

BOBCATS
THFUL QUAIL HUNTERS
SHBIGGER GAME ON BLANCO
ean Coach
thictim
Floydada


Parking Lot, Shrubs
At First Christian


Man Pleads Guilty In Forgery Case


Retail Training Institute is Slated To Start in Floydada on January 4


# pydada's 1950 Building Record Passes One Million Mark <br>  SWEARING-IN CEREMONY 

Radio Station
KFLD Says FCC
THFUL QUAIL HUNTERS SHBIGGER GAME ON BLANCO
ean Coach \$Victim
Floydada
mioner,
ander


Mrs. Clarence Lovell
Killed in Collision
Near Lockney Frid'y

## Views and Comment

## A Good Christmas.-That's what the Christ- A good many people are taking in this na

 mas of 1950 turned out to be for most every-dion this week, and much of the talk seems to
body. A good Ci. ristmas on the high plains
indicate confusion and frustration, but little body. A good Ci.ristmas on the high plains indicate confusion and frustration, but little
of Texas is a good one for its people if the thinking. We are inclined to the opinion that
if you don't know too much about what weather is mild, there is no snow or rain and if you don't know too much about what is
the sun shines. They provide their own
happening when there is a crisis, and not too merriment and joy whether times are good or much about how to solve the problem ahead, wise it was a terrible Christmas. Plains pee- your mouth will slather. Clamor, din, tumult, wise it was a terrible Christmas, naturally like to get around. If they $\begin{aligned} & \text { screaming are words that are getting into the } \\ & \text { plea }\end{aligned}$ can do it at 60 miles that's fine and a good news these days with increasing regularity
time was had by all. Otherwise it just wasn't. We are learning from or aping the Commonall right. Badly as we need rain or snow - - its in that respect. When they can make no
some kind of moisture - a white or a muddy


FERTILIZERS Dry or Liquid MORCKEL FARM Chemical. Co

## Notice of New Address

 зое west kentucky street hemenep punic accountant Auditing and Income Tax Reports

Silas E. Duncan, Sr.,



## W. E. GRIMEs

Income Tax
Service
$\qquad$

## Ty The Want Ass

The Floyd County HESPERIAN


 subscription Prices: In Floyd and
adjoin ins countless adjoin ins counties one year, 2200 :
six months $8: 100$; four months, 700:
in advance in advance.
subscription Prices: Outside Ford
nd adjoining counties one year

- texts
porbersissocunct

W. ming out on your chance to buy a Buick at 1950 So you'd better take a careful look at our prices - and what they'll buy

They'll buy the thrill of swift, smooth, spirited travel-and trigger-quick power so mighty that few Buick owners have ever pressed it to the
They'll buy sparkling style, spacious comfort and the durable, dependable, time-tested quality for which Buick are famous.
And when you check what you get for what you pay, you'll make this discovery.
On a pounds-per-dollar basis - which is the engineers' yardstick of bedrock value-no other cars of comparable dimensions can beat a Buick
SPECAL, SUPER or ROADMATER.

Or to be more specific - Buick's straight-eight SPECIAL is priced like a six-
RoADMATER "price class" you can Roadmastrr "price class" you can
more than you'll pay for this great Bur re me you'll pay for this great augend ins is But remember: Our supply of these bargains see
limited - so you'd better come in now and what we have on hand.

Only BUICK has Dynaflow- Drive ${ }^{*}$ and with it goes miontrecomprassion nita nit





 Standard on Roanusurs

First National Bank
Floydada, Texas

[^0] to $\$ 10,000$ for each depositor.
$=$ Better Buy Buick-Now:


## Social Events, Clubs



Center News




PEACHES, $\quad 290$
Peanut Butter, $\quad 33 \mathrm{C}$

| COCOANUT, | 170 |
| :--- | :--- |
| RED \& WHITM |  |
| Mince Meat, | 370 |


| BACON, | 49 C |
| :---: | :---: |
| CHEESE, | 29 C |
| Bacon Squares, | 32 C |
| WESTER |  |

Grocery \& Market


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

We have appreciated your patronge and friendship in the past year. better in the coming year


DWI Charges Result Blaze at Barwise
In Fine, Jail Term


Wexler Family Has Wreck at Memphis

HAPPY NEW YEAR


NEW and USED
TRACTOR BUYS

r load of new D. C. Case tractor arrive soon.

