## THE FLOYD COUNTY HESPERIAN



Key Rate Reduction Is Hoped For By Council



## LAND!

Lands to SELLL, FARM or STOCK FARM lease, or to lease for grazing purposes, in most any size tracts wanted in
northwest Texas. Make a specialty of the rich prairie 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
Texas

Buick is in a Value Class

BUICK's position of leadership is founded on value. Its constant aim is to build each Buick better than the last.
And today, despite that leadership well won and firmly held, Buick is constantly seeking to improve its design-constantly searching for the new and better thingconstantly striving still further to increase the value on which Buick's leadership is based.

## CALLAWAY MOTOR COMPANY Floydada, Texas

## When bener automobiles are built, Buick will build them


'INSURE YOUR GRAIN AGAINST HAIL' You Will Then Be Taking No Chance It now looks like the grain crop is assured and that a
bumper yield awaits the harvest; CAN YOU AFFORD TO bumper
TAKE ALL THE RER RISK and not carry Hail Insurance?
Should Hail destroy your wheat crop how will it affect Should Hail destroy your wheat crop how will it affect your financial plans
We can write you in the SPRINGFIELD one of the strongest and best old line companies doing business in
Texas and our adjuster will be conveniently located so that Texas and our adjuster will be conveniently located so that
you will have the very best of service in the adjustment of you will have the v
any loss sustained.
We write Fire, Windstorm, Hail, Tornado and in fact most all kinds of Insurance and we promise you the very
best of service. Our companies are all old line and among best of service tour companies are all old line and amone,
the strongest to be had, such as the Springfield, Camden, Gulf and others, all well known to the insuring public.
Let us insure your Farm Home, Grain, Barns and outbuildings. We are always glad to have you come see us
and we will assist every way possible to solve your insurance problems.
Our Office is in the Surginer Building on the North Side of the Square. Our Telephone is 170 . Call us Often

GOEN \& GOEN
real estate, Loand and insurance


Dr. Wilson Kimble Optometrist



Dr. W. H. Alexander Medicine and ERNAL Eltotherapy
Rooms 6 and 7 Barrow Bldg. Telephone 93; Residence No. 260

| H. Z. Pennington physician and surgeon <br>  |
| :---: |

KODAKERS And get your prints tomorrow
WILSON STUDIO

E. P. NELSON FIRE INSURANCE AGENCY
 this agency,
OFFICE-ROOM OFFICE-ROM 8
FIRST NATIONAL BANK FLOYDADA

Mathews \& Folley LAWYERS

MITCHELL BUILDING
floydada, texas

KEEP YOUR
BATTEREES FULLY
CHARGED
CHARGED FREE TEST New Battery at Low Cost. De
Smith Battery Station TELEPHONE 75

Drs. Smith \& Smith Sanitarium
for surgical cases
Phone No. 177
Floydada, Texas

Rucker Produce Co.
Pays top prices for poul-
try, eggs, hides and cream See us for garden and Poultry feeds and reme-
Rucker Produce Co.


Sales Mount As Latest Improvements Become Known

The instant Dodge Brothers latest im-
provements became known, sales began to climb.
Take the car out for a trial and you'll understand why!
It would require a full page to describe these improvements in detail, but here is a partial listing: new silent-type clutch, new comfort-tilt seats, new five bearing crankshaft, new starting system, new steering ease, smart new lines and colors, easier gear shifting softer pedal action, new muffer, and far-reaching mprovements in the vita parts and body architecture

Test the car's new smoothness, quietness and ease of handling-then relife and low cost of up-keep!

$$
\begin{aligned}
& \text { Standard Sedan } \\
& \text { Special Sedan } \\
& \text { De Luxe Sedan }
\end{aligned} .
$$

MOTOR SUPPLY COMPANY
floydad texas motor cars


PROTECTION FOR GROWING CROPS AGAINST LOSS BY HAIL DAMAGE

Is afforded by this agency through some of the strongest, fairest and most reliable companies operating in this section of Texas.

Assurance of prompt settlements is given by the fact that we have arranged for Mr. S. E. Duncan to act as adjuster for hail losses for this agency alone for two panies with adjusters located at Plainview, Lubbock and Amarillo.

