

Lives of Four Lockney Men Taken As Plane Crash Exacts Heavy Toll
Gibson Resigns; Rogers is New County Agent

STEADY POPULATION, BUSINESS GROWTH REVEALED BY FIGURES

First Student Council in hisiory of Floydada
High School Formally Organized Monday Morning

Election Called For April 1 On City Officials

## EM ROADKINGS COMING EXHIBITION GAME FEB. 20

THE FLOYD COUNTY HESPERIAN
Published by the Hesperian Publishing Co., Inc., at 212 South
Main St. Flovdada. Texas. HOMER STEEN. Editor.
thursday, rebreary. 12, 1953
Mi. Blanco News ions help
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can't go can't go Experience is a good teacher but Experience is a good teacher but a hard stamped (each quard packing house and beafterward. into the refrigerator) before the as it goes is chief
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QRIRO ANNTVERSARV YO53 H0Y ScOuTS OE AMAERACA


|  | Pure Lard ARMOUR'S b. Carton 39c | Shurfine Halves Peaches <br> IN HEAVY SYRUP <br> No. $2 \frac{1}{2}$ Can 2 for . 57 |  |
| :---: | :---: | :---: | :---: |
| FLOUR <br> 79c | SALAD DRESS |  |  |
| CAKE MIX <br> BISCUITS | $\frac{28 \mathrm{c}}{19 \mathrm{c}}$ | $\underset{\substack{4 \text { REGULAR } \\ \text { BARS }}}{\text { LUX SOAP }}$ | CHEER <br> LARGE BOX <br> 29c |
| FRYERS <br> 57 c |  |  | BACON POUND 53 |
| The Most Complete Small Store In West Texas |  |  |  |












## : Cayblis

1949 Ford station wagon, radio \& heater. 1947 Fordor Plymouth. 1941 Ford Tudor R and H 1941 Dodge Club Coupe
1952 New F-5 Ford Truck 1952 New F-6 Ford Truck
1948 Ford F-7, $158^{\prime \prime}$ w. b. 10:00 tires, heater. 1945 Ford $1 / 2$-Ton Pick-up, A-1 Condition. Both moto 1942 Ford truck with grain body, two speed axle.

BISHOP MOTOR CO




Choralettes Sing For School Groups


## Folirview News


tur from these eliouss of the thured




## ENTER SYLVANIA'S GREAT NEW FIASH

 GREAT NEW FLASHPHOTO CONTEST "Folks are Fun" Win a NASH RAMBLER CONVERTIBLE

| ers of White's auto stores held Feb- ruary 7 and 8 at Wichita Falls. The Floydada Floydada dealers enjoyed a banquet new appliances and lines of merchandise for the coming spring and <br> Present were dealers from a fourstate area who took advantage of the new merchandise. <br> EWiNg still on crutches <br> B. L. Ewing. who fell and broke an ankle recently, is still having to walk on crutches. <br> Ewing, who drives an oil truck for Aaron Carthel, was enroute to Floydada from Phillips when the acand fell when he stepped from the truck in Amarillo <br> Monday he went to Amarillo to have the ankle examined and was told he should be on crutches for another month. <br> MRS. OLA JESTER ILL <br> Mrs. Ola Jester suffered a light stroke about two weeks ago and is now at the home of her daushize, Mrs. Earl Switzer and Mr. Switzer in Plainview. Mrs. Jester is reported better, but is still confined to her bed. <br> Bennie Ewing, a grandson of Mrs. Jester, of Kermit, visited her on Sunday. $\qquad$ <br> Mr. and Mrs. J. T. Terrell and Mrs. Pete Terrell, of Amarillo, were in Floydada on business Monday. To got regulte uno want ade. |
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What Action!
What resulis!
IN OUR WANT ADS!

## TELEPHONE

NO. 8
a friendly ad-writer will help you with your classified ad ...

