# THE FLOYD COUNT 



Game Schedule of longhorns Is Announced


## AT THE Palace THIS WEEK saterda January 17 



THURSDAY . FRIDAY

Genca Gurners Scom The Feimando lamces
free pass to

[^0]


Fairview Nows

## (by Mrs Clyde Bagwell)

 PaIRvisw, Jannary 13.mess are plowing their land wo
Mi. Blanco News

## (By Mrs. Weldon Meclure)



## Now On Displat

WE WISH TO ANNOUNCE THAT ARE NOW THE DEALERS FOR TH BEAUTIFUL NEW 1953 INTERNATIONAL REFRIGERATO AND HOME FREEZERS.

We Invite Our Friends and Custom To Call at Our Store and See The New Items Now On Display
Martin \& Compar


## Come in and see this gifeat nell GELNEIRAL MOTOIRS MASTHIBIPIEO


the meatetifl

## ${ }^{\text {nass }}$ Dund-Sireals: Pontid

Bigger and Eoffor in Every Way and NO INCREASE IN PRICE!
COMPLETEAY NEW DEAL-STHEAK STVLINE
NEW Longen whemanase
Lovgik, Lovelikn, hoomikh hopire

NEW ONE-PIECE WINBSHIELB-PANORGME GEAR WINBeW
PONTIACS WONBEHFLL NEW POWER STEERING.
L. C. MCDONALD

Mrs. Ned Bradley Is Club Hostess

 MRs. KEDDRICK HOSTESS
YO R SUNXYSDE METES

## REDUCTION SALE

We have in stock 14 new Dearborn 35 thousand B.T.U. SemiCirculating Heaters

Regular Price $\$ 49.95$

## SALE PRICE \$29.95

These heaters are set up for L. P. Gas and ready to go.
ALSO IN STOCK
50 Gallons Zerex, Regular $\$ 3.75$ per gallon. Reduced for this sale .... $\mathbf{\$ 2 . 6 5}$ DON'T MISS THESE GOOD BUYS

## H. \& S. BUTANE

\& SERVICE STATION
West Side Wye Floydada

Now-see the cast that all the excitements' about!
CLIEVROLES B GREAT WEEN SERIES FOR [GDS


## Startlingly NEW!

## TRANCE

- Liability
- Farm
storm - Polio
italization - Hail
- Life


## L ESTATE

ne salesmen and appraisers to
il for you - or to you - all real estate at fair prices.
ANS
\&FHA on Houses
aisal fee
ice charge
to pay
mont Privileges
crest rate
JHW - hoLmes
Phone 345 the "TWO-tEN" SERIES sensational advances from The "Two-Ten" Series offers dramatic new styling, new features in: two new station wagons-the Townsman and the "Two-Ten" Handyman-the 4 -Door, 2-Door,
Convertible, Club Coupe and Convertible, Club Coupe and
Sport Coupe.
 lowest priced of all quality cora! Smart new Chevrolet styling and advanced new Chevrolet features are yours at lowest cost. Five beautiful models include the 4 Door and 2-Door Sedans, Club Coupe, Business Fifty"
 Fifty" Handyman.

In the great new Chevrolet line for 1953 , you can derful feetures never before available in the lowprice field. Choose high-compression power with new Powerglide* "Blue-Flame" engine teamed with new Powerglide* for the finest automatic driving.
Or choose the high-compression 108-h.p. "Thrift-

MORE PEOPLE BUY CHEVROLET S THAN ANY OTHER CAR!

Entirely NEw through and though!

In This Week's Social News
Needs of Austria Miladies Club Met Told In Meeting With Mrs. Pratt of 1929 Study Club


Reception, Shower Honor Newly-Weds At McDonald Home


| ors flanked the centerplece. <br> ald Mrs. Bruce Bishop and Mrs John |  |
| :---: | :---: |
|  |  |
| Lloyd were in the gift |  |
|  | Que |
| cen the hours $2: 30$ and $5: 30 \mathrm{o}$ "-block |  |
| th of the honoree, Mrs. Charlle Miller, |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ants |  |
|  |  |
| Guests at the wedding were Mr and Mrs O C. Vinson, Mrs. Ronnle Fults of Slaton, and Mrs. Ernest Huckabee and daughter, Judy Mrs. Vinson is the former Belle Fults, of Slaton. |  |
|  |  |
|  |  |
|  |  |
| Mr and Mrs. Vinson are at the |  |
|  |  |
| o. . Vinson on the Sllverton high--way. Mr . Vinson expects his callder |  |
|  |  |
| Uncle Sam in the very near |  |
|  |  |
| Soe mert |  |
| or a better and futer tob when |  |
|  |  |
|  |  |
| half the surface of the buffer withpoltsht before using and the treatment will serve you a long time. |  |
|  |  |

