## FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, JULY 29, 1948

## heat Insurance n Put in Motion

ro District MeetOn st Fith
es Tonight Up Series Sot Ball

Democratic Convention Next Political Step


How Prct., Co . Candidales Ran In Ist Primary

Calvary Bapist
New Churchat Ind and Grover


Hagoods Has Stor

Rev. Vernon Shaw Revival Minister at Baptist Church



Chosen President of Legion Auxiliary

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Capita School Year 1947-48

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What makes a newspaperman mad at him-
self, getting back to something more apself, getting back to something more ap-
propriate for a country newspaper to discuss perhaps, is that while he saves the country, plashes, about and throws his weight, whatsoever it may be, on this and that mighty problem of the nation-what makes the newspaperman mad at himself is that while
he is doing this his more practical neighbor he is doing this his more practical neighbor his famly. And when the years roll around he has the money to buy a new car, build
himself and his famiy a new house, and have himself and his famiy a new house, and have
enough left to take his wife to the Dallas Fair during an odd week when there is not much
to do on the home front. Some even hie them to do on the home front. Some even hie them
off to New York or take a cruise to Hawaii, as well they should, while their business plans are maturing. The newspaperman can't get off and couldn't finance the trip if he could. He has been busy being a smart fellow. He

The average newspaperman makes a poor politican. Some men who run newspapers are political wizards, but the most make a ly get burned out too quickly, out of patience with the littleness of some of their contemporaries in attempting to reach the heights
of fame and power. An occasional newspaper kingmaker comes along but he is a rare bird.
Tests in building home freezer units show that six inches of insulating material is the
best thickness. Thinner insulation runs up best thickness. Thinner insulation runs up
the operating costs and more insulation makes the box too bulky
The main purpose of National Farm Safety
Week, which will be held July $25-31$ is to do Week, which will be held July $25-31$, is to do
away with $30,000,000$ farm hazards. This goal can be reached easily if every farm family will do away with at least one hazard for every member of the family.
Heat from an electric light bulb kept burning in the closet will often keep the air dry enough to prevent mildew on shoes and clothes. F
also helps.
If you want to add a touch of elegance to serving salad, bring it to the table in a large salad bowl, add dressing, toss the mixture gently
plates.

Serve all salads very cold, and garnish with crisp, fresh lettuce or shredded cabbage, to-
mato wedges, slices or quarters of hard-

At this writing it appears that Coke $\mathbf{R}$. dents of the Texas hill country, are pitted against each other in a run-off for United States senator. Incomplete but apparently decisive figures show that Geo. B. Peddy is the third man in the race but not a disgrace
ful third at all. Many people thought Mr Peddy was the proper man for the place and gave him their support it all out fashion. The Hesperian was not among these. We have
favored and still favor Mr. Stevenson for the favored and still favor Mr. Stevenson for the
honor of representing Texas in the United honor of representing Texas in the United
States senate. We feel he would measure up to the stature of the great men who have filled this high office. Stevenson, we think, will even measure up to Joseph Weldon Bailey.
However, we refuse to find mean things to However, we refuse to find mean things to
say about Lyndon B. Johnson, the opponent. say about Lyndon B. Johnson, the opponent.
Mr. Johnson is a most excellent man, in our judgment. It may well be the people of Texas will want him over Mr. Stevenson for their senator. We are not militantly against such
a fine young man. We just think Mr. Steva fine young man. We just think Mr. Stev-
enson would be the better for the place and support him with that thought in mind.
Good cakes are not the result of luck but of a good recipe, good ingredients, correct tools or equipment, use of standard measur-
ing cups and spoons and accurate measuring, exact following of instructions for mixing and baking, correct baking temperature and careful handling of the baked products.
Experiments by Navy scientists have scuttled rumors that aircraft jet engines make
noises in a sonic range harmful to humans. noises in a sonic range harmful to humans.
In extensive tests with volunteer "guinea pigs" it was determined that the jets have no bad effects on the human body at any op-

FARM TRUCKS INCREASE
Almost one-third of the nation's trucks are now in use on farms and ranches, the De-
partment of A criculture points out. Farm trucks have increased to $1,880,000$, or 61 per 860,000 since the war began. There are also 4,agriculture today, making the farm a major user of oil products.

