## Absentee Voting In Primary Begins

Ind Up Wheat Nest Story 1948 Crop

McCoy Pie Supper
Candidate Talks
Night of July 15

Henry G. Barber, Voc Ag Teacher Myron Kattner new in Floydada High Schoot Will Be Band Director of Honored in San Antonio Meeting Floydada Schools

Floydada Store Is System-Wide Leader in Seat Cover and Tire Sales Contest White Auto Stores

Name Carl Rodgers Fire Dept. Chief at Annual Meeting

The Floyd County Hesperian, Floydada, Texas, Thursday, July 8, 1948

## EDITORIALS



SALE
Friday © Saturday July 9 E 10

|  | wERE | Now |
| :--- | ---: | ---: |
| Firestone Seat Covers, | $\mathbf{1 8 . 7 5}$ | $\mathbf{S}$ |
| $\mathbf{1 3 . 7 5}$ |  |  |
| Firestone Spark Plubs, | . $\mathbf{6 5}$ | $\mathbf{. 3 9}$ |
| $600 \times 16$ Gates Tires | $\mathbf{1 6 . 4 3}$ | $\mathbf{1 2 . 6 2}$ |
| $600 \times 16$ Gates Tubes, | 2.95 | $\mathbf{2 . 1 8}$ |
| Firestone Combination Radio, | $\mathbf{2 7 9 . 5 0}$ | $\mathbf{2 2 9 . 5 0}$ |
| Bath Tub, | $\mathbf{8 6 . 5 0}$ | $\mathbf{6 6 . 5 0}$ |

## 25 Per Cent DISCOUNT On

HEDGE CLIPPERS REAR VIEW MIRRORS LAWN SPRINKLERS ALEMITE GREASE GUNS JACKS Other Miscellaneous Items

## 15 Per Cent DISCOUNT On

FIRESTONE TIRES WHILE THEY LAST


Floyd County 14 Years Ago

Jaycees Thanked For Battleship
Texas Contribution


License Examiner
To Be on Vacation
Last 2 Weeks July


DRIVE-WAY GRAVEL

BUILDING BLOCKS

WAYNE BENNETT


## PARTS PARTS PARTS

Tool bar lister go-devil attachments. Cultivator, and large wheatland sweeps 36 and 40 inch sweeps

## Combine Parts

Extra heavy, Reynolds syphon tubes that last longer and cost no more Berry power lift ditcher that fits almost any tractor.

Hutchinson's automatic marker for chiseling, drilling, or planting.

Our parts stock for Massey Harris implements is complete excepting for the most scarce items

## FIOYDADA IMPLEMENT CO

Massey-Harris Parts and Service Phone 333

Located on the road to the Q. A. \& P. Station

## WE WASH AND GREASE FO YOUR DRIVING EASE

Your car will sparkle and so will rad when you have had your car washed Nelson's Conoco.
Your interest is also our interest ant it is our desire to give a job that reeom mends a return.
Bring your car in today and have wash, grease, and service.

WE KNOW WE CAN PLEASE

## A STEAK YOU SAY?

 surroundings.We are now in a pusition to demonstrate the new BENDIX which you hare wanted to see ... and when you ha seen it we know you will want on
Your Servel headquarters, yes we have several models on hand for you ties and you will want one that fits youth needs.

## HICKERSON - STRICKLAIO BUTANE COMPANY

Half Minute Interviews

OUR VOTE FOR
JAMES G. LUMPKIN WILL. KEEP

ASSOCIATE JUSTICE
Of TME
court of civil appeals

Tate-Tueton Nuptial Vows Said Saturday
In Home Ceremony
 Ned
 vi
 ED HOLMES: "My watermelons

$$
2+20
$$

WHOLESALE PANHANDLE
PRODUCTS Phone 68 Mrs, Carl Smith and sons recently
visited her mother in Haskell, Texas,
and visited in Rule, Texas, with Mr. ma twisted in Rule, Texas, with Mr and visited in Rule.
Smith's parents.
li's New!
E.A.S-Y AS ROILING

Your hair UP OW curlers BuTTE WANE STASS IN .

