## District THDA Meet Here Saturday




Mrs. C. L. King, of the Lone
 county council, will extend t introducing mem- the eary morning opening se
nrise, Evening Services ill Be Highlights of Easter sservance in Floyd Sunday

eld Day For Dog Poisoners!
leaning Out Canine Population Vith Well-Placed Poisoned Meat

EDITORIALS

ern of West Texans as witness the way the
The good fellow who proposed National


## Floyd County 14 Years Ago

$\qquad$
 COMPLETION NEAR OV CIT

## HAIL INSURANCE

What do you mean -.-- "good stock company" the only "shot gun" wedding I ever heard of was with an "adjuster" from a "good Stock company.

## RATES FOR FLOYD COUNTY

Your own Texas "Panhan dle Mutual Hail Ass'n."
$\$ 15$ per $\$ 100$ for full Cov erage
$\$ 10$ per $\$ 100$ for $10 \%$ de ductible

## ALL

Good Stock Companies $\$ 18$ per $\$ 100$ for full co erage.
$\$ 12$ per $\$ 100$ for $10 \%$ de ductible.

Many farmers take a nice vacation each year, with the saving on their Hail insurance premium. Why not you too?

Dale Stringer insured 140 acres of wheat for $\$ 2240$ and saved $\$ 72$ on his premium!
When you need protection you naturally need to SAVE.
Figure your own saving! Then call the boy of your hoice, H. D. Meredith, Hal Scott, E. C. King, or phone ollect 656-J-1

## ED HOLMES

## AMATEUR RODEO

## $\$ 900.00$ IN PRIZ MONEY

Afternoon Performance

2:30 P. M.

Night Performance 8:00 P. M. Contest.
Calf Roping entrance fee $\$ 15.00$. Two go rounds, $\$ 150$. each go round. $\$ 60, \$ 40, \$ 30, \$ 20$.

Bull Riding entrance fee $\$ 10$. Two go rounds. $\$ 100$ each go round. $\$ 50, \$ 30, \$ 20$.
Saddle Brone entrance fee $\$ 10$. Two go rounds. $\$ 100$ each go round. $\$ 50, \$ 30, \$ 20$.

Bareback Bronc Riding entrance fee $\$ 10$. Two go rounds. $\$ 100$ each go round. $\$ 50, \$ 30, \$ 20$.
Girls Sponsors entrance fee $\$ 5$. Entrance fee to be paid back in four money's.
Admisson: Adults $\$ 1.00$ plus tax. Children 50 c plus tax. All entries must be in by 4 o'clock, April 22

Calvin Steen, Sec. and Treasurer
SPONSORED BY
FIOYDADA RODEO ASSOCIATION
sTOCK FURNISHED BY JAY WISE

Your first thrill is seeing it . .
Your greatest thrill is driving it!


## The mast Bcautifil BDY of all

 now made even more attractive by new lower prices!

ODEN CHEVROLET COMPANY
221 South Main Street
Floydada, Texas


Prospects For Wheat And Cotton Are Improving

## And most assuredly the man with a good wheat crop cannot afford to take chances on this country's most

 cannot afford to take chancehazardous damage. -HAIL.
The Panhandle Mutual is offering to take this risk with a full ocverage policy. They have proven them-
selves equal to the occasion by paying their losses in Will Be glad to serve you in this capacity as heretofore. Thanks.
E. C. KING

$$
\begin{aligned}
& \text { 311 West California St., Floydada } \\
& \text { One of the Boys that Will Appreciate Your Business }
\end{aligned}
$$

## Engineer Dies

 From Injuries Collision Is Fatal To Crosbyton Youth CROSBYTON, Apri1 9-Funeral
services for Charles Gordon Mc-
Carty, 13 of Crosbyton, who died in Carty, 13 of Crosbyton, who died in
a Crosbyon hospital early this
morning trom injuries received
Thurstay morning from injuries received
Thussday evening in in biccle-atuto
mobile collision on the highway moone colision onctue nighway
near here. were concucted at 2.30
$\mathrm{p} . \mathrm{m}$. Sunday in the Frrst Baptist Rhurch or Crosbyton. pastor, offic-
Rev, Carl Grisom,
inted Burial was at 4.30 p Rev. Cari Grisom, pastor, ofnc-
lated Burial was at $4: 30 \mathrm{p} \mathrm{m}$
Sunday in Lubock Memorial Pak
Semetery with Kin Funeral home Sunday in Lubbock Memorial Park
cemetery. with King Funeral home
of Cobsyton direting
Survivors include his mother and Survivors include his mother and
step-tather, Mr and Mrs. . M
Mince of Crosbyton, and a brother. Mince of Crosbyton, and a brother,
w. MeCarty. Crosbyton; and his
grandmother, Mrs. Rebecea. May of grandmother, Mrs. Revecca May of
Stuwn.
THREE VETERANS NAMED on ThREE VETERAN NAMED ON
ALDERMANIC board
Matador a heht vote named MATADOR-A light vote named
three Matador veterans, John Bris-
coe. Lloyd Latimer and Joe Campcoe. Lloyd Latimer and Joe Camp-
beli on the board of city aldemen
Only 34 votes were polled. The canMrs. Birtie Hollingsworth of Altus
Okiahoma, is here visiting with her
 Hollnissworth, were vistors of Mrs
Snell Sunday nilht, but have re.
Sell New Mexico. Professional Directory

