## mars Still

 phimare For pax Raiser

City-Wide Clean-Up, DDT Spray Campaign Announced by Jaycees

Hail July 4th Celebration As a Success

Lion President


Floydada Town
Lots Leasing
Still Under Way

Softball League to Resume Play Monday Night

Bar Members
Attend State
Bar Meeting

St. Sweeper
Added by City
Hotel Coffee Shop
Closing Saturday
W. T. Foster Died

Saturday; Funeral
Rites Held Sunday

Paul LePanse and Glider, Soars
Wichita Falls to Floydada Tues.


EDITORIALS


 count wheat is somewhat disquieting. You busineass, tispspexiality in you are in the wheat it would make it an expensive operation for
him if he kept on sending them the kind of wheat they did not want. We didn't use any
names, except the name of W. C. Cates, who
 for the yood of all forks to make a change

 porrce centams are undexirable, Fility three
por and and andif million bushel
wheat crop andesirable for neecos clarifying A wheat man surely
wouldd kind of wheat the mill doest' want any more
than the milu wirl trasto make poople eat at
brand of flour or toasties the sublic will not

|  |
| :---: |
| vestion naturally arises, why are the per, and the people of the high plains wil |




$\qquad$ customers what kind of cotton the customers M The average American is drinking less
should raise and offer for sale. In fact, the milk this year than last, due in part to to the simener stood to olosear or oo of his custom tand cerhaps a season's sinning by just getting a
bit toprticular about it.
He poid the halt pewspaperman, attempting to cruasde a bit,
found out quickly he was just trying to stick pure cussednets. The pins susthess out of When saving seed from your garden, take Slue Riblfore

Great-Grent-great Grandpaw (at least in spirit) was a "long. horn." The old pioneer was a forerunner to be proud of. But accord ing to some history books, he was good for little more than "hides and tallow.

BUT today, the bull that roams the plains is a BLUE RIBBON WINNER all over the world.

We have so much confidence in the cattle industry-and all other industries we serve-that we are investing 35 million dollars in a building program. This expansion program in the area we serve will bring more dependable electric service to industry, and better living electrically-to everyone!

## The Floyd Co. Hesperian



ODEN CHEVROLET COMPANY 221 South Main St. Floydada,To

## $A$ committuee from the Count



Llano County vs. Floyd County 5-man teams competing at

## loydada Rodeo Grounds

## Wednesday Night

JULY 16 .- 8 p..m.
loyd County Team Composed of W. E. Burleson, Snooks Baird, ard Rattan, Dub Behrens, Quin Martin, vs.

## Champions of Llano Country

${ }^{20}$ indinidual match roping, -3 calves each,
W. E. Burleson, Floyd County

Bob Hines, Llano County

## lack Pot Roping

| or West |  | ${ }_{\text {prem }}^{\text {pre}}$ |  |
| :---: | :---: | :---: | :---: |
| Texas Home Games | crosivyon, Juy-At lorg hat |  |  |
| Offered Floydada |  |  | Helean Cotun nes wantod at The |

## BUTTER - KIST

FINE FOR TASTING
FINE FOR TOASTING
FRESH EVERY
MORNING

You'll Like the Taste
You'll Like the Texture

## FLOYDADA BAKERY

## YOUR FORD DEALER

 Get this 4 -Way Ford Service!


Cecil Anderson Funeral Saturday

 The Foydada cemetery wiul Harmo
 secident norith of poord were on High Aosplal Priday, posad County. A
 sure naty durns worrid w yeor II
survin include the wide
 Emis H a Reos of Otand proth

Fourth of July
You've got the money. I've got the merchandise. I need the money and you need some of the many items we have on sale at big Reductions.

