


SEEK NEW NAME FOR FLOYn CO. RURAL ELECTRIC COOP
change its name so that its title will more nearly reflect
the area of it operations.
The matter has been discussed among the members
for some time and was mentioned in the annual meeting
of the members last year.
They 've finally decided that a contest to re-name
the $\$ 2$ million enterprise would be in order. Winner will
receive $\$ 50$ as a cash prize.
The contest closes April 1 and winner will be an-
nounced at the annual meeting on April 18, according to
information being given out the the coop's headquarters,
corner of Fifth and California.
All bona fide members of the rural electric coopera-
tive may enter the contest, except that employees, di-
rectors and their families will not be eligible.
There are more than 2,400 members in Floyd, Hale,
Crosby, Briscoe, Swisher, and Dickens counties.

Complaints Leveled at Sherifi's Department Were Subject for Grand Jury Investigation Yesterday

Hutchins Takes Post With PVO

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| Lubbock Firm |  |
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| Is Low Bidder |  |

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Seburn M. Brown
Funeral Friday
at Baptist Church
Forum Monday Night on Store Modernization

## Bessie the Heifer

Wins for Conley
Bradford Again

Officials Relax
Discuss Problems

Juniliof 'ive jock 'unow briing Fine Animals to the Show Ring

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olivetti 14s FULLY AUTOMATIC
orinting calculator Performs and PRINTS the four basic calculations... gives credit balance

Entun Shationery


Peoples Forum New Law Would Be Injurious to the Rights of People


LANDS


## The Voyd County Hesperian, Floydada, Texas, Thuriday March 19, 1

In This Week's Social News Rolling off of

Friday, 13, Good Club Meeting Day

 Galloways Hosts AsSembly Lines


## JEWELS OF JOY

ar ore this engogement
and wedding ing of the most bifliant diamonds set in 14k. gold. JEWELRY

Former Floydada Girl Is Honored in Bridal Shower

Young-Jones
Vows Solemnized




$\square$
$\square$
Mrs. Faulkenberry
Hostess For Club

Is Club Hostess



1950 Study Club Meeting Tuesday With Mrs. Greer



Former Resident's Rites at Lockney


Relatives Aftend Mrs. Tubbs Rites Mo his home and is convalescing.
this mid-week.
Mrs. Mary Lou Keys and Miss
Mariene Holums attented the St.
Patricks doy elebraton in Sham-
rock on Tuesty rand report a bigs
time shamedack is the former home
of Mrs. Keys.
dhlthene Demonstration Clubs has All- Club of Fainiem meing With Meets in Holland uning wiess Home at Matador

Sentence Passed On Guilty Pleas For Lakeview Job

 Brother Succumbs at Gustine Home


County Hesperian, Floydada, Iczas, Thursday March 19, 1953



 Fort Worth, his. mother, Mre W. W. W. Henander, Will Snell, and Mrs. S. E.
F.
Wuson of Gustine. three sisters, Thurranan. Mrs. Randerson, Mrs. Edith Butler The next meeting of the class will
of Craham and Mrs. Winnie Wyche meet with Mrs. Mabel Miles as hostCamanche, PASTOR'S HELPERS MEET
THURSDAY AT THE CHURCH
crochet club meeting The South Plains Crochet clut
met on March 11 with Mre




Pop Quality
PRODUCE

| CABBAGE | 5 c |
| :--- | ---: |
| ORANGES | $\mathbf{1 0 c}$ |
| ORAPERRUIT | 8 c |


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| :---: | :---: | :---: | :---: |
|  |  | $\frac{\text { blackberries } 27}{\text { SYMAT Croeat }}$ | Pork |
|  | GAR . . . 49c |  | 10 |
|  | JELLO 25c |  | STE |
|  | OLEO . 49 | COFFEE . . 89c | Easter K |
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On The Corner Store



Mrs. Virste Shaw, secretary


| Knox City Victim | Supper and Show |
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| ad Kinsmen Here | Tomorrow Night |
| one of the vietims of the Knox $y$ tornado at 2 o'clock Friday af- |  |
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|  | Too Late to Classify |
|  | Por Rent - 4 Datromm |
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## Kids!

