## March of DimesDrive Opens Court House WithParade;NameChairmen Construction <br> Mayor's Proclamation Issued <br> 

nd

nt WHEREAS: The polio epidemic has taken a heavy toll in | our |
| :--- |
| ound local area and in our nation during 1949, |
| and |
| and |

## 

C. of C. Annual Veterans' Land Meetinig Dated Purchases Get For Feb. 16 Okey of Board
 Re-Election Sought
by Justice Olson
V. C. Plumlee Asks Return to Office - Succeed Himself

$\qquad$
Counts Candidate For Commissioner In Precinct No. 2
$\qquad$

| Annie Rooney, |
| :---: |
| Popeye, |
| Blondie, |
| and Litale |
| Miss Muffet |
| ioin the |
| March of Dimes |

Mary L. McPherson
For District Clerk
mond and oot namoums Nand

## Slow Payments Poll Tax as Interest Lags

County Officials' Salaries Set at Same Figures as for Last Year

## LEASING SPURT

 WHIRLWINDS OPEN BASKETBALL SEASON WITH Meeting Saturday WINS OVER LOCKNEY AND ABERNaTHY TEAMSTubbs Appreciates Past Co-operation,

Clarks, Connelleys Visit Former Home


Pioneer Official Died Wednesday

Clark Is Candidate For Re-Election


Asks for Re-Election

## 

EDITORIALS


TEXANS GOOD THINKER UPPERS than the stat The state The state and the federal dollar. Texas is giving Uncle Sam a pretty pilation recently made by E. T. Miller, who Charting the state-and-local tax system re You pay taxes upon real estate, liquor, wine carbon black, cement, cigarettes, gasoline , in
cat surance premiums, oleomargarine, radios,
playing cards, cosmetics, tickets to entertain mint events, and upon transfer of corporation
License or privilege taxes are collected from ectric and waterworks utilities, oil well servic ing companies, cigarette dealers, corporate-
ions, pipelines, boxing and wrestling prompters, express, telegraph, telephone, and bu Texans pay inheritance taxes, unemploy are the collect various collectors of local ad valorem taxes er.Liquar Control Boo Pere digging to pay the taxes and also on the ale Your Poor Dog.-If you like him and want to keep him, don't fail to pay the city dog
license tax. This wont keep somebody from about it, when he gets out some night and em in
7

Onutum. at hemin theme
 man .net in thendrems un d





 With just the flick of a switch, the many comforts of good living electrically -- are brought to more people in the great Panhandle Plains - pecos Valley - Eastern New Mexico area.
$\qquad$
$\qquad$

SOUTHWESTERN

14 Years Ago


The Floyd County HESPERIAN

 of March 3. 189.
Published. by The Hesperian Pub
fishing Co., Inc. Floydidan. Texas.
 Subserptoion prices: Outside Foo




1950 DOG LICENSE TAX IS NOW DUE

Dog owners are reminded that the 1950 dog license provided by ordinance in Floydada city limits is now due and payable. Dogs on which license is not paid are required by city ordinance to be destroyed as a safeguard against rabies.

Your usual prompt attention to this notice will be greatly appreciated and will be of value to you in protection for our valuable dogs.

## BOB SMITH,



## "FASHIONED for every tastePriced for every BUDIEET"

Look over the 1950 Buick line, which these two high-fashioned honeys represent, and decide for
yourself if that's truth or just talk.
Nineteen -Yes, 19-smart new and varied models to choose from, and
all with the eye-catching styling of all with the eye-catching styling of
bold-lined bumper-guard grilles bold-lined bumper-guard grilles,
sleek tapering fenders, the over-all look of a jet plane in flight.
Three full series - Special, Super
and Roadmaster - with Special and ROADMASTER - with SpECIAL
de luxe finish. Three separate power plants powerful, higher in compression, all
Fireball valve -in heads - and one of them, the sensational new F-263, giving SUPER models extra brilliance on the road.
Four wheelbases - all planned for riding comfort - with overhang re-
duce to make parking and garaging duce to make parking and garaging
easier. Roominess galore, with rear eats as much as 13 inches wider. Plenty of outlook as well. And the abiding comfort of coil springs on all
four wheels. And the steady going of

