## he Floyd County Hesperian <br> FLOYDADA, FLOYD COUNTY, TEXAS, Thursday, march 12, 1953

 Seven Candidates for Aldermen,Two, Maybe Three, for Mayor
The Retail Trades Committee of the Floydada
Chamber of Commerce has scheduled a store front
forum for March 23 featuring C. W. Goldner, southwest
division manager of the Kawneer Co.
Goldner will speak to Floydada businessmen on
the latest ideas for store front and business property
modernization.
The date for the meeting was set this week with
the Chamber of Commerce and the Kawneer Co. of
Dallas.
Goldner has recently returned from a store front
conference in Chicago and brings with him to Floydada
the newest pictures, drawings and displays for the
modernization of business houses. He will also
demonstrate materials used in those plans.
With a modernization program now under way
at two Floydada business firms and a marked interest
in new store fronts the Retail Trades Committee hopes
that this meeting will encourage other businessmen to
join their campaign to make Floydada a more attractive
shopping center.
Around fifty Floydada businessmen and property
owners are expected at the meeting.

Hundreds Visit Schools of City Friday as Open House is Held; School Work Praised by Visitors

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To APIY kibble Tells ants for mastership

Mrs. G. W. Tubbs Died Last Friday Rites Here Today

## Jr. Stockmen

 Show GuestsThere




District Meet
Has New Dates

I. O. Graves, of Lone Star, Dies



 looks terrific i "the teaser' thing of the past. Now you can have carefree comfon for active wear ... real fashion smartness for dress-up. It flatters the figure so beoutifully. You'll wan several ... to wear with suits skitts and slocks. White and colors. Smoll, medium, large.


HAGOOD'S DEPT. SOO
See the new Spring Fashions at the Style Show Monday, Mard
AFFCALIFORNIAWEAR
ant chmornimil
Exearcian what are you bast.

Most ot the "utaseere durne the











You should never allow your farm equipment to stand unrepaired untul
you need it, then expect to use it or
and for it not to break down in the field. Now is certatnly the time to
schedule your equipment for reschedule your equipment for re-
pairs ... ave those coatly field will nows for your repatr servtce will not onis
loce time.

KING TRACTOR a MOTOR

Dolear hor dolear you cant beat a

A CENETRAL MOTTORS MIASTIETRPIECE



## Best Friend a Dollar Ever Had!

Here is the perfect expression of the Pontiac idea-to build the finest, most beautiful, best performing car that can be created to sell at a price just above the lowest.
Notice how big it is-with its longer, $\mathbf{1 2 2}$-Inch wheelbase. Notice, too, its distinctive Dual-Streak beauty. Put it through its performance paces. Consider its unsurpassed reputation for dependability and long-range economy. Yes-measure this great 1953 Pontiac any way you Hk and we're sure you'll find that Pontiac to the best friend a new car dollar ever had. Come in soon and see for yourself
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 Fairview News

Life-size Wood Carving of Last Supper


BOSTON, MASS.-All the specialized skills of some of the finest craftsmen of New "England have been combined to create this life-size copy in wood of the famous painting More than a year was used in preparing the
figures, of limewood, are delicately preparing the great carving - 182 feet long and $81 /$ feet wide. The
trasting walnut gives it depth. The celing of lifelike reality, and a giant frame of con

 that it will become a devotional shrine
The picture shows W. D. Irving, of
carvings for some of Americais grea
carvings for some of America's gre
model created by Earnest Pelligini.
and daughters. Mrs. Giles is Mrs.
Helms mother and Mrs. McIntoch a
sister of Mrs. Helms.
We enjoyed the talk made over the
radio last Thursday by one of our
ladies. Mrs. C. W. Payne, president
 With Mrs. Wilson


## 










Stretching It?

## L.KKE everyone elise, you've

 remember, if fire destroys your home, it will cost youmore than ever to get tack
to normal Is your insurance protection Floydada Real Estate \& Insurance Agency

ANSWERED THE CALL
volunteering their time and effort
he City of Floydada handling the important mis.