An "armed mob" scare at the San Franhappily for all concerned when station police rounded up the "rioters"- ten Marines in unmaneuvers under arms.

Navy scientists have developed an all-elec-
tric camera 25,000 times faster than any moric camera 25,000 times faster than any moUR HOME

around these Electrical aids to Better Living
W
$\qquad$
$\qquad$
$\qquad$ electric outlets for radios, lighting, fans, vacuum cleaners ...all the appliances you will want to live better ..electrically
$\qquad$

Floyd County
14 Years Ago

## roma basen rom thation

 (Issue of August 2, 1934) Edgar Jones and J.T. Howard thisweek bought the N. A. Armstrong market, which Jones has operated
tor the past two years
$\qquad$ Cas companys service lines
south FToydada
extening alons
South Third street to the The Floyd County HESPERIAN

## Established 1996 by Claude V. Ha Entered as second class nall at th 

 10.1907 , under the act of Congresof March 3 . 1899 .
Published by The Published by The Hesperian Pub
lishing Co., Ine., Floydada. Texas. HOMER STEEN, Editor
Subscription PTices: In Foyd an
adjocining countles: Subscription Prices: In Floyd and
adjoming countes: one year, $\$ 2.20$

six months $\$ 1.00$; four months, | adi months |
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Subscription Prices: Outside Floyc
and adjoining counties and adjoining counties - one year
s2.50, six months, $\$ 1.25$, four month

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## FARM LOANS

4\% Interest - Liberal Appraisals No Commisedon or Brokerage the travelers insurance company
J. W. Chapman \& Sons

## Revival Continues At New Location

 death Sunday afternoon in a
 Ir. Mitchell was a brother of
Robert McCulire, of Ploydada

## Tothe Voters of Commisione Precinct No. 4

I sincerely thank the voters of Pro cinct No. 4 for your fine support you gave me in the first Democratic Priman of July 24th and for the confidence you placed in me by your good vote. Since am in the run-off Primary I will certain ly appreciate your vote and influence for the August 28 primary, will try to se each of you individually and ask you for your vote. I promise if elected to give the best service to that office that is pos sible for me to render.

FAY HART

# More and Better Telephone Servid For FLOYDADA. 

One new switchboard position and 200 new lines have been added at the telephone office here. More telephone operators now can handle your calls during busy calling hours. In addition, we will be able to install new telephones for many people who now are waiting for service.

We've installed a lot of telephones here since the end of the war-more than 200. Floydada now has 742 in service, almost double the number in 1941. But more people here have wanted telephones than ever before. New orders for serv-
ice have poured in faster than we can connet them. As a result, although we have added 200 elephones here since V-J Day, the waiting ist has grown from 64 at that time to 552 today!
That's why we're hard at work putting in more equipment here . . as much as we can get, ss speedily as possible. Each new piece of equif ment means more telephones. There'll be no let. up until everyone in Floydada who wants a tele phone has one. Southwestern Bell Telephow Company.
, We have just installed a brand new vy duty dise roller in our shop. And ready to go. We have the very latmodel out. It is so called automatic have had about nine years of experce sharpening and rolling disc.
ng your disc to Carl the Welder at RL'S WELDING SHOP and we will oreciate doing your work. And we will to please you and will guarantee you


Just A Few of The Great Bargains on Sale!

|  |  |  | $10 c$ $12 c$ | PINEAPPLE <br> $25 \mathrm{c}=$ |
| :---: | :---: | :---: | :---: | :---: |
| FRESH OKRA, | 15c | TOMATOES, | 14 c |  |
| CABBAGE, | 5 c | CAULİLIOWER, | 10c |  |
| LIFEBUOY, | ${ }_{19 c}^{\text {2fars }}$ | ${ }^{\text {Kriny }}$ CRACKRS, | 25c |  |
| LUX, | 19 c | COFFEE, | 53c |  |
| Palmolive, | 19 c | KRAUT, |  | Nin |

## THE STORE MOST PEOPLE GO TO MOST!

 hing except that we will operate it hours a day if necessary.
## CAR'SWELDING SHOP...

[^1]

SPEARS AUTO CO.


