The Floyd County Hesperian



Pleased Fishermen. fishing expedition to
week. They are lef

Church Enlarging, Modernization Program Started by C. P. Church
calaureate tay Night flovdada Hi


Deep Dirling Heavy Rains, Hail Plaster Plains at Lackey Oil test his Week Area As Long Drouth Is Broken SPLASH DAY

City Pronises Intersections on Houston St.

Mrs. Thornton
Is Prize Winner
As a Seamstress


Fun at the Lions Club on Thursday mind

Mrs. J. W. Reasoner Funeral Yesterday

4-H Dress Revue
Minor Started on the Second 23 Years of Business in Floydada

## $\uparrow$ For Saturday

dow Display ners Named

2 WTS Graduates
Listed from Floyd
For Pioneers
$\qquad$

Pioneers Lay Plans for May 78 Celebration Country's Fitty-First Anniversary; Committees Report Ready

COMING EVENTS



## Views and Comment

## the wron pres

inflated cattle prices in the during the next few months. The truck load位, who takes the recent order establish cattle as an example of lack of knowledge of the most intricate business of getting
tle from calf-hood to the diner's table:
roll back of approximately 18 per cent in
the price of Texas cattle (this is in exess of
the national average because of the grade of the national average because of the grade o
our cattle.) It is admitted that this first ro
back will not reduce the price paid by th
$\square$ wire, going to be fed this summer with the
feeders facing the certainty of getting less
for their catle next fall than they have to
pay now? The same order exempts all veal
(any carcass which weighs less than 275
pounds.) The sum effect of these regulations
is certain to send most cattle to slaughter be-
fore thy have put on the weight they should
and in the long run to greatly reduce, not the
price, but the amount of beef available to the
American people. It will doubtless bring im-
mature cattle to the market at once- in an
effort to sell them before the various roll
oacks take effect, but it can only add to our
food problem next year and the next. Our
committee is doing its best to get the $O$. P. S.
to understand the fundamental problems in-
oolved, but until the masses of the American
people understand, there is little likelihood people understand, there is little likelihoor
that this agency will change its position." roll back order on beef is that it has grown working has been
ions for portant placated it was seen that somethen manpower done. As an opposite those in authority now that the cattleman is an even-going
ort, that he has been trying to keep cattle
rices from getting out of hand for some
ears, that he knows it is not best for the cattle
price
goes th the big business strike. We feel that under these circum-
stances OPS stand pat on some kind of an order and try
to make it work. What we have is the re sult.
$\qquad$
$\qquad$


Come in and try it out!


Amerika's grand new driving thrill! An exhilorating $\mathbf{1 2 0}$ horsepower! New type valve-in-head V-8 engine! Tops in thrift! No premium fuel! A remerkably moderate pricel


See and dive this Commander V. 8 now! PLAINS EQUIPMENT COMPANY
813 So. Wall St.,
Floydada, Texas

## Cedar Hill News

## 

 meluding Mrs, W. P. Ware and Jus
Mis Norma Kelly, Miss Thada Lack
ey and Clifton and Ras Ware Mr. and Mrs. Bill DuBois of Floy-
dada were dinner guests of the W. E.
with Roberts parents, Mr. and Mrs.
Jim Connee and sons.
Mr and Mrs. R . Beard and Mr.
and Mrs. Gerald Lackey attended
the Santa Roa rodeo and the open
houso of the Waggoner estate last
Saturday. Mr. and Mrs. O. R. Beard visited
Mrs. J. Lackey and Mr and Mrs
Kenneth Hart of Flovdada Sunday Ars. C. Larkey and Mr, and Mrs
Kenneth Hart of Foydada Sunday.
Visitors in the Beard home Sumday Visitors in the Beard home Sunday
hight were Mr and Mrs. Carl L.
ailly and Barbard Mr. Milly and Barbara, Mr. and
Lindsey tackey and Linda. Ras and Cirton Ware visited in
the Olin Bryant home Sunday night on kRUPA band touk
$\qquad$ he United States, playing in
and of Gene Krupa. He has pre lously been attending Texas tech,
and was a member of the Red Raider
band He will complet the tour in
June and be witp his family in tib

COMLDLINSENTS



PARKER FURNITURE CO.