DUNLOP Gold Cup Cushion PANHANDLE SERVICE

East Houston St

RUTLEDGE
Oil Company VOLCANIC ASH
ing do, Concrete Slabs

WAYNE BENNETT

[^0] what a pleasure the ย


[^1]nothing lik a crisp, refreshing salad or cool, flavorful dessert to make a summer make those tasty dishes stand out on your menus

Now, before the full summer heat is here, see your appliance dealer and make arrangements to have a dependable electric refrigerator in your kitchen. You'll love it . . . and so will your family

And remember . . . electric service is cheaper than ever before

SOUTHWESTERN

Any Color, So it is Red or Yellow Eight Cub Scouts Use Up Lumber Scraps, Apple Crates, Ingenuity To build Themselves 'Private' Den

Three Out of five Have It

Half of all U. S . farms have been Electrified since the REA program





Fruit Cocktail


| TISSUES |
| :---: |
| 27. |
| JELLO |
| JELO |

PREMIUM GELATIN
DESSERT


Fresh Corn Black Eyed Peas

Beans, Okra Cucumbers Tomatoes

## FRYERS

HOME GROWN FROZEN

PURE LARD<br>$\$ 1.25$

COOLEST
STORE
HOTTEST
PRICES

P
PATTERSON
GROCERY : MARKET PKING LOT REAR OE STORE -

Opening | In Old |
| :--- |
| paper File |

## lesperian

blishing Co.
lephone No. 8

## Clean Up Today!

Join Drive Against Infantile Paralysis

A Clean City Is A Healthy City

61 New Polio Cases<br>Reported In Texas



## Floydada Chamberofoommerce

Urges Everyone to Aid in This Fight

## A Stitch in Time Saves Nine

 Doing All Right in On Vacation Jaunt Knox City Hospital Visit Mexico City



SUN BACK DRESSES

PLAY SUITS
$\underset{\substack{\text { Graup of } \\ \text { srap onutues }}}{ }$
$\$ 5.95$
Hagood's Department Store
Standard Brands

blouses




Observe Ladies day W. E. Tack Died at the International of Heart Attack Harvester Dealers

Largest Country
Club Barbecue


## For Land's Sake! Fertilize

Liquid Fertilizer:

- Reduces production costs - no equipment
buy-just drip liquid into irrigation water:
- A formula for every crop-nitrogen or mix
- No root burning -even distribution, complete
- A flexible fertilizing program.

For Profit Use JW Brand Quality Insecticides:

- Sulfur or $5 \%$ DDT-Sulfur Mixture for early
- $10 \%$ DDT-Sulfur or $20 \%$ toxaphene for boll-
- $3 \%$ Benzene hexachloride-5\% DDT-Sufur mix-
-Toxaphener celciumorn and plant lice
- For grasshopper control use $20 \%$ toxaphene

To Kill Weeds:

- 2, 4-D for blue weed, possession vine, careless,
- Sodium Chlorate for Johnson Grass;
or all your farm chemical needs
Jones-Walker Farm Chemical Co., wholesale and retail
P. O. Box 493 - 6 th and Date Sss.,

Morckel Farm Chemical Co., 815 W. Missouri St., Floydads, Texas
P. O. Box 755 - Phone $591 \cdot \mathbf{W}$

Half Minute Interviews

## FARM LOANS

4\% Interest - Liberal Appraisals Commission or Brokerage THE TRAVELERS INSURANCE COMPANY J. W. Chapman \& Sons

To The Voters of Floyd Ca
As it is utterly impossible for me to see en y in person I want to take this

I will try to see everyone is limited and I do not
W. A. ADAMS

Candidate for Sheriff of Floyd $C_{0}$

# A REPORT TO OUR CUSTOMERS ... What We Are Dong $T_{0} I_{\text {ncrinase }}$ Our Gas Pipe Line Capacity 

TWO NEW SOURCES OF SUPPLY ARRANGED
 We have signed ar, agreement with El Pas Natural Gas Company to purchase gas from that company at two points. Barring unforseen contangencies, his gas, which will fem, will be available by No fem, will be avail.
vember 1, 1948.

Thus, by next winter, we
will be receiving natural gas will be receiving natural gas
from FIVE sources, as follows:

From Panhandle Gas Field, through transmission line
2. From El Paso Natural Gas Company line at point of intersection with our line near Hereford.
3. From El Paso Natural Gas Company line at point of
intersection with our line near intersection with our line near Amherst.
4. At a point 25 miles south of Lames, from Empire Southern Gas Company, whose line from Andrews County to Big Spring intersects our line there.
5. From Cities Service Oil Company's Compressor Field, Ector County

We are conducting investgations and studies which may result in our tapping still more sources of supply.