 CLINE \& RAISER

[^0]Telephone 37
Floydada, Tex

Figures Reveal lide Need for Solte hospitals


As A Farm Woman Thinks
 and




mg grade school students of
whey 1 last week reusuted in tiness 35 younssters assulted in iliness

 And Oils


| BAIN and BAIN |  |  |
| :---: | :---: | :---: |
| Kenneth Bain | Kenneth Bain, jr. |  |
| Attorneys at Law <br> Income Tax Reports Made <br> FLOYDADA <br> Bishop Building |  |  |

## Let the Blue Flame Take The 'Blue' out of Blue Monday



Must you plan laundry times to have enough hot
If you are tired of spacing out your laundry to the times when you have enough hot water-see your dealer today. Let him show you the beautiful new automatic gas water heaters that will give you all
the hot water you need at the temperature you desire.

For fast dependable hot water choose an auto
matic gas water heater and let the Blue Flame take the blue out of your Blue Monday. Best of all, the new modern automatic gas water heaters cost less to
buy and less to operate. buy and less to operate.
son hor wavieungic'
Crrshasgotit!

See Your Gas
Appliance Dealer Today


West TexasGasCompany

OLDSMOBILE ROCKETS AHEAD!

- GLAMOROUS NEW FUTUBAMIGS!
$\qquad$
 Flash! New Lower Prices on New "Rocket" Engine "88"!

P. Q. HANEY PROPRIETOR

and good service
the turn of the Wye west Floydada.

Miladies Club Plans Entertainment Soon



| You'll Like to Trade At - |  |
| :---: | :---: |
| Cantrell's Fruit Stand <br> Northeast Corner of Square |  |
| East Texas Yams, Lb., | 6 c |
| 10 Lbs. Spuds, | 49c |
| Vine - Ripened Tomatoes, Lb, | 15 c |
| BANANAS, Per Lb., | 121/2c |
| 5 Lb . Bag Oranges, | 35 c |
| Plenty Delicious and Winesa | Apples |

South Plains News Vaporizing Tra Following 3 Planes Makes Pretty Sight


When in need of
Fire, Hail And Tornado Protection On your property, see me for a Farmers Union Mutual
Insurance Policy. Adjustments made promptly. Insurance Policy. Adjustments made promptly.
Also soliciting your listing on Farm and City property, and anything you have to sell. Phone 373-J
311 West California St. E. C. KING


## WAYNE BENNETT

## 



GROCERY \& MARKET

| Phone 13 | We Deliver |
| :---: | :---: |
| LUCKY DAY FLOUR, 25 Lbs., | \$1.69 |
| Pillsbury Pan Cake Flour, $21 / 2 \mathrm{Lbs}$. | $32^{\text {c }}$ |
| BURLESON HONEY, $5 \mathrm{Lb} . \mathrm{Jar}$ | $98^{\circ}$ |
| SCHILLING COFFEE, Pound, | $73^{c}$ |
| CANADIAN BEST MEAL, | 67c |
| PURITAN OATS, <br> Regular, | $33^{c}$ |
| SURF WASHING POWDER, Regular, | $26^{c}$ |
| COMPOUND, <br> 3 Lb. Carton, | $58^{c}$ |
| Meat Sugar Cure \& Sausage Seasoning |  |
| FRANKFRUTERS, Keeton Skinless, Lb., | 29 c |
| SMOKE SAUSAGE, Pound, | $30^{c}$ |
| BACON Ends and Pieces, Lb., | $20^{c}$ |

Polio Poster Children Form March of Dimes Honor Guard 1950 drize, following nation's worst
epidemic, will be led by Wanda Wiley, escorted pidemic, will be led by W anda IV iley, escorted
by poster children of past four years.