This is "The Agency of Service." We write all kinds of insurance and offer you ready, prompt service on all the details of your insurance business.

FLOYDADA INSURANCE AGENCY Phone 273
Rooms 5 and 6, First National Bank, Building

## DemonstratioN

 -of the -
## John Deere Wheatland Disk Tiller

in the South part of Floydada
TUESDAY, APRIL 26


This wheatland tiller embodies several features which no other dise has now on this market. This demonstration is going to be interesting to every wheat and small grain grower in this territory, who is interested in holding down his production costs.

Be sure to see the demonstration, which will be held beginning about $1: 30 \mathrm{p} . \mathrm{m}$. on the above date.
STANSELL \& COLLINS

## The greatest car values in each priceclass

CHEVROLET
$\$ 525$ to $\$ 745$-The quality car of the low priced field. 3 -speed transmission. Fisher Bodies. Ducofinish. Fully equipSIS: $1 / 2$ moden, $\$ 395$; 1 ton $\$ 495$.

PONTIAC
$\$ 775$ to $\$ 975$-Most powerful "six" in its price class. Fisher Bodies. Duco finish. Beautiful lines. Value prove

OLDSMOBILE
$\$ 875$ to $\$ 1190-$ A fine car at moderate cost. Powerfu16-cylinder motor. Hand4 -wheel brakes 11 models.

OAKLAND
$\$ 1095$ to $\$ 1295-\mathrm{A}$ "six" that is win
ning and holding goodwill on perform ning and holding goodwill on perform Duco finish. 4 -wheel brakes. 7 models.

## BUICK

$\$ 1195$ to $\$ 1995$ - Famous valve-invibrationless beyond belief. Fisher Bodies. Duco finish. 18 models.

## LaSALLE

$\$ 2495$ to $\$ 2685$ - General Motors' new
and beautiful car designed and bui Cadillac. 8-cylinder V-type e Bodies by Fisher. Duco finish. 6 models.

## CADILLAC

$\$ 2995$ to $\$ 9000$-Pioneer 8 -cy linder car.
50 body styles and types by Fisher and Fleetwood. 500 color and upholstery combinations. Duco finishes.
[ALL PRICES F. O. B. FACTORIES]
ENERAL MOTORS stands back of These quality cars. A double guarantee back of every one. Decide which car best suits your purse. Then clip and send the coupon. We will send you free full information about that car, together with a wonderfully interesting illustrated little book about General Motors' Proving Ground where its cars must prove their superiority before they are offered to you. Act today. Mail the coupon NOW, before you forget.

## GENERAL MOTORS




## For



## A THOROUGH JOB

When we fix a car, it is fixed. It is a matter of pride with us, and we insist that every repair job we do is up with us, and we insist that every satisfaction requirements. Let us give your car a complete overhauling. Ou prices are VERY REASONABLE. TRY US!
Floydada Machine Shop
Located at Gullion \& Son-Phone 83

## Saturday SPECIALS

## ANNOUNCING-

The opening of Our New Store at our same location on the South Side of the Square, we are offering these specials for Saturday only, to invite you to our new store.
Green Beans, per lb. $\quad 10 \mathrm{c}$
Fresh Tomatoes, per lb. $\quad$ 10c
Dried Apricots, 5 lbs for
SINCLAIR TRACTOR OIL

Don't buy Tractor Oil for your spring plowing and harvest requirements till you see us.

Sparks Bros. Garage FLOYDADA, TEXAS

##  <br> for <br> Friday Saturday and Monday

We are offering some special bargains on merchandise for FRIDAY, SATURDAY and MONDAY ONLY. Be sure to take advantage of our low prices as the saving on merchandise listed means quite a saving.