Floydada


2L-31 ROVER - It couldn't be simpler, straighter 1L-73 "LIGHT TOUCH - Speaking of the curves we love,
this little suit does a beautiful job of all-in-one curve acthis little suit does a beautiful job of all-in-one curve ac-
cent and control...Jantzen's magical Stay-Bra is part of the reason...it molds to fit you and enhance you all at
once. Notice the slimming deep $V$ back, the drawstring, the once. Notice the slimming deep V back, the drawstring, the
adjustable halter for soaking up the sunshine. Fabric NYLOTONE . . . Jantzen's gorgeous blend of figure-molding LATON, smooth-bodied ACETATE and NYLON that Jantzens Priced $\$ 6.95$ to $\$ 14.95$ prettier on you. Smartly railroad-stitched waistband aack-zip closure narrows the hips. Keep your maring
in the handy two-finger pocket. All in long-wearigh in the handy two-finger pocket. All in long-wearikd
tzen Cotton Gabardine, Mercerized, and Sanforike tunning fast-dyed colors. 10-20. 3.95.

TEE SHIRT (31-24) - Stunning solid color meet rect, fast-dyed to coordinate perfectly with Jantuen Clothes. Finest all-combed two-ply cotton yarn, in both width and length, non-stretch neek-band

## (11). SOCIETY

Study Club Installs Officers for Year

 | last meeting of the |
| :--- |
| Tuesalay evonis in |
| Arsa Cone Collins |

$\qquad$
$\qquad$ ed to till the place Maze was elect- Watson Jonec bed Wester. Mane



## Nice Going LASS OF 1951 <br> KEEP UP THE GOOD WORK! <br> oknow tomorrow's <br> vorld will be led by people tike vou <br> K. CROUCH MOTOR COMPANY




| lin. Crystal appointments were used on the table. $\qquad$ |  |
| :---: | :---: |
| The center piece for the table |  |
| tpeas, and |  |
|  |  |
| apers flanked the |  |
| Sor the stower were |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| rett, Clement McDonald, CarlMuench, Jack Lackey and R. C Muenc.Henry. HenrGuGuen Guests were invited to call be-tween the hours of seven and eight tween the hourthirty o'elock. |  |
|  |  |
| Homes Tour Proves | Recital for Monday |
|  | Evening |
| Interesting Event |  |
| The Home Beautiful tour, spon- |  |
|  |  |
|  |  |
| 150 tickets were |  |
|  |  |
|  |  |
| cour |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |




|  | Lakeview News |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| min ume man mom | cors ater min |




HIGGINBOTHAM - BARTLETT COMPANY


## matu fills

We're presenting a Grand Gift Roundup Sure to Take Top Hon With all Grads! These Graduation Gifts Rate


Batiste and silk
lovelie loveliness and for her
blouse


Luggage will
thrill that special graduate. The
Ideal Gift For Ideal
Girls!
4.95
22.50

Plus Tax

Hale's Dept. Store
hdance Good Fairviow Nows Firls Concert



Mt. Blanco News

| PEANUT BUTTER | $\begin{aligned} & 12 \text { ounce Glases } \\ & \text {. } \mathbf{3 2} \text { c } \end{aligned}$ |
| :---: | :---: |
| Pliainsun, No. 300 Can | ${ }^{2} \mathrm{Cans}$ |
| Blackeye Peas | . 25c |
| HUNTS. | $14 \mathrm{oz}$. Bottle |
| CATSUP | . 22c |


| TOMATO JUICE | 27c |
| :---: | :---: |
| MACKEREL . . . | 17c |
| menzz |  |
| TOMATO SOUP | 11c |


| Roach-Ant Killer . . . 50c |
| :---: |
| KRAFT CARMELS . . . 35c |
| SUAGR . . . . . . . ${ }^{10}$ Pouns ${ }^{\text {bag }}$ |
| BABY ${ }^{\text {all brand }}$ FOOD . . . . 27 C |

BOMB $\$ 1.15$

## Sidi me See us bout this Dhn sulEIN yezalith

## HERE'S WHAT WE DO:

2 Adjust foot and parking brakes
1 Check steering wheel "play" and linkage 1 inspect windshield wiper motors and blades Inspect horns and horn button
Inspect springs and sho
1 inspect springs and shock absorbers
pressures for wear and cuts; check
1 Check exhaust system
1 Check all glass


BISHOP MOTOR CO.



South Plains News


TERRELL IMPLEMENT CO.


BISHOP MOTOR CO.