Tommy McIntosh Glenn Ambur Roe Arwine Olin Watson, Jr Geo. Bickley

Mrs. V. Asher Mrs. Alton Chapman
Mrs. Harry Re
-
Mrs. Gayle Mayo
Mrs. Alpha Boothe
Mrs. Duncan Hollums Mrs. Kenneth Rimmer Mrs. Billy Turner
Mrs. Cecil Richardsor

Mrs. O. G Glassmoyer
Mrs. Mildred Carter
Mrs. Cleo Garrett

Mrs. John Stapleton Mrs. George Sheare
Mrs, Arthur Wylie Mrs. Arthur Wylie

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\begin{array}{ll}
\text { Nayne Robinson } & \text { Mrs. Geo. Bickley } \\
\text { A. Marshall } & \text { Mrs. Milton Jetton } \\
\text { ess Patterson } & \text { Mr }
\end{array}
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WEAR IT
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others
Peoples hospital

| COFFEE Folg | Pound . . 87c | JELLO |
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| Pimere comonut bar Larese bas | Shurfine Peaches | $\stackrel{2}{\text { for }}$ |
| COOKIES .. 29c | 2 No. $2 \frac{1}{2}$ Cans 57 c | 15c |

SALAD DRESING, Pint Jar . 30c SYRUP, $\frac{1}{2}$ Gallon ... 49c

| TIDE | BABO | TREND | PIE FILLING | Lux Soap |
| :---: | :---: | :---: | :---: | :---: |
| 29 c | 25c | 49c | 2 Boxes 9c | 29c |


|  | BAC | Shortening <br> 73c | $\begin{aligned} & \text { CAISUP } \\ & 21 \mathrm{c} \end{aligned}$ | $\begin{aligned} & \text { Pure Lard } \\ & \text { 314. canox } \end{aligned}$ |
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Mrs. Dollie Stone, 90, Is Honored

Orba Miller Takes Bride In Denison at Family Party Wedding Ceremony



VANS FAMILY STORE

Club Program On
Texas In Meeting At Troutman Home $\qquad$
 nome at 211 VIrginia street. nd Son Lumber company. He
in with the C. D Shamburspite of rainy weather, we had five
(women present. Mrs. Q. M. Armstrong and sister,
Lets not forget the Workers con-
Mrs. Helen Solomon, and son, Jerry


FORD ceram TRUCKS COME IN... SEE MEM! YOU MAY WIN! Bishop Motor Co.
114 W. California St., Floydada
Telephone 2

## ANNOUNCING A NEW

## STANDARD CONCRETE PIPE COMPANY

UNDERGROUND CONCRETE PIPE IRRIGATION SYSTEMS INSTALLED
he First Orders Placed will be installed during March. Each order filled strictly according to date accepted.

CONCRETE PIPE MANUFACTRUERS SERVING the entire west texas area

## LUBBOCK, TEXAS

Phone 3-5374

On Clovis-Plainview Cut Off Road - 2 Blocks West and 2 Blocks North of Texas Concrete Block Plant.

## Over Stocked! On Tractor Tires

como tess start sur s WE NEED TO SELL THEM. YOU NEED TO BUY THEM!

## WE'VE GOT THEM ON THE BARGAIN COUNTER FOR IMMEDIATE DELIVERY

If You Need Tractor Tires It Will Pay You To Look Into This.
Consumers Fuel Association
fIOYDADA, TEXAS

Claud Nichose and went on to Lake Barry, Joy, went to Lubbock Tues
Meade to fish
Meade to fish. and went on to Lake day atternoon. Mablack Mre Odell Breed and The Floyd County Hesperian, Floydada, Texas, Thursday, March 12, 19s3


 amily attended the Baldridge Bak-

## " for your LENTEN FOODS

 8 0 Hants 56 LOIN STEAK, Ib. . 71 c T-BONES, lb. . . 76c
nstrucantr woun
55.00 Kithen Ware Given Away Tuesday March 17th, 5 P. M. 4 Days to Register SUGAR, 10 lb . 95c FLOUR, 25 lb . MEAL, 10 lb . Bag
Nothing to Buy