#### Abstract

Men's genuine Broadcloth Shirts, regular $\$ 1.50$ 956 sellers for Men's Overalls, good grade with suspenders or 950 high back for-. high back forMen's Dress Hose, regular 65c grade, a pair for $\quad 95 \mathrm{C}$  Little boy's Hats and Caps for Dress Wear - 950 Children's Hose, for girls' or boys', regular 35c - 95C grade, 4 pair for Ladies 50c lisle hose, 3 pair for hose, $\quad 950$ Ladies' silk hose, our $\$ 1.39$ sellers. Also the Bob-o-Link, Silk to the top, hose. These hose are guaranteed to give Silk to the top, hose. hese hose are guaranted to give perrect satisfaction and weat going to sell them 950 these three days at the special low price of Ladies' knitted Teds, summer weight, regular price 75 C 95c, during this sale for We have some wonderful values in our piece goods department. Printed chiffon voile, $\$ 2.25$ grade for $\$ 1.95$ Plain chiffon voile, $\$ 1.85$ grade for $\quad \$ 1.69$ Peter Pan voiles in plain colors, regular 45 c grade for $39 C$ We have just received a big shipment of men's athletic underwear in four brands including Hanes. This is a bar- gain you can't afford to miss if you are in need of underwear. We are going to sell these at only...

Also just received a shipment of men's ladies' and children's shoes, come in and get fitted in a FRIEDMAN-SHELBY Shoe.


## Powers Dry Goods <br> West Side Square



McCormick-Deering Harvester-Thresher and
assure you of Economical and Satisfactory Saving of your Grain Crop, and makes Har-vest-time a pleasure instead of a time of worry and confusion and hard work.


The $15 / 30 \mathrm{Mc}$ Cormick-Deering tractor assures you of ample power for your farm operations, with speedy results and low operating costs, and all McCORMICK-DEERING MACHINES are backed by our guarantee of Service and Satisfaction.
We urge that you do ont delay too long, the working over of your old machines, but come in and place your order for whatever repairs you may need, before time to start in the harvest. A few hours spent on the old machine now may mean many hours of money-making work later on.
RUTLEDGE \& CO.
Full Line International Dealers


Th

## $\underset{\text { Eliz }}{\text { W }}$





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## is of d d An An Math

## ${ }_{7}$

(a) Whan Mobee Fleeta Manning.
(Sang to Me
(b) Try Smiline . Frankie Doris Sm
Boy's Rights-T. S. Stevenso

Bain, Jr. Mountain-Carl Heins-Grace
In the Moadhimer.
R
Readhimer.
Watching the Sparking-Edelle King.
Melody in $\mathrm{F}-$ Rubinstein. -Jessie Mae
Whan
Melody in F-Rubinstein.-Jess.
W.od.
Awarding of Medals.
Andrews Ward P.
Elect officers. New officers
tor the the next school
terg were elected at the zexular meet-
ing of the Andrews $\left|\begin{array}{l}\text { term were elected at the eegular meet- } \\ \text { ing of the Andrews Whard Parent } \\ \text { Teachers Association which was held } \\ \text { Wednesday afteroon, April } 13 \text { They } \\ \text { are as follows. Mrn. Mrs. E. S. Randersons, } \\ \text { president; Mrs. Frank. Stovall, first }\end{array}\right|$
 third vice president; Mrs. T. S. Steven-
son, secretaryi, Mrs. D. W. Fyffe, cor-
responding secretary; Mrs. W. H. Hil.
ton, general treasurer; Mrs. R. E. Fry,
renter. ton, general treasurer; Mrs. R. E. Fry
reporter.
Mrs. E. S. Randerson, Mrs. R. E. Fry Mrs. E. S. Randerson, Mrs. R. E. Fry
and Mrs. T. S. Stevenson were elected
as delegates to the District meeting of
as as delegates to the District meeting of
Parent-Teachers' Associations to be held
at Memphis, April 27. at Memphis, April 27 .
A short program was given and the

meeting adjourned to meet again Wed| meeting adjourned to meet ard |
| :--- |
| nesday affernoon, April 27. |

\section*{| Easter Egg Hunt Given |
| :--- |
| For School Children. |} For School Children.