People's ${ }^{`}$ Hospital




If's New!
$5 \rightarrow$
E.AS.Y As Rounn your harr up ON curiers BuIT THE WAVE Stays IN FOR MONTHS!

มทาा
Tomi $i_{p i n i l}^{\text {nont }}$
$\qquad$

Today's the day to give yourself a TONI So lovely. The Toni wave is soft

So thriny. Looks just as lovely
and lasts just as long as a $\$ 15$

## xit

## =

Bishop's PHARMACY


## Change to OIL-PLATING!

QUIET!
Conoco $\mathbf{N}^{\text {th }}$ Motor Oil that fastens a shield of lubricant right to your engines working parts $\ldots$. protects them from wear
So change to $\mathrm{N}^{1 / k}$ motor oil $\ldots$ and an OIL.PLATED engine



Tire Repairing

Tire Re-Capping

Vot a Time Limit Guaran
his Kind of Warranty
Good Used Tires, Tubes and Wheels, All Sizes
Migs Fixed. Mobilstatic Wheel Balancing. No lead
tractor tire repairing a
-

## HAIL INSURANCE

The Only Thing That Will Stop a Hail as far as LOSSES are concerned. Now is the time to insure your wheat against a hailstorm.
We represent the following four of the bigger Stock ompanies that for many years have promptly and fairly paid their losses: The Great American Insurance Company of New York, The Home Insurance Company of New York, The New York Fire Insurance Company of
New York, The Western National Insurance Company of New York, The
Our adjusters for these companies have been adjust ing losses in Fluyd County and West Texas for a long, ong time and all live in Lubbock and Amarillo
Your hail insurance business is earnestly solicited and will be appreciated by

## GOEN \& GOEN, AGENTS

202 Boothe Bldg. Phone 320


The Most Heautiful Thing on Wheels:


## L. C. McDONALD



| SHORTENING, | 69c |
| :---: | :---: |
| BEETS, | 14 c |
| JA | 19 |

GREEN BEANS, 15 c
we redeem proctor and gamble
Floydada Welcomes Members of T. H. D. A., District 2, to the Annual Meeting Saturday

WESTER \& SON
CASH GROCERY \& MARKET

Weakling Lamb Grows Up To Be Champion
$=$

| Del Monte Parade |  |
| :---: | :---: |
| $\begin{aligned} & \text { DL MONTE } \\ & \text { CORN } \\ & \text { Cos } \end{aligned}$ | / ${ }^{\text {a }}$ |
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|  | C Aprecors. 20 |
| del monte | DEL MONTE |
| $\stackrel{\text { Peas. }}{ } 210^{\circ}$ |  |
| DEL MONTE | DEL MONTE PEACHES, 2 |
| DEL MONTE | P DEL MONTE |
| Poiates. $17^{\circ}$ | 3 |
| del monte |  |
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| MEATS | eta |
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|  |  |
| BEEF RoAst, S5c Carrots, |  |
| FRESH CATFISH LETTUCE, |  |
| oleo. | 25 cicelery. |
| \% | Patitic |



## Del Monte Parade

DEL MONTE


DEL MONTE PEAS, 21c

DEL MONTE CORN, 20

DEL MONTE TOMATO JUICE, $10^{c}$

## TLIMCD



The AII 'Round Tractor $\rightarrow$ ALL ROUND THE FARM $\Rightarrow$ ALL YEAR ROUND
Why buy a tractor that sives you only part-time service? Working time is what counts, and the Ford Tractor does
such a variety of jobs that it "works more hours, saven
$\qquad$ Control, Triple-Quick Attaching of
$\qquad$
impiements, and the big Dearborn
line of implements makes this THE
all 'round tractor. By all means.
come in and get the facts. "ny
will like our parts and ser
TARM EOUIPMENT
Braselion Implement Co. Inc.
Your Authorized Ford Tractor Dealer Floydada, Texas

