# er Market Doors AREA BANK REPORTS REFLECT Opened Today hUGE VOLUME OF COTTON CROP 

Coloratura ls Guest Artist Concert Assn

$\qquad$
$\qquad$

FHS Basketball Burglar Takes Cagers to Spur $\$ 60$ From School Friday Night Leaves № Clue<br>P. O. RECEIPTS JUMP \$6,000

 above sl, 1,0,000, five banks in the area represest angethe have had a remarkatly good year, despite unfavorable con-
$\qquad$ comptroller of accounts and banking commissioner of Texas by the banks at Floydada, Lockney, Matador, Petersbourg
and Quitaque on Deeember 31 .
$\qquad$

$\qquad$

| Floydada postal receipts for the year of 1952 made |  | above $\$ 1,160,000$, five banks in the area representing the banking places of a large per cent of Floyd county people, have had a remarkably good year, despite unfavorable conditions in some limited areas. |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| 俍 $\begin{aligned} & \text { iring postmaster. } \\ & \text { The total postal receipts for the office for the year }\end{aligned}$ |  |  |  |
| st closed were $834,165.87$, largest in the history of the |  |  |  |
| 19 |  | and Quitaque on December 31. |  |
|  |  | The exact figures representing the totals for the five |  |
| Total postal money orders with fees for $\$ 248,822.54$. Money order fees are not included |  | $\$ 20,831,233.25$; Cash and quick assets $\$ 13,932,663.00$; and total capital accounts $\$ 1,167,229,28$ |  |
|  |  |  |  |
| Saskeida |  | December 31 report of the First National Bank of Floydada showed substantially increased deposits over the figures effect | 293,745.72. The bank has a capital of $\$ 75,000$, surplus of $\$ 75,000$, undivided prolits $\$ 26,022$ |
|  |  | the figures effective on the September 5, 1952, call. |  |
| Cagers to Spur |  |  This week it was indicated at thebank that deposits are stll rising bank that deposits are still risimg |  |
|  |  |  |  |
| day Night |  |  |  |
|  |  |  |  |
|  |  |  |  |
| cagers will go to Spur for gameswith the Bulldogs Friday night |  |  |  |
|  |  |  |  |
| January 9. Both boys and girls will play. |  | already reflected in the statement issued for December 31. Loans and discounts standing at $\$ 3.019 .97684$ |  |
|  |  | are slightly more than a hali milijondollars below the September 5 call |  |
| at paduah, and the toliowng nicht |  |  |  |
|  |  | before cotton men began to realize on their harvest. The figures for |  |
| ress. Jamuary 15,16 and 17 the tWind |  |  |  |
| Jannury 15 . 16 and 17 the Wind |  |  | Ssplal sacounts of the bank is |
|  |  |  |  |

Floydada C of C to Ballot Next Week by Mail on Five Directors
S


Texas 4c Rate Lowest Levied In Southwest


## Charles Mathews

and Alsie Carleton Get 'Promotions'

## n

CROP Shipping Nineteen Bales

Mrs. Pearl Gibbons Santa Ana Traffic Accident Victim

Water District Election Called for January 13
Will Name Three Commi lemen from Floyd County

Angus is Manager
At Lyndale Plant


## Notice

## We Will be a the Office of Lockney Auto $\mathrm{C}_{0}$

IN LOCKNEY THURSDAY
JaNUARY 15, 1953

COLLECT STAIE, COUNTY, LOCKNEY DIITRICT SCHOOL AND POLL TAXES ONLY

Office in Court House will be Open for Poll Taxes and Automobile business.

## T. T. Hamilton

ASSESSOR - COLLECTOR OF TAXES Floyd County, Texas

## THREE BIG DAYS

 Friday, Saturday, Mond LADIES Suits, Dresses, Coats, HatsOUR BIG JANUARY CLEARANCE SALE BEGINS FRI MORNING JANUARY 9th AT 90'CLOCK.

Our Policy of Giving You The Newest Merchandise Times, Means That We Are Giving You Practically Ever at Tremendous Reduced Prices.