Several hundred children from the
East Ward School, in grades from one East Ward School, in grades from one
to six, atended the Easter egg hut given
for them Friday afternoon by the Par-ent-Teachers' Association.
The pupils of the first, second and
third grades were given their hunt in third grades were given their hunt in
the G. A. Lider wheat field and those
in the fourth, fifth and sixth grades
in the L. A. Marshall field. Prizes. were
Siven to . . given to each group to the one finding
the least and greatest number of eggs.
Clyde Spence was given the prize for
the thre elowe grades for finding the
thest


Oh -mister Boreas But it's not so funny
when roofs are lifted and
houses smashed by houses smashed by
destructive windstorm THEN you need: protective well
WNDSTORM Nssur.
ANEF-as = finan:
cinl zateguard

Floydada Insurance Agency
Rooms 5 and 6, First Nat'l
Bank Building

DR. MILLARD F. SWART Optometrist, of Lubbock

WILL BE AT
Dr. H. Z. Pennington's Office Arwine Drug Store, Floydada, Texas TO FIT GLASSES - ONE DAY ONLY On Thursday, April 28, 1927 EyES TESTED, GLASSES FITTED, LENSES DUPLICATED

## Announcement

We have moved to the

L \& 0 TOP AND PAINT SHOP
(formerly McCleskey Top Shop)

## Floydada Transfer Co.

Floydada, Texas
phove 12

## AFTER

EASTER SPECIALS

LADIES READY-TO-WEAR, Ready for your choosing the best assortment of the season is now on our racks and the best Val ues too that we have been able to offer.
We have just received a large shipment of Ladies and Misses dresses in all the leading colors and the newest styles that the market affords and we have assembled them in special
groups for this special event. AFTER EASTER SPECIALS.
$\$ 9.75, \quad \$ 11.85, \quad \$ 14.85, \$ 19.75, \quad \$ 39.00$
At either of the Prices quoted you will find outstanding dette, Flat Crepe the new creations. Such materials as Geornovelty pleating, buckles and flowers.


## NEW MILLINERY

The choice pick of the New York Millinery markets will be found in our stocks for we receive new hats every week and show the New things first.
$\$ 2.45, \$ 4.95, \$ 6.75$ to $\$ 10.00$

## LADIES SPRING COATS

Here is your chance to get that coat you have wanted and here is your chance to make a saving. Plenty of time to wear a coat for these cool nights make a coat a We won't take space to tell you about the coats here but any coat we have left in
the house goes in this after Easter Special at

## ONE HALF PRICE

## The Martin Dry Goods Co. <br> "The Store With The Goods"

Contesting Posts Win Equal Number Of Games Ray Blackemore Post Meets MeDermett
Post in in handere
ship Friday Nor Chisht.

Senior Class Wins High
Schools Follies Contest


Prepare for your flock after the brooder stage. We are making attractive prices on good material.

## FLOYD COUNTY LUMBER CO.

Phone 6
Floydada, Texas


Quality Features of the world's most popular gear-shift truck

 baulage unit in the low price field.


 Power for which Chevroler's motor has are an improved transimissiow and dee
gearsblift lever, a new and more
nem

 steering whe
headinms.
of emartics
If you want effcient, truly economical transporation, come to our salempoom
and see the improved Chevrolet Truck!


 3 In addidion too these liow pricest Chew




FLOYD MOTOR CO.

## Floydada, Texas

QUALITYAT LOWCOST


## Do You Want A Distinctive Home?

Four walls can make a home-and a very happy home-BUT, those looking for a good and permanent investment know that the distinctive home is essential today, the home which is not only a treat to the eye but is modern in arrangement and construction. If you are planning on building you should see our plan books, sketches, photographs and floor plans of hom

## Higginbotham-Bartlett Co.

PHONE 55

## fi THE CHURCHES

 Aptist church services W. R. Hill, Th. M. Pastor clock $\begin{gathered}\text { Bap } \\ \text { Bat }\end{gathered}$

 with us, Come and welcome!
floydada circuit west Sand Hill. J. Brown, Pastor Preaching at 11:00 a. m .
Evening services $8: 00$ p.

preaching at baker Elder E. B. Mulline will preach Sun-
day morning at Baker school house at 11 a. . m
Everybod
service

## FIRST CHRISTIAN CHURCH

 F. L. Davis, Minister Services last Lord's day were finethroughout. The sunrise Prayer Meet-
ing was well ing was well attended and was indeedThe Sunday School attendance was the
largest we have had this year, and fine nerest $\begin{aligned} & \text { prevailed during the lesson } \\ & \text { period. The offering for }\end{aligned}$ Ministerial

