service. We want you to feel that you can buy from us with the assurance that you are getting the lowest price possi
meet these prices.

We deny any agreement with anyone to regulat res.

A complete line of poultry supplies, well supplies, arness, oil stoves, furniture, implements.

Your patronage solicited and appreciated
Kirk \& Sons
NORTH SIDE SQUARE

# OUR GREAT ANNIVERSARY <br> SALE 

## One Year Ago We Announced to the Trade Our Opening of a

 Cash Dry Goods BusinessWe believed merchandise could and should be sold cheaper. We said WAR PRICES MUST GO! We lowered prices. Many were quick to take advantage of it; others followed, and others are coming to it.

Business was revolutionized, Modern Methods were Installed
Trading with us you pay for what you get. (Not for what the other customer buys on time.) We passed this saving on to you.

In this great Anniversary Sale, Celebrating our opening, we are going to show our appreciation by offering to the trade a great reduction on our complete large $\$ 25,000.00$ Stock. To Our Old Customers, We invite you to come and bring your neighbor. Help us celebrate by taking advantage of this great offering. This great revolution was the result of great saving. You are due the credit. We want you to further profit by it.

## SALE OPENS SaケMHC (V APRIL AT 9:30 A. M. aunicas THIRD

## SHOES!

${ }^{1}$ Lot Children's Shoes, while they last, 98 C | choice, |
| :--- |
| 1 Lot Children's Stoes, |$\quad \$ 1.48$ 1 Lot Children's Sandals, $\quad 65 \mathrm{C}$ choice,

Ladies
Latt House Slippers,

Fho | choice, |
| :--- |
| Men's |
| chice |
| House Slippers, broken lots, |
| 8 C |

 ${ }_{1}$ Lot Jot Justin Cowboy Boots at actual cost. 20 Pairs Children's Satin Slippers, All Shoes in Our Big Stock at $10 \%$ Reduction

WE WANT TO KNOW THE SIZE OF YOUR FOOT

Every man entering our store Saturday, April 3rd, who can wear a No. 6, No. 11 or No. 12 Shoe, Work Shoe or Low Quarter may have choice of our entire stock, in these sizes at actual cost.
(This offer repeated each Saturday of this sale.)

## 1-3 OFF ON MEN'S DRESS BAND SHIRTS SAVINGS IN PIECE GOODS

## 1 Lot Good Colors, 15c Gingham <br> 10c

Ladies' Spring Coats and Dresses $20 \%$ Off GOOD FEA THER-PROOF TICKING, PER YARD 29c MEN'S WORK CLOTHES PRICED TO SELL 1 Lot Men's Indigo Blue Bib Overalls,

10-4 Bleach Sheeting, good quality, yd. 40c 9-4 Bleach Sheeting, Linen Finish, going at, per yard, 10-4 Brown Sheeting, while it lasts 36 inch Brown Domestic, yard _-_15c 36 inch Bleached Domestic, yard -- $\quad 15 \mathrm{c}$ $31 \times 90$ inch Bleached bed Sheets, go at $\$ 1.19$
per pair, Big stock extra Work Pants priced to sell.

## SUIT CASES 89c.AND UP

STETSON HATS
$\$ 12.50$ Hat $\qquad$ $\$ 8.50$ $\$ 9.00$ Hat, $\qquad$ $\$ 7.00$

Others in proportion. A large stock to select from.
per pair,


WE WILL GIVE A NICE PRESENT Each Day to the Purchaser buying the Largest Bill over $\$ 10$.
Premium the first day a nice 26 piece Malabar Table Combination Set. Retails for $\$ 5.00$
$\qquad$ \$2.49

A NICE DRESS PATTERN TO THE FIRST FIVE LADIES ENTERING OUR STORE OPENING DAY
Premiums will be selected for each day SEALE-ROBBINS DRY GOODS CO.
 $\$ 1.49$
$\$ 2.49$



## You Pay Nobody's Bill But Your 0wn---

at our store for we make no charge tickets and we have thereby eliminated Mr. Won't Pay so that you won't have to pay his account.
We are still making some real prices on Groceries and Hardware and we are still making free deliveries. Give us your April business and save the difference.
We are now selling the Floydada Flour at greatly reduced price under a MONEY-BACK Guarantee 48 lb . Sack for

We are also making the following prices on casings which is somewhat lower on the Ford sizes and very much lower on the larger sizes as we are making a Clean-up price on these and hereafter will handle only the smaller sizes.