Wot Teas Gus Company

NEW FACILITIES TO B: INSTALLED ON PIPE LINE SYSTEM
Here are the new facilities expected to
installed month of completion. will be installed a 300 hp . booster as
pressor. (September.) Main plant is 2350
2. At McSpadden Compressor Station: capacity to 2850 hp . (July.)
3. At Plainview Compressor Station:
more 300 hp . compressor, increasing more 300 hp . compressor, increasing
4. At Littlefield Compressor Station: on 330 hp . (August.)
5. Between Littlefield Compressor $\$$ and Whitharral: nine miles of $1 / 4.4$ June: remainder when pipe now on or
received.)
 8. Between Tahoka and Brownfield
miles of $6 \%$-inch pipe will replace
inch pipe. (Pipe on order: will be into inch pipe. (Pipe on
soon as received.)
rral Figures inTCU's $75^{\text {th }}$ Anniversary Commencement






## I., M. M. \& O. COACHES

Schedules Effective March 15, 1948 In effect now, make your travel in Air-conditioned
ane easier. time-saving.

## East Bound

kave Floydada 8:40 a. m., 2:05 p. m.,. and 8:15 p.m.m. , Dallas and all points east
Connections at Vernon for all points east

## West Bound

taving Floydada $10: 25$ a. m., $4: 20 \mathrm{p} . \mathrm{m}$. and $9: 45 \mathrm{p}$.
making direct connections at Lubbock for all
making direct conneccith.
oints North, West and South.
Northeast Bound 2:05 p. m.
To Silverton, Quitaque, Memphis, Childress.
A. J. CLINE, Agent

KING'S Grocer-Markee
We Deliver
Phone 13

| COFFEE, | \$1.97 |
| :---: | :---: |
| BULK TEA, | 75 c |
| POST TOASTIES, | 18c |
| Spaghetti-Armada | 29 c |

with sauce
Red Kidney Beans, ${ }^{29 \mathbf{2 N c}}$
B. F. Cleanser, $\quad{ }^{11020}$

Fruit Jars, All Sizes
FRUITS and VEGETABLES
SALT JOWL MEAT, 27 F
120 East California Street


## Questions and Answers about the

 Telephone Company's Request for Higher Rates in Floydada9. Why is the telephone company asking for higher rates for Floydada?
A. Because Floydada's rates are too low to bring in enough revenue to pay the cost of furnishing the service
Q. Is the telephone company operating the Foydada exchange af a loss?
A. During the last six months of 1947 expenses of operating the Floydada exchange were $\$ 926$ higher than revenues collected for service here.
Q. How about telephone costs? Are they up much?
A. Yes. The cost of everything that goes into furnishing service is higher. Trucks cost 50 per cent. A 35 -foot pine pole that cost $\$ 6.30$ per cent. A 35 -foot pine pole that cost $\$ 6.30$
Q. How much is the telephone payroll up? A. The telephone payroll in Floydada is four times as high as in 1941. The telephone growth in Floydada has made it necessary volume of calls, and in addition wage rates have gone up.
Q. How long have Floydada's telephone rates been in effect?
A. Present rates for telephone service here were established in 1937. At that time Floy dada had 558 telephones as compared with more than 810 today. The scope and value past 10 years with no increase in rates.
Q. With so much more business, isn't the company's revenue much higher than it was a few years ago?
A. Telephone revenues have increased, to be sure, but expenses have increased much faster. Since 1937, local telephone revenues have increased 69 per cent, but expenses dur-
ing the same period have gone up 115 per cent. Despite the fact that we have 45 per cent more telephones than in 1937, and are handling a greater volume of calls than ever, the telephone system here is being operated each month at a loss. Rates estab lished 10 years ago will not bring in enough
revenue to pay present costs of furnishing Q. Would it be possible for the telephone company to rat corners and reduce expenses?
A. The telephone company takes advantage of every possible operating economy to keep rates low without affecting the quality of the service. Through these economies and advances in the telephone art we have been able to furnish more and more telephone service here without increasing rates. The telephone company is proud of its record of not having increased rates during these 10 years, although the telephone system here virtually everything that goes into the furnishing of service has risen sharply.
Q. What does the rate increase amount to?
A. Briefly, for residence customers, the new rates represent an increase of less than a cent a day, and only 5 cents a day more for business telephone users. Charges for various in relation to higher costs of furnishing these services.
Q. What are the telephone company's expansion plans for Floydada?
A. The telephone company will continue to as possible to provide service for fapilies s possib now provide serving