TOP-OF-THE-CLASS: $1 /=$ CIFTS
CR THE GRADUATE

FOR HER
Gay Gibson Dresses Ship \& Shore Blouses

Samsonite Luggage
Berkshire Hosiery
Nylon Gowns
"Miss Elaine"
Shortie Pajamas Nylon Panties
Gatner Swim Suits
Costume Jewelry
Many other fine selections in the gift department and all beautifully Gift wrapped.

HAGOOD'S DEPARTMENT STORE standard brands


Wind Cuts Crowd at Season Opener Softball League

## KFLD NEWS

UNITED PRESS
World, National, Texas
LOCAL REPORTS.
A. M.

6:45-Early Morning News- Stansell-Colins, 8:00-World News In Briei-Higyinbotham-Bartlet1 9:00 -News- Marker Furniture Co., Lockney,

9:30-Womens News Patterson Grocery
noon
$\qquad$
P. M.

Word News at Noon-Willson \& Son L.br.
8:00 - Sports Parade
6:30-Texas in the News-Braselton Implement
6:35-The Weather Story-Carthel Oil \& Butane C 6:46 -World and Local New s-K. Crouch Motor Ca T0- Late Evening News Plains Equipment

Sundays Only .00 a. m. - News Martin \& Company

FOOD BUYS!
Worth Crowing About!


HULL \& McBRIEN

Rev. C. T. Warren Pastor at Slaton

VFW District Meet Continues to Rally $\begin{gathered}\text { The Hartline family are still in- } \\ \text { doors with mumps } \\ \text { Center women had a grand time } \\ \text { on their trip to Daugherty hast wed }\end{gathered}$ , who was injured on their trip to Daugherty last Wed

## Rains Report

Mrs. Reasoner



SAVE $6 \%$ ON HAIL NOTES :

ARE SAME AS STANDARD
If no Hail
When it Hails

BROWN - HOLMES CO
Phone 345

## These Values have been checked - DUAIITY © PAICN



TEA


CATFISH


## ocial Events, Clubs

triful Flower Miss Willis, Bride ngements At Elect, is Honoree e flower Show at Tea, Breakfast

Luncheon to Honor Mrs. E. A. Hopkins Saturday Noon

Sister is Honoree at Luncheon Given riends on Friday


## DENISON'S LAUNDRY

Beginning June 1, 1951
We will open at 7:00 A. M. We will close at $6: 00$ P. M.
No washing started after 5:00 P. M. EXCEPT
Monday and Tuesday each week washing may be started until 6:00 P. M.

## CLOSED

Every Saturday 12:00 Noon Thank You


##         

## ThreefreeSewing MachinesGivenAway!

Second Prizes Worth Over Two Thousand Dollars in Value Given Away Free Nothing to Buy - Everyone Can Enter - No Obligation

CAN YOU UNSCRAMBLE THESE TOWNS?


CONTEST RULES:
Unscramble the five Texas towns and list them on the entry blank Mail you rentry to "MACHINE CONTEST", P. O. Box 1486 , Dallas, Texas

All entries must be postmarked before June 1, 1951.
3.No entries will be judged until the day after the contest closes June 2, 1951.
4. The first three who correctly identify and spell the towns will win
the three free Standard DeLuxe Sewing Machines.
IT'S FREE NOTHNG TO BUY NO OBLIGATION ENTER TODAY
5. All winers will be notified by mail.
6. Deesision of the judges will be final.
7. It costs sou nothing to e eter this contect. No seslemana will all on

9. If you would rather use a postcard than the official entry blank, it is electric. Be sure to print your name and address, and mail the card to "MACHINE CONTEST", P. O. Box 1486, Dallas, Texas
MAIL THIS OFFICIAL ENTRY BLANK TODAY "MACHINE CONTEST"', P. O. Box 1486, Dallas, Texas The list of towns are:

$$
\begin{aligned}
& \text { (4) }-----\quad \text { (5) }--- \\
& \text { Do you have a sewing machine? Yes }
\end{aligned}
$$

If so, is it electric? Yes

Name
Address

Andrews Ward Final Program Thursday Night


Lt. T. R. Wright Reports at McCord


Southwestern Life DEALESS KNOW FORDS BEST!

 Bishop MotorCo.
114 W. California St., Floydada

Floyd County
14 Years Ago.
Hacrs Ago.