## SAVE

$$
1-4
$$

1-3

AND MO

DRESSES EXTRA SPECIAL
1-Group Choice $\$ 3.88$
2-Group Choice $\$ 4.88$
3-Group Choice $\$ 6.88$
Values up to $\mathbf{\$ 2 4 . 9 5}$
BLOUSES
In Two Groups
$\$ 1.88$ and $\$ 3.88$
Values To $\$ 9.50$
GLOVES
Fabrics, Leather, Wools Choice \$1.48

LADIES HATS
CHOICE \$2., \$3., \$5 Volues To 514.48
LUGGAGAG
Save 25 Per Cent One lot Bass $\frac{1}{2}$ PRA

No Approvals! No Lay Aways! No Exchanges! All Sales Final!


## Dogs Getting

EVE GOT TO GO TO KILING THEM.
IER GET A dog license AND TAG YOUR DOG

We Will Know Which Ones to and Which Ones to Leave Alone.

DON'T WAIT! DO IT NOW! BOB SMITH hief of Police, City of Floydada


Nevada Sue Griggs Becomes Bride of Spanish-Mexican nfluence' Openin study of 1934 Club


Study Club Met with Mrs. Roberts with Mrs. Roberts Edwin Leatherman


[^0]Opening today is the last word in food merchandising on the high plains of Texa ada in a dozen years, the new store, with Bob Finley as ma nager, will greet customers retail merchandy other page.
Auld lang Syne Dates Back Of Robert Burns

|daman Moman's stilior Tells Story id Hone of M. and MIs. E. . L. Tuner



## REXAIR

EEDEMONSTRATION
EARL THOMPSON

## X BROS.

lowty and Wink
Sirp purchase of the stock of
SERVICE STATION
courts and lease of the station and plant to operate as

## oll COMPANY

OIL COMPANY
XX BROs, Shorty and Wink

Napoleon Made
Brazil Coffee
Producing Area

Boyce House-<br>I Give You Texas



ENOS T. JONES

GENERAL PRACTICE OF LAW

## CONGRATULATIONS -

TO MR. BOB FINLEY AND HIS ASSOCIATES

On the opening of their Fine New Supermarket in Floydada.

STAR CASH GROCERY


BLACK-DAYIITE TV

memoranda

menex

## 



Oldsmbile New Model Showing

## AT THE PALACE

 THIS WEEK

##  LOOK Mussical

$\therefore$ AT

$\underset{\substack{\text { thurgday } \\ \text { Jan. } 15-16}}{\text { FRIDAY }}$

MIGHTIEST SEA AND SKY ADVENTURE EVER FILMED!


T(0) MAKDOEN CARTISOM

FREE PASS TO
Mr. and Mrs.
Mr. and Mrs.

E




## FOR SALE



Only, nam weim neate Costs Less To
Buy ... Install Use

E


Enjoy the luxury of plenty of hot water when-
See your plumber or gas appliance dealer and he will show you that it costs less to buy a gas
water heater ... less to install it operate it. It will pay you to install an automatic gas water heater sized to the needs of your family.

West Texas Gas Company


For Rent
FOR RENT-Garage apartment
Call at Commercial Hotel. 50 tic






Is Wind Erosion Season ${ }_{5}$ Condition, Says SCS



## WILL YOU

Be one of the thousands of Farmers and
Ranchers to enjoy the priviledges of our Farm Bureau Insurance?

Contact your agent to determine if you are eligible for this old line Legal Reserve insurance. Farm Bureau Insurance is Farmer owned, controlled and operated with the profits of the Company being pai

Floyd County Farm Bureau 319 So. Main, Floydada,

Phone 665

19 Inducteas Report at End Ot This Month

## The four counties of Floyd, Hate Motley and Swisher will furnish armed services with

## armed services with 49 men, tale from the registration rolls, on J aary 26.27 and 28 , cocord



## Bishop's floydada, texas THANKS

## To All Our Good Friends and Customers

 For the very nice business you gave us in 1952It was just one year ago we decided to discontinue Fountain Service. We felt it was the proper move to make but were a little worried just how our customers would accept the change.
The fact that our business was greater in 1952 is sufficient proof that it was the proper move
In our 30 -odd years in drug business we have tried to meet every change and give best service possible, from the curb service days. on. If it was sandwiches or coffee we tried to give you the best
THE REASON FOR OUR CHANGE
We found with our increase in business, lack of
floor space and personnel, that it was impossible to floor space and personnel, that it was impossible to
do justice to all departments, so we concentrated on do justice to all def
the most important
Drugs and Prescriptions will always come first at