Party Celebrates Final Citizenship


1953 CUSTOM IMPERIAL IS CHRYYLER LUXIT




| CAN MILK <br> 2 Cans 29c | SUGAR $47 c$ | large box <br> TIDE . . . . . <br> ginat box <br> WHITE KING ... |  |
| :---: | :---: | :---: | :---: |
| PEARS <br> 2 For 49 |  |  |  |
| SALMON ${ }_{\text {con }}^{\substack{\text { Hight } \\ \text { tall }}}$ | 49c | COFFEE all brands <br> Pound 87c |  |
| ound 53c |  |  |  |
|  |  |  |  |

ew Power for American Jets


ESS. left, general manager of Buick and vice president of General Motors, con-
T. Ragsdale, general manufacturing manager, on the completion of Buick's frst
Wright 165 Sapphire, was delivered to the Air Force for testing p power plank, a Wright 165 Sapphire, was
o days alter Buick was awarded a contract to produce the engine in quantif he masi powerful and efficient

## wer.

## 



Burglary Nets Young Man Two Years Senitence

"YOURE NOT TAKING ME POR A RIDE" seems to be the attitude of this reluctant mule intent


KITCHEN AND $t \rightarrow$ $\star \star \star$ FIELD NEWS from Floyd County Rural Electric Dooperative. Tne.) by
Naney Morckel and Claude Weath-

## $\star \underset{J i m}{*}$ Curry and Jim-

Stop Taking x, mos

 Mr. and Mrar Red orgory spent

Constipation End Chronic Dosing! Regain Normal Reglarity y This ali. vegetbile Way!

## -Boyce House

Teach Children Drug Addicition Deadly Habit


Buick's Beautiful New 1953 Skylark


THE beauty and elegance of sports car styling are combined with big car comfort and roominess in Buick's beautiful Skylark sports car for 1953. Powered by Buick's 188 horsepower valve in head V. 8 enses
hooked up to the new Twin Turbine Dynafow, the Skylark is equipped with power steering, power brakes


 moon Howery durne we Mr and Mrs oim sumeman and Lakeview News
$\qquad$ and Mra Jom the Reere hime

LAKEVIEW, January 13. - Mrs waine





Wednesday Mr. and Mrs. Murray
Julian spent the morning transact-
ng some business in Plainview. In
ae



 nd cansoup enjoyed games of "2n? The soum Plains church is beling



 Bro and Mrs Tom Bro and Mrs. Tom Moore and son
pent he day Sunday with Mr. and
Mon Rog Pre Mr Roy Fawer Mre Veron
 caren Vistited the Butel Netis Mr and Mar Chursidiy wright went

 bring them home.
 Mrensons. Buel Neft Wednesday
 Verlon Wright and baby went
Lubtok Frachy




## NORMANS sc to \$1.1. STo

 EVERY ITEM IN THIS STOR REDUCED FROM 10 to 50 FRIDAY \& SATURDAY
## NORMANS TOY \& GIFI SI

 ALL TOYS IN THIS STORE PRICED AT COST FRIDAY \& SATURDAY
## Dant Gamble with yavi Hacues

Federal Crop Insurance Guarantees You A Crop Return


## CONTACT YOURFLOYD COUNTY PMA OFFI

COOD HEALTH

## maps



Community Center Meeting Tonight
The first meeting of 1953 of the
Harmony Community center will be
on Thursday evening, Ja
7.30 ocilock, with Horac
his committee in charge
gram. The meeting will
be a regular meeting
Mrs. Everett Miller, chairman of
the Communty center, making this
report on Monday, asked that each

## Center News

(by Mrs. J. E. Green)
CENTER, January 13. - Weather
is still dryy and warmer., and people
are still taking colds and flu. are still taking colds and flu
Mrs. Hodges has been 111 for ser Mrs. Hodgen das, bu
day night.