[^0]emonstration Club Repd

## howMembersCivicMinc

th Plains Club
,anized Twenty-


Volcanic Ash or Concrete uilding Blocks oncrete Pipe
DRIVE-WAY GRAVEL
Floor Sweep
Oil Sorb or
ayne Bennett

## max Sirimeo m ODES <br> 1.15 <br> -.round for sheer, flawless nylons? Gay- re for you! Leg.flattering beauties practical-

 ure for you! Leg.flattering beauties practical-please! Buy a boxful today-for that special e on your Easter list! They're typical ind-carry values! Caramel, Pebble, Sumupe, Bronzique, Shadow Gray, $8 \frac{1}{2}-10^{1 / 2}$. 98 c

BESTLOOES, shoulder strap, top handle The bigger $r$ pouch type in black, brown The biggee reen, red, or white, and some
Here's ner Here's nerreen, red, or wour bmbination colors

$$
\begin{aligned}
& \text { resh, spar } \\
& \text { new Westy }
\end{aligned}
$$

Iresh, spar
new West)
N GLOVES, all white

NEW) SIERS, satin and lace trimmed. ors in nude or white
er Numbers,
98c- $\mathbf{\$ 1 . 9 8}$ ree 52 to 50
$\begin{array}{ll}\text { WOMEN'S SLIPS in satin or crepe, } \\ \text { lace trimmed } & 3.98\end{array}$
Women's
SATIN GOWNS, lace trimmed, size

| 32 to 38 | $\mathbf{3 . 9 8}$ |
| :--- | :--- |
| CREPE, 32 to 40 at | 4.98 |
| JERSEY, 32 to 38 at | $\mathbf{1 . 9 8}$ |

JERSEY, 32 to 38 at

Words From BlueBack Spelling Book

## 

| AN EXPRESSION OF GRATITUDE | siftiont natice of the provilums |  |
| :---: | :---: | :---: |
|  | Court buneriby | the |
| In sour deases wors |  | mity juber |

## Only the Sever GAS Refrigerator is

## GUARANTEED for TEN YEARS

IT STAYS SILENT-LASTS LONGER It's amall wonder the Gas Refrigerator is the choice of more year guarantee of noise-free, worry-free performance. Year in and year out, you enjoy the same silent, dependable refrigeration as the day your new Gas Refrigerator arrived. For Servel has a basically different freezing aystem. There's
not a single moving part in it No motor to to make a sound. A tiny gas flame does the work. So Servel staya silent, lasts longer.
Come in and see the new models today. Choose the Gas
Refrigerator-and get more for your money.


GET THIS BOOK ... FREE-Mary Margaret McBride, America': ence in refrigerators. Stop in for your free copy of "Imeide Story."
Don't delay E IN "WHAT"S MY NAME" 10:30 A. M. EVERY SAT-
URDAY, KFDA, AMARILLO- KFYO, LUBBOCK CURRIE APPLIANCE CO.

Rice Hatchery
"PERFURMANCE of my new 145-H.P. Ford F-7 BIG JOB equals trucks of fwice the G.V.W. Wating / mememem


| $\mathrm{O}_{\text {my new } 145 \text {-horsepower Ford F. } 7 \text { RIG JOB }}^{\text {VER }}$ equals that of trucks with double the G.V.W. rating of the E.7."; reporst George F. Kidd who Texas. "The economy of operation is more outstanding with an average of 7 miles to the gallon of gas. My Ford Truck has proven that it is really Bonus Buile | * Brand New 145-Horsepower Fo'd V-8 Truck Engine <br> * New Super Quadrox Singlo-Speed Axles; TwoSpeed optional on $\mathrm{F}-8$. <br> $\star$ Big Tires; up to $10.00-20$ on F-8, up to $9.00-20$ on $\mathrm{F}-7$ |
| :---: | :---: |
| Mr. Kidd is but one of many Ford BIG JOB enthusiasts. Thousands of others are profiting enthusiass. Moosy unsual in the big truck field from gas economity ibs. and more on tandem axte semi's . . . from power that makes the BIG JOB the king of the | \# New Heavy Duty Five-Speed Transmissions <br> $\star$ Big Rear Brakos, Power Actuated, $16-\mathrm{in}$, by $5-\mathrm{in}$. on $\mathrm{F}-8$ <br> * Built and Warranted for the following ratings: Gront Voticle Weight Gront Train Woight |
| 139 Ford Bonus Buils Track molels fone <br>  |  |