Where the money goes
Is Unless You Pay by Cheek
Stop playing a loring game of "Hiand-man':



## THE FIRST NATIONAL BANK

Floydada, Texas
We Sell Savings Bonds

NOTICE TO OUR CUSTOMERS
Change in Banking Hours on Saturdays
A large number of banks in this territory close at noon on Saturdays and have been for the past several years in order to stay as near as possible within the forty hour work week. Effective Saturday, July 31, 1948, this bank will close on Saturdays at $1: 00$ P. M. No change is being made other than on Saturdays. We will thank you for your co-operation.

The First National Bank,
Floydada, Texas
South Plains News

## HIGHER AND HIGHER: : :

Yes, food prices are getting higher every day and prospects are they will keep going up! Good dairy producis are your best and cheapest foods today. Ifithad not been for us, you would haye been paying $2 c$ or 3 c more for every quarf of milk you used in the past several months. We hope that your continued support will enable us to keep our prices down.

Present indications point toward the biggest milk shortage in history this Fall and Winter all over the country. We may have it here at home unless we support the local farmers. When a milk cow will bring more money for beef than she will produce indairy products, it is hard to keep her and not take the profit! (Beef is shore high)

SHOULD WE BE SHORT THIS WINTER WE WILL DO THE BEST WE CAN, BUT OUR REGU LAR CUSTOMERS WILL COME FIRST: GET YOUR NAME NOW ON OUR RESIDENCE DELIVLAR CUSTOMERS WILL COME FIRST: GET YOUR NAME NOW ON OUR RESIDENCE
ERY LIST BEGINNING ABOUT AUG. Ist AND PLAY SAFE FOR YOUR FUTURE NEEDS.

## (1). SOCIETY

Coffee Compliments Miss Jo Hal Wofford


Floydada Garden Club Has Indoor Gardens As Theme at Meeting


Floydada Garden Club Aids in Organizing
Other Clubs in Area





Evelyn Fortenberry


 mes maker is cratert


## FOR IMMEDIATE DELIVERY

- Two 3500 Cu. Ft. Air Conditioners
- Leectric Fans: Maytag Dutch Ovens
- Cook Stoves; Maytag Ironers
- 2 Maytag Washers with gas Motors
- Lawn Mowers; Grass Whips
- Cotton Chopping Hoes
- A new Shipment of Gift Merchandise just
- Watch our Windows. Everything for the


## H. M. McDonald Hardware Co.

PHONE 341



fOOTE BUTANE
PHONE 87
FLOYDADA, TEXAS
To The Votersof Floyd Countr:

 5

## 

 $2=2$ I tried to present my qualifcations to you through
he newspapers and over the air, as well as by personal contact, but I am sure I did miss many with my mes-
sage. Therefore as I am now in the run-off primary
 War I and a cancer check-up, and one week ofter his
nterment I was on the operating table for a very seripointment as acting postmaster at Lockney, and as my my financial obligations were very heavy, was forced to Now I am in need of a means of providing for my-
elf, and I do know that I can make you a good assessself, and I do know that I can make you a good assess-
or-collector. I have the educational background, along with a record of twenty-one years of serving the pubearnestly seek your vote and influence in the second primary election of August 28.
Mrs. Elizabeth McCollum


Floydada, Texas


When you take life easy...wear ARROW AROSPUN SPORTS SHITI: they keep you looking aces-high while you're doing it Ex pertly cut, they give you all the room you need for ploing that's "Sanforset," hence Arospun will never shrink or titeld out of fit. In white and a raft of soft summery colors to choose


HALE'S DEPARTMENT SOOKS


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## motlomano

nirview News
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 Buse mod Mrom waike are
 C. ODsan vated sundas



 E) Natan wand dounher.



## Half Minute

 Interviews

Meeting to Start at Local Church on
 Floydada Re-Union Too Late to Classifyro

$\qquad$


## Southern Style

 Slump, tender, milk fedhicken ...baked or ried to perfection! Gen-
rous helpings of every WESTERN STYLE PIT baRbecue Pound (to go) $\mathbf{\$ 1 . 2 5}$

THE MALTBAR

American Legion and VFW RCA Approved

## To The Voters of Floyd Country:

Please accept my sincere thanks for the fine vote given me in last Saturday's election.