## Sale Starts Friday, July ll - Ends Saturday, July 19

|  | Hair Flowers 19c Each <br> Ladies' Gowns Floral Batiste $\$ 2.98$ |  | New Handbags <br> In Spring Colors Priced up to $\$ 3.49$ <br> Your Choice 98 c | $8-0 \mathrm{zz}$. Superior Furniture Polish 9c |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | matched <br> Salt and Pepper Set <br> 10c |  |
|  | Baby Car Seats Heavy weight duck$\$ 1.49$ |  |  | Glassware Assortment Relish Dish, Pickle Dish, Bowls 9c Each |  |
|  |  | BED ROOM CURTAINS |  |  |  |
|  | Garden Hose Good quality $\mathbf{1 0 \%}$ Off | Now \$1.49 |  | Pottery <br> Water Pitchers <br> Assoted colors, two sizes <br> A99 <br> $\mathbf{3 9}$ and $\mathbf{7 9 c}$ |  |
|  |  | Cottage Sets Clopay 39 c | Chenille Bed Spreads <br> Large Size <br> $\mathbf{\$ 6 . 9 8}$ and $\$ 7.98$ |  |  |
|  | $\text { Large } \$ 7.98$ |  |  | Copper Pot Cleaners <br> 5 c |  |
| es' Play Suits | mited | Kitchen Curtains 98c Set | Ladies' Water Proof Cook Aprons 49c |  |  |
| $\mathbf{3 5}$ c to 98c | Large Size Wagon Steel frame - Oak bed$\$ 9.95$ |  |  | Just Arrived Stainless Steel <br> Cooking Ware at Reduced Prices | cos |
|  |  | RugsShag, Chenille, Cotton, woolReduced $\mathbf{2 5} \%$ | Fancy Sewing Buttons <br> Must go <br> 5c Card |  |  |
|  | 35 Pce. Beautiful Dinnerware Set$\$ 13.98$ |  |  | Enamelware <br> Red Finish Dutch Oven ryer Casserol 89c Each |  |
| $\mathbf{5 0 \%}$ |  | Print House Dresses <br> $\mathbf{\$ 1 . 4 9}$ and $\mathbf{\$ 1 . 9 8}$ |  |  |  |
|  | Planters Vases | Thermos Jug 1 Gallon with faucet $\$ 3.98$ | Ball Bearing Skate Scooter $\$ 1.49$ | Oil Cloth <br> Assorted Patterns <br> Yd. 59c | ${ }_{\text {Boys }}^{\text {Boys }}$ |
|  | Reduced 25 |  | Kewpie Dolls with Dresses Moveable arms and legs Reduced to $\mathbf{\$ 1 . 4 9}$ |  |  |
| Ladies' Rayon Hose 49 c to 98 c | Insect Spray | Electric Hot Plate 1 Burner $\$ 2.98$ |  | White Enamel Step-on Pail $\$ 1.59$ |  |
| Hanway Tee Shirt 98 c | ALUMINUM PUSH TYPE <br> Clothes Pins Rust proof 19c Doz. | Juice Sets Pitcher and 4 Glasses 79c Set | Large Glasses Set of 12 98c | Genuine Briar Pipes Values up to $\$ 5.00$ Your choice 98 c |  |
|  |  |  |  |  |  |
|  |  |  |  |  | $\begin{aligned} & \text { Harvest Hat } \\ & \text { 49c } \end{aligned}$ |

Mawn Aid Control of
mng'sDisease

ALI TYPES OF CHSTOM PPRRYING Contle and Dairy
Cows
and
Weed Killing

ower Equipment - Troined MenURINA SPRAYS Save Time - Do A Better Job!

Hewn muc rour inese

 FUQUABARBER
Farm Supply
Phone 307


## NEW and USED CARS!

1947 Chevrolet Fleetmaster;
1947 Ford Truck-LWB-Stick 1946 Dodge DeLuxe Pick-Up; 1942 Nash Sedan 600; 1941 Chrysler Windsor Highlander 1941 Chevrolet Master DeLax
1941 Plymouth

## 41 Plymoun DeLux

## J. W. DAVENPORT

J. 1 . ${ }^{2}$

## JUST RECEIVED

- Closet Combinations
- Iron Enameled Basins
- And plenty of tubs, sinks and lavatory trim.
Other merchandise will arrive soon. Still have some small pipe.