The Floyd County Hesperian, Floydada, Texas, Thursday, February 12, 1953
In This Week's Social News cooked Meat


Powell-Hammonds Mary Thaxton Wed Vows Are Taken to Wayne Beedy
At Clovis, N. M. In Dallas Rites


Met Last Friday


Alathean Class
Monthly Meeting


Garden Club Friday
Children, Friends
Join Mrs. Hall at
Birthday Dinner
Dixie Carole Coble and Dale W. Blain

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Health Threat
Raw or Partly
orrow and Death Double Portion Mrs. Mooney

Mrs. Cannaday and
Mrs. Rutledge Are Club Hostesses


Lions and Ladies Meet Friday Night People Ath: LFD Bano

Bureau Drive Committee Army and Nay ng Set for Monday Night Men in Service

For Co. Librarian

Herbert Irwin All

Right, Family Told Five Plains 'Bobs'
Right, Family Told Five Plains 'Bobs'
merbert trwin, one of the Farview

Jackson, C. B. Carmack, Albert Tackson, C. B, Carmack, Albert,
Pricer, WHill Hollums, Hilery Shurbet,
Norma Hollums, Beverly Jeftress, Norma Hollums, Beverly Jeffress,
Mrs. Ola Donahiue and Mrs. Mande
Shurbet.

##  AND USE ©


goodyear tires
and tubes for passenge
cars and tractora. C. Latta Implements

|  |  |
| :---: | :---: |
| FOR SALE. - Bendix Automatic washing machine good condition. Call $654-\mathrm{M}-4$. |  |
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|  | For |
| FOR SALE. - Two registered An-gus yearling bulls PPiced to sellW. B. Eakin, 3 miles West of Mc-Coy. 1 tfc.Cor |  |
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| (192 Pymoum, Door Scean ona |  |
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| 1952 Chevrolet Business Ope. |  |
| 1-1952 Chevrolet Demonstrator 1946 Pontiae 4 door Sedan New |  |
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| 12w charmat \& ton Patup |  |
|  | Salesman |
| - |  |
| CHEVROLET |  |
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4-H Youths Tell Safety Hazards


How Many Feet Would You Need To Pass Safely?

|  |  |  | No Oncoming Traffic |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { YOUR SPEED } \\ & \text { AND SPEED OF } \\ & \text { ONNOMING } \\ & \text { CAR } \end{aligned}$ | distance required |  | Your speto | distance required to pass |  |
|  | If your speed is <br> $10 \mathrm{~m} . \mathrm{ph}$. greater passing |  |  |  |  |
| 20 m.p.h. | 480 feet | 320 feet | 20 m.p.h. | 240 feet | 160 feet |
| 30 m.p.h. | 960 feet | 640 feet | $30 \mathrm{~m} . \mathrm{p} . \mathrm{h}$. | 480 feet | 320 feet |
| 40 m.p.h. | 1600 feet | 1066 feet | 40 m.p.h. | 800 feet | 533 feet |
| 50 m.p.h. | 2400 feet | 1600 feet | 50 m.p.h. | 1200 feet | 800 feet |
| 60 m.p.h. | 3360 feet | 2240 feet | 60 m.p.h. | 1680 feet | 1120 feet |
| 70 m.p.h. | 4480 feet | 2986 feet | 70 m.p.h. | 2240 feet | 1493 feet |

CHECK YOUR PASSING DISTANCE before pulling out to pass the car ohead. Above chort,
reprinted from a new highway safety booklet, "Pass, Friend", published by public education
department of the AEtna Casualy and Surety Company, shows the distances required at difierent
speeds to pass the car ahead safely, both with ond without oncoming trafic. The 16 -page booklet,
which outlines safe passing practices, is being distributed free as a public service by the Atna





The Action Car for Active Americans
A "Road Test Ride" will convince you that the '53 Dodge is the most completely new car on the road. Its amazing nimblenees and maneuverability, its roomy comfort
and flashing pefformance will change your and hashing performance will change your
ideas about how much solid enjoyment a car
can offer. And with all this, you get the can offer. And with all this, you get the can offer. And with all this, you get the
deep-down dependability that has been Dodge stands for dependability; Dependability stands for Dodge. You'll


