

Afford Laughs

First Meeting<br>Mobilization<br>Commiftee

Pricing Chart
Problem Grows
well Elected
n President
ancme


District Backing Willson for State
egion Commander

## KFLD Goes On Air

 6:15 A.M. April 13Shell Oil Company Taking Leases In Area North and East of Floyd

G. T. Meriwether

Plainview Cotton
Oil Mill Manager

Martin \& Co.<br>Family Party<br>Will be Monday

Machinery Due Next Week For Sand Hill Road


Council Names
Bob Smith For
City Marshal

No Absentees Vote Todare on Bonds

Choruses to Enter
C of C Committee to Talk Plans Rivalry at WTSC
For 1952 Junior Live Stock Show Regional Festival

COMING EVENTS

## K. Crouch Motor Company Open House Saturday Will Feature New Models of the Chrysler Cars





1 Deadine ar for Vets
enters active service
Term NSL Policie Term NSLL Poilicies issued bet
January 1 , 1996 exppre eight
(rom date of tisue January 1, i946 expire eight year
from dateof issue. Temi NSII Pol
rcies issued on or after January 1946 expire
of stuse.
These ex of tisue.
Thesee expiration periods are sign-
iticant for Veterans whose first per-
iod of service bezan anter




The Store That Thrift Built © OUTSTANDING VALUE!

CANNONTOWELSETS


MR. ELVEN HOUSE
As the New Manager of
Rudy's 66 Station
Hisimay 70 East
Phone 512
Mr. House has several years of experience and s the business thoroughly. mi. bud hardage is head night man

COME IN AND TRY THEM

## - 8 <br> The Furure Will IProce ir's Toollaty's WBesd ERaty! $\square$ <br> 

Pollar for Dollar
Yyou carit beat a $\leq \pm$ Dontiac
L. C. MCDONALD

## Social Events, Clubs

Delegates Chosèn Attends Convention Numerous Guests by 1922 Study Club Federated District Attend Alathean

'Why Texas Brags' P-TA Meeting Date Study Club Theme

frict 3-A
Revival Preacher ners Named


Mrs.Julia Carathers Rites on Thursday

Friday - SPECIALS - Saturday $\underset{\substack{\text { APPLES } \\ \text { DELClous, Pound }}}{ } \mathbf{1 3}^{\mathbf{c}}$
bananas $13^{c}$
$\underset{\text { GRaperrutt }}{\text { ROLND }} 1 \mathbf{1 0}^{\text {c }}$
TOMATO 23 ${ }^{\text {c }}$
SPUDS $49^{\text {c }}$
FRESH CATFISH FRIDAY APRIL 20
CANTRELL FRUIT MARKEI

Happy Landing for
Radio Station K. F. L. D.

Fcirview News

D. W. FYFFE

## FEED \& SEED

Phone 91
We are offering Hybred seed corn mlow of the Texas varieties, white and How Peppards Funk-G.
Of the more than twenty varieties It is drouth, dis is the highest producIt is drouth, disease and insect resist-

We have sold this corn for five years recommend it above any other va-
linted have our last car of "Sinkers" eek. cottonseed Tuesday of next

See us for all kinds of seed.

## K. CROUCH MOTOR CO. <br> ${ }^{\text {ow }}$ <br> SATURDAY APRIL 14

ON DISPLAY FOR THE DAY WILL BE TEN 1951 CHRYSLER AND PLYMOUTH AUTOMOBILES INCLUDING THE NEW YORKER V-8

Everyone Invited To Register
FREE CORSAGES TO:
FIRST 75 LADIES WHO REGISTER FOR ATTENDANCE PRIZES
FREE BALLOONS FOR ALL CHILDREN

## AND

## BEAUTIFUL ATTENDANCE PRIZES

Will be Awarded at the Drawing at 6 p . m . in the Showroom and Broadcast Over KFLD at 7 p.m. You Need Not be Present to Win

