 As Weather Favors Crop

Rural Electric Set Tournament Receives Bids on Opening Monday 100 Miles line Night in Softball

Safety Film Friday, 10:30

Purcells Returning To Fort Worth, Tex.
Light Plant Vote in Floydada Due Saturday, June 7

OES Install New Officers

Robt. L. Pierce
Died Suddenly Last Friday Morning
Harold Allens Fly
Home on Vacation
Trip from Alaskq

O'Possum Family Makes Abode Here

> Lockney Legion Celebrate With Rodeo June $7.8 \quad \begin{aligned} & \text { Treed, Coys Invicted on } \\ & \text { Tharge of Robbery }\end{aligned}$

Jones Case Argued in Criminal Appeals Court on Wedn'sd'y

Buddy Poppy Sales Last Week at \$162



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Plans to Aid Labor and Combines
Get to Fields for Wheat Harvest

EDITORIALS

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 Many people want chiropractors and the vast
majority of the others are willing for them to
have the kind of heal ANOTHER BIT OF FOOD INFORMATION This great compendium of useful informa--
tion, especially valuable in homes of our better people and on occasion borrowed by their
neighbors has another food suggestion that
is due to be epoch-making.

The Floyd Co. Hesperian

 arm in a fail at his home last Fri-
day afternoon.
Playing a cang up" game from
start to trinish the Floydada Base-
ball elub deteated the McAdoo team
here Sunday fternocn. 6 to 5 here surnay teternomn, itio thi ner in mier nime rumad
 OR CHERCH AT LDEENZOL
Mis LIa Jo Smith. daughter Miss Lla Jo Smith. daughter of
Mr. and Mrs. James Smith of the
McCov community, is conducting a



Dr. Wilson Kimble Optometric Clini
Specializing in Eye Care and Visual Efficiency
For Appointments Telephone 254, Floy For Appointments Teiephone 254, Floydad

## INSURANCE

Extended Covera
Surety Bonds
1923 Bonds
E. P. NELSON AGENCY

## NOTICE, FARMERS!

Here's a Premium Crop
GROW WAXY SORGHUM

Deliver grain when threshed. Price and call Deliver grain when threshed. Price and call o

permits sale any day thereafter that grow

Quick Sealing Glue, Tapioca, Flour

BUILDING BLOCKS

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Drain Tle Comercto slatas
WAYNE BENNETT

Plant located East Califor
nia Street on Industrial

## Shorts and Bran

are made from Waxy Sorghum. Developed by R. Karper, under Plains conditions, Waxy Sorghum

FLOYD COUNTY GROWERS MAY
PLANT 2,000 ACRES THIS YEAR
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## IGLEHEART BROTHERS

Division of General Foods Corporation
Evansville, Indiana

## Keep it great...OIL-PLATE!

CET molecular attraction to fasten a special ingredient of Conoco $\mathrm{N}^{\text {a/h }}$
Motor Oil so cosely to your new car's engine that it becomes Oit-Plated! GET the lubricant that resists gravity . . stays up on cylinder walls . can'r all drain down even overnight! Get exrme protection from "dry" starts . .. EXTRA protection from carbon and sludge due to wear . . EXTRA GET your ar Oilplates
GET your car Oil-Ploted, quick! Make a date to Oil-Ploto
Gooe Conas Mdidage Merdant
CONOCO

MOTOR OIL


## Now is the time to

 Join the Swing to$R_{12}$ now you could probably sell a grass hut to an Eskimo or an igloo to a in immediate sales ... but in long-term prestige.

That is why so many farsighted architects and builders are turning to the all-Gas

Especially in the Southwest, gas is the fuel people know and prefer. In out cities and towns, everyone uses gas. And modern Gas service-with postwar Gas appliances-promises even greater ease, comfort and efficiency. Here are a few ways it adds to better living:

House heating with an automatic Gas furnace assures cozy warmth on the rawest winter day. Year-round Gas air-conditioning goes even farther-actually brings healthful comfort in every kind of weather. Hot water in abundance is provided for every need ... and with such economy and speed-of-recovery that it is possible to own both an automatic dishwasher and automatic laundry. Silent Gas refrigeration keeps foods fresh for long periods and eliminates daily shopping trips. The auk matically controlled Gas range cooks meals and turns itself off while the homemaker relaxes or shops or attends to other duties. Incineration simplifies disposal of refuse. Gas clothes-dryer makes laundering easy and rapid.

Yef, with all this, Gas is economical! Both the initial cost of equipment and carry ing charges are low. Mass production, due to volume demand, has resulted in high quality without high cost. And this superior quality plus freedom from mechanical wear means that appliances stay at their peak of efficiency for a longer time. Add to hat the well-known economy of operation and it is obvious why Gas is the best buy or any client's money.