THE 1948-1949 PLANS of the company all for a gross expenditure of more than 300,000 for the continued expansion of fa ilities and improvement of service in Floy dada.
The program includes: installation of two additional combination switchboard positions and 380 more subscribers lines at a cost $\$ 12,000 \ldots$ expansion of the network of costing $\$ 11,400$ cables throughout the city phone lines to ... and extension of tele pusiness concerve 600 more families and Floydada at an expenditure of $\$ 294,000$.
Improbement of long distance service also will be provided Floydada telephone users through two new circuits from here to Lubbock.


You Are Cordially Invited DEDICATION SERVICE

Celebration of the Opening
Floyd County Co-Operative HOSPITAL
lockney, Texas
Thursday, July 15th
musical and entertainment

## "STUTTERING SAM"

Big Free Barbecue at 6.p. m.
Dedication Service at the Hospital The new hospital building will be open to visitors the entire afternoon and evening.







 coming disposals in the region．
million dollar inventor many
types of goods ranging from autos mpes or goods ranging from autos to
machine toos to fountain pens will
go on thith bld block at the
Houston Disposal Center 6 teno $\left\lvert\, \begin{gathered}\text { W } \\ \text { teri } \\ \text { bul } \\ \text { wes } \\ \text { the } \\ \text { abl } \\ \text { abl }\end{gathered}\right.$


 many other tyses Tnquirries should
be directed ot WAAs Orand Pratrie
offlice of Real Property Disposal．
$\qquad$

## MIGHT RUN SMOOTH

leaned and reset your carbureter，or of a half dozen little things that can

rive in today for a check and tune
SPEARS AUTO COMPANY
Next Door to Post Office

## ANNOUNCING 24 HOUR SERVICE

Come in today and try our fried chick－
 me made pie will top it off．

Your Business Always Appreciated

## B \＆M CAFE <br> Ruth and Sid Bartlett

Why Do 8 Out of 10
Big qeeders
Use Garmula Geeds？
 thruing iob


 WS but annop posibly be bobained in homen mixed daios．
 R MOUR MONEY．

## $Q_{0}$ The bist in formula fieds

## Ee Rancho <br> Geeds

More and more people are turning to El cho feeds for dependable results．Call Meal－Hulls－Bran－Shorts Grinding－Spraying
MCCARTY＇S FEED MILL
Deliver
Phone 556


Re－Inter Nephew of Mrs．J．J．Harris



## 






Our world by one mitghty blg ball
Has to be．to hold uss all bil to eat
And somy things for us to
Fruit and bread and nuts and
meat
But the wise know which food is
best
In North，South，East or West
Its milk that is Nature＇s own drink
Which keeps sou strong and in the
PATONS DKRIT

## More Emploves Hurof the fe ob

Brides Younger and More of Them

| CONVERT SURPLUS ARMY |
| :--- | :--- |
| BUILDING TO FILE STATION | \left\lvert\, \(\begin{aligned} \& heré and converted into a fire sta－ <br>

\& uon <br>
\& one\end{aligned}\right.\)
LOCKNEY，July 2．－The City of The station will be located on the
city lot lust north of the present

## Ine Cits council，has recenty closed transaction in which hey purchas－A scientist says he has proof that <br> transartion in which they purchas－A scientist says he has proof that d a surpus army building at Camp pife on this planet began in hot hot

## farm $4_{\text {tioans }}$ <br> APPLICATION FEE APPRAISAL FEE <br> APPRAISAL FEE CLOSING FEE COMMISSION <br> CLOSING FEE COMMISSION <br> Repayment－Payable On or Before Prompt Service <br> ARVOL D．HAYS <br> LUBBOCK INSURANCE AGENCY <br> 601 Myrick Bldg．Lubbock，Texas