| 30x3 | Jeanette Fabric Casing only | $\$ 8.30$ |
| :--- | :--- | ---: |
| $30 \times 3$ | Jeanette Fabric Casing only | $\$ \mathbf{9 . 3 0}$ |
| 30x3 | Vacuum Cup Fabric, only | $\$ 11.65$ |
| $30 \times 3$ | Vacuum Cup Oversize Cord only | $\$ 14.85$ |
| 29x4.40 Vacuum Cup Baloon Cord only | $\$ 15.25$ |  |
| CLOSE OUT PRICES ON THE FOLLOWING |  |  |
| 31x4 Oversize Cord Vacuum Cup, only | $\$ 17.50$ |  |
| $32 \times 4$ | Oversize Cord Vacuum Cup, only | $\$ 20.00$ |
| $34 \times 4$ Oversize Cord Vacuum Cup, only | $\$ 19.00$ |  |
| $32 \times 4$ Oversize Cord Vacuum Cup, only | $\$ 27.50$ |  |
| 33x5 Tuxedo Heavy Duty Cord (Pennsylvania) | $\$ 39.00$ |  |

PAY CASH AND SAVE MONEY.
GIVE US YOUR NEXT MONTHS BUSINESS
Stansell \& Collins
PHONE 88

> APRIL 17th, '26-
> Is the date the RADIO is to be given away by-

Star Cash Grocery
Brazier \& Arwine, Drugs
BE SURE TO ASK FOR YOUR TICKETS!

BOOTHE BROTHERS<br>COAL, HAY, GRAIN and FEED floydada, texas,

To Our Friends and Customers:
This is to announce that beginning with this date, we are changing our business from Credit to Cash. This advertisement is to say that we have appreciated your patronage during the years past, both cash and credit. The large percentage of our customers have handled their indebtedness to us in a satisfactory way, and if we planned to continue in the Credit Business, these charge accounts would be solicited and appreciated, as they have in the past. But the Credit Business in Retail establishments is fast becoming a thing of the past all over the country.

We believe this change will be to our mutual benefit, and ask that you give us an opportunity to prove it. We solicit your future good will and business, and assure you again of our appreciation of your past patronage.

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BOOTHE BROS.
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## Fired

## When You Trade Your Car-

Ford owners are continually being approached by automobile salesmen who wish to "accept"
Fords as part payment on more Fords as payment on more

It is perfectly logical that automobile dealers everywhere should be eager to trade with Ford owners. The Ford is the most popular automobile in the world. No other used car is so easy to sell as a used Ford - because everyone has confidence in Ford quality. And it is not expensive to re-condition, since Ford replacement parts are lowest in price.
Most automobiles carry.greater discounts to dealers than the other dealers may offer the Ford owner a larger trade-in allowance.

But when you come to buy a new car, bear these facts in mind:

The amount of the trade-in allowance you can get is not the most important thing for you the difference the big thing is And remember, that the higher priced car will not be so easy to dispose of when you come to trade it in.
If you wish to trade your Ford for a new automobile, stick to the car that you know to be decal. Go to your Ford dealer!
He will give you a fair and liberal allowance for your present Ford and will gladly arrange payment of the balance to suit your convenience
When the deal is over, and you have your new and improved Ford, you will have the satisfaction of knowing positively that you took advantage of the greatest automobile value the world has ever seen - and saved a lot of money, too.

Orisinal Ford Features that Today Make for
Greatest Simplicity-Durability-Reliability
Torque Tube Drive
Dual Ignition System
Simple, Dependable Lubrication
Multiple Disc-in-oil Clutch Planetary Transmission Thermo-Syphon Cooling Thermo-S

FORD MOTOR COMPANY, DETROIT, MICHIGAN
New Prices
$\underset{\substack{\text { romanc } \\ \delta 310}}{ }$${ }^{8} 500 \quad$ '520${ }_{5}^{5} 56$

## Hesperian Want Ads

Cheapest, Busiest Salesman in Floyd County

| For Sale |
| :---: |
|  |
|  |
| LOST-Buckeye Cord Tire, $30 \times 31 / 2$, eas of Floydada on Matador Haghway. turn to Hesper Hesperian for reward. |
| FOR SALE-Good 10 -foot windmill. See F. S. Goen. |
| For SALE-God work stock, cash or creatit. E. C. King. cate |
| FOR SALE or TRADE-24 model Ford terms. See T. D. Woods. tion. Goo |
| FOR SALE-one pure-bred cow, 2 yrs. old. Will be fresh soon. A good one at $\$ 40.00$ Holmes Bros. $52 t p$ |
| Less Than Wholesale |
|  |
| FOR SALE-Good bright kaffir corn bundles, well headed. C. I. Warren. 33 te. |