Rocket

Special 85c
3 lb . Can
STAR CASH VALUES

| FL | 98 |
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| WRIGLEY'S |  |
| GUM | $10^{c}$ |
| PURE CANE SUGAR |  |
| HUNTS <br> PEARS |  |
| Apricot Necta | $\operatorname{ar} 39^{c}$ |
| SLICED Pineapple |  |
| SHURFINE, Golde CORN <br> 2 For | $35^{\text {c }}$ |
| HUNTS Green Cut Bea | $\begin{aligned} & \mathrm{No.} 2 \mathrm{Can} \\ & \text { eans } 25 \end{aligned}$ |
| WHITE KING <br> SOFTENER | $25^{c}$ |
| $\begin{aligned} & \overline{\text { WHITE KING }} \\ & \text { SOAP } \end{aligned}$ | $29^{\text {Box }}$ |
| Woodbury Comple Bath Size <br> SOAP |  |
| SALMON | $39 c$ |
| FANCY SLICED <br> BACON |  |
| $\begin{aligned} & \text { ALL MEAT } \\ & \text { BOLOGNA } \end{aligned}$ |  |

SEEDS - PLANTS

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10 \mathrm{c} \text { whith One prexe, } \quad 19 \mathrm{c}
$$

U. S. Gov. Graded Me SAUSAGE BACON $\substack{\text { SLICED } \\ \text { found }}$ HAMBURGER FRYERS - HENS Frozen Perch, Cattis




WE




Ford steals the show 5th year in a row


Pith 41 "Worth More" features, the '53 Ford is worth more when you buy it... worth more when you sell it!



At THE
Palace
this Week
saturday March 21
 GIORY!

SUNDAY - MONDAY Cobotiese
Costello Captain Widid Emanay baughton RMAM



 Dound Mount, 4-H club boy who pound; Fortenberry, 106 -pound fa
David
exibride the riverve champion, sold




 steer, Patterson, Grain company 55
cents per pound,
Eive ene Beody, 3rd. 1050 pound







## Mr. Cotton Farmer:

We have installed a SAW COTTON SEED DELINTING PLANI and are ready to operate.
We have the most modern plant in West Texas and we can sack your seed or catch them in bulk.

Price for this service is $\$ 1.35$ per $\mathrm{C}_{\mathrm{w}}$.
We Know How to Take Care of Your PLANTING SEED
Bring your coton seed to us for CLEANING AND TREATING
With the new SLURRY Method of CERESAN Treating.
We also sell all types of certified and gin run cotton seed
Farmers Co-Op Gin
H. G. Hunter, Mgr

## YOU'VE GOT NOTHING TO LOSE



EXCEPT YOUR OLD IDEAS!

TRY SOMETHING NEW! - New Unified Design • New,
longer, lower, future-styled look - New alive-with-action V-8 performance - New one-piece rear window - New combination bumpergrille - New 2 -stop double-safe front doors


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"For More Profit Fertilize"

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- 10-20-0
- 0-45-0
- 5-10-5
- M. т. O.
T. lements

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Morckel Farm Chemical Co.

Butane For The
Operation of Your
Farm
Sict


If You Neet To

- Repair
- Remodel

See or call us for $f$
estimates.
Willson \& Son Lumber Co.
Phone 3 or 4
Builders Mart
Floydada, Texas
The don't want all the busineso-Juast Yours'

# THE FLOYD COUNTY HESPERIAN 

##  <br> 




We have one of the best equipped Tire Shops in the
Plains-Panhandle area. Here are some of the services
offered at OK RUBBER WELDERS 208 South Wall
St., Floydada.
DISTRIBUTORS FOR
Wards Riverside Tires
Gards Til Tires
Wards
Winterking Batteries
Trucke?
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\begin{gathered}
\text { Tire truing of out of round tires on tite James } \\
\text { battery charging. }
\end{gathered}
$$

Road and Field Service for all your tire trouble
Hydro Flation for your tractor tires-anti freeze to give added weight and
AT YOUR SERVICE AT ALL TIMES -
RALPH RUCKER - EMORY COX - OSCIA KNIGHT


FOOTE BUTANE


ARWINE DRUG



Imagine CHRYSLER QUALITY ...priced as low as this!