## BISHOP'S PHARMACY



Corbin Views
duo-lane high-ways
Three Methods Available The Senator sasid trree meth
could be used in an attempt to The Senator said turee method
could be used in an attempt to rais
the additional funds. but at
same time he opposed two of the Tax Levies as Grave Problem


PEACHES ${ }_{\text {NaN }}^{\substack{\mathrm{NaN}_{2}}}$ 25c PEARS ${ }^{\text {No }}$


|  |
| :---: |

TOMATO JUICE $\underset{\substack{\text { Sine } \\ 6 \text { tor }}}{\text { tor }} \mathbf{4 9 C}$

|  | SHORTENING ${ }_{\text {dix }}{ }^{\text {3/ }}$ | 69c |
| :---: | :---: | :---: |

SALT 2 boxes 15 C
CRUSHED PINEAPPLE 15c KLEENEX . . . . . . 19c

| MuK tallcan 290 |
| :---: |
|  |  |

TIDE вох 29C
HULL \& McBRIEN

## Entry Blank PLAINVIEW KIWANIS DISTRICT GOLDEN GLOVES

(Jan. 19-20-21-22-1953)

(Open to all white males in the Plainview District, 16 years
age or older, eligible as amateurs under AAU rules.)
Enter me in the High School Division Enter me in Novice Division
Enter Me in the Golden Gloves Division NAME
WEIGHT AGE ADDRESS Fill in this entry blank and mail to :
DAN MACNAUGHTON BOX 588 - PLAINVIEW, TEXAS
(NOTE: Texas state law forbids mixed boxing competition Therefore Negroes are not eligible.)

| in most soils; furnish complete power for farms up to 100 acres, helper power for larger farms. |  |
| :---: | :---: |
|  |  |
| tors meet in |  |
| company its respected position in the farm implement industry. |  |
|  |  |
| model incluce: provision for use of 1 light and power plant was started |  |
| bot "to" Tricycle-Type for greatly |  |
|  |  |
|  |  |
| Touch-omatic sutem |  |
| e Touch-omatic system on the company were \$137,207.54 for the |  |
| speed from present 1.6 mph to 2.6 |  |
| and adoption of new-type radiator |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Important inprovements make it easier to get on and off the tractors |  |
| easier to get on and off the tractors The Touch -o- matic hydraulic |  |
| The Touch -0- matic hydraullicsystem provides "live" power for ef- |  |
| fortless raising, lowering, and pre- |  |
|  |  |
| ment, and on the Model "40" Tri- |  |
| cecte-1ype individual control ofcultivator sections right and left orfrond |  |
|  |  |
| control system for improved speed Mrs. John McKinney, a recent |  |
| n- |  |
|  |  |
| truithe man who wants his Mrs. R |  |
| (fied. $\begin{aligned} & \text { working position over the entire } \\ & \text { dit }\end{aligned}$ |  |
|  |  |
| Among the features of the " M " |  |
|  |  |
| adjustable cushion seat: adjustablewheel treads to match the work to |  |
| and the independent self-energiz- |  |
|  |  |
| ing rear |  |
|  |  |
|  |  |
| tion of John Deere two-cyllinder tinue their |  |
| tractors for all-around economy Two new larger John Deere Gen-eral-Purpose models, the " 50 " and |  |
|  |  |
|  |  |
|  |  |
|  |  |

INSURANCE

- Auto
- Liability
- Homes
- Farm
- Windstorm - Polio
- Hospitalizatio
- Hail
- Bonds
- Life


## REAL ESTATE

- 3 full time salesmen and appraisers to either sell for you - or to you - all types of real estate at fair prices.