Baby Chicks DONT BE MISLED
$\begin{gathered}\text { Reports to the effect that } I \text { am out } \\ \text { of the plumbing business } i \text { in Floydada } \\ \text { are incorrect. I sold my truck but am }\end{gathered}$


## Easter Footwear



New arrivals in Ivory Blond combined with Royal Brown, Patent and parchment Patent and Silver grey, and other Harmonious combinations.

Priced from $\$ 4.50$ to $\$ 8.75$ A BIG REDUCTION

On all ready to wear. You'll find a beautiful assortment at unusually low prices.

BAKER-CAMPBELL COMPANY
'Remember if it's from Baker-Campbell's it must be good
For Trade

## Fixtures Are Not All We Buy From ' ${ }^{\prime}$ ' System

## 400 STORES CAN BUY CHEAPER THAN ONE

Our business has grown larger and larger each day since the opening of our store and we are buying merchandise in much larger quantities.

One lady told us to-day that she had given us all her business this month and the total amounted to slightly over $\$ 19.00$. She said that her grocery bill had never been less than $\$ 30.00$ before. There are dozens of customers like this one trading at "M" System and there's a reason

SATURDAY SPECIALS


 10 LB. PURE CANE SUGAR ... 49c
When sold with one can of Gold Plume Coffee at $\$ 1.44$ per can. One deal to the customer.

Due to bad train connections we were not able to supply the demand last week for bananas. We hope to have plenty this week. It may be necessary to supply the demand, to ship in a car load of bananas in the near future and if we do "look out prices" Banana Week. It's no secret, spread the news.

## ‘M'SYSTEM STORE

NO. 411
Owned and operated by
BAKER-CAMPBELL COMPANY
FLOYDADA, TEXAS

## Floydada Public School News




WHAT OF HIS ROYAL HIGHNESS THE BABY?
He is the King of Hearts, the Ruler of the Roost, and the Prince of Wails (sometimes.) He is the Autocrat of
of the Breakfast Table, the Dinner Table and the Supper Table. He is the Big Noise, the whole Cheese, and the most beloved and precious gift of God.

WILSON STUDIO

## SPECLILS for SATURDAY and MOWDAY

25 Bars P. \& G. Soap 98c 80c K. C. Baking Powder _-. 54c

The Famous Defender Brand Overalls $\$ 1.49$ 50 c K. C. Baking Powder _-_ 35 c 25 c K. C. Baking Powder _-_ 18c 1 lot $\$ 1.00$ Brooms

Brown Shoes at cos

Come in and see us. You will always find our prices right.
We have new dry goods arriving daily, and hope to be able to supply all your needs in a short time.

Powers Mercantile Company
Middle Block West Side Square

## Law. A copy of this order signed by the Aresident and attested by the Secre- $\begin{aligned} & \text { March, A. D. } 1926 . \\ & \text { (Seal) }\end{aligned}$ tary of the Board shall serve as proper notice of said election to be given in accordance with the Law. Edwin $\begin{aligned} & \text { 42tc. }\end{aligned}$ cordance with the Law. In testimony, whereof, witness the Edwin Stiles has been called home from Texas University on account of  <br> ALUMINUM OATS 25c <br> PER PACKAGE, DURING THE Month of April Only

STANSELL \& COLLINS and BROWN BROS.

This is a special introductory offer of Purity Oats, packages. They are:

| Measuring Cups | Measuring Spoons |
| :--- | :--- |
| Individual Pie Dishes | Dippers |
| Salt Shakers | Sugar Scoops |
| Aluminum Spoons | Aluminum Moulds |

These oats are made under an exclusive process which brings out a flavor not found in any other rolled oats.

Manufactured for distribution solely through the independent retailer, by

PURITY OATS COMPANY


We have just received new numbers in real
French kid and fine
high quality silk gloves. high quality silk gloves.
Beautiful designs and smart cuffs.