## CHRYSLER WINDSOR -one of Americás first family of fine cars!

 K. CROUCH MOTOR COMPANY 112 West Missouri St.CARD OF THANKS
May we take this method of
thanking our neighbors nad friends
for the many kind deeds and theit fronk the many keight deeds and treer
thoushttulness of our welfare, while
the I was ill in the hospital.
Louis Pyle and family. Mr. and Mrs. A. C. Jackson are in
Cameron visiting their son, Lee and Cameron visiting their son, Lee and
family.
PLAINS TYPEWRITER
SERVICE
We Repair Adding Machines
all work guaranterd
Just leave your machines at the
Hesperian and we will piek them
up each week.
We now have a full line of
Remington and Burroughs
Adding Machines
We also have all makes of portable typewriters. Easy payment plan provided on request

Office and art supplies Phone $2850 \quad 728$ Broadway


## Here This Week Onl


direct from the New York Salon of Helena Rubinstein

The world's greatest beauty nuthority - Helena Rubinstein - sends her Beauty Consultant here to help you become your own beauty expert. She'll give you A FREE BEAUTY ANALYSIS You'll get an individual analysis of your own beauty problems, just as it's givem in the New York Wonder School.
A COMPLIMENTARY 7-DAY HOME BEAUTY COURSE You'll get a complete home beauty course, in a big illustrated 32 -page bo with your free beauty analysis. Based on Helena Rubinstein's famous Wonder Course for which women pay $\$ 25$-it comes at absolutely n you! It's packed with dozens of beauty sect
7 -day reducing diet and daily exercises.
1st pay-Learn all about how to care for dry, oily, and "over 30 " skin, how to ro
duce hips and keer them s. 2vD DAY-Are Your face and throat fabby? You'll find marvelous esercises to firm them-complete with diagrams. 3nd day- ls your hair oily? Dry? Lear ite complete care Learn how to correct ppecial stin conditions wrong. Thin tells you homen mara op Make your appointment with Helena Rubinstein's Beauty Consultant today. Her time is limited.
FLOYDADA DRUG CC
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30 Are Called
For Induction
Wed., March 25
Harpists' Concert Scheduled April 14

## IRRIGAIION SUPPLIIES

COME IN AND CHECK WITH US FOR YOUR IRRIGATION SUPPLY NEEDS We have in sock and at popular prices everything you will want to keep running efficiently and with a

- Irrigation Dams
- Aluminum Tubes
- Break Down Sticks for use with irrigation dams. You can con-
- Irrigation Shovels
See Us Before You Buy

FLOYDADA IMPLEMENT CO.


EMERSON
17" Blonde Table Model for oxiy
$\mathbf{\$ 2 4 9 . 9 5}$
FLOYDADA IMPIEMENT CO.


Have you thied thit Nem TT Dynaflow?

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One word Have you tried it? Have you pressed the pedal of a 1953
Buick with this new wonder drive and
thrilled to the greatest getaway in all Buick history? Have you felt the jet-like take-off that
sweeps you from zero to 30 mph before you take two breaths-and in a perfect
progression of complete and utter progressio

And have you discovered what else
goes with this quieter, infinitely smooth, dazzling new getaway?
New luxury interiors, for one thing. And Ind a still finer ride. And new record. models - with the world's newest Vy engine powering the ROADMASTER and
SUPER. But why miss a world of new thrills? If you haven't yet sampled a new Buick you to do so-without obligation, of you to do so-without obligation,
course. Can you drop in this week?

BUICK

IN 50 great tears

| WORLD'S ONLY CAR with all these features: |
| :---: |
|  iwin furbine dinariow drivet • Power steringot balancti million dollar ride - powtr braxesh panoramic one pilce windows front and rear tit-away sude-away rront seats |
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CLINE \& RAINER 201 So. Wall, Floydada, Texas