Stanley Conner is Johnston to Craig Thirteen Graduate '51 Valedictorian AFB as a Student at Roaring Springs Of Lockney High

$\qquad$

for better baking

## Everlits

TENDER, FLAKY BISCUITS
Harvest Oueen Mill \& Eleran
Company
Plainview, Texas

$$
\begin{array}{ll}
\text { farm lonss } & \text { real estate } \\
\text { Jim Word } & \text { O. M. Watson }
\end{array}
$$

Floydada Real Estate \& Insurance Agency
bishop bullding
hinds of instrance









Three. Way Bed Warmer
 be set to warm the feet onlth. the
back only, or the entire bed has
been introduan over the mattress like pad is spread
ordinary

. . . . . What is pmotic service?
This is Public Service in action. Theee are peoplo who know the beat in electric corvice. The best for realdontlal commercial, industrial and agericultural cumbemors.

Public Service oftion you aldilled olectrical expent-the Holttig apecieliot the powor angincos, the home acrive aivieor, the agricultural enginecr. These ere the ples values In Pubilic Service. Theee aro why Public Service is the beet olectile ecorvice. Do you have the beeti II not why not ealoy thece plus valuce now? theen folle do.

Lotriwertir
PUBLIC SERVICE
COMPRET
86 YEARS OF GOOD CITIZENSHIP AND PUBLIC SEAVICE


## THE HESPERETTE

See how it lets you start dime


Hesperetie Staff of 1951 has Been Cooperative One

CANDID CAMERA


 Dust he finer fork Ruth win Enjoyed by FHA's














## an hour later



ESTATE Gas Range
that lets you do everything at one These four separate, specialized cooking areas let you These torr tough any meal
company-coming banquet!
(1) Moat cookery. The Bur. Fewer (separate meat oren bris al whole rout
with radiant, charcoaltye be heal
(2) Bate of the same time in the extracapaciyy results every time.
(3) Euilt-In grill. spacel HideAway Gid-All. hand for grilling, also gives "steam table" heat
tor 2 extra pans. Stops
op burner crowding.
(4) Ultros-floxible top burners Pyromanic sinipt burners.
as low as $\$ \mathbf{1 8 9 . 9 5}$

# DOU: LE TRADFTM on ESTATE RANGES. . 3 DIgS Only 

## GOREN HARDWARE <br> FURNITURE AND APPLIANCE



BISHOP PHARMACY

## NEW CHASSIS! ©

Everything is New for Oldsmobile's Revolutionary MEW "Rocket Ride"!
The facts the FEATURES -spend for themestres! this new Super "88," you see ten years' major
advancements! Body: low, wide, and handsome -all new! Chassis: springs, shocks, frames -all new! "Rocket": all new dependability! And Hydra. vatic Drive" has new instantaneous reverse gear selection! Smoothie-
smartness amazing gas savings! Ther're all new, amartnese-amazing gas saving! They're all new,
all yours in Oldsmobilecs Super "88"" Cone all yours in Oldsmobile's Super "88"! Come into our showroom! Drive the triumphant $S \|$ PEA
NEW Super " 88 " Oddmobile!


Meetings of Demonstration Clubs

## Dougherty Club

## Entertains Center

H. D. Club Women

## 



LANDS
Farm and Grazing Lands in Floyd and other Counties Town Lots in Floydada.

MASSIE \& BOND
(Succesars to W. M. Massie \& Brol

Mr. Farmer! Build Now Under The P. M. A. Loan Program STILL AVAILABLE
PUT YOUR EQUIPMENT UNDER
COVER!


Your ideal answer to every storage need!

- ROt-Proof
- fire-resistant
- economicar
- strong
- durable
- allsteel

Friendship Inter-




8-Team League Begins Season Mon., May 28

Half Minute Interviews
 Methodist Meet

Floydada Students High School wir Presented at WTSC Second in Om,


Jow wane sherman ot oxathomat


NSURANCE
Extended Cove
Security Bonds
E. P. NELSON Agency

## GOLF DRIVING RANG: NOW OPEN

Opposite Phillips Wholesale 7 o'clock

## 

For Deep docoun Value..


SEE THE 1951 mercury

- Today's smart buy is the 1951 Mercurywith a sweeping style that will remain popular -and sturdy structure that means years of smooth operation! The exclusive 8 -cylindet, V-type Mercury engine is famous for long. range power and economy. Drop in to out showroom and let us show you the facts on Mercury economy and high resale value! For "the buy of your life!"

see us for (1) best-buy new cars! (2) safe bur used cars! (3) expert servel BRASELTON IMPLEMENT COMPANY, INC.