## JUST REGISTER -- YOU MAY WIN

lst PRIZE-52 Piece Wm. Rogers Silver \& Case

2nd-Piece Crystal Refreshment 5th Smoking Stand<br>Service For Eight. eetland China Table Lamp. 6th-Mapco Planter Lamp.<br>3rd Shetland China Table Lamp<br>7th-Smoking Stand

## AND MANY MORE PRIZES TO BE GIVEN

Listen For Further Details on Your New Radio Station K. F. L. D., 900 on Your Radio Dial

## K. CROUCH MOTOR CO.



Commissioners Issue Statement O. M. Mimms, Ralls Rites Held Sunday On Court House Bond Issue Need


HULL \& McBRIEN
PhoNe 292
We Deliver

Songs in English Recital April 24


Boyce House Says NORMAN'S 5c to \$1 STO I Give You Texas

| $\begin{array}{l}\text { Fried Chicken, side } \\ \text { dishes, Dessert and Drink }\end{array}$ |
| :--- |
| 0 |

West Side Square, Eula Jones, Prop

## CHICKEN DINNER SUNOAY

AT O.K. CAFE

## These Values have been checked - DUALIIT $\odot$ PRIICN

| COFFEE . . . . . . . . 83c | MEAI P POULTRY - HISH |
| :---: | :---: |
| NTS Heayy Syrue | SAUSAGE |
| PEACHES . . 29c | B |



CATFISH \& OYSERSToo Late to Classify


HENS
Berry Produce \& FEED
39

Good Attendance Marks Conference of Baptist Workers wultion By ple Spray

If You Wash for Twins



## to Staition keld

ON THEIR OPENING DATE
FRIDAY, APRIL 13
We urge your support of this newest addition to the Business Family of Floydada and Floyd County

PLAINS EQUIPMENT CO.

# RADIO HAS ARRIVED 



## INTHECAPROCK AREA

We congratulate the owners of kfld ON THEIR CHOOSING FLOYDADA FOR THEIR LOCATION

We Welcome The New Personne! To The Friendliest City In The South Plains.

## BUILDERS MART

WILLSON \& SON LUMBER $C$.


## Views and Comment



When the Heat's on
LET REDDY KEEP YOU COOL!


It wont bo long before the heot of fummer bout 49 or 50 dory beforeot the firut doy of wemmer xill be upon us. You hoow trom Yur oun ouperience that tempers go up with the the mometer.. . beot seems to cultivito humen irritancer. Koep temperi cool and irititation down in your home o. business.

SEE YOUR Clecthic APPLIANCE DEALER


Floyd County 14 Years Ago

Eighteen in March
Youns men ot proyd and Moutey


## G. C. Tubbs

surance Agein
PHONB tia

## P. O. Halle <br> Service Station

Floydada Real Estate \& Insurance
Agency
bishop building
all kinds of insuranck

## Here's wherce You come

 into your ownO
in while, any man is entitled to let him He's entitled to that glow of pride that come from feeling like the very important person tha he really is.
He's entitled to take practical steps to make his
In short, he's entitled to own a Rospmater, and particularly a Roadmaster as it is custom built F
For this great automobile is more than big and roomy and distinguished in its styling.
It's more than sweetly willing in performance and superbly poised in stride
It does things to you, when you let yourself sink deep down in the subtle softness of its cushions. and run a caressing hand over the fine texture of its fabrics

 powered. It is cushioned by coil springs on every wheel. It provides, at no extra cost, the complete relaxation of Dynaflow Drive. It has durable and dependable sturdiness engineered into mechanical part.
But the best is yet to be told. When you chech the Roadmaster price list, you'll find that the car of your choice can be yours for hundreds of dollars less than you'll pay for others with comparable reputation.
Come in soon and see this buy of buys in the fine-car field.



The Floyd County Hesperian, Floydada, Teeas, Thursalay, april 12, 1951 FHS One-Act Cast What Trip Do You THE HESPERETTE Wins Area Contest Long to Take?