## Felton Hurt



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palace theatre
$\underset{\substack{\text { THURS. } \\ \text { MARCH }}}{ } 19$
TNEE ONLY, Beginning at 4 o'clock
Direet from State Fair, Auditorium, Dallas
50 C to Everybody

For sal




## 要

 USED CARS in e and same whining R\&H ${ }^{1920}$ Do ch

## , $A-1$,

BISHOP MOTOR CO.

## 

$\qquad$
Irrigation
dams, sticks, tubes,
S. J. Iata Implement Co

Live Stock






Brothers and Priests Give Blood




Salesman Wanted

T.



For Lease
$\qquad$

## What sinew

 ITS NEWSdealer to sell and service Case machinery in this community The name CASE has always meant the finest and mos do pendable tractors, implements and farm machines.

## ITS NEWS

that Case tractors ("S," "D," and "LA" Series)
now come with a brand-new Hydraulic Control system. lit
FAST -or slow as you like. Come in and try your hand a -see how swift and smooth it is, how accurate in adjust:
 ing all implements at just the depth you want.

You're Invited to see how we are coined to give you good service on genuine Case factory parts... plus guaranteed shop work. Come in and look us over. And be sure to notice the new machines on display.

WITKOWSKI IMPLEMENT

HERES VALUE WITHOUT EQUAL AT ANY PRICE TODAY
dive the stunning Chrysler New Yorker is to enlarge your every co
motoring well -being. Here, pioneered by this one cart, are all the outstanding advances of the past fewereares.... which except for
Chrysler's own Imperial, you will find duplicated nowhere else todd) Chrysler's own imperial, you will find duplicated nowhere else today, nd
matter what you payt Here is the utmost in Car Power: a new
engine that can deliver more drive to the rear wheels than any other soul-satisfying safety and control of full-time Power Steering and
Power Brakes. and road-taming Orifow shock absorbers. Your Brakes $\ldots$ and road-taming Oriflow shock absorbers. Y
personal trial of this beautiful car is warmly invited -
by your Chrysler-Plymouth dealer

## CHRYSLER'S <br> 

K. CROUCH MOTOR COMPANY 112 West Missouri S

Floydada, Texas


Added Castor Bean Acreage Promised Area

Cone Pioneer
Court Is Informed Pilfering 'Jobs'
Done by Juveniles


FLOUR $89^{\circ}$
sUGAR $\mathbf{9 5}^{\circ}$

Chewing Gum $10{ }^{\text {c }}$

| TISSUE 35 |
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Shortening $\mathbf{7 5}^{\text {c }}$
Mustard Greens 10
Baby Foods $27^{\circ}$
Pancake Flour $\mathbf{3 3}^{\text {c }}$

SURF
viennas $10^{\circ}$
SALMON $\quad 39^{\circ}$
Fancy Sliced
BACON

REMEMBER
Retter Seeds Cost Nn More-We have fresh bulk Garden Seed-

Uncles of Local
Man Are Victims
In Highway Crash

Local Breeders
in Hereford Show

EGGS

Baby Chix

FRYERS

## Charles Berry

 DRIVE-N


EASTERN NEW MEXICO UNIVERSITY O


Admission 25 c \& 50c


Butane Service For All Your Needs

Wylie Butane is equipped and ready to serve your butane
needs for the entire farm and needs for the
household.

- Irrigation motors
- Tractors
ply systems.

Phone $79 \quad$ Floydada


## WYLIE BUTANE



IMMY SAYS
SEE
S. W. ROSS at-

Willson Lumber yard for all your wall paper \& floor covering needs. Newest patterns \& colors.

