

Scale Model of Southwestern's
Plant X on Display in Floydada


Appeals Court Affirms Jack Farmer Verdict

 SANTA'S PERSONAL VISIT TO FLOYDADA DECEMBER 5

Mrs. Randolph, Texas Pioneer Dies at Age 90

Mrs. Vivian Hulsey Claimed by Death


Reagan Should
Recover Soon

## PROPERTY OWNERS ENTHUSLIASICCALIY ASSENT TO HIWAY 10 PAVING PLLANS

Television Sets Await Programs


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| A map of Texas with the counties mark- | $\begin{aligned} & \text { pemo } \\ & \text { pade } \\ & \text { mad } \end{aligned}$ |
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| $d$ most of them in the Democratic colu |  |
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| drastic drop in the price of cattle and sheep |  |
|  | of all the clubs and civic organizations |
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##  <br> see your MODERN ELECTRIC appliance dealer

PUBLIC SERVICE
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## Deed Records


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## reffret

 attenion Mr. FORD TRACOROCall 29 or Come by KING TRACTOR \& MC and make a date to have your foy Tractor painted absolutely FR We are offering this Free to our friends \& customers for all time.

No strings atta

1. A $\$ 5$ charge will be madefic Steam Cleaning and Preparing each Tractor for Painting. 2. You must schedule an appoiz ment.
2. Tractor must be brought in
picked up
3. Tractor must be at leastone year old.
Don't be late - when our sched filled this offer will be disconting
KING TRACTOR \& MEI
910 No. Second St
Floydada, Tex

## Better Deal aBelter Buy

WITH CHEVROLET TRUCKS!


MORE Chiviolet trucks in use than any other make
ODEN CHEVROLET COMPANY
phone aco

1953 ChRYSLERS feature new beauty



## Conservation

District News

## RE FEATURING THOSE SHAMROCK PRODUCTS

## BOTH REGULAR

 AND ETHYLmoney can buy and as money can buy and at
rices you can afford to

PAY MORE WHEN YOU CAN'T BUY BETTER?<br>\section*{LUBRICANTS}<br>MOTOR OILS IN THE GRADE \& To SUTT YOUR NEEDS, also most any brand oil you may desire<br>S. SERVICE STATION

People's Forum

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| 1 Iot ur this mornisg, ate sme |  |
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| says, "it's not so funny."I says, brother, cheer up and havesome fun, the worst may be yet to somecome. |  |
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|  | BRADFORD |
|  | JEWELRY |
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Half-Minute Interviews


Your Best Buy is the BEST QUALITY!
Keepsake

## GUARANTEED

 $\|$ PERRECT in wititing by

Floydada, Texas

## rou art ime ONLY

Lubricate With WinterWeight SHAMROCK NOW

*Shift's to Shamrock-Gasolines - Lubricants

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In the most beautiful CHRYSLERS ever designed!

WORKS PULL-TIME ... unlike You enjoy complete control of your
come other types of power steer-
ing which aren't effective till you
exert up to 7 lbs. presure on the
exert up to
steering wheel!
its Safirt
IVS SAFREI ... on rough roads, -substantially more than with sort shoulders, or in case of a Even with car at a standstill, you
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you turn ateady course with a constant, $\ldots$ a real boon in traffic, on ha

Reading and Lighting and 'Rithmotic

Look what sme figure-happy statisiticin just found out. From kindergaten throush high school, school kids have to plow through a pile of books 18 feet high. A photoramin taken of this pile of books would malke your eyes ache Cloe visual work is hard on the eye. A New York State survey of 83,000 students stowed only one in 20 kids had vision defects at kindergaten age. By enior high, eye troubles affected six students in 20 . sexing easier for thees sudentus. 1 Lishthing ensineers find that over half the esthools still we old, globe -ype ixtures that give only onesixth the light that ought to be on the desks.
In those schools that have installed modern lighting, teachers report that students are more enger to study, are happie and recuire less disisiline. The teachers find their jobs easier.
To help schools annlyze what light is neded, Geeneral Electric engineers work out various liehting systems in model classroms where effects can be demonstrated and compared. A booket is offered, "Making Sthoolwork Easier on the Eyes," in which current practices are summed up. (Write the Lamp Division, Nela Park, Cleveland, Otio.
It is the aim of General Electric to tranalate its engi. neering help into pubicic errice at the community level

Qou can put your confuence in-

## GENERAL ELECTRIC



## Social Events, Clubs

'Through the Years' Gets First Award From Pen Women

Mrs. Wilson Kimble Set Wedding Day




Whirlwinds in First Conference Battle Defeat Whitefaces 31 to 0


DO YOU WANT TO QUIY WORK? AT 55? 60? 65?
R. E. FRY

Southwestern Life


Trade Your Old Stove in on a Modern Gas Range
$\mathrm{x}-\mathrm{xy}$ lights automatically. Top burnery instantly give anges flame. See the modern automatic gas

save back-breaking labor

## BUILD FENCES FASTER, CHEAPER WITH

## CONIINENTAL HOLE DIGGER

A Multiple Utility For

\author{

- Farm Owners <br> - Ranchers <br> Ready for Delivery <br> - Municipalities <br> - Public Utilities \& others See them at-
}


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The New, High Speed Oliver amazing low record of operating o acre.

PLAINS EQUIPMENT 318 South Wall st.