Son and Mr. and Mrs. Looney
Floydada and Mrs. Ethel Greenway
of Woife City. Mrs. Greenway, wit has been visting over the holidays
with her sister Mrs. Jackson and
Mrs. Frizell and fantly, left Mon-
day morning for her home. day morning for her home. Marga
Mr. and Mrs. Green and Mars.
et visited In Plainivew Saturda
with Bro. and Mrs. Hodes. Mr. and with Bro. and Mrs. Hodg
Mrs. Victor Green and
pital saw Mrs. Anthony


Aftend Open House

## At New RallsChurch

Several Floydada eitizens attend-
ed the open hoouse the the
Methodist church in Ralls on last


Marselatme



The draft board doctor was ex-
amining a prospective recruit.
$\qquad$

save a dollar a mar.
FOR BUTANE SERVICE
WYLIE
Butane Company

Bishoris Pharmacts

## FURTHER REDUCTIONS!

One lot of better suits reduced to $\frac{1}{2}$ price. Better dresses at $\frac{1}{3}$ and $\frac{1}{2}$ price. Long Coats reduced to $\frac{1}{3}$ and $\frac{1}{2}$ price. One lot of Better dresses in broken sizes only $\$ 4.88$. Odd lot of blouses, $\$ 3.88$ and $\$ 4.88$ Big Saving on hats at $\$ 2.00$, $\$ 3.00$ and $\$ 5.00$. Nylon slips, petticoats and panties at prices you can't afford to miss. Jantzen sweaters and skirts in odd sizes and colors greatly reduced to $\$ 5.88$ to $\$ 9.88$. Hansen Gloves, in wool and fabric, at $\$ 1.48$ Also leather gloves at only $\$ 2.88$. Bags, genuine calf leather, and fabics at $\frac{1}{3}$ and $\frac{1}{2}$ price. Saybury quilted robes in broken sizes, reduced to $\$ 10.88$ and $\$ 13.88$

| One lot of |
| :---: |
| COTTON HOUSE DRESSES |
| Fast color and sanforized. |
| Only |
| $\mathbf{\$ 2 . 4 8}$ |


| One Rack of |
| :---: |
| SKIRTS |
| Plaids, Solids, and Pleated. |
| Values up to 19.95 |
| Only |
| $\mathbf{\$ 4 . 8 8}$ |

$\$ 4.88$

## INSURANCE

Fire, Windstorm, Extended Coverage, Security, Bonds
1923 to 1952

Miladies Specialty Shoppe
Mrs. victor Green and a
pital saw. Mrs. Anthony
baby son, David Bryan.
Pvt. and Mrs. Bryby. Robertson $\boldsymbol{\alpha}$
Fort Sill, Oklahoma visited over the week-end and Mr. and Mrs. Melvin
Wobertson of Stand
 Mrs. J. R. Robertson and family. and
Oilver Allen was taken to the hoo-
pital Friday for surgery pital Friday for surgery.
Congratulations to Mr .
Congratulations to Mr. and Mrs
Detton Waggoner on the arrival of a
son named Robert son named Robert Lewis.
A group of triends surprised Mrs
Leo Frizeell at her home Friday ev-
ening, honoring her birthday She
 coffee and care were eserved. Game
of 84 were played and songs sung.
Our girls looked very pretty Sun
$\qquad$ and corsages. We are happy to
port that one of our boys, Jim
Dunn has been chosen as one of
foothall captas Mrs. Eart Hul Hakee is il with th.
Bobby Mack Welborn has bee Mrs. Hal Thomas is sick with flu
Mr. and Mrs. Charles Horton Mr, and Mrs. Charies Hortw prise
having a well dug at their new home We Workers Conterence at attendin

Mr, and Mrs. A. B. Blount,
had, as theer guests Sunday, his
nephew and wife, Mr had as their guests Sunday, his
nephew and wife Mr and Mrs
Reel Pybus of Vernon, aiso Mr. an
VTs Mrs. Raymond Blount of Tulla, M M
and Mrs Kenneth Blout and Ken
nie of Kress, Mrs. Fannie Brow
to Announce that we are w the Agents of the
\& O. BUS STATION
Also Agents for
NOLIA PRODUCTS
all our friends to call and see
all your gas and oil needs
OMRS. FRED LAMBERT