Phone 7 or $11 \quad$ Floydada
Willson \& Son -- Builders Mart


## THE FLOYD COUNTY HESPERIAN

## 




It's Later Than You Think
Everything is farther than it used to be. It's
twice as far from my place to the bus line now, and


Times surely are changing

like around the waist or in the seat,
Shoe laces are short and they are next to impossible to reach.
Even the weather is changing.
We may be getting old, but for that same

## CLARK'S

TOPS IN_DRY CLEANING

The Floyd County Hesperian, Floydada, Texas, Thursday, March 12, 1953

|  | Now Is The Time To Apply |
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| Phone 539 Floydata |  |
| orckel | rm Chemical Co. |



FOOTE BUTANE


|  | $\underset{\text { FOR- }}{\text { CALL } 602}$ |  |  |
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|  | Pump Foundations for |  |  |
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| $\underset{\text { Building Blocks }}{\text { Building }}$ (BENNETT'S Material |  |  |  |
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For Metered Butane
Service
WEEMS

vance.

VIEWS AND COMMENT

tion claims that the road program now be
fore the Texas legislature "gives little
thought" to getting the Texas farmer and smail town citizen out of the mud. The letter the project-adequate road program, which
they maintain, is seeking to develop a system of super-highways between big cities at the expense of a sound rural road program. The
letter carriers also are against "an all-out road program" for the time. The taxpayer is getting only 43 cents for his road buildin
dollar, says the reasoning of the letter ca riers, hence they support the idea of preserv during 1952 than the year before but total
ing and protecting the primary highways and they are and concentrate efforts on expand


Cleanliness is the big PLUS value in electric cooking


THE FLOYD COUNTY HESPERIAN

Fire Destroys Grain Elevator At Pelersburg

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INVESTIGATE FARM BUREAU INSURANCE

Auto, Life, Fire, Polio, Farm Liability
Reliable

##  <br> 『म्न OLIVER <br> 'FINEST IN FARM MACK <br>  <br> OLIVER OFFERS YOU-

- A size tractor for
- High clearance fro
- The best buy for your


## PLANS EOUPMEEN O

arlon E. Miller, Manager Designer \& Builder of the Olive
Cotton Harvester
313 S. Wall
$\qquad$

The car with the


## western each es Dollars




EFFECTIVE MAY 1, 1952 AUTO RATES ARE UP FROM 4 to $25 \%$ INSURE NOW
Check Your Insurance Costs With STATE FARM MUTUAL DIVIDENDS

## On Currently Expiring Semi-Annual Automobile

 Insurance Policies - $271 / 2 \%$Office Phone Residence Phone J. H. COOPER

FIRE Lockney, Texas LIFE

## For Complete Details Write State Farm Insurance Co

 NameAddress Name
Address
City

## Deed Records


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ATURDA
March 14 Inn? A, ALES EVER!

Oscar Brown to Jimmie Lee Min-
nite, undivided one third interest in
lot 16, block 15, Floyd ad lot 16, block 15 , Floydada.
Raymond Teepee etui to John T.
Singleton 160 . Singleton, 160 acre s es southwest one-
fourth of section 123, block 1
 LEAVES FOR SO. DAKOTA George May, recently discharged
from the United States armed from the United States armed fore-
es, let Saturday for his ranch near
Crees es, left Saturday for his ranch near
Creighton, South Dakota. He was
archer Creighton, south Dakota. He was
accompanied by Fred Cardinal and
Fate Gresham who will return home Fate Gresh
this week.
George
George received a medical dis-
charge on account of a peg injury he
received playing high school football
 Smith, are engaged in extensity
farming and ranching near Creigh
ton.
Mr.
and Mrs. Weaver Mcclure an
children left Friday
Flor ar lit
-4 estray
AY-WEDNESDAY
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CORN DRUG
"On The Corner"

## -50 yarns ago <br> Southwestern Life was chartered Southwestern Life to serve the people of Texas. <br> Today. more than ONE BILLION DOLLARS of Life Insurance in Force