The morning worship was largely at-
tended and the singing was simply
fine. The choir rendered four beauti-
 ful anthems and Mrs. Enoch gave two
beatiful vocal solos. Al present were
mighty well pleased with the singing
and several said the postor preated than the la
Fawver.
Business. Song.
Benediction. FLOYDADA CIRCUIT EAST -a Campbell, Sunday, April 24:
Sunday Schot Preaching at
Preaching at
Preaching at Lakev.
Clock in the afternoon.
Everyone is invited

## CHRISTIAN ENDEAVO

 Cumberland Presbyterian Endeavo1rogram for Sunday, April 24, with Miss programand and as leader:
Julia Adary Choice.
Subject-"A Missionary Subject-"A Missionary Choice."
Topic-"If I Were to be a Missiona
What Country Would I Choose " Wh What Country Would I Choose " Why
Scripture-Acts $1: 8$, to be read by Mrs. Scripture-Acts
B. McIntosh. Sentence Prayers.
Leader's Talk.
Leader's Talk.
"What are the special Missionary "What are the special Missionat
Needs of India?"-Russell King. "Why Do Some Missionaries. Cho
Difficult Fields?"-Kenneth Bain. Difficult Fields?"-Kenneth Bain.
"In What Ways Can the Christian "In What Ways Can the Christian En-
deavor Sociey Help in Foreign MisBusiness.
Benediction.
at Church of christ
The meeting at the City Park Church of Christ closed Sunday night.
attendance was good and all are attendance was good and all are
joicing over the good results obtaine
While there were

With the Installation of Our New

## FRIGIDAIRE

This week, we can assure you that meat bought here will be kept-

## IN THE BEST OF CONDITION

Complete refrigeration of meat protects your Health. And meat at our market will always be kept Cold, Dry and Clean.

LET US FILL YOUR NEXT MEAT ORDER:

## Shaw, Felton \& Collins groceries and meat



## THOROUGHBRED HATS

Thoroughbred styles are determined each season by expert observers of style trends. Then
skilled workers, who follow a standard that has skilled workers, who follow a standard that has
made this brand famous from Wyoming to Florida, build these styles into THOROUGHBRED HATS
For unquestionable correctness of shape and shade, wear a THOROUGHBRED this Spring. "LOOK AT YOUR HAT-everyone else does!'
Powers Dry Goods Floydada, Texas

Mr. and Mrs. Emmitt Johnson re- J. L. Carathers and family spent Su
turned from Chillicothe Monday. They
have been with their brother who has with T. M. Goodman at Sand Hill.
 Opal Nelson spent Saturday night tin Sunda
with Velma Mae Moore.
Forest

## -

# APRIL 25 to APRIL 30 

Is Chase $\mathcal{E}$ Sanborn

## Seal Brand Coffee Week

-And with the opening of this special week for Seal Brand Coffee, we announce a reduction in price of this most popular brand. Price of $3-\mathrm{lb}$ can now-

REDUCED FROM $\$ 1.75$ TO \$1.65
-until further notice. Seal Brand is now within the price reach of every pocket book, if you like good coffee.

## SPECIAL SALES PROMOTION

-of Seal Brand Coffee will be held during the week under the auspices of the Ladies' Auxiliary of the American Legion April 25 to April 30 Let these ladies tell you of the superior merits of Chase \& Sanborn's Seal Brand Coffee. You pay less for this high-grade coffee and aid the Auxiliary by making your purchase through them.

## Stansell \& Collins

Floydada, Texas

Easy To Handle
Easy To Lubricate Easy To Adjust

## -and It Get's The Grain!

In addition to the fact that the "Holt" has steel frame and body, anti-friction ball and roller bearings, pressure gun lubrication, safety snap latches, and many other features that mean endurance, reliability and easy operation, it gets maximum grain profits, because

## IT PUTS THE GRAIN IN THE TANK

The "Holt" is built on the correct principles to save all the grain-it has proved efficiency in grain separation.