Kurti, Noted Cellist, Here


STAR CASH VALUES

| $\begin{aligned} & \text { SHURFINE } \\ & \text { FLOUR } \end{aligned}$ | $\begin{array}{r} 10 \mathrm{lb} . \mathrm{Bag} \\ 73 \mathrm{C} \end{array}$ |
| :---: | :---: |
| $\begin{aligned} & \text { PURE CANE } \\ & \text { SUGAR } \end{aligned}$ | 10 lb . |
| $\overline{\text { PENNANT }- \text { White }}$ <br> SYRUP, 2 for <br> $35^{c}$ |  |
|  |  |
|  |  |
| SHURFINE PEACHES | 59 c |
| HUNT"S, Tall Can PEARS |  |
| SHURFINE CHERRIES | No. 2 Can $25 c$ |
| Corn Fetti | Large Box 19 c |
| 10 Count, <br> CHERRIES |  |
| BLEACH | $4{ }^{\text {Gallon }}$ |
| DUZ | ${ }^{2}{ }^{\text {Boxes }}$ |
| $\begin{aligned} & \text { Reg. Bar. } \\ & \text { LUX SOAP } \end{aligned}$ |  |
| AJAX | $\begin{aligned} & 2 \text { Boxes } \\ & 25 c \end{aligned}$ |
| Fancy Sliced <br> BACON <br> The Good to eat kin |  |
| $\begin{aligned} & \text { All Meat } \\ & \text { BOLOGNA } \end{aligned}$ | $\begin{gathered} \mathrm{Lb} . \\ \mathrm{c} \end{gathered}$ |
| SHURFRESH, Colored Lb OLEO |  |

Committeemen
Sgt. Mooney



Fytfe Elected To Presidency of Rotary Club
ceived in World War II.
Mr, and Mrs. Felton, (she was the
former Marca Bradford), recently
bullt a new home near Mountain Wholesale




At a metwe of the poan

Wayland Prexy J. W. Marshall Resigns Post

Stewart H. Felton J. W. Marshall
Passes in Memphis Resigns Post
Veterans Hospital

## here's LHACOOD EATING


U. S. GRADED CHOICE OR G00 MEATS AT NEW LOW PRICES

LOIN OR T-BONE STEAK ROUND STEAK
ROAST Chuck
ROAST, Arm
PINKNEY, COUNTRY STYLE
SAUSAGE
FRYERS - HENS
Frozen Fruits \& Vegetables

| BROCCOLI 23c | OrangeJuice 18c | ET MILK |
| :---: | :---: | :---: |
|  | LIB | glass Jars |
| CUT CORN 24c | Grape Juice 24c | large |
|  |  |  |
| Colgates Soap |  |  |
| ewest Beauty Bar |  |  |
| peter pan |  |  |
| Bar 98 |  |  |
|  |  |  |
| RINSO | BETTY CROCKER YELLOW CAKE |  |
|  |  |  |
| 296 | PY-O-MY <br> Blueberry Mix |  |



WILLSON \& SON BUILDERS MART
complete building service
Plumbing Supplies \& Fixtures Electric Appliances
Floor Coverings Hardware

Don't Want All The Business - Just Yours
Drawer 788
Floydada, Texas

## ert Recapping

Service
nd the best crude a special serviequip re-cap we will true James Auto Float. the your tire problems Floed.
 K. RUBBER WELDERS


| What Goes Into Our ESCRIPTIONS! ONFIDENCE <br> Confidence must be dethe products and service. e here year after yea re excellence is the |
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## ARWINE DRUG

BRING US YOUR ILDING PROBLEmS
hanical Ditch Digging eady Mix Concrete mp Foundations for that irrigation well.
ncrete Spillwayse job.
ive-way Gravel.

## THE FLOYD COUNTY HESPERIAN <br> *PRESENTS *** NoGETHJIDR5 <br> CARICATURES WYHUT HUTSON COFYRIGHT: H.H.HUTSON



## meet the folks at <br> HIGGINBOTHAM-BARTLETT LUMBER CO.

LET GARNER DO IT
Keep your car running as TEXAC

- Texaco Gasolines
- Texaco Oils \& Greases
- Firestone tires
- Washing \& Greasing
- Tire Balancing

Phone 699 Lockney Hwy.

## JEEMS TEXACO SERVICE


${ }_{\substack{\text { illding } \\ \text { e } 602}}^{\text {ind }}$ BENNETT'S $\begin{gathered}\text { Material } \\ \text { Floydada, }\end{gathered}$


Local manager has been with Higginbotham Bartlett 15 years, the
last year of which has
 has been with the firm has been with the firm three years.





Morckel Farm Chemical Co.


