# Friday Soil Tour Will Cover 50 Miles With Eight Stops 



Iroy Lee MeNeill, Floyd County Club Boy, One of Four Texas Delegates to National 4.H Club

## dill Track

 dat lork
## Whouse rural electric cooperative' name selected

to Beseech Leaders' Guidance



Greatly Improved Softball Field is Season's Prospect



Young Negress Slain; Murder Charge Lodged


$=5=5$
Consumers Increase Authorized
Capital; Adopt New Set Br-Laws


'Railying' Report On Judge Moore

Morehead-Overly WeddingCeremony Said at Odessa


## AT THE PALACE

THIS WEEK
saturd
Wowirgicw
Wayne MORRIS

## Bishops <br> novenom thins




## WED. THURS, FRI. April $29 \cdot 30-$ May 1



Hopiar - Hovir Puen

REE PASS TO IR. \& MRS FLOYD BRADFORD MR. ${ }_{\text {M. }}$ W. MRAI.

BRITTON Sppliance Repair Shop


## In This Week's Social News

NEW SPARE TIRE IDEA


> Corporation's newest advanced style automobile, introduces a new
idea as illustrated aboen By pushing buttons located inside the door
at the rear compartment, the driver can aut omatically ift the cover
and the and at the rear compartment, the driver can automatically ift the corer
and the papare tire with it. The spare tire is then automatically mored
rearward and dow nward until it comes to rest tehehind the ret rearward and downward until it comes to rest behind the rear bumper
for eary remoral D'Elegance, an fuctional automebile, will mate its
debut at the Auto-Lite Easter Parade of Stars auto show Saturday,
 O the sight of a talle tis wee. Big values in little sizes in our Baby Week bargain event ... Stock up on baby's needs, today! [ [ $\left[\frac{1}{4}\right]$

Terry cloth \& Plastic Bibs
25c -- 39c
Training Pants 4 for $\mathbf{\$ 1}$


CDaniel-Nelson New Homes Tour In Lockney Friday

colored our dreams, for we slept well
In this day of synthetic "super
 omenon. It is an artstocrat of nat
ure It has the genteel fragility of
well-bred woman. At each stage in
 To many the bud is its most beau
iful form; to others, the full-blowi The bus is only a promise,"
the sprouse, who knows both was the obsect of the our beetingoons and phrases. It must reveal that
solden heart at the center to give
blue bow filled with its lovely sis. pirpose."
lers. Twes blue bowl filled with its lovely siss
ters These we had brought from the or flowers have their own pe
living room the night before, after


National Baby Week -- April 26 to May 2

Diaper Shirts (seersucker)
39c
Plastic Feeding Bibs 29c
Batiste Diaper Shirts 89\&
1 1 Cotton Dresses $\$ 1.4$
$\qquad$

## VAN'S FAMILY STOR





Crobby Jersey Herds Bopist Men to St Win Coll Hear Misionant

Hear Missionary Riding Dates Set
Riding Dates Set $\hbar \star \star$ FIELD NEWS

 Also that the members of the Asse will ride every Sunday after-
Oonn sincere sympathy goes to
Siltherman and his tamily in
in
 the state of texas
 and Bud Turner Thursday night. $\begin{aligned} & \text { ghter Mrs. B. A. Snoddy } \\ & \text { chidren of Levita, Texas. The two } \\ & \text { Mrs. Watts is Kathryns sise } \\ & \text { curne to their home on Monday }\end{aligned}$




FIRE
G. C. Tubbs

Behind the News
FIRES! Accidents! Robhe news. Behind thesesthead Will you be a headine next?
Vever can tell.
Better call on Floydada Real Estate \& Ins. Agency

AMERIGA'S NEW RAILROAI


## a ticket on the Atomic Super Chief !"

Well, sonny, just hang on to that dream. By the time you're a full fare, it might come true!



The Floyd County Hesperian, Floydada, Texas, Thursday, April 23, 1953


Joint Hostesses Compliment New
Bride With Show
 ocuect byere invited to call at $7: 30$

 yellow A May yole or the color
centered the taboe with he crysta
punch service al one end



## 



Mrs. T. J. Jarboe
Honored by Group
at Baxter Home

| $\begin{aligned} & \text { Mr. and Mrs. Ciyde Baxter of } \\ & \text { Lone Star, were hosts to a group of } \\ & \text { relatives and friends recently, hon- } \\ & \text { oring Mrs. Baxter's mother, Mrs. 'T. } \\ & \text { J. Jarboe. } \end{aligned}$ | Tuis ismortan mid Mra |
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|  treeas | Lakeview N |
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## society

 Mrs. George Mize Is Club Hostess
Smart Styling of '53 Cheurolets





Pre-School Round
Up for Children
Tuesday, April 28

 shonn above the surface of the hood this year extends farther
forward before curring abruptit down to the radiator gride. Adding
its note of beauty and distinetion, the onter rim of the grille en-
circles the parking lamps and center bar mounting three decorative circles the parking lamps and center bor mounting three decorative
"prop bars.
outstanding fealuresed performance, comfort and cone

t
th
sunday schedule of Services
Radio Broadcast. KFLDD 8:30; Communion and preaching ser Preaching service 6:00 p.m.;
Young People 7:00 pm.
Ladies Bible Class Tuesday Wednesday Bible classes (all ages)
45 pm : Song practice Thursday 7:45 pm
Gordon L Downing is minister of

Cub Scouts Have
Big Day on Santa
Fe Slaton Trip
Over 2.000 cub scouts of the area
mate a tour of the Sante Fe round
house and machine shops in ouse and machine shops in Slaton
on Saturday. The cubs made the trip by train, etght going from Foydada
The Floydada scouts The Foydada scouts Joined the
grouin at Abermathy and boorded the
about 10 oclock Saturday morning. They left slaton at about
30 oclock in Making in thit trening.
Floydada
were Mike Johnson. Max Rucker Jimmy Kassahnson, Max Runk Racker,
Rarky,
Rotland, Randy
Hollums, ONeal.
Mescames Jack Kassahn, Greer
Christian and W. D Johnson Christian and W. D. Johnson ace-
companied the scouts on their trip.
At Slaton they wion the Sanet Fe for a big picnic in th
park and tour Ithe Sante Fe round
house and a Eeneral good time. Gayle Mayo is cub master of
roop for Poydada Merting Date Chaniged


## RADIO \& TV

REPAIR SERVICE ${ }_{\&}{ }^{2}$ REPPIIR
ERB WEICH
Radio \& ty 109 N. Secend \& Floydada


## RED \& WHITK

WEEK END SPECIALS
Plus Our Profit Sharing Stamr
CRUSHED PINEAPPLE 2
VIENNA SAUSAGE 2
TOMATO JUICE ${ }^{460_{0}} \mathbf{2}$


| OLEO <br> PEACHES 2 |
| :---: |
|  |  |



FLOUR $25 \underset{\text { BaG }}{\text { LB }} \quad 1$.

|  |  |
| :---: | :---: |
|  | POTATOES |
| sugar curei | -4.61. Averim |
| PICNIC HAMS ${ }^{\text {LE }}$ Wme |  |
| good quality |  |
| BACON | pou |

PEAS $2 \underset{\substack{\text { No. } \\ \text { Cans } \\ \text { Can }}}{ }$

FLOUR $25{ }_{\text {BAG }}^{\text {LBG }} \quad 1$.

|  | 边 SAUSA |
| :---: | :---: |
| WEST |  |


Howard Gene Bishop