Allow us to show you the features of the "Holt" that have made it so popular with Texas, Oklahoma and Kansas wheat growers. Remember the price has been revised downward.
HARRIS BROS.
DEALERS
Floydada, Texas

# OPPORTUITITY SALE 

## CLOSING OUT STOCK

Opening Saturday,
April 23rd at 9
o'clock

DRY GOODS, CLOTHING, SHOES, READY - TO - WEAR, HOSIERY, WORK SHIRTS AND WORK CLOTHING. GOOD MERCHANDISE bOUGHT AT A VERY LOW PRICE AND WILL BE PRICED IN MANY INSTANCES BELOW WHOLESALE COST. HERE YOU WILL FIND BARGAINS THAT YOU CANNOT RESIST. ATTEND THIS MONEY SAVING EVENT.


SOUTH SIDE OF SQUARE IN DUNCAN BUILDING

Men's and Boys' suits, all wool, good colors. Special, one group at -

## $\$ 9.95$

Group.No. 2, special closing out at-
$\$ 12.95$
Women's Silk Hose Special. All colors, Pure Thread Silk Chiffon, regular $\$ 2.25$ to $\$ 2.50$ values at-

## $\$ 1.49$

Silk Rayon Hose, silk to top all colors. Special at-

49c

Children's Silk Sox special. Regular $\$ 1.00$ values, all pure thread silk at 59c Pair
50 c values, assorted sizes and colors, Special at-

29c Pair

Special Saturday, 10:00 o'clock until 11:00 o'clock, 5 yds of bleached or unbleached domestic 36 inch, good heavy weight, five yards to customer only. For35 c

Men's Rodeo 8 oz. Blue Work Pants, Special at$\$ 1.49$.

Boys' Rodeo 8 oz. Blue Work Pants, Special at-
\$1.19
Men's Overalls 220 wt white back regular $\$ 1.75$ to $\$ 2.00$ value, closing out special at-

## $\$ 1.00$

Men's Work Shirts, medium weight, Special at-

49 c
Men's Heavy weight Blue Work Shirts regular $\$ 1.00$ values. Special at-

69 c

Men's Work Sox 10c or 3 pair for 25c.

Shoes, Women's Oxfords and pumps, assorted colors, former values $\$ 6.50$ to $\$ 9.50$ closing out at
$\$ 2.95, \$ 3.95$ and $\$ 4.95$

Extra, Extra Special. Dress Patterns consisting of Gingham, prints, voiles, rayon silk and all silk crepes. Thousands of Patterns 3 to 5 yards, price per pattern-
$45 \mathrm{c}, 65 \mathrm{c}, 75 \mathrm{c}, 80 \mathrm{c}, 85 \mathrm{c}, \$ 1.00$ $\$ 1.25, \$ 1.50, \$ 1.95, \$ 2.25$, $\$ 2.95, \$ 3.95, \$ 4.95$, and $\$ 5.95$

Do not miss these values.

Shoes, Men's Shoes and Oxfords, former values $\$ 6.50$ to $\$ 8.50$ closing out at-
$\$ 2.95, \$ 3.95$ and $\$ 4.95$

Special San Silk Thread at 4c Spool.

Silkine crochet thread special at-

7c Spool.

Men's Union Suits, Knee length, athletic style, good values at -

49c

Men's Hats, one lot Men's dress Straws, good values at-

## $\$ 1.00$

One Lot Men's dress felt hats, closing special at-

## $\$ 2.98$

Work Shoes, one lot all large sizes, $10,101 / 2,11$ and $111 / 2$ closing out at-
$\$ 1.98$ and $\$ 2.98$

## Hundreds of Other Real Money Saving Bargains in This Close Out Sale

## THE BARGAIN STORE

In A. B. Duncan Building South Side of Square


## AVERY TWIN-JACK CULTIVATOR



Easy on both man and team


Dashing Modernity Sets
Them Apart From Ordinary

## Models

THIS season we have two types of the suit vieing for faTHIS season we have two types of
vor, the ensemble and the tailleur.
ALL SUITS PRICED ONE-THIRD OFF

KIRK \& SONS
Floydada, Texas