FOOTE BUTANE

## Annual Review of Progressive Business Firms of Hale and Floyd Counties - Contiued.

COOPER PONTIAC .... CADILLAC, INC.<br>

BRYAN AND HOFFMAN

MONTGOMERY WARD AND COMPANY

## PLAINVIEW READY MIX CONCRETE CO



## BO'S --66-- STATION



SUPERIOR SIDING AND ROOFING CO.

## Butiders and Remoceing of Asbestos Siding-A Process known as OLLATEX Economical and Atractive, Freproot materials in new TII Dis Planvew. texas <br>  <br> ROSEHILL NURSERY <br>  <br> The Rosehill Nursery invites you to visit their nursery, when in painview, and let them tell you just what can be planted now or later for <br> PLAINVIEW LIVE STOCK SALES CO.

MILLER FLYING SERVICE

## Located sw of pladent Instruction



HENRY AND HENRY

##  <br> Phone 123 <br>  <br> PLAINVIEW RENDERING COMP <br>  <br> GREEN'S SHEET METAL WORKS

## NORTHWESTERN SALES COMPA

$\qquad$

Review of Progressive Governor Talks firms of Hale and Floyd Of More Money continued.
I zoviow items on this page and

## K C CLEANERS



Oldsmobile

## nackets ahead again

 in POWER!

ODEN CHEVROLET COMPANY
221 SOUTH MAIN $\operatorname{st}$

Floyd County 14 Years Ago Schools Need



LET'S TAKE DANCING
High.-Plains School of Dance
Professional Ballet Instruction Now Available, Also: TAP ACROBATICS BALLROOM

Director Kenneth Fry

Phone 2126

## INSURANCE

- Auto Liability
- Homes - Farm
- Windstorm • Polio
- Hospitalization - Hail


## 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


## wastramomenal AT WORK!



The Floyd County Hesperian, Floydada, Texas, Thuraday, February 12, 1953

Amazed Reader Thinks All Not Well in Texas


IT'S EASY TO OWN THE BEST IN'S3



Stop Taking Harsh Drugs for
Constipation
End Chronic Dosing! Reczath Normal Resularity This All-vegitatle Way!

DOLLAR FOR DOLLLIR YOU CAVTT HEAT A 3:3 Pondiac

A GENERAL MOTORS MASTERIPIECE


So menche more of Evor!Jhing - exceppt price!
Measure the wonderfui new Pontiac for size, beauty and Pentiac is bin the
Pontiac is big-with its new 122 -inch wheelbase and roomy,
Pontiac is beautiful-easily the most distinctive car on the Vi Wher ins interiors.
 maving in gasoline. But most
But most remarkable is Pontiac's price tag-just a shade
above the lowest-and its wonderful reputation for de pendability, economy and high re-sale value.
Come in and see for yourself that Pontiac offers much more
Come in and see for yourself that Pontiac offers much more
of everything-except price!

## L. C. McDONALD




AT THE PALACE
THIS WEEK

SATURDA


| －PLUS <br> Donald Duck Cartoon <br> Travel Talk Short <br> Serial |
| :---: |
| SUN．－MON．－TUES． <br> February 15－16． |

LÖDO Mato管


ミミニミニ a
－PLUS－
Universal News
FREE PASS TO
MR．\＆MRS． MR．\＆MRS．
KENNETH RIMMER MR．\＆MRS． MR．\＆MRS．
CARL MINO
$\qquad$
INSURANCE
Fire，Windstorm，Extended Cover
Security，Bonds．
1923 to 1952

## E．P．NELSON Agency

Methodist Men To Plan For April Hear Minister From Brownfield Re ver w yetara
$\qquad$
Home．Coming at McAdoo Church

$\qquad$
BRITTON Shop
valuntur heart thond miss Caine


Ford tractor from the KING
TRECTO $\&$ MOTOR are the best

For exerptional all around and anter－
KING TRACTOR \＆MOTOR

## NOTICE

McCOY GIN WILL Close saturday． february ia for this season．

Manager Dick Smith and the entire staff of the gin wishes to express their thanks to their many customers for their patronage．

The management asks all customers to pick $\mathbf{P}$ up their trailers at the gin for protection against fire and theft．

Mr．Smith also states that new and better equipment will be installed before another gin ning season，and asks that he may continue to serve you in the future．

MCCOY GIN
Floydado

## CHEVROLI



ODEN CHEVROLET COMPANY