## AITENTION FARMERS

Bring your cotton to T. J. Buske Cotton Office Highest Prices Our Greatest Aim

## I. J. BUSKE COTTON OFFICE

106 W. Missouri<br>\section*{Phone 319}

## JOIN OUR $\$ 1$ A MONTH CLUB

To Save You Dollars

FOR ONE DOLLAR A MONTH YOU GET

1. One Car Wash

All Flats Fixed
All Batteries Charged


## FINN'S GULF SERVICE STATION



Support Price Is Sought for Grain Sorghum


## NOTICE

e purchased the Blue Goose Filling Station,
d Tourist Court. Cafe and Tourist Court.
Will appreciate your business.

## W. J. GILBREATH



Fill up for fast starting with

 need to know at the earliest possib)
moment what they may expect.
Under the law the Secretary Agriculture can place a support pro
gram on grain sorghum into operat-
ion. The Secretary makes the decis. ion as to whether or not a suppor
program will be put into effet and
the amunt of the loan. Mahon and
other Member other Members from grain sorghum
areas lost their fight last year to
secure a mandatory grain sorghum
suport Support Program in 1999
The support Program for sorghum was not announced in 1949
untul Mahon and many other
members of congress from erain members of congress frym grait
sorghem areas had made repeate
requests for action by the depart

Improved high-volatility mixture gives you faster warm-up, better performance!
 66
PHILLIPS 66 GASOLINE

## PHONE 66 For PHILLIPS "66" <br> WHOLESALE-AARON CARTHEL

These Phillips Retail Service Stations are the kind you'll enjoy patronizing.

Felf Patterson
300 West Caiifornia
Thormon's
Phillips Service
300 East Mouston




Your Maytag Automatic Also on Display Maytag Cookstoves, Home Freezers, Ironers, Hardware and Household appliances of most every kind.

## H. M. McDonald - Hardware

## Dollar for Dollar-

 you cant beat a you cant beat a


The Least you can pay-for the llest:


> L. C. McDONALD

$\qquad$



| APRICOTS, $\quad 25^{\mathrm{c}}$ | WHITE CORN, |
| :---: | :---: |
|  | TOMATOES, 25 |
| HarmonY Cheolate Cocerered |  |
|  | SWEET PEAS, 23 C |
| $\xrightarrow{\text { Presh shelilen }}$ | Pork \& Beans, |
| Black Eye Peas, 25 | Ruits - vegetables * |
| ${ }_{\substack{\text { Cracker Jacks, } \\ \text { Sboree }}}^{\text {20 }}$ | ad Fresh Fruits and Vegetables From Valley |
| Frozen Foods $\star$ |  |
|  | $\begin{aligned} & \hline \text { Cukes - Mustard - Collards } \\ & \text { Turnip Tops } \end{aligned}$ |
| standaris | Sack Oranges - Grapefruit Vine Ripe Tomatoe |
| ${ }_{12}$ Mixed Ped Vegetabetabes, $3^{\text {a }}$ |  |
|  | Radishes - Peppers - Squash We Have It All |
| Lima Beans, $\mathbf{4 3}^{\text {c }}$ |  |
|  |  |
|  PHONE |  |
|  |  |  |

FIRST NATIONAL BANK

PARKER Furniture PHONE 46

## Bryan Home And

Auto Supply 'FIRESTONE"

Day And Nite Texaco PHONE 9505

## PATTERSON'S

Grocery \& Market PHONE 24

## M. L. SOLOMON

Jewelers
Watches, Diamonds ilverware

Radio Electric Co.
Your Westinghouse Dealer

CLINE \& RAINER

HARMON
Funeral Home

DAY'S CLEANERS
PHONE 546

## RUTLEDGE OIL

Company
PHONE 68

## FLOYDADA

Implement Co.
Massey - Harris Dealer
MAYO MOTOR CO.
Dodge - Plymouth
Jodge Job - Rated Trucks