0N MARCH 10, 1903, Southwestern Life Insurance Company was chartered to serve the people of Texas.
It began as a small business dedicated to the provision of sound life insurance and investment services to its three million Texas neighbors. True to these purposes, since July 4, 1903, when the first policy was issued, it has been growing in Texas and with Texas and for many years has been the largest insurance company in the nation which confines its busness to its home state.
Today, as the Company observes the golden anniversary of its founding, it takes great pleasure in announcing that total insurance on the lives of Southwestern Life policyowners has reached and passed $\$ 1,000,000,000$.
During a half-century Southwestern Life has helped hundreds of thousands of Texans provide a measure of financial security for themselves and their families through life insurance. More than a hundred and sixty-five million dollars has been paid to policy owners and their families in policy benefits. More
than two hundred and fifty million dollars has been loaned to Texas real estate owners and many millions of dollars more have been invested in state and municipal bonds and corporation securities for the development of Texas.
The Company's place in the community and in the life insurance industry today is the cumulative result of these fifty years of business association with our Texas neighbors, the purchasers of Southwestern Life policies. It was and is their respect and confidence in the Company and its field representatives which enabled Southwestern Life to survive and to find its place in our free enterprise system. It is this friendship and good will which we cherish and gratefully acknowledge as we come to the end of these first fifty years and look forward to another halfcentury of responsible and fruitful service to the insurance-buying public.

## R. E. FRY

Floydada Repesentative


Hester Dale West Becomes Bride of William lan Moore At Anniversary

The Bob Smiths Hold Open House

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Protessional
Directory

People's Hospital


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| J. R. ${ }_{\text {K }}$ |
| FLOYDADA, TEXAS |

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Long years of service
have brought to this benk many problems... and their solutions. This collective experience is
valuable both for the sound operation of the bank and for aiding cus- financial problems
think our counsel or co-
operation can help you.



First National Bank

Hostesses Honor
Mrs. Vickers With
Shower Thursday


Take Your Prescriptions to

## Bishop" PHARMACY PRESCRIPTIONS COME



FARM LOAN AND INSURANC SEE REAGAN ISUURAIC Office Phone 33 floydada, texas

PENNEYS MONDAY MARCH 16 THE 1950 STUDY CLUB PRESENTS THE 1953 STYLE SHOW TODDLERS ON PARADE 1.98 to 3.98 in organdy, dotted swiss AND BROADCLOTH

SUN BACK DRESSE IN ORGANDY 1.98

NEW PATTERNS AND STYLES

RETURNED BY POPULAR DEMAND

# PUCKER NYLON 

100 Per cent NYLON SLIPS ..... 2.0
NYLON PANTIES



LANDS

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

MASSIE \& BOND
Hollis R. Bond


As A Farm
Woman Thinks

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|  | I had better get outside and some more, and the whole ply needs to be watered, so will see next week. week <br> Adcock To Speak To Methodist Me Tuesday Evening |
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direct from the New York Salon of Helena Rubinstein

Meet the personal representative of world-famous beauty authority, He Rubinstein. Let her give you, with Madame Rubinstein's complimen A FREE BEAUTY aNALYSIS
You'll get an individual analysis of your own beauty problems.
A COMPLDENTARY 7-DAY home beauty cours
ith your free fete home beauty course, in a big illustrated Wonder Course for which women pay $\$ 25$-it comes at abso oul: It's packed with dozens of beauty sec
-day reducing diet and daily exercises.
ust bey-Learn all about how to care for ry, only, and "over 30 " skin, how to re. sctually book bigger? ? 2nd DAy-Are your face and throat flabby? You'll find marvelous exercises to firm
them-complete with diagrams 3nd dAY- I y your hair oily? its complete care. Learn how to Leorrat special skin conditions.
4TH DAY-9 out of 10 women make-up to wear fragrance. There's a b wrong. This telle you how to do it right! cess prominent? Here's Now Chevrolet brings you an entirely
new Powerglide automatic transmission $\begin{aligned} & \text { high-compression engine* - the most } \\ & \text { powefful engine in the low-price field }\end{aligned}$ new Powerglide automatictransmission
with new power, new performance, new with new power, new performance, new
gasoline economy.
Nen New automatic smoothly away from a stange-lets you hash smothly away from a a tanding start
with faster, more positive acceleration. New automatic passing range for city
driving-releases a erea driving-releases a great burst
power at the touch of a toe.

 MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!
ODEN CHEVROLET COMPANY

## Beauty Consultant



Her time is limited.
FLOYDADA DRUGO
$\qquad$


Cox Welcomes
P.TA. As Allies
$\left\lvert\, \begin{aligned} & \text { ural flofide content of the commun- } \\ & \text { tiy water supply } \\ & \text { of below the livel } \\ & \text { of } 1\end{aligned}\right.$
ity water supply is below the level
of 1 part per million parts water as
is recommended by practically every
han children ity Hesperian, Floydada, Texas, Thursday, March 12, 1959 whose leaders have shorter vision.
Long yens approval to flouridation, and why ho
enthusiastically welcomes the supLong years of study show that port of PTA.
children who use fluoride -treated water have 60 to 65 percent fewer The 200 Constitutional decayed teeth than children who are $\frac{\text { ment is called the "lame duck" a- }}{\text { mendment. }}$ Tuis, says Dr. Cox, is why the

## INSURANCE

Ire. Windstorm, Extended Coverage, Automobile
Security, Bonds.
E. P. NELSON Agency

What makes Helena Rubinstein's Stay-Long the cream of indelible lipsticks?

Creamy texture and full-strength color!
An indelible lipstick that will never kiss and tell is a ge + in iteelf. When you get that kind of indelibility plus the tender, kind.to-your-skin texture of cream and rich, alive colors that are hard to come by even in a non indelible lipstick, you've got perfection - and perfection's name is Stay.Leng!

For the gem of a lipstick, a new gem' case!

## Stay-Long, the longest lasting lipstick in the world

 in new jewelled* cases, is only 1.25 -less than the price of an empty jewelled* case! The case is a gilded stick with costly looking engine turning capped with one wonderful costume jewel in a choice of colors. Stay-Long in the golden wedding ring case, 1.00 . Stay-Lustre for especially dry lipe. in ene jemended case, 150 .

## FLOYDADA DRUGCO.



KING TRACTOR EMOTOR,

Library Board Chairman Tells Oualifications of Librarian




CAPADA DRIVE-N THEATRE


Berks has a fully proportioned stocking just for you!

Whecher you re short, are exquisitely propertionel. allover to your leg length And more: Exdusive nen



 Get Jobs Done Fast!


NEW "DRIVERIZED" CABS CUT DRIVER FATIGUE!
New wider, adjustable seat with new non-sag springs, new seat shock snubber for a shield, $55 \%$ bigger! New push-button door handles, new rotor door latches! New tullwidth rear window- 4 ft . wide!

NEW TRANSMISSIONS FASTER, EASIER TO SHIFT!
All synchro-silent! 3., 4- and 5 -speed types! Greater operating flexibility! No
double-clutching! Smoother shifting! double-clutching! Smoother shifting!
Fordomatic or Overdrive, extra cost, on all half-tonnersa!

NEW LOW-FRICTION POWER! Choice of 5 engines -V-8 or Six! Three Ford Low-Friction overhead Vave engines-101-h.p. Cost Clipper Six,
145- and 155 -h.p. Cargo King V-8's-cut 145- and
down on friction ". "power waste,"
save gas! Pus, on riction power waste," save gas!
Plus, wamous 106 -h.p. Truck V-8 and economy-proved 112-h.p. Big Six

NEW EXPANDED LINE gives you the one right truck for your iobl


## FOR COMPLETE DETAILS

Come in-see 'em tomorrow!