## LOANS

- On land \& FHA on Houses
- No appraisal fee
- No service charge
- 20 years to pay
- Pre-Payment Privileges
- Low interest rate


## BROWN - HOLMES

Phone 345


SEE IT S®ON

iㅜㄹ

## sh ho Su bo bo do


 W. H. Pope who has been ill in
Peoples hopsital for the past week.
was returned to tis hame was returned to this home, thas weest,
Virgina street. Monday afternoon,
much improved. Mr. and Mrs. E. E. Hinson spent
several days last week with her par-
ents, Mr. and Mrs. S. .E. Rush in
Lampasas. MRS EDD JOHNSON RALLES
FOLLOWING MAOR STRGERY Mrs. Edd Johnson, who had maj-
or surgery in West Texas hospital or surgery in West Texas hospital
in Lubbek last wek, was reported
this middweek as rally ing and silitht-
 and Mrs. Clad Snodgrass and Mrs
Lewis Norman sister and niece of
Mrs. Jonnson, have been in attend-
ance at her bedside in the hospital

## a appreciation.

I would like to thank my friends
and neighosrs for being so kind and and neighbors for beimg so kind and
nice during my illness and at andist.
mas time. Especialy, do 1 want to
thank the First Baptist church for
 Reverend and Mrs. D. D. Colston Reverend and Mrs. D. D. Denison,
of Brownitid, spent alast Thurday
and Friday wip his brothers Mr.
and Mrsa C W. W. Denison and Mr.

We're sorry-it's just a little too early to show you the brand new John Deere " 40 " Series Tractor complete. Best thing we can do is to show you this picture of the new tractor still in its package, ready for

## ON DISPLAY JANUARY 22

We invite you to come in and meet this great new 2-plow GeneralPurpose face to face, with its mask removed. It has a lot of new features we are sure you're going to like. Be sure to mark the date on your calendar!

## STANSELL-COLLINS COMPANY

## YOUR JOHN DEEREDEALER 过

$\mathrm{H}_{\text {Roadmaster - engineered, styled, powered and }}^{\text {Ere you see pictured the }}$ bodied to be fully worthy of its paragon role in this fiftieth year of Buick building.
A quick listing of simple facts will reveal just cause for celebration.
It has the world's newest V8 engine. Vertical entire engine is sompact, a able chassis bas been built around it. $\star$ It has 188 Fireball horsepower. A new Buick $\star$ It has a compression ratio of $\mathbf{8 . 5}$ to 1. Highest ay; bettered
$\star$ It has a dynamic-flow muffler. For the first time in It has a new Twin-Turbine Dynaflow Drive. Now adds far swifter, quieter, more efficient getaway to $\star$ It has new braking power. Most powerful braking action of any Buick in fitty years; plus the new ease
of Power Brakes, optional at extra cost
$\star$ It has a still finer ride. The soffest, steadiest, most buoyantly level ride that
Buick's advanced engineering has


MTOMOSIIS AIE BEITS GUCT WILL SUIL TIEM

## on Displey Jomery 92y

CLINE \& RAINER
201 SOUTH WAII, STREET FLOYDADA TEXAS

THE FLOYD COUNTY HESPERIAN
Pubilshed by the Hesperian Publishing Co, Inc., at 212 Sout Main St., Flo thuesday, Jantary is, 1953

VIEWS AND COMMENT
 headed out as secretary of state. We are not the more realistic members of hid e evisisture
 too many things. But Ar. Acheson, hayor-, ditional tax money, at least for this year has mental processes that we do not under- But the schools and the raads Aave got
stand. He appears not to think the way the have some attention, they say. Apparenty
the lerage American thinks. He speaks a thest are demandect thoroughly tested before language that is tho far he speaks about final actions are taken on these matters. perhaps, Anyway, when he spakes us un- Then there are many, many other good things
his job, our foreign affairs, he mate comfortable. It may be just that clipped to do. Tax bills to raise a half billion doll eastern university upper room accent, which lars will be dropped in the hopper. Who off of
While the new ad- be it and how they'll take the mones off provincially, we resent.
ministration already is beginning tow give whoever is tagged will be what the fur
隹 ernment behind closed doors, perhaps when body that is on the tax paying end will set Mr. Dulles and others do emerge to tell us the for a minimum of need for the schools ane what they want us to mhich can be understood. We are legillature will allow them to do so.
clad that a change is coming in the state department.