## CONGRATULATIONS

and

## BEST WISHES

For the Success of
Radio Station KFLD

FIRST NAIIONAL BANK
of Floydada


FOOTE BUTANE CO.


## NEW ARRIVALS

(1) We now have in stock a complete line of BRIDES Book. wEDDING BOOKKS. BABY ROOKS \& GUEST Books suitable for every oceasion.
(2) One-Day Monogramming Service on napkins \& book matches. A large selection of gay colored $\mathbf{c}$ pack agee cocktail \& luncheon napkins and gift boxes of per sonalized book matches await your inspection. We can offer you overnight service on monogramming of all vour party needs napkins, matches and stationery. ${ }^{(3)}$ Domestic \& Imported linens \& really fine embroidery cloths hand stamped chair sets, luncheon sets and table cloths plus a very large and complete line of D.M. C. and English embroidery threads and yarns
those who like to do "cut work" that never gets old.
(4) Theodore Haviland China. To our stock of over 45 patterns of china and dinnerware, we have now added this famous brand of American China in open stock. The "DELEWARE" Pattern is the newest arrival in Haviland of America.

If you are interested in starting your china, crystal or dinnerware, we guarantee you as large and complete stock of world fa
will find in this vicinity at prices you can afford to pay.

PARK FLORIST
Flowers \& Gifts
qualified, the clerk will forward
certricates of qualification quanned, the clerk will forward
certificates of qualitication anl frl
ing fees to the Secretary of state
Individual the set. Individual notaries are not to send
money to the state office
Tems of ail presenty qualified
notaries exppre on June 1. and a

The Floyd County Hesperian, Floydada, Texas, Thursday, April 12, 1951

# LOW COST and SAFETY 

 A Federal Land Bank Loan scores first on both points, LOW COST: Interest only $4 \%$. Any cash dividends re eived will reduce net costyears. Payments geared $100 \%$ Farmer-Rancher

See Us Now
FLOYDADA NATIONAL FARM LOAN association

City Park
CHURCH OF CHRIST

Evangelist G. S. Westbrook

A GOSPEL MEETING
Beginning April 16 at 7:45 p. m.

Wente censone to atema. We urge you to x your Bible with you, tudy the Word of God

TWO SERVICES DAILY 7:45 p. m. - 7:00 a. m.

PLAN NOW
TO ATTEND

America's Largest and Finest Low-Priced Car!


Yes, LARGEST. . .

and the facts speak for themselves
 linger in the low-price field, a full 197\% inches of spirited保 has the WIDEST TREAD in the low-price field, a road-taming 58. inches between centers of the rear wheels. Loneavier, with wider tread . . . that's the measure of Chevrolet's rock-solid value . . . big in looks, big in handling and riding ease, big in Good reasons why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

THE HESPERETTE
FHS One-Act Cast What Trip Do You Wins Area Contest Long to Take? aesperette stafy




EDITORIAL
UNCLE PETE SEZ

NANCY NUTTS



You could pay up to $\$ 1000$ more and still not get all the extra room, comfort and rugged dependability of Dodge
 dependable
Along with s
roominess. Dr

DODGE

MAYO MOTOR COMPANY 202 W. Missouri St.


CONGRATULATIONS
and

## BEST WISHES

For the Success of
Radio Station KFLD

## FIRSI NATIONAL BANK

of Floydada


Anta Tooley and Don Barber
Yu Wuler and Bobby Kinh
felen Coulthan and Emed Nixel

Cavolyn Kiker and Tommy Kropp
Natha Burlesn and Don Poor
Valdonno Pierce and Eart bubanka
Marienn Raley and James Freeman
FOOTE BUTANE CO.