Most important of all (from your point of view) ... Gas appliances are designed ompactly to save space-space that often allows you to put in an extra room of cut down the outside dimensions. They reduce building costs further because they require only simple connections. And the attractive streamlined design of each of the seven Gas appliances listed at the left is so recognizably modern that they help sell a house on sight!
ocial Events, Clubs


## WHITE'S Super IRE SAME



Meador Family havivg
A RE-UNION THIS WEEK
A reunton of the W. E. Mead
family is being held this week
Foydada. beeng held this week in
Those present and Visiting with
W. E. Meador. Miss, Myrtis Meador
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Mrs Sorton Homorée
it Birthay Party
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Automotive
Repair Service

- Open Evenings until 12
- Garage work and Radia-
- Motor Tune-Up Jobs;
- Paint and Body Work;
- Valve Re-Facing and Re


## CRUMPTON'S

RADIATOR SHOP
Telephone 11
W. N. Crumpton
H. H. Lowry

WHITE






| R\&W Fancy Country Gentleman <br> CORN, | 2 No. 2 Cans <br> R\&W |
| :--- | ---: |


| TOMATO SOUP, 25c | 13 |
| :---: | :---: |
|  | $\text { Apricots, } \mathbf{2 5 c}$ |
|  | $\underset{\substack{\text { SUGAR, } \\ \text { tmperial- }-10 \text { L. }}}{93 \mathrm{C}}$ |
| Nn | . 31 |
| $35 \mathrm{c}$ | R\&W - Qami |
| CHEESE, 44c | ${ }^{125}$ Fen |
| $\begin{aligned} & \text { OF MEAT AT } \\ & \text { RICES } \end{aligned}$ | 23c |

## Webb's Food Market

PHONE US YOUR ORDER - No. 60
bring us your eggs


Good lighting means more than protecting the eyesight of your family. With electric service so inexpensive, and such attractive lighting fixtures available, better lighting will help "dress up" your home at a low cost. Just fill in and mail the coupon, or call your nearest Public Service office for a visit by a Public Service Company lighting specialist to tell you how to improve your lighting. He'll measure the light in every room of your home and provide you with valuable SOUTHWESTERN PUBLIC SERVICE CO.
$\qquad$ ter lighting .... and $\vdots \begin{gathered}\text { Please send a representaciang }\end{gathered}$ remember . . . this Name
service is absolutely Address
without char ${ }^{2}$ e to
you.



## In Our Market Department

You will find Fresh Meats of Quality as usual this week-end

| Prime Short Cut | Lb. | Lb. <br> STEAK, | .55 |
| :--- | ---: | :--- | ---: |

PORK SIEAK, $\mathbf{5 5}$ OLEO, . $\mathbf{3 6}$ Hudson Food Market

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Sidelights

## From Washington



Fairview News Pargview.
weather and







## Sand Hill News



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S. Womack and other re




## Change in Service Santare

 From Floydada
## Read Down

 12:15 PM10:10 PM
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CRISP AS SUMMER SAILS in a breeze is Doris Dodson's "Colleen." This trim two-piecer of Blackstaff Real Irisb Linen and white or pink and white wist belt of silverg inverin; $\$ 1799$ )

Miladies Specialty Shoppe

[^1]



## AIImwillon Couniy Comminsioners Contractors

We have available for immediate delivery several Model A International Harvester Tractors with No. 18 Hiway Mowers. Write or call us if interested. Plans Machinery Company
Plainview, Texas
Phone 1050


MMP
PAULA BROOKS ingeniout tom
and
brays. Ifit am ext puistuched jochet features twin
Thet and raucy vide cuffs. Sizes 8-20. $\$ 27.50$
Hale's Department Store

## BUTTER-KIST---

That's the Buy-Word for a Quality Loaf Made Right, Baked Right; and Right here in Floyd County. Call for Butter Kist at your favorite food store.

## PARTY PASTRIES

Solve Your Pastry Problems for Party Pastries and for Special Days and Events by Bringing them to us.
Our business is showing a pleasing increase and we thank the public and the food trade for their fav-

## FLOYDADA BAKERY

John Walker - Carl Jarrett fic and the food trade for their fal.


## Tractor Tires

Yes, we have a Good Stock of Tractor Tires, both Front and Rear-also some

## Pick-Up Tires

Most Every Size $6.00 \times 16-6$ ply Rayon; $6.50 \times 16-6$ ply Rayon; $7.00 \times 16-6$ ply Rayon; $7.50 \times 16-6$ ply Rayon and $7.00 \times 15-6$ ply Rayon

## We also have a Good Stock of Passenger

 Tires. AND THE PRICE IS RIGHT.
## LIM

## CLINE \& RAINER

Western Auto Associate Store Phone 37

For 45 years, in good times and bad, Penney's has brought you always "best possible "quality-lowest posible price." That is a day-in,



Fathers Day June 15


Prices Slashed Now! Khaki Suits \$2.49
each garment
Army-type twill - Sanfor-Army-type twill - Sanfor-
ized sun tans an
amazing price! Scientifiamazing price! Scientifi-
cally cut for all-over fit: Deep pockets turned and double-stitched for wear.