Due to the short time between now and the August election I will be unable to see all the voters of the County, but I am soliciting your full support, pledging myself to make the office of Tax Assessor and Collector an office of efficient service both to the individual tax payer and to the County.

## I. I. HAMILTON

Candidate for Tax Assessor-Collector

K RODEO
CHILDRESS, TEXAS JULY 29, 30, 31
\$1125 ADDED PRIZE MONEY Cowgirl Sponsor Contest Show Starts at 8 p. m. each Evening CHILDRESS

## Park Stadium



Write to Childress Chamber of Commerce for Tickets


July's The Time To Stock Up On TERRY TOWELS

$16^{\prime \prime} \times 26^{\prime \prime}$ PLAID FACE TOWELS
$\qquad$
$\qquad$
$22^{\prime \prime} \times 44^{\prime \prime}$ BATH TOWEL59c

Theded of waterhungry terry:! Thick, elosely toven for long wear. with long loops that soak up every drop of moisture. Red. blue, green or gold. Plaids, checks, or solids with border.
$12^{\prime \prime} \times 12^{\prime \prime}$ WASH CLOTHS, neatly finished 10 c

Smart Women Sow Now For Fall! ROVID $0^{*}$ PHRCILSS 49

Vivid floral prints. gay animal cracker lesigns and imagitart stitching on back-to.school thorts, , himers, hoys frocks for yourself. 36 -inch wide.
$\square$

## LIQUID FERTILIZER <br> For Lawns and Gardens In Gallon Jugs <br> All you have to do is dilute and sprinkle <br> Sisson Heifer Is Sears Award to Don Pope

 it on.Morckel Farm Chemical Co.
Telephone 591W
Floydada, Texas

## Thanks To Voters Of Precinct Three

For Your Support in the First Primary Saturday

This gives me more courage and a desire to do more than everas your commissioner.

I am a candidate in the run-off and intend to get around to see you during the campaign. Meanwhile I will appreciate your consideration and hope you will see fit to give me your vote and influence.

## W. C. PLUMLEE

To The People of Precinct No. 4:
I want to express my thanks for the nice vote you gave me in the first primary. lappreciate it very much.
As you know this puts me in the runoff primary on August 28
$\qquad$ the election date and will sure appreciate your vote and influence

## CLAUD FAWVER

Candidate for Commissioner of Precinct No. 4, Floyd County

Thanks, Floyd County People


## CERTIFIED

 WHEAT SEEDWester, Comanche, Early Wichita, Tenmarq.

Robert L. Smith
Thanks, Floyd County People . .
I want to express my apprecia-
tion for the splendid vote you
gave me in the primary
For
counTy suPERINTENDENT
I will do my best to serve you
well in this capacity, and merit
the confidence you have express-
ed.
With appreciation of favors of
the past and assuring you it is my
earnest desire to serve you in a
most efficient manner,
I am, sincerely,
CLARENCE A.
 which he ounned, and for which
was awardal a County 4 HA Achieve
ment medal for the kepping of out
standing dairy records last year. standing dairy records last year.
The heiter of Combination Pre

## Protects great...

Your engine, too, needs extra pro- Oil-Plating stays up on cylinde tection from summer heat :it walls... won't all drain down, the sun" is to make a date to Ort. PLuTE with Conoco Nib Motor Oil, today! A special, added iagre-
dient in N dient in $\mathrm{N}^{\text {th }}$ Motor Oil (Patented)
fastens an extra film of lubricant so closely to metal that you engine's working parts are actu-
ally Ont-PLATED!. . This extren
...an OIL-PLATE!
wawne BEWMET
 Men's class Teacher Given W. J. Waller
 protection ... from high running-
heat ... from heas . . . from metal-eating com. choking sludge and carboa due to wear.
Wise, m $\qquad$ money, save worry when they make