## NEW ARRIVALS

(1) We now have in stock a complete line of BRIDES BOOK, WEDDING BOOKS, BABY BOOKS \& GUEST BOOKS suitable for every occasion.
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If you are interested in starting your china, crystal or dinnerware, wo sill find in this vicinity at prices you can afford to pay

PARK FLORIST
Flowers \& Gifts

Notary Terms Expire June 1
qualified, the clerk will forward
certificates of qualification and certificates of qualification anl fill
ing fees ot the Secretary of state.
Individual notaries are ing lees wo the Secretary of state.
Individual notaries are not to send
money to the state office. money to the state office.
Terms of all presently qualifi
notaries expire on June 1, and

LOW COST and SAFETY A Federal Land Bank Loan scores first on both points,
LOW COST: Interest only $4 \%$ Any cash dividends Low COST: Interest only $4 \%$. Any cash dividends re
ceived will reduce net cost. ceived will reduce net cost.
SAFETY: Long term, up to your NORMAL income. But you can get out of debt as owned.

See Us Now
FLOYDADA NATIONAL FARM LOAN ASSOCIATION

City Park
CHURCH OF CHRIST

Evangelist G. S. Westbrook

INSURANCE
Security Bonds
E. P. NELSON Agency

BEST WISHES
to
STATION KFLD
service available to the people of Floyd-
ada and Floyd County.
SPEARS
AUTO COMPANY
$\qquad$

## A GOSPEL MEETING

Beginning April 16 at 7:45 p. m.

with us.

## TWO SERVICES DAILY

7:45 p. m. - 7:00 a. m.
PLAN NOW
TO ATTEND

## 

## America's Largest and Finest Low-Priced Car!



## Yes, LARGEST. . .

and the facts speak for themselves


## Yes, FINEST. . .

and here are the plain-spoken reasons
FISHER BODY QUALITY, renowned for solid and lasting goodness. UNITIZED KNEE-ACTION RIDE, smooth and gliding. VAIVE-IN-HEAD ENGINE ECONOMY, spirited performance of lowest cost. PANORAMIC VISIBILITY, with a big curved windshield and large window area. JUMBO-DRUM BRAKES, biggest in Chevrolet's field. SAFETY-SIGHT INSTRUMENT PANEL, with hielded instrument lights. POWERGLIDE AUTOMATIC TRANSMISSION,

Good reasons why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!
ODEN CHEVROLET CO.
Floydada, Texas

Are 0 nin
In Underground Water District

 County
as
ATTEst same day in each of two (2) succes-
sive weeks, the date of the first pubMargaret Co
County Clerk $\qquad$ e, Floyd Coosa (14) full days prior to the date set


## Concrete Blocks. Cememit

For Building Materials
For Redi-Mix Concrete
CALL 863-W or 374-W If it's made from ConcreteWe Can Make It
BENNETT's BUILDING MATERIALS

ON THE
STAGE
PERSON

## At Our FREE FAMILY PARTY

## HEREITIS!

 THE SHOW YOU HAVE WAITED FORTHE<br>MORENOS<br>TRAMPOLINE TEAM<br>and comedy

RAY COLIN, JR.<br>Ventriloquist<br>EMCEE

A Program Filled With Top Entertainment
Clean
Lively
Entertainment

| PENNY |
| :---: |
| WRIGHT |
| "A |
| NATURAL" |

ED COATNEY
Top Notch Harmonicist

## WORTH COMING MLLES TO SEE AND HEAR

NO SALES TALK<br>JUST ENTERTAINMENT! BRING THE WHOLE FAMILY

## MONDAY, APRIL 16

Palace Theatre
Floydada, Texas
beginning at 2 P. M.

## Martin \& Company <br> "YOUR INTERNATIONAL HARVESTER DEALER"



## NOTICE

ANNUAL STOCKHOLDERS MEETING
of Consumers Fuel Association Monday, April 16, 1951 at 2 P. M., American Legion Hall, Floydada

The purpose of this meeting is the election of of ficers and other important business will come up at this time. You are urged to be present at this meeing


Plus - Other Features to be Announced Plus-Many Local Features
"The Voice of the Caprock Communities"