Gall Bladder,
Out by Error, Patient Sues

STAR CASH VALUES



## 




GM Builds New 'Two-Way' Plant in Texas


Smiths Are Hosts At Sunday Night Dinner, Shower


# Entry Blank PLAINVIEW KIWANIS GOLDEN GLOVES 

SEE US FOR IRRIGATION

## PUMP FOUNDATIONS

\& SPILLWAYS
POURED ON THE JOB OR READY MADE

## BENNETT'S

$\underset{\substack{\text { Material } \\ \text { Phone } 602}}{ }$
(Jan. 19-20-21-22-1953)
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

## JANUARY CLEARANCE

Starts Thursday, Jan. 15 and Runs Thru Monday, Jan. 19


THE FLOYD COUNTY HESPERIAN
Co, Inc, at 112 South Main St. Floydada, Texas homer steen, pili

VIEWS AND COMMENT
Citizens of Austin are planning quite a some person or organization in need of sound
bit of high jinks when the governor and the
publicity, who could get credit for being th
lieutenant governor are inaugurated Tues- poor man's friend, for being a believer day. People who look askance at such Floydada and for being forward looking i not paying any of the bill. We mean it i
not at the expense of the state that there will not at the expense of the state that there will actual inauguration costs will be borne by the da or Lockney had a governor and lieutenant governor inauguration taking place wouldn'
there be a fuss made over it? They do about the same way at Austin as they do in Floyd county, according to their lights and the manner of living to which they are accustom-
ed. If you are invited be sure to go. Your enjoy it, taking the part
the part you don't like.

## The governor says he thinks we can get along and do pretty well the things we need

 along and do pretty well the things we need to do in Texas the next biennium withoutadditional state taxes. The governor realizes additional state taxes. The governor realizes
what a howl is going to go up when the people what to paying their federal taxes and are going to be in short humor for anything else. In cities in particular, where local taxes an
valuations have been raised sky high resent


$\square$
pituri is hat they have beer settings tot are not in on the proposed water district.

$\square$

Student Aids On How to File Income Report


Deed Records


## WANTED: DEALERS

##  <br> "Ejax Water Turbuk





LANDS
Farm and Grazing Lands in Floyd and other Counties
MASSIE \& BOND
Hollis R. Bond
$\square$hancement in their values and the appear- . The path of least resistance is usually
money that isn't at work that could undertake down hill.-Ex.
financing this public improvement program? $\quad$ February is a good tree planting month
It wouldn't tie up money very long, as time it in this area of the high plains. Modern
goes it would show a little profit, and it
would rate a lot of satisfaction. This idea methods of controlling San Jose scale and


##  Henan Triumph Thank fa 1953!

## OURSTORE! <br> mankyous INS TOO NUMERLIST IN THIS CIR- <br> and Save

Fic Reductions

## IE G000S!

ELOW HALF PRICE
erful Assortment of
erials \& Colors.
EE IS TO BUY!!!

ONE GROUP
NGERIE PRICE
Panties, ... Gowns, ... Bed Jackets
SLIGHTLY SOILED

DNE GROUP
OUSES
:Shore and Other
Some Slightly Soiled

- Real Buy!

DNE GROUP
WS SWEATRS PRICE
are all wool Tish-U A Real Bargain you ord to miss ! ! !

E big table
$\int \& E N D S$ handise taken from the store ... Priced at raction of the origin${ }^{00}$ Good to miss ! ! !

## At 8:30 A. M. Friday

HALE'S BRING YOU THE SALE OF SALES
The Sale Of The Year, Where Drastic Reductions Are Made On Beautiful And Durable Merchandise In Order That We May Clear Our Stock For The New Season Ahead. A Wonderful Opportunity To Make Drastic Savings From Hale's At A Fraction Of The Original Price. Start Shopping These Departments Friday.