These are the smartest modes of the season-in exquisite fabrics, silk, lace-like straws, horsehair straw, balibuntals, and ribbons.
Every important new tendency finds exclusive adaption in the collection; in colors and shapes there is a subtle dif


## "The Vanishing American"

## Olympic Theatre

Friday and Saturday, April 2-3
A film made on the last frontier of America, 160
miles from any railroad, with 10,000 Indians pictured in a country where white nies and
looked at with eager curiosity.

Witness Indians in their wild, mad war dances; claiming of the Grand Canyon by Spanish explorers and soldiers; gripping desert scenels; unusual and vivid pic-
tures of Cliff Dwellers, etc-all of which go to make the story one that is historically accurate.
Shown only at the better theatres-by all means see this picture:


Don't forget Easter is here. You will want new Hats,
Caps, Oxfords, Hose, Shirts and Ties.
Have your old suit and dresses cleaned and pressed fo
Sunday. We make them look almost like new. Call us.

## Russell's Store

PHONE 66-FLOYDADA


25. Your lights and horn should
always be in working order.
at. Do not forget to stop, look ans
isten at railroad crossings.
and
 purpose of receiving or dor discharging
passengers, and do not stapt ap again
until such train, interurban or street ing passe
29.1 Yo
periodicall 30. The
proaching
crossings
$\qquad$
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$\qquad$

| 3. |
| :--- |
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alway
proac
a4. $\qquad$ persons
highway
35. Pas
cording to

SPECIAL PROVISION FOR AMERICity of London vacation course in ed-
ucation will make special provision for ucation will make special provision for
American teachers in 1926 . The en-
rollment is limited to 500, and a50
places will be reserved for Americans, places will be reserved for Americans,
aceording to Robert Evans, founder of
the course.
The course proper consists of 24 lec--
thre in subjects for each member, to tures in 4 subjects for each member, to
酋 selected from three times as many.
In addition visits are made to places of
俍 interest, addresses will be heard from
"eminent personalities,", and social oc-
casions will be arrange. Right Hon.
H. A. L. Fisher, warden of New Col-
wal.

H. A. L. Fisher, warden of New Col- lege, Oxford, is principal of the course. -School Life.

 YOU'RE SURROUNDED BYWall Paper

ALL YOUR LIFE!

At least, for that greater part of your
life that is spent within the walls of life that is spent within the walls of
your home. And really when you figyour home. And really when you fig-
ure it out, it's the bright and cheerful color combination designs that
This is the time of the year to renew We have a good stock on hand and our

## F. C. Harmon

south main street White Swan large size peaches
plums, grapes and apricots,
per can,

White Swan Coffee $\begin{array}{lr}\text { White Swan Coffee, } & \mathbf{\$ 1 . 7 5} \\ \text { Duncan's Admiration } & \$ 1.55 \\ \text { Coffee, } & \end{array}$ | Coxes Matches, $\quad 30 \mathrm{c}$ |
| :--- |
| $\begin{array}{l}\text { No. } 2 \text { Pork and Beans, can } \\ \text { Dyanshine Polish } \\ \text { 9e }\end{array}$ | Dyanshine Polish Pe Pe tea,

 | Van Camp's Tomato Soup, $\quad 10 \mathrm{c}$ |
| :--- |
| er can |
| Rex Small-size Bacon, lb. $\quad \mathbf{3 5 c}$ | Wright's Liquid Smoke, $\quad-\quad 7$

Chili, per can Pecans, per
Gallon Krau 14 lb . Navy Penn's
$10 \%$ discount on all Bridles and
Lines.
$25 \%$. discount on all Wagon
Sheets, Sheets, wall tents, and Autg
Tents. Tents.
Heavy Bridle Bits, straight or
jointed McPhail single-tree clips, Ever Ready, Gem, Auto Strap
Ever Safety razors,
Safety razor blades, Gem
Ever Read
Ever Aver Ready 30c, Gilette 40 c ,
Auto Strap 40 c , Durham DuNeats. Foot Oil, $1 / 2$ pint $20 c$;
pints 30 c ; quarts 45 c ; bulk $\$ 1.25$ $4-34 \times 4$ Royal Cord Casings, each
White China Cups and Saucers,
per set,
$\$ 1.00$ TOILET ARTICLES Palmolive Talcum, per can 15 c
Woodbury's Facial Soap, per cake
Woodbury's Facial Cream Woodbury's Face Powde Jergen's Face Powder
All standard Brands o Jergen's Toilet Soap, $\$ 1$

We will sell any amount of these goods. Mered. We deny any chain store connection.

Brown Bros.