## There'll be quite a bit of talking and

 writing about taxes, especially the incomekind during the next several weeks. A few ave thers out of way man have arready
 If he ires of religion burn out, the heart
of demoracky will cease to beat. ... The very ax bil inereasing 11 per cent or therababot heart of eduaction must be the eduaction of

$\qquad$
$\square$
$\square$ nind raise the dependency exemption as willthave the fromes mumeSobiduthay


To idemîify your REDDY KilOWATT ELEGTRIG APPLIANCE DEALER

bubiic sekvice
COMPANY

Deed Records


WHITE auto Store

Proudly Announces that we are a

and voluntarily and enthusiastio meet all standards for the disploy demonstration, and servicing of LEONARD ELECTRIC APPLIANCES Arvin and Stewart - Warner Teleni




LG.
BOX
18c

SPAGHETTI, 7 oz. Box

## SKINNERS11c

FROZEN MAID, $10^{1}{ }_{2}^{1} \mathrm{Oz}$. Box

# Strawberries 25 

unkrsacia
KRAUT
TAMALES . 28 c
 MEXICORN . . . . 22 c VIENNA SAUSAGE . . 22c POTIED MEAT . . . 9c SPINACH . 15 c CAKE MIX .. 39C PINT BOTTLE WESSON OIL . . . 34 c FUDGE MIX
 MARGARINE . . lb. 21 c ssoow crop. goz Pkzz
CORN . . . . 17 c woif brand No 2 Can
CHILI . . . . 63c

## HEINZ, 3 Cans

 BABY FOOD . 27 c
## 1 POUND FOLGER'S

# COFFEE 

 FOLGER'SSERVED WITH COOKIES THUR. FRI. SAT.


BAILEY 2 lb., PEACH OR APRICOT
PRESERVES
$35 c$
BAKERITE, Hydrogenated, 3 lb . Can

## Shortening 678 <br> MORTON HOUSE, BAKED, Large Can

CORN 303 Can 19 C dinty moore 2 oz Cam
BEEF STEW . . 54c CAT FOOD SUNSHINE, 10 oz. Pkg.
VANILLA WAFFERS 33 c AlNT ELLLeNS, 9 on Bax
PI-DO . . . . 15c

## BEANS




## SHAMPOO

 CHAMBERLAIN 1.00 SIZE HAND LOTION PHILLIPS 4 OZ. BOTTLE MILK OF MAGNESIA69c 19c
ouart bottie 17 c
BAYER ASPIRIN 15c SIZE

AJAX 2 for
 Golden Fruit, Pound


 CARRO
 300 COUNT BOX KLIEENXX . . . 19c :ait 25 c :aic SOAP, 3 for PERSONAL IVORY, 4 Bars . . . . 25c SPIC AND SPAN, Box . . 25c STARCH, Linit Box . . . . 15c
 $9{ }^{\circ}$ HAIR TONIC 50c SIZE VITALIS . . 39c


MOPS
LAUNDRY SOAP, Giant Bar
CRYSAAL WHIIE, llv giant box
TIDE
LARGE BOX
OXYDOL LARGE BOX
CHEER



FREE A 10 POUND BAG OF C \& H PURE CANE SUGAR WITH EACH PURCHASE OF $\$ 15.00$ OR MORE!

PHONOGRAPH COMBIINATON worth 56250 and the 17 "CROSLEY TABLE MODELE TVV SEI


To Register For The Big 21" CROSLEY TV-RADIO COMBINATION worth SET


Increased Performance in New Cheurolets

Tome


## Conservation

 District News

PROGRAM SCHEDULE KFLD
monday throvgh saturday sunday schedele

| Moming Round UD |  |
| :--- | :--- | :--- |
| Brthany \& Annversary Club | 8.00 Wood |
| Eible Baptist Church |  |



World News
Union Church of Rallis

0 Ray of Ippe Program of Ralis Gaspel Half Hour
Texas News
Muste for Sunday
Church Servicee of First
Methodist
Chuck Wagon Gang
Buiders Mart Worla News Wata TMme
Methoodist Men's Hour Methoist Men
Stuido Parly
Curat
Star sumast tatry
The Baptist
Thest matat How

Mustrocck comboys
Chordada
mere Chamber of Commerce
Sheerderder
Hits and Encoree Hitepperders ancers
Hoysdada
Quartet Hutedada Reurrem
Victory Chapel Victary Chanel
Pet
Pecot church of God in


ROVED TAGE..
wo get 3 -point triple quick-hitch y you get Hydraulic Touch Control at Draft Control of miounted tools ent Position Control, too! stability; row crop ability ve Proot-Meter gives you the fou need

## ORD $_{\text {ractor }}$ <br> olden Subilee model

> W.PLUS RUCH MORE THAT'S NEW!