## West TexasGas Compamy



114 W. California St.. Floydada

Weakling Lamb Grows Up To Be Champion
 South Plains News



 Mr. and Mrs. Bryon Karr and
children of Aliken and Mr. and Mrs.
Junior Calahan were dinner guests In the H. S. Calahan, sr. home
Sunday. Those calling on Mr. and Mrs.
Arthur Brown and Karen Sunday afternoon were Mr, and Mrs. Frank
Brown and chldren. Mr. and Mrs
Bryan Karr and children, and Mr. Mrs. R E Young has spen con-
tined to Lockney hosplal
Mr. and Mrs. A. L. Stowar visit $x=2=-5$ and sons visited Mr. and Mrs.
Campbell at Haskell over the weekDon Marble and Jerry Pearsey
were Ssunday dinner guests of Dean



\section*{Del Monte Parade} | DEL MONTE |
| :---: |
| CORN. $190^{\circ}$ |

DEL MONTE FRUIT COCKTALL, 35

DEL MONTE $\underset{\substack{\text { No. } 2 \mathrm{Can}}}{\text { SPICH, }} 14 \mathrm{c}$

DEL MONTE APRICOTS, 20

DEL MONTE PEAS, 21c

DEL MONTE PINEAPPLE JUICE, 15

DEL MONTE CORN, 200

DEL MONTE POTATOES, 17 c

| DEL MONTE |
| :---: |
| TOMATO |

DEL MONTE PICKLES, 33

## DEL MONTE

CHILI SAUCE,

MEATS



Mclain, Quebe Re-Named for County Board



Maytag Ironers
: Deep Frece Maytaz Duth Oven - Maytas Wabers : Blaytar Lawn Moo
: Gas Lawn Mow
: Electric Alurm Clock
: Sinthen Ad Mixers
: Myers Pumps and $W_{a}$

- er Systemas inw in
- Lawnd Sprayers. All
- Water hoh
: Canvas Dams
: $\frac{\text { Sumer Electuic Preerer }}{\text { Well Stocked and }}$
Supply your Noeds in moe kind When you buy
y
our
Shar
andware store Buy Quantity
At Fair Price
H. M. McDonald

Hardware
Carthels Siowice Station
says its a Fract! NOT ALL LIVING THINGS


## Gundiñ ${ }^{3}$ ádu Prove Sti

Have you seen the breath-taking values at Carthel's? Folks who come here once, come again and again, for all value of every dollar.


H/


Easter Parade Stunning new color created PIOBSIS SYLOSS
Faster Parade. Freah, new this in thoenis
ster Paraide. Frech, new, this bluch blege with
mauve undertones is designed
$\begin{aligned} & \text { emari atith nary. black and grey ... wonderfully }\end{aligned}$
$\begin{aligned} & \text { complementary to the new blues and } \\ & \text { pastels. In all wear weights. }\end{aligned}$
$\$ 150$ to $\$ 195$

PHOENX
em
how
th Plair anized e Yeaı



Volcanic Ash or Concrete iilding Blocks oncrete Pipe

DRIVE-WAY GRAVEL

Floor Sweep
Oil Sorb or
Dustless
ayne Bennett
mereuness were en.
mave the
poportunty
pot visting
accomplushments of strives to be as progressive the thity
and the present
ant work of which they are very proud



$\qquad$








Mr . and Mrs A. A R Hanna who
have reventy sold their home on the
 home in Lubbock Ther wine or roo
bably move the latter part of this



TLOONWE: Sas conene!
biggest cooking news in a decade! 's new capacity, new convenience our kitchen! Once you see the - sparkling beauty of the bige oruer moons Westinghouse-it will be your choice forever!


ADIO ELECTRIC CO.

## Main

During the first 3 months of 1949 Studebaker retail sales throughout the U.S. set a new all-time record !

More people bought new Studebaker cars and trucks in January,
February and March of this year than in any previous quarterly period in Studebaker history !

Studebaker is the $\mathbf{4 9}$ buy word all over America!



Report to Members One-Act Play of Peoples Hospital Next Monday Ni'ht



STAR CASH VALUES
Welcome to Floydada, Women of District 2, T. H. D.