Car load of L. A. Case tractors to ar-
used Ford tractors and tw sed L. A. Case tractors at a bargain.
NEW Eversman automatic land lev on hand.

Take your farming problems to
Terrell Implement $\mathbf{C}$.
J. I. Case Sales and Service

IT PAYS TO PAY UP!
RETAIL MERCHANTS
ASSOCIATION




[^1]

Thanks to the Greatest Public Demand any Motor Cars and Trucks Have Ever Enjoyed, the Latest Million Chevrolets have been Produced in Less Than 6 Months ... Compared to 12 Years for the First Million!

We'd like to join all other Chevrolet dealers in this 25 millionth Chevrolet. making possible
For the only reason anyone makes more products is because people want more of them. We Chevrolet dealers are able to deliver more passenger cars and trucks than any other autoCobile dealers today only because you prefer Chevrolet passenger cars and trucks over any other make.

So in your overwheiming endorsement of the products and services we offer that is behind less production of this 25 millionth Chevrole millionth.
We are sincerely grateful. And we believe the best way we can express our gratitude is to continue to offer you the very finest services and the very greatest values that we possibly can And that is exactly what we intend to do
MORE PEOPLE BUY (:HEVROLETS THAN ANY OTHER CARI $\quad \star$ MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE

## CHEVROLET

ODEN CHEVROLET COMPANY

SALE STARTS FRIDAY DEC. 29 Will Last Only Few Days - In This Sale We Will Offer Fall Coats, Suits, Dresses, Hats, A Very Low Price.

DRESSES
$\frac{1}{2}$ PRICE
COATS \& SUITS
$\frac{1}{2}$ PRICE

## LADIES HATS ON SALE AT $\frac{1}{2}$ PRICE. SOME

 LESS THAN $\frac{1}{2}$.Mollie Morton's Shoppe


Three -Fold Celebration Held By Bennetts at Christmas

Rotary Group Hears Rasco's Report On the War in Korea

 He Has an Oil Well Last Thursday
Near Floyd Boundry

Coach Claimed

Fifty-Two Members W. B. Jones Hon' Holmes clan Gather at Christmas Dinn At Mother's Home

mudive orss mase

Carters Celebrate Golden Wedding

Lockney Lighting Contest Winners


| PEACH HALVES, | 29c |
| :---: | :---: |
| PRRUNEET JUICE, | 32c |
| Tomato Juice, | 29 c |
| SARDINES, | 15 c |
| MACKEREL, | 19 c |
| HOMINY, | 10c |
| TOMATOES, | 2- ${ }^{2-\mathrm{Na} 2} \mathrm{C}$ |
| Sorghum Syrup, | 89 c |
| rOWELS, | 15 c |
| NAPKINS, | 15c |
| Dried Apricots, | ${ }^{1.15 . ~ P k g . ~}$ |
| Pinto Beans, | $29 \mathrm{c}$ |

HULL \& McBRIEN

Lovell Crash

FRUII COCKIALI, 23c
TOMATO JUICE, . . . ${ }^{\text {No } 10} \mathbf{C l}$

| FLOUR 89c | \% reuts ond vietabies |  | Quick Fudge <br> 38c |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| HOMINY, 10c | 25c |  |  |
| Facial Tissue, 25c |  |  |  |
|  | W |  |  |
| ${ }^{\text {Bleach }}$. 15 |  |  |  |



FELTON - COLLINS
GROCERY \& MARKET
Phone 27


[^0]:    Federal Deposit Insurance Increased from $\$ 5,004$

[^1]:    