## WORSHAM \& SON PLUMBING COMPANY <br> In John Reagan Building



Let's All Help the

## JAYCEES CLEAN UP

This Town of Floydada

## JULY 14 -. JULY 21

SPEAK TO YOUR NEIGHBOR ABOUT IT

## Youngstown Kitchens

Dempster Windmills
Hot Point Appliances

## Building Materials

## NICHOLS LUMBER COMPANY



OUBEMPLOYEES PLEDGE TOYOU
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\square$

## THE FIRST NATIONAL BANK

Floydada, Texas
We Sell Savings Bonds

## 

##  IN THE NEW PIPER CUB SUPER CRU.

STEMARTS A House Youmul Ewoy
DOING DUSINESS WITH



## In The Week's Social News

## INSURANCE

Fire, Windstorm, Extended Coverage, Automobile Surety Bonds
E. P. NELSON AGENCY


| Myrick-Robertson |  |
| :---: | :---: |
| Vows Taken July 4 |  |
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| mis Arsis Myrick, daushter of H - |  |
| pad Mra, Dena M Mrrick, of Ployd- |  |
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| mote mine was dresed with whte |  |
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| bible and wore a corsage of red roses For something old she carried a |  |
| ame |  |
| tax smething borrowear she wore |  |
| For her daughter's wedding Mrs.Myrick chose a white all-over em- |  |
|  |  |
| nations. <br> Melvin Robertson, br ther of the | Mrs. Joe R. Robert |
|  | OK cate for the past 3 y years |
| bridegroom, and Miss Joyce Myrick only attendants. |  |
|  |  |
|  |  |
|  | he was tindurcted into the army ind |
|  |  |
| LIVESTOCK <br> OWNERS <br> Free Removal of Dead Antmaly CALL or ge: | months overseas he was discharged The couple will make thelr home in Moydada <br> The weang party included Mri |
|  |  |
|  |  |
|  |  |
|  |  |
| Free Removal of Dead Antmals CALL or sex |  |
| Consuminers | and Miss Johnna Joy Kennedy Lockney. |
| Fuel Ass'n | FARMERS UNION PARTY SET FOR JULY IS AT AAND HIL |
|  | The Sand Hul Farmers |
|  |  |
| Phone No. 122 |  |
|  | rangements are being |

## BLANKET SALE!



- Esmond
- Cannon-Leaksville
- Welwyn
$\$ 6.95$ To $\$ 19.50$
$50 \%$ and $\mathbf{1 0 0 \%}$ Virgin Wool
Take advantage of our lay-a-way plan. A s m all deposit will hold your selection. These blankets are made by the most famous makers, who choose only the finest of materials. Now is the time to look ahead to those cold winter nights.


All wool with satin binding in all the desired colors.


Plenty of nice sheets and pillow cases.

## Sheets $\mathbf{\$ 2 . 4 5}$ and $\mathbf{\$ 2 . 9 8}$

 Pillow Cases for $\mathbf{6 9 c}$
## Hagood ${ }^{\text {d }}$

Standard Brands

## - Nashua

- Faribo
- Purrey



# Venetian Blinds Metal or Wooden Slats 

Your choice of Color and Tape

Custom made to fit your windows
Call us for an appointment to measure your windows and estimate the cost.

## Are You Afraid?

of Polio? The Floydada Jaycees will spray your Town Residence with a non-harmful-

## DDT Solution

At Cost Price
During the Week July 21-26
You to have your premises clean when the Jaycees call

## Rates:

Average Home, . . . . . . . . $\$ 2.00$
Average Home wihh Extra Out Buildings, $\$ 3.00$
Extra Large Premises with large out Buildings and Live Stock or Chickens,

## Call 232 or 254

 To make advance reservations[^0] Floyd County Chapter, National Foundation for Infantile Paralysis.

## mination Of rden Insects

 Mad.SummerDOES YOUR HOME NEED - PANIING

- ROOFING
- Wallpaper

We ane supplys the materials for beemind al repari sobsas
 us supply the materials. We give an winet value for the money.