We doubt if you'll find another cotton twill print at
this price! Our own threecolor sailing scene design in non-fade colors. Short
or long sleeves, full cut!

Joe H. Smith, In Arabia, Has Intriguing Job

## TAXI Call 36

Patients Should Have Ethics, Too

* A physician is a busy man. Day and night he is ready to give succor to those in need of at meaitimes just because you know he can be reached. And do not call him at night, unless absolutely necessary. Confine your calls to his office hours are for
- Keep your appointments promptly, or notify him in adrance that it is impossible for you to do so. In short, treat him as you would wish to be treated were you the physician: A sympathetic appreciation of his problems greatly enhances the belp be can give.

Arwine Drug Company
PRESCRIPTION PHARMACISTS

WePickUp FLATS Telephone 352
 Wamitiz, Maratak Lubr
 Phillips "6b' Tranis F., s.sim

Trouble, always trouble. Maybe next time youil try Phillips 66 Motor Oil"


FOR PHILLIPS 66

AARON CARTHEL WHOLESALE and RETAIL

## Your Alert Phillips Dealers

Felt Patterson
mwantime
Rudolph Thornton
300 E. Houston - Highway 70

Smith \& Son
Blue Goosestation

## 

FARM \& RANCH LOANS
4 Per Cent Interest

## R. O. SILVERTHORNE

LANDS

Lands for Sale and to Lease for Farming and Grazing purposes in Floyd and cther Counties; also large hist of Town Lots.
W. M. MASSIE \& BRO. General Land Agents Floydada, Texas $\begin{array}{ll}\text { W. M. Massie } & \text { J. M. Massíe }\end{array}$ Hollis R. Bond

216 Bishop Bldg Phone 162

## Clunays BRING Your FORD

 "back home!" fordotranind mechanics GENUINE FORD PARTS 3. FACTORY-APPROVED METHODS

ESTIMATES FREE-USE OUR BUDGET PLAN BISHOP MOTOR CO.

114 West California Street

Telephone 2
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Wh blongs 10 a nation－wide buying
pov of Independent Menorial pop We buy for cash，in car－
Doses．
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$\begin{gathered}\text { Your Farm，Ranch and City } \\ \text { Property Listings for sale．}\end{gathered}$
JACK
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The Floyd County Hesperian, Floydada, Texas, Thursday, June 5, 1947


## aces Awarded

Bobble Jean Medlen and Pat Hen-
nessee are the representatues of th
Floydada church. The Youth osem nessee are the representatures of th
Floydada church. The Youth assem.
bly closes at noon on Yriday flame Resistant finish Flame resistant finish
College station COLLEBE STATION - Sctence
has come up with another develop
ment aimed at home fire sufety.
Covernment and industrial

PLOW CORPORATION announces a 10 PRICE RBDUCHION

- 

THIS step is being taken because we believe it is the obligation of every industry to reduce prices when it is possible to do so. We think it is one way we can help cushion the effects of a" potsible recession and increase the purchasing "power of our customers. ${ }^{\text {" }}$ In "one year't time, this reduction will save our customers about $\$ 600,000.00$.

There is no "sale" necessity involved in this price cut, for we now have the largest backlog of orders in our history and are entering our best sclling season. 1 Sales are increasing every day and many of our customers are in desperate need of plows which we are unable to deliver.

## Production Eticiency is Enabling Factor

In our case, production efficiency and sales volume have increased to the point where we are now able to offset the increased costs of labor and material. Our labor rates have increased approximately 110 per cent and our materials costs approximately 112 per cent since 1942 . But our sales volume has increased 2490 per cent and our productive efficiency 374 per cent in the same period.

Balancing these things, we find that we are able to cut back our retail plow prices to a level approximately that of 1942 . Modern equipment, improved manufacturing methods, our incentive wage system, and above all the unusually high ${ }^{\text {type of hard-working, independent Middlewesterner who }}$ builds our plows, have combined to bring our factory to a high peak of productivity. We are passing the benefits on to our customers, who during the past 23 years have enabled us to become the nation's largest producers of one-way dise plows.

This price reduction is simply the execution of what we think is sound policy, that of producing a better and better plow to sell for less and less. To this end we pledge our future efforts.

> Sincerely;

The Protection of Good Insur-
ance. We can insure your com-
bines, Tractors, Trucks against
All Hazards. The Protection of Good Insur-
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All Hazards.

## DURING HARVEST . . .

Highways, Roads, Fields will be full of Fire, Damage and Liability Hazards for YOUR Vehicles and Equipment.

## YOU NEED




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