## REAGAN

insurance

## L. C. McDonald <br> Pontiac - GMC <br> Allis - Chalmers <br> Permez

## Be Sure To Attend Church Regularly



The trees are preaching! Let's listen! What is that twisted tree saying to you and to
What is the second and smaller tree telling you of life, as it twists about the other? me? What is the second and smaller tree telling you of life, as it twasts about the oother?
"Only God can make a tree"; but even God's purpose to make a strons and straight tree sometimes fails. Why did not this tree grow tall and upright and siturdy? Why ill-formed nd crooked and misshapen?
And so are some of us. Why do not women and men grow upward toward God and the good? Why have lives become twisted and gnarled and unattractive? Has the tree
a lesson for us here? Most twisted trees were bent when they were young; some storm or some, accident worked its evil will upon them. They were intended to grow straight and
strong and beautiful; the seed was good, the soil was right: but they did not get the right strong and beautiful; the seed was good, the soil was right; but they did not get the right
start. When they were young some sinister influence left its mark upon them for all the years; they have grown in twisted shape because some force shaped them that way. How
can we protect young human life from such twisting and scarring? The good heritage is not enough; the comfortable home is not enough
life gets its chance to grow straight and true.

The neglected child of the street or of the lane gets an early twist; the storm of to the sights and sounds of the women and men who have wrecked themselves.

The pampered child of the foolish parent who is too busy or too careless to guide the developing spirit gets twisted too soon. There are rules that must be learned if one is to
play the game of life successfully; there are good habits that must be formed under patient discipline and by good example.

The frightened child who has been compelled to listen to quarreling and scolding elders gets an unhappy fear and disrespect for human contact. He has a right to live in an atmosphere of patient goo
unkind words and deeds.

The sour and the surly children of loveless homes and communities bear the marks of misdirection forever; every child has need of love and kindness and justice and patient understanding; these make the healthful air of human development.
$\mathrm{P}_{\text {rayer and reverence for God and the good, loving fellowship in ways of integrity }}$ grows the tree.

This Church Page Is Being Published Each Week With the Hope of Getting More People to Go to Church. It Is
Sponsored By These Business Firms Who Believe We Should Attend Religious Services Regularly.

| irst Methodist Church | First Baptist Church | City Park Church of Christ |
| :---: | :---: | :---: |
| 400 S. Fifth <br> Rev. R. N. Huckabee Pastor Phone 361 Morning Services 11:00 Evening Services 7:30 | 401 S. Main Rev. R. H. Falwell, Supply Phator 271-J - Morning Serices 11:00 Evening Services 7:00 | Corner W. Tennessee \& 5th <br> A. F. Waller, Minister Morning Services 10:55 Evening Services 7:30 |
| Cumberland Presbyterian Church | First Christian Church |  |
| 400 W. Kentucky Rev. A. C. Durant, Pastor Preaching Every Other Sunday Morning Services 11:00 Evening Services 7:30 | 301 W. Missouri <br> E. A. Powell, Pastor <br> Morning Worship 11:00 <br> Evening Service 7:30 | $\begin{aligned} & \text { Fundamental Baptist Church } \\ & \text { Rev. Jack Young, Pastor } \quad \text { W. Grover Street } \\ & \text { Morning Services } 11: 00 \\ & \text { Evening Services } 7: 30 \end{aligned}$ |
| Calvary Baptist Church | hurch of The Nazarene | New Hope Baptist Church |
| Rev. J. T. Bilbrey, Pastor <br> Morning Services 11:00 <br> Evening Services 8:00 | $\begin{aligned} & \text { 416 S. 4th Street } \\ & \text { Rev. C. C. Calhoun, Pastor 379-W } \\ & \text { Morning Services } 11: 00 \\ & \text { Evening Services } 7: 30 \end{aligned}$ | Elders C. L. Jarrett \& D. L. Handley, Joint Pastors. Meet first Sunday and Saturday night before and second Sunday and Saturday before in each month. |
| Grace Tabernacle <br> 328 West Virginia Phone 530-W | New Salem Baptist Church <br> Elder L. M. Handley, Lubbock, Pastor Meet second Saturday and Sunday of each month. | Wall Street Church of Christ |
| Rev. H. E. Smithee, Pastor Morning Worship 11:00 Evangelistic Service 7:45 |  | Morning Services $10: 30$ Evening Services 7:30 |
| FUQUA - BARBER | FELTON - COLLINS | FINN'S GULF |
| Farm Supply | Grocery Co. | STATION |
| purina chows | PHoNE 27 | Your Good Gulf Dealer |

HAGOOD'S DEPT.

## Store

Standard Brands Priced Right

Stewart's Cleaners
One Day Service

Mollie A. Morton Style Shop
South Side of the Square
NORMAN'S
5c to \$1 Store
ariety Merchandise at Lower Prices

## Oden Chevrolet Co.

Chevrolet - Olds.
Sales and Service

## ARWINE DRUG

"Goteverything"

Carmack \& Smith
Tractor Co.

KING'S GROCERY
S. J. LATTA

Implements

Plains Equipment Company

Oliver and Studebaker

## SCOTT GIN

Bishop Motor Co.

Farmers Co-Op Gin

PHONE 208

Rice Radio Service
210 North Main

CURRIE

## Appliance Co.

Your Friendly Appliance store

FLOYD
CREAMERY

Young People's Zone Meeting

HESPERETTE

Billee Newberry
Places in Contest

## $\geq$

## a tur Flodada chater is proud DE QUACKER

Bob Patterson, Neil Langley,
Winners of Registered Gilts

Style of the Week


 the boy for when the girl has tate to asti-
Last night was
Twirp Night." I wonder if we have

Guess Who ? ??
Precious piece of prized sophomore
Blue eyes and brown locks galore;
Cute, sweet, not far trom dionel Cute, sweet, not far from trolore:
A girl some senlor does adore!
A swell guy with lots of charm:
Causes the girl above quite a bit
alarm: Blondish; hair right from the farm
His blue eyes never do harm.

A Couple of Hits


| CELERY <br> 15c | BANANAS, $\mathbf{1 2 \frac { 1 } { 2 }} \mathbf{C}$ <br> GLOLDEN FRUIT  <br> TOMATOES, $\mathbf{2 1 c}$ | ORANGES Pount 8c |
| :---: | :---: | :---: |
| RADISHES, BUNCH 5c | Tustices Min至富 | ONIONS <br> 5c |
| ${ }^{\text {HEINZ }}$ Baby Food, 25c ${ }^{\text {chans }}$ | PORK ROAST, 43c | VEL, 27c |
| $\begin{aligned} & \text { HoLANDALE } \\ & \text { OLEO, } \\ & \text { Peund } \end{aligned}$ | Boston butt end Nice And Lean Pound | TIDE, 27c |
| $\begin{aligned} & \substack{\text { ARMOURS } \\ \text { MILK, }} \\ & \hline \end{aligned}$ | SLICED BACON, 39 C <br> CUDAHY GOLD COIN  | OXYDOL, 27c |
| SPAM, 39C | BEEF RIBS, NICEE AND LEAN For Stewing or Raking | P\& G, 24c |
| BABO, 25c | CHEESE, 89c | Palmolive, $7 \frac{1}{2} \mathbf{C}$ |
| HOMINY, 10 c | KRAFTS VELVEETA 2 Lb B | KRAUT, $8 \mathbf{c}$ |
| LiBgYs CATSUP, 19 c |  | KRAUT, CHILI, W7\% |
| TOMATOES, 10c CREAM STYLE CORN, $\quad 12 \frac{1}{2} \mathbf{c}$ |  |  |
| APPLE CIDER, | 25C BAKE ${ }^{\text {QUART }}$ HEINZ BEANS, | $4^{44^{\text {Cans }}}$ |
| NEW POTATOES, 15c PEANUT BUTTER, 68c |  |  |
| PINEAPPLE JUICE, 19C GREEN BEANS, 25 c |  |  |
| TOMATO JUIC |  | $1{ }^{12 \mathrm{Oz} \mathrm{Box}}$ |
| RANCH STYLE BEANS, 14c BISQUICK, |  |  |
| HONEY, <br> 99c SPINACH, <br> 19c |  |  |
| $\begin{array}{ll}\text { COFFEE, } \\ \text { \$1.37 OKRA \& TOMATOES, } & 22 c\end{array}$ |  |  |
|  |  |  |



## DAGKideraid 5 G

 SYRUP


## DON'T PUT OFF THE LITTLE THNGGS take advantage of these specials

RELINE BRAKES
LINING and LABOR
Only $\$ 11.00$

## ENGINE TUNE - UP

 nd Clean Carbureto$\mathbf{\$ 4 . 5 0}$ Plus Parts

## PERMANENT ANTI FREEZE

BE PREPARED
Famous names In Anti Freeze
now available, $\mathbf{\$ 3 . 5 0} 1$ Gallon Only
"PRESSURE PURGER"
Radiator and Block Flush
$\$ 7.50$
Thoroughly Cleans Radiator and Block

## REAL SAVINGS IN VALVE AND RING JOBS

A SPECIAL RING JOB
FOR CHEVROLETS
Intall New Set Genuian
Cberrolet Rinss

Rudge Ream Cylinders
Can
Combly 10 . New Head and Pan Gasket
Adjust all Rods and Main II. Clean Fuel Pump Bowi
12. Road Tost Cor
\$47.75 For Parts and Labor Shown

## ODEN

CHEVRONLET
YOUR SERVICE HEADQUARTERS
CAR SERVICE
Night Wrecker Service - Phone 4


MEN'S FELT HATS REDUCED
Were $\$ 15.00$ now $\mathbf{\$ 1 2 . 5 0}$
Were $\$ 12.50$ now $\mathbf{\$ 1 0 . 0 0}$
One group of $\$ 10$ (odd lots) $\mathbf{\$ 6 . 0 0}$
MEN'S DRESS SHIRTS $\$ 2.88$
Fancies, solids and whites. Regular and a few French cuffs. These shirts are from our regular $\$ 3.50$ and $\$ 3.95$ stock. Sizes are good in most patterns. Come early and stock up at real savings.

MEN'S SPORT SHIRTS \$2.88
Solid colors: tan, grey, blue and maroon. These shirts were delivered too late for Christmas selling and are egular 83.95 shirts.
ONE LOT OF SPORT SHIRTS $\$ 1.88$
These are good wash-type shirts. S. M. \& L., but not in
all patterns. Some of these originally sold for $\$ 3.95$.
MEN'S 100 per cent WOOL ROBES,
$\mathbf{2 5 \%}$ Off
Men's Wool Gabardine Jackets \$14.95

MEN'S SOCKS, All Types Sports and Fancies
Regular 55c now 3 for $\$ \mathbf{1}$
Regular 75e now for $\mathbf{\$ 1}$
Men's Shorts, gripper and boxer types $\mathbf{6 9 c}$ reg. $89 \mathrm{c} \& \$ 1$
Mens Undershirts, regular 69 c now $\mathbf{4 9} \mathbf{c}$
Men's Corduroy Caps, regular 8.25 value for $\mathbf{9 8 c}$
Men's Shop Caps, (blue) $\mathbf{4 9 c}$
Men's Handkerchiefs, regular 20c each now 8 for $\mathbf{\$ 1}$

## SHOE CLOSE OUTS

150 pair ladies' shoes of all types. All sizes represented but not in every style. Suedes, calfs and patent.

Were $\$ 3.95$ to $\$ 4.95$ Now $\mathbf{\$ 2 . 8 8}$
Were $\$ 4.95$ to $\$ 6.95$ Now $\mathbf{\$ 3 . 8 8}$
Were $\$ 6.95$ to $\$ 9.95$ Now $\mathbf{\$ 4 . 8 8}$
Also about 40 pair of children's odd lots All Sales Final, No Exchanges
4 dozen Nylons (perfect), 54 gauge, 15 denier $\$ 1.08$ (These are regular $\$ 1.95$ hose) FREE CALENDARS TO EVERYONE

## Van's Men's Wear And Shoes

Floydada, Texas



[^0]:    201 South Wall