We can supply you with material or repairing those granaries.
HIGGINBOTHAM-BARTLETI COMPANY


## Golden Rites Held Thursday Evening

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|  |  |
| nstituted 40 years |  |
|  |  |
|  |  |
| home when inie saturuay moming service begins. It will be an occa- sion of general rejoicing for the as- |  |
| sion of general sembly. |  |
| erator, D. L. Handley, says: |  |
|  |  |
|  |  |
|  |  |
| new home saturray and sunday. |  |
| Saturday night at $8: 30 \mathrm{p} . \mathrm{m}$. "And we take this opportunity to express our thanks unto all who |  |
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|  |  |
| We plan to have dimner on thr around together both saturday and Sround together both Saturday and |  |
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| ing was started soon after the sitewas acquired and now nears completion. |  |
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| Golden Rites Held |  |
| Thursday Evening |  |
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| view school house, the congregation will hold its first service in its own home when the Saturday morning |  |
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| sion of general rejolcing for the asA notice for the press issued this |  |
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| East Ward school was purchased from Floydada Independent School district for the purpose. The build- |  |
|  |  |
| Pletan, are four persons now iv- |  |
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|  |  |
| Golden Rites Held |  |
| Thursday Evening |  |
|  |  |
| for E. J. Golden, prominent Floyd day afternoon at 4 o'clock |  |
|  |  |
| ney. Burial was made in the Lock- |  |
| ney. Burial was made in the Lock- ney cemetery with Crager Funeral |  |



## $$
\begin{aligned} & \hline \text { Hinkle Family Has } \\ & \text { Re-Union With One } \\ & \text { Member Missing } \\ & \hline \end{aligned}
$$ <br> Churchhas Home After 10 Years


Mr. and Mrs. R. D. Nelson spent
hair, and elean yourself, up."

## RODEO

 and OLD SETILERS REUNION Memphis, TexasThree Big Days JULY 24-25-26

## $\$ 1500.00$ PURSE

## Plus Entrance Fees

RODEO STARS ON PARADE! Featuring Charley Schultz (Rodeo Clown) and His "Bucking Ford"-"Trained Mule"-"The Old Town Pump". Vivian White, Bronc and Trick Riding. Clark Schultz, Trick Rope Artist-Whip Act.

ENTRANCE FEES Calf Roping, $\$ 25$ - Bulldogging, $\$ 20$ - Steer Riding, $\$ 15$ - Bronc Riding, $\$ 15$

## 4 PERFORMANCES

NIGHTS: July 24-25-26 - 8:30 p. m. Afternoen: July $26-3: 00 \mathrm{p} . \mathrm{m}$. - Parade, Starts at 1:00 p. m. Saturday, July 26
RCA Approved
Sponsored by V.F.W.


$$
\begin{aligned}
& \text { 12- Foot Carketing } \\
& \text { 9x12 Wool Rugs }
\end{aligned}
$$

at H. G. PARKER FURNITURE COMPANY
For the first time in a long time we have the pleasure of in- viting you down to see the new floor coverings at Parkers. We can show you good wool rugs at from $\$ 39.50$ to $\$ 110$.

## New Bed Room Suites, New Living Room

 Suites, Deep Freeze UnitsOur store is full from end to end of Pretty, Useful things to make your home more livable. Won't you come in today and see?

## Wall Paper <br> Just <br> Received

Lots of new de-
signs- and plenty
Canvas
Telephone 352
We have the Hypoid Vacupm Flusher for New Dif-
Washing, Marfak Lubri-
ferentials. cation;
Phillips High Octane Gasoline and Phillips Oils and

## Phillips "60"

Truett \& F. A. Smith
Northeast
Corner Square

## Your Alert Phillips Dealers

Felt Patterson
300 West California
Rudolph Thomion
300 E. Houston - Highway 70

Name Rodgers Chief of Fire Dept. Again

| Hot Weather Foods |
| :---: |
| PEiches, $27{ }^{\circ}$ |
| Apple Sauce, $19{ }^{\circ}$ |
|  |
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| ${ }^{\text {cta }}$ |
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|  |
| Jarlins, $25^{\text {c }}$ |
|  |
| ${ }^{\text {Clabber Girl, }} \mathbf{1 8}$ |
| LUX SOAP, 19c |
| HY-PRO, 29 ${ }^{\text {c }}$ | 292