Floydada, Texas
fol Board Ilassilies
Ity Schools
NORMAN'S
RIETY STORE

4-County Medics In Meeting Here


Is This the 'Typizal' U.S. Auto?





WHITE DRUG CO.

Mass Fly-Over
of 18 Planes
Next Saturday
The noyd Count: Hesperian, Floydada, Texas, Thursday, May 17, 1951
nted in the aftern on showing by in the air. Parts and equipment dis-
displays
nd $r$. nted in the aftern on showing by in the air. Parts and equipment dis-
displays and exhi
form rome reserve compo pints of the army, iays will be set up by Reese offic-
and shown in the hangers. navy, and marine corps in this area.
The main gate opens at 11:00 am.:
the open House program is slated Proot For Lignin







WE ARE happy to JOIN IN THE CHORUS OF GOOD WISHES. 1951


## PRODUCERS COOPERAIVEE ELEVATOR



## Here's Where the Pourds Poul Off

-Irss thing that people notice when 1 they take over a Buick is the surefooted stance this fine automobile has on the road.
You head into a curve and hold firm and true. You travel a turnpike without sway or wander.
While your wheels may dance when you hit a stretch of washboard gravel-your car holds its level course.
A lot of things account for this beautifully poised performance, but it starts with stalwart structure and ample weight-plenty of pounds where pounds are needed.
Please don't get us wrong. This isn' "deadweight." Though a Buick like the one pietured here tips the scales at more
than two tons, it's as nimble as an antelope at play.
It has a generous hoodful of valve-inhead Fireball power-packing a powerful punch of velvet velocity. It comes with the smooth magic of Dynaflow Drive*-a lightness of steering that's gently responsive to a lady's hand -a front-end geometry that's pure genius -the finest brakes ever put on a Buick.

And every wheel rides on shock-eating coil springs that are carefree and trouble-free for the life of your car.
You'll also find-by a few moments of simple arithmetic - that the pounds in
this bounteous beauty pay off in another way. On a cents-per-pound basis, it will cost less to buy than anything else near its weight and power and size.
Why not visit us real soon-like the first thing tomorrow - and let us show you why you and your budget will both be happy with this Buick?

## No othen car provides all this:

 dynaflow drive* - firesall power 4-Whell Coll springing - dual ventilation push-bar forefront - torquetube drive WHITE-GIOW INSTRUMENTS. DREAMLINE STYLING body by fisher
## "Smart Bmis Buick"

 CLINE \& RAINER201 South Wall Street


Here Tomorrow



PLAINS EOUIPMENT COMPANY


Pate Home Scene as Starkey Club


Sisters, Brother, Other Relatives at Harrison Funeral
 Out of town guests entoying a
weekend house party at the Hentry
Wilis home were Misses Glemna Reve,
Jo Cervenka. Wanda Rhine. Patsy Jo Cervenka. Wanda Rhine, Patsy
Hay and also heir daughter Nadine
Willis, of Texas Tech college in
in Willis, of Texas Tech college in
Lubbock.
Bryan Collins who is attending
school at North Texas State college Bryan Collins who is attending
school at North Texas state college
in Denton spent the weekend vist,
ing his
Collins.
Weims Norman, who is attending
school at NMMMI at Roswell. New
Mexico, spent the week-end in Floy. school at NMMI at Roswell, New
Mexico. spent the week-end in Floy-
dada visting friends. George Reld May of Denton, Tex-
as, spent the week-end visiting his
mother Mrs G. R. May.


Dut youll ge a lot
ferther yes.
coos wer

floydada LOCKERS



Kenneth E. Powell. seaman, USN,
Powell was cited for his loyalty,


##  First see what GMC's goll

$\mathbf{W}^{\text {Hetritr you need a pickup model }}$ $W_{\text {or a }}$ tonnage ris -a GMC's the best buy you cun make in trucks today for the long pull ahaad. Here's truek-built horsepower-solidly engineered to give you more "go when you need it - and a GMC's got what it tnese to go with it!
A broad-shouldered frame to put heft to the load-longer "pillow-action"

L. C. McDONALD

210 W. California

graduates of fiffy-one

## P1 Yoi've done your best and that's mirthty good.



FIRST NATIONAL BANK