Ation Hytraulic System, fast response gives choice of hydraulic speeds rod "Red Iiger" overhead valve engine $\otimes \pi$, heavier, stronger tractor ine Power Take. off* ain more new feaiures low ford price!
Display...Come In and See It! TRACTOR \& MOTOR

Your Ford Tractor Dealer<br>Lockney Highway<br>Phone 29 Floydada

CHEVROLET FOR 53

## Entirely New STYLING

Chevrolet's lower in Chevrolers lower in
height, with long. flowing, smoothly rounded, modernlines to give youthe newest,
 Now 115-h.p. "Bluo-
Flame" enging with Flame" enging with
Powergilide. Ad-
vencel
 "Thrifh-King" engine
in gearshift models. Entirely New POWERGLIDE starting and passing
range gives flashing ronge gives nashing
getaway, greater passing, ability in
city driving.

Entirely Now

| SAFETY |
| :---: |
| ater ease and oty. Greater visily with a new, -piece curved dshield. Finer, oother brakes. |

EnAing New
DURABILTY

Heavier, stronger, more rigid construc.
tion means ever longer life for a ecar durability.


Entirely NEW through and through! CHEVROLET/ mon rionsum onmanm ODEN CHEVROLET COMPANY

insecticides and herbicides
 Alarmist are teliling the American
people that inseticides are greater
danger. They claim - and danger. They claim - and they're
getting a lot of space in the news getung a or of space in the new
papers and mazazine - that we:
being poisoned by new chemicals. This problem was pounted out re
cently by Dr. Edward F. Knipling president of the American Associat
lon op Exonomic Entomologists Dr
Knipling maintains that Knipling maintains that such fear
result from cases where insecticide were misused, with no regard for ree coxicity hazard of any chemisal. In direet propo
Federal and Texas Department of
Agriculture entomologists are aware that they must never underestimat
heir responsibilizy to the publue
华ing that inecticides are seeing that insecticides are use
safely. When a new chemi is deve
oped, they an adous to man and animal un in instigation prove
therwise. When tests are complete
other Chen recommendations are made for
the safost methods of application
When we consider that insertic. Ides are man and crop savers rathe
than man and cop killers ,t call
for an entirely different outlonk
 hough their we is constroused by
vexas Herbicide Law. House Bul 59 . (1351) This law
teot crops whic
the chemical.



## ARTHRIIIS?


 an
 Lumber mee rumate vinis ou more here but if you will
write me I will reply at once and

Mrs.LelaS. Wier
2805 Arbor hills Drive
P. O. Box 3122


Leader of Otiver's modern Row Crop tractor fleet is the $3-4$ plow, 6 - cy linder " 88 ". It's an ideal unit for concentrated A arming. .. for the big "rush" jobs when speed saves dollaraworking pece for any farm operation-fromen $21 / 2$ to almose - choice of prefer . . . and such special equipment ©
the Direct Drive Power Take-Off, "Hydrelectric" system and self-contained belt pulley. torsion apring geat.
Models available equipped for diesel, butane or gasoline

PLAINS EQUIPMENT CO.
313 S. Wall



## LEGAL NOTICE

## CONTRACT OFTEAS HGHWAY

18 co



CREOMULSION


Beware Coughs From Common Colds That HANG ON


## STATEMENT OF <br> THE FIRSI NATIONAL BUII <br> of Floydada, Texas <br> at the close of business December 31, 1900

RESOURCES
Loans and Discounts
Stock in Federal Reserve Bank Banking House, Furniture and Fixtures Other Assets
U. S. Government Securities \$ 2,617,278.32 Other Bonds and Warrants $\quad 273,514.87$ Cash

2,241,303.89

LIABILITIES
Capital Stock
Surplus
Undivided Profits
Reserves
Other Liabilities
Deposits

OFFICERS AND DIRECTORS
E. L. NORMAN, President
H. BEDFORD, Vice President

EARL CROW, Vice Pres. \& Cashier
LYDA WALDING, Assistant Cashier
GENE COLLINS, Jr., Assistant Cashier
Member Federal Deposit Insurance Corporation


[^0]:    Patiduter