HALE'S FLOYDADA DAYS
Y \& SATURDAY NOV. $14^{\text {th }} \& 15^{\text {th }}$

## SPREADS <br> 4.39 <br> in high shades <br> d White <br> 4.98 Value <br> II HOSE <br> ${ }^{3} \mathrm{Pr}$. <br> Cat lenths <br> tal thater <br> sitol1

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RUGS
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1.49 Value

One Lot mens winter JaCKETS $\$ 8.00$
Values to $\mathbf{\$ 1 4 . 9 5}$
Most all sizes One Table WOMENS \& CHILDRENS SHOES $\$ 2.88 \mathrm{Pr}$.
Values to $\mathbf{\$ 6 . 9 5}$ Casuals . . . Straps . . . Pumps a real buy!

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 DRESS SOX 5 Pr. for $\$ 1.00$BANNER WRAP FIRST QUALITY Sizes 10 to 12

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UNDER SHIRTS
3 for \$1.00 COMBED COTTON Sizes 34 to 46 Reg. 49c Each


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Ohe Distinguished 1053 DeSoto
Beautiful New Looks! Beautiful New Interiors! It'sThe Most Beautiful New De Soto Ever Introduced!

$\underset{\substack{\text { RRAND NEW STYLING! Lower } \\ \text { and longer. glamorous new }}}{\text { ner }}$ and longer $\ldots$ gamorous new
chrome fender mouldings... new, chrome tender mouldings... new,
wider, lovelief front grille.....au-
tiful new swept-back rear fenders tiful, new swept-back rear fenders BRAND NEW VIEW: Greater glass area all around... huge new curved one-piece windshield and
narrow corner posts... big windows, slender center posts... new swee


SEE 160 H. P. FIRE DOME V. 3 and POWERMASTER SIX:
DANIEL AUTOMOTIVE





## In This Week's Social News




Study Clubs Meets
In Pretty New Home


## UNKLE HANK SEZ

LIFE WOULDNT BE WORTH LIVING IF EVERTTHING CAME
EAST





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king tractor
\& MOTOR
Try out a jet-atreamed new Studebaker! Ots an official gas economy star!


Get the big savings of a smart Studebaker

## COMMANDER V-8 OR CHAMPIOM

Best " 8 " and best " 6 " in actual gas mileago in the '52 Mobilgas Economy Run!

Sleek Studebaker styling and low Studebaker upkeep! A 120 h . p. Commander... or a Champion in lowest price field!

## PLAINS EQUIPMENT COMPANY

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## NNOUNCING

Opening of Our New Store THE OEN DRUG
er California and Fifth Streets NDAY, NOVEMBER 17 tain service a specialty GS, COSMETICS, SUNDRIES VETERINARIAN SUPPLIES. In And Visit Us And See Our

## EW STORE

BARBARA





 Ahen. Everyone e is invited ta attend.
How to do cut-work with a dial-a-
Htitch machine is one of the things
on that will be demonstrated.
Melvin Henry, manager, Lee
Rushing, Route 3 , Floydada, Ollver Rushing, Route 3, Floyadad, Oliver
Harmel. Route 1. Plainviw, direc-
tors; and W. E. Grimes, attorney, tors, and W. E. Grimes, , attorney,
attended the Texar power reserve
meeting in San Antonio last week. W . C. Snodgrnss, Herman King,
Ohiver Harmel, Earl Edwards and W . E. Grimes attended board of direct-
ors meeting on Monday at the coors met
op office
K. LL (Reed) Gregory, and Arthur
Womack, jr. will attend a meter school at $A$. and $M$. college. Colleger
Staton, Texas, from November 10 to
November November 14.
Miss Susie Johnson of Amarlllo
State home management supervisor



## Flogdada Days and Pre-Thanksgiving Specials. Buy Your Gifts Now. LONG COATS

Wool Coats, Flattering Lines, Lovely Fabrics, New Fashions, For Dress up and Casual Wear. Originally $\$ 39.95$ to $\$ 65$. Only $\boldsymbol{\$ 1 9}$. and $\mathbf{\$ 3 3}$.

SEE OUR SWANSDOWN AND YOUTHMORE COATS at reduced prices.

## SUITS

Our Beautifully Cut Suits are Especially Notable for Their Flattering Lines, Lovely Fabrics such as Sharkskin, Gabardines, and Novelties. Suits Originally priced at $\$ 39.95$ to $\$ 65.00$. Truly an Outstanding buy at $\mathbf{\$ 3 3 . 0 0}$ and $\$ 44.00$

## LOOK!! A DRESS FOR ic

Just 42 Dresses Values to 29.95 Buy one at the regular price, the second for a penny. Don't miss it

## A SPECIAL GROUP

of Dresses, Lovely Casuals, Dress up, one and two pieces, Crepes, Taffetas, Faille and Cottons, Junior, Misses

## and Womens.

| 12.95 | for | $\mathbf{9 . 8 8}$ | 22.95 | For |
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| $14.95-\mathbf{1 0 . 8 8}$ | 24.95 | $-\mathbf{1 9 . 8 8}$ |  |  |
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| $17.95-\mathbf{1 3 . 8 8}$ | $\mathbf{1 5 . 8 8}$ | $32.50-\mathbf{2 4 . 8 8}$ |  |  |



Miladies Specialty Shoppe