CONOCO
N
and
WHOLESALE
GASOLINE
BILIY B. HENRY, Distriblute


## Only the Serval GAS Refirieator <br> N- 2 "Stays silent, lasts longer" - "Gives you ten-year guarantee"

W. H. (Bill) Brock Women now find 2-way Thanks The People help for old problein
win al sound
YOUR DRUGGIe

## MONTH END

SPECIALS

Friday -Saturday

- 2 Pairs Gloves for:
$\$ 1.00$
- 2 Pairs Nylon Hose,
- Bright Plaid Camisoles, in taffets. $\$ 3.95$ val.
$\$ 1.00$
$\$ 1.00$
- $\$ 1.95$ to $\$ 2.75$ Brassieres,
- Baby Dresses, values to $\$ 3.95$
- All Summer Straws,
- $\$ 3.95$ Peddle Pushers,
- 6 Summer Suits, Choice,
- 9 Coats, all wool, choice,
- 20 Sheer Dresses, choice
- 1 Rack Dresses, values to $\$ 14.95$, long lengths, choice
$\$ 5.00$
All Bathing Suits,
1/2 Price
69c
MILADIES SPECIALTY SHOPPE
C. E. FYFFE \& COMPANY, Floydada, Texas "Is the favorite of more and more Texas families"


## HICKERSON-STRICKLAND CO.

Floydada, Texas


n Kimble Optometric Clinic floydada Write, Box 518 ecializing in Eye Care and Visual Efficiency aintain a modern optical laboratory for the
t and accurate filling of ophthalmic prescripDr. J. W. Kimble, Optometrist


New design and now beauty Extra-large all-porcelain oven Waist-high, smokeless type broiler Radiantube 5-speed cooking units Cook-Master oven clock control


Here's the boouty and stylo youve alveqe wonted in a range. With it are the very newost liter provements and conventences to mako your cooking really carefree. Prove it to yourself. Come In. See the new Frigidalre Electric Ronge that is gleaming, cleen porcelain Inside ond out. Make your own comperivi ? then you'll stioose Firgidalre, the Eavorthe.

221 S. Main Street


I want to thank the voters of Precinct 3 for their courtesies during the first primary campaign.
As a result of your support I am in the run-off for Commissioner. I will make an active campaign and be around to see you and ask for your vote.
If you elect me on August 28 I will make you the very best commissioner I know how. Your vote and influence will be appreciated.

## ROE JONES

Candidate for Commissioner of Precinct No. 3

## hall have the same published required by the Constitution CLOUGH \& CLOUGH Optometrists \& Orthoptsts Clough Blag 111 West 7 th Plainview, Texas chillsezina

## To The Voters of Floyd County:

 $I$ thank you for the fine vote you gave me in theprimary election of July 24 th, and for the substantial lead over $m y$ nearest opponent, for the office of County Judge of Floyd County, which places me in the August 28 run-orf primary tor that onche.
Oh course it will be impossible for anyone to make a house to house canvass of the county before Augusi
28 but will contact as many of you as possibibe to
ash you for your vote and influence. To those of your
whom I fail to see personally will you please take this whom frant to see personaly, win you plea
as a personal appeal to you for your vote.
1 have an ambition to see Food County yrogreses
 Texas in agriculture, and industry as well, and in edu-
cation and spiritual deevelopment and as an ideal place cation and spiritual devele
to rear our fine children.
To effeet this we must have a road system second
 installed all over the county, and our fine Rural Eliece
trificition system which is now being eppanded We must conserve our soil not only for ourselves but alaso
for future enerations a part of that program being Ye control of oind weed and other noxious plants,
the which have gained such headway in the past few
years. years.
We must operate the county government as economically as possible in order to keep our taxes in reaz
sonable pounds, as we may not be blessed with such good times we now enjoy for too many years in the
future future.
1 could go on indefinitely and in qreater detail
telling you of fy ambitions for Floyd County but for telling you of my ambitions for Floyd County but for
fear this might beeome tiresome to you, will cloce by asking you for your support in my race for County
Judge. asking
Judge.

## G. C. TUBBS

True for years-and truer than ever today-

Today's the day give yourself a TONI So lovaly. The Toni wave is soft
and natural looking. Never frizzy.

So thrify. Looks just as lovely
and lasts just as
beauty shop wave.
So easy. Illustrated instructions
PHO $10 D^{\prime}$
PHABMACY

- because Cheurolet gives them more value for every dollar of purchase price, operation and upkeop!



## More people buy CHEVROLETS than any other make of car!

Compare Values !...
Compare Prices
CHEVROLET - and Only CHEVROES - IS FIRST!
ODEN CHEVROLET COMPANY 221 South Main St.

Floydada, Texas



[^0]:    8

[^1]:    Carl Jeter