Fruit

Cocktail,
In Heary Syrup. $39^{\text {² }}$

| PEACHES, <br> Gallon, In Heavy | $\$ 1.09$ |
| :---: | :---: |
| PRUNES, <br> Gallon | $3^{\text {c }}$ |
| $\overline{\substack{\text { Froch } \\ \text { Lima Beans, } \\ \text { Can, }}}$ | $25^{\text {c }}$ |


| Texas Grapefruit |
| :--- |
| Juice, <br> 46 Ounce,$\quad 19 \mathbf{c}$ |


| Fancy Tomato Juice, |  |
| :---: | :---: |
| Juice, 46 Oum |  |
| Grape Juice, | 59 ${ }^{\circ}$ |
| NESCAFE, |  |


| Wax Paper, Large Roll, | 19 ${ }^{\text {c }}$ |
| :---: | :---: |
| Cake Flour, Large Box, | $39^{\text {c }}$ |
| Cigarettes, Carton, | \$1.69 |
| Prince Albert, Can, | $10^{\text {c }}$ |
| VIENNA Sausage per Can, | 15 ${ }^{\text {c }}$ |
| Potted Meats 2 Cans, | $15^{\text {c }}$ |






# Social Events, Clubs 



| Mrs. Thurmon, Mrs. | Ronnie Harris Birt |
| :--- | :--- |



Twenty Pupils Score
Excentionally High In Piano Auditions


Students rating excellent minus
with the standard average of 91
for


## * FRIDAY AT 9 A.M. WE BEGIN OUR JULY CLEARANCE 3 BIG DAYS: FRIDAY,SATURDAY, MONDAY


Whether your car needo major repair, or only a minor adjustment, our the job with speed and skill. They use proper equipment and only factory engineered and inspected parta. Stop in soon and Driving!
pRompt
ICOWOMCAI-DEPENDABLE
Bring your cor in today for en expert check-upI

## Lumpication

$\qquad$
BRAKES
SPARK PLUGS
tives
Stiting
WHEEL ALIGNMENT PUEL LINE WIRING headlights

DANIEL AUTOMOTIVE
123 W. California - Phone 51

- No Refunds

DResses
LADIES' SUITS AND COATS 14.95 values on sale for $\quad \mathbf{\$ 7 . 0 0}$ 19.95 values on sale for 22.75 values on sale for 24.75 values on sale for 29.50 values on sale for 35.00 values on sale for 39.50 values on sale for 45.00 values on sale for $\begin{array}{lll}49.50 \text { values on sale for } & \mathbf{\$ 2 4 . 7 5} \\ 55.00 \text { values on sale for } & \mathbf{\$ 2 7 . 5 0}\end{array}$ SHORTS - PEDDLE PUSHERS 2.98 values, sale price
3.98 values, sale price
5.95 values, sale price 5.95 values, sale price
"Ship and Shore" Piddle Pues Big Values at $\mathbf{\$ 3 . 9 8}$ LADIES' HATS In three groups to clear in three days
Group one, choice
$\mathbf{\$ 1 . 0 0}$ $\begin{array}{ll}\text { Group two, choice } & \mathbf{\$ 3 . 0 0}\end{array}$ Group three, choice $\quad \mathbf{\$ 4 . 0 0}$ COTTON SMOCKS With long sleeves
2.98 values, now 3.98 values, now

## SLACK SOCKS

Dovedown, pink, blue, yellow, tan, red, black and
white. 39 c values 3 pair for $\mathbf{\$ 1 . 0 0}$
COTTON BRUNCH COATS
2.98 values, sale price $\quad \mathbf{\$ 2 . 4 4}$ 3.98 values, sale price $\quad \mathbf{\$ 2 . 9 9}$
 COTTON DRESSES $\$ 9.00$ $\$ 11.00$ $\$ 12.00$ $\$ 14.75$ $\$ 17.50$ $\$ 19.75$ $\$ 22.50$ HERS $\$ 2.44$ $\$ 2.94$
$\mathbf{\$ 3 . 4 4}$ $\$ 3.44$

## MILADIES SPECIALTY SHOPPE


[^0]:    Campaign plans approved by City Council of Floydada; and the