BULK GARDEN SEEDS Weedone Will Get Those Dandelions


Program for Sund'y


FEED

| Bags |
| :--- |
| Stanton's |

pillow cas
dreamed oo
den
Fryers
We ran
Saturday
this

## FRESH?

BERRY DRVE II
m
park florist

. . . the most beautiful way to say MAPPY EASTER,


 Never were our flowers more beautiful, or
ingreater variete, than they are right now.
Drop in and see them Mam



| COFFEE, | $55^{\text {c }}$ |
| :---: | :---: |
| SHURFINE Shortening, 3 Lbs. | $93^{\text {c }}$ |
| hOUNTY KIST <br> PEAS, | 7 c |



ASPARAGUES,
No.
33

| SLNSWEET <br> PRUNES, <br> 2 L. Box, | $\mathbf{3 9}$ |
| :--- | :--- |

Calumet,
Pound.


| MOUNDS, |
| :---: |
| 3 Bars, |


| Orange Slices, |
| :---: |
| an |
| 10 |

OXYDOL,
$\begin{array}{ll}\substack{\text { DREFT, } \\ \text { LLarre Box. }} & 29 \mathrm{c}\end{array}$
Hull \& Mebrien
Phone 202 WE DELIVER


## C

| SNIDER'S Crish vectablis |  |  |
| :---: | :---: | :---: |
| CAISIUP | Natir ancus |  |
|  |  |  |
| Botle 19 c ( |  |  |
|  |  |  |
| MILK, 29c |  |  |
| $\text { RAIISINS, } 18 \mathrm{c}$ |  |  |
|  |  |  |
| Felto | - Collins |  |

The Hesperette | Edited by Pupils of Floydada High School |  |
| :--- | :--- |
| nesperetre stafr | best now and always. because y |
| 年 |  |





EDITORIAL
andid Camera

YOU CANT STOP A HAIL STORM
HAIL INSURANCE
I represent a company that has been doing business since 1776 and has over TWO HUNDRED EIGH
TY FIVE MILLON DOLIARS in admitted assets. YOU ARE NOT GAMBLING when you insure with the HOME INSURANCE COMPANY, they have a branch office in Lubbock, Texas, and adjusters

## J. G. WOOD

Phone 236 Res. 444-W


Soph Class
Menbers From
Many Schools

EASTER SUNDAY
we wil tradean ICE CREAM CONE
for a
FRESH EGG
Bring Them by the Sack No Limit
THE MALT BAR

*xus *etos
$\mathrm{W}_{\text {Tegs }}^{\text {edost money }}$

- Boostr nitios Wher Thar *arestasor fertilizer and valuable mpisture Kill weeds at low cost quickly,
casily with WEED-NO-MORE. (w) $\qquad$

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CAPITOL AIR SERVICE
TOPEKA, KANSAS
WE GUARANTEE OUR WORK
cost - $\$ 2.00$ io $\$ 2.50$ per Acre - Depending on Stage




Quanah Feed Protein Cubes
Promixed feed
SCOTT GIN


## HOLIDAY NOTICE

THE FIRST NATIONAL BANK OF FLOMDADA WILL BE CLOSED ALL DAY

SAN JACINTO DAY THURSDAY, APRIL 21
(LEGGL HOLIDAY)



Chemy and gained independence.
We will apprecite it if you will arrange your bank.
hr requirements with this date in mind.
THE FIRST NATIONAL BANK
Floydada. Texas

# HOW MOUERN MIRACLE OF DESIGH MAKES THE NEW DCOGE DIFFERENI! 

## Differen! <br> LONGER on the inside SHORTER outside!

Differen!<br>WIDER on the inside NARROWER outside

Thespians Banquet


NORTHERN STAR COTTON SEED

LOCKETT 140 GEORGIA HIBRED Please let us know our requirement
SCOTT GIN COMPANY

Quacker continued
are 15 a fast worker
M
 Se tand has been receiving

 mes robert turner sportin' ${ }^{\prime}$,

District Baseball Games Open Today



## We Are As Big As Angbody !

(In A Very, Very Small Way, Of Course)

- So we are going to have two qua lities of ice-cream, this season - only ours will be GOOD and BETTER!
- The only difference will be that the good quality will not be as sweet or as rich in cream. It will still be made from Floyd County good wholesome sweet milk and sweet cream.
- We DO NOT use hog lard, Oleo or unsalted Butter! If you want a real quality ice-cream at a cheaper price ask for Lyndale in the handy Refrigerator Pak Carton.


## At All The Best Grocers

## $25^{c}$ per pint

Lyndale Farm Dairy Store



[^0]:    