## FOR SALE

## Just Received Colored Bath Sets in Blue and Green <br> Special on

Table top water heaters and Detroit Jewel gas cook stoves．
White bath fixtures of all kinds and Lascho refrigerators．
Worsham \＆Sons Plumbing Co．
Phone 570
127 West Calif．

Now its proved quclity becomes more impressive than ever

## AND CHEVROLET＇S LOW PRICES

are even more attractive than in the past！

## FIRST in Value

FIRST in Big－Car
Quality at Lowest
Prices
FIRST in Registrations


## Compare Values！．．． Compare Prices！．

CHEVROLET－and Only CHEVQ日⿰习习－IS FIRST！
ODEN CHEVROLET COMPANY 221 South Main St．

Floydada，Texas



## In The Week's Social News



## Auction Sale

North Side of Square FLOYDADA, TEXAS

## Saturday, July 10



## W. H. SEALE

AUCTIONEER
BUSTER BOOTHE, Clerk
statement of
The First National Bank of Floydada, Texas

$\$ 5,884,503.39$

Officers
o. M. Watson, President E. L. Norman, Vice-President C. H. Bedford, Vice-President Earl Crow, Cashier
Lyda Waiding, Assistant Cashier Olin M. Watson, Jr., Asst. Cashier


Mrs. J. B. Jarnagin
Honoree Thursday at Shower by Friends











 Help an Upset Stomach?

[^2]${ }^{123,80,230.93}$
$85,884,503.39$

50,000.00
$100,000.00$
$63,206.33$
${ }_{5 \times 5.822 .65}$
O. M. Watson

## JULY CLEARAN

Beginning Friday 8:30 A. M.
Values you can not afford to miss from our READY-T0.WI and MILLINERY Departments, and many other values in tume Jewelry, Slips, Hosiery, etc.
P
ONE GROUP CREPES,
RINTS ,SOLIDS and SHEER

A beautiful selection in one and two piece
Sizes 10 to $20,141 / 2$ to $241 / 2$, in dresses for

## $\frac{1}{2}$ PRICE

## COTTONS

Including chambrays and seersuckers
from our lovely summer collection. One
and two piece styles, in sizes 10 to 44 .

| $\frac{1}{2}$ ( PR RICEE |  |
| :---: | :---: |
| one grour |  |
| Junior | Dresses |
| \$10.95 Dresses | \$7 |
| 812.95 Dresses | \$ |
| 814.95 Dresses | \$9 |
| \$16.95 Dresses | \$11 |
| PETTICOATS |  |
| Traffena |  |
| $\frac{1}{2}$ PRICE |  |

PAJAMAS

|  |  |
| :--- | :--- |
|  | 8395 Pajamas |
| 86.95 Pajamas | $\mathbf{\$ 2 . 3 8}$ |
|  | $\mathbf{\$ 4 . 7 5}$ |


| NYION HOSE clearance Price $\mathbf{\$ 1 . 0 0}$ Regruar 81.50 and 8.1 .5 values |
| :---: |
| HATS |
|  |  |
|  |
| COATS |
| $\frac{1}{2}$ PRICE |
| BLOUSES |
|  |

## GLOVES

Choice 50c

## SUITS

## $\frac{1}{2}$ PRICE

Junior and Misses' Dre Cotton and Sun-Back Dr
$\frac{1}{2}$ PRICE GOWNS One sroup of beautiful gonse
sizes, printed crepese and solide One group for, 84.95 Gowns 85.95 Gowns, $\$ 8.95$ and $\$ 9.50$ Gowns, $\mathbf{s}$

SLIPS One Special Group Choice $\$ 1.00$

SLIPS
85.95 Values for 83.95 Crepe Slip

PANTIES
Choice 69C

| $\begin{array}{c}\text { Girdles and Combination } \\ \text { VENUS. nationaly adrer } \\ \$ 10.00 \text { Garments } \\ \$ 12.50 \text { Garments }\end{array}$ |
| :---: |
| Gabardine Dresse |

$\frac{1}{2}$ PRICE
BAGS
One group
One group
One group

## GLOVES

Choice $\$ 2.00$
Choice $\$ 3.00$




[^0]:    what a pleasure the

[^1]:    until you've got an

[^2]:    5arbey