## LADIES DRESSES REDUCED <br> $1 / 3$ OFF

| 29.75 | DRESSES | NOW | 19.83 |
| :---: | :---: | :---: | :---: |
| 24.75 | DRESSES | NOW | 16.50 |
| 19.75 | DRESSES | NOW | 13.17 |
| 16.75 | DRESSES | NOW | 11.17 |
| 14.95 | DRESSES | NOW | 9.97 |
| 12.95 | DRESSES | NOW | 8.63 |
| 10.95 | DRESSES | NOW | 7.30 |


| LADIES COATS REDUCED |  |  |  |
| :---: | :---: | :---: | :---: |
| 49.75 | COATS | NOW | 33.17 |
| 39.50 | COATS | NOW | 26.33 |
| 29.75 | COATS | NOW | 19.83 |
| 24.75 | COATS | NOW | 16.50 |

ONE GROUP DRESSES LESS THAN $\frac{1}{2}$ ORIGINAL PRICE

## 43 ONLY

CURLEE SUITS $\$ 35.00$ ea. VALUES TO $\$ 55.00$. . LONGS . . . SHORTS . . .REGULARS A BIG CHANCE TO GETA REAL BARGAIN !!!

| LADIES SHOES REDUCED |  |
| :---: | :---: |
| Values 109.95 NOW | - \$3.88 |
| Values 106.95 Now values io 5.95 | \$1.88 |

## MENS SPORT

## SHIRTS

Gaberdines ... Corduroys Etc. 5.95 SHIRTS NOW $\quad 4.47$ 4.98 SHIRTS NOW $\quad 3.77$ 3.98 SHIRTS NOW $\quad 2.77$ 2.98 SHIRTS NOW $\quad 1.97$

ONE GROUP
MENS DRESS SHIRTS $\$ 1.99$ ea. Values to 3.95
Some are slightly soiled Arrow ... No-Fade ... Perfecto Most all Sizes ..

## ONE GROUP <br> MENS FELI HATS <br> $\frac{1}{2}$ PRICE <br> Slightly Soiled Included Are Some of OUR BEST HATS

## 1 RACK MENS AND BOYS

JACKETS
$\frac{1}{2}$ PRICE
Some Lined ... Some Unlined.. Some Heavy ... Some Light .. If you can find your size you can buy a big bargain !!!

## ONE GROUP <br> BOYS SHIRTS $\$ 1.00$ ea. <br> Values to 2.98

Both Short and Long Sleeves Sizes 6 to 18
BUY SEVERAL AND SAVE!
$5 \%$ WOOL
DOUBLE BLANKETS
$\$ 4.23$ ех.
Size 70" $\times 80^{\prime \prime}$
Wide Satin Binding
Reg. $\$ 4.98$ Values

## HALE'S DEDT.STORE





## CMRO

SKID-CONTROL
[= $\mathrm{orRo}=$
Spears Auto Co.
Why some combines. cost \$50 a year more than others


Higginbotham-Bartleft Co. T. L. HOLLAND, Manager

## New Ford Miracle Rid

Here's new freedom from bounce, pitch and sway an entirely new standard of riding comfort!
M.0.

The New Standerd of the American Road



00\% loos roed shockl By increas. signing the rubber compression
bumpers, front end road thock is bumpers, front end road thock is
reduced as much as $80 \%$. Spring: nodel, for best riding comfor model, for beat riding com
whicherer model you buy.

ean See it ...Value Check it...Test Drive it 53 BSHOPMOTORCO.


Annual Football $=\approx=2=$ Ew Banquet Fetes Team of Stars


Lamberts Check in As TNM \& O Agents



SIMASHIIIG SAVINE

## GIRLS

## OUTING GOWNS

$70 \times 80$
PLAID SHEET BLANKETS
IRONING BOARD \& COVER SEI
ONE GROUP

| WOMENS DRESSES |
| :--- |
| ONE GROUP |
| WOMENS PURSES |
| WOMENS RAYON SLIPS . . .... |
| 70x80 |
| PLAID BLANKET PAIRS . . . . |
| 80 SQUARE PRINTS . . . |
| ONE GROUP <br> CHILDRENS COWBOY BOOTS |

ALL
MENS ROBES
MENS COATS
BOYS COATS
MENS
SHIRTS \& DRAWERS, each garment
HEAVY WEIGHT
MENS UNIONS
$81 \times 99$
NAION WIDE SHEETS
$36 \times 36$ CASES
JUMBO SIZE
BIEACHED FILOR SACK SOUARS 2


[^0]:    MR. \& MRS.
    EVERETT COLLIER
    MR. \& MRS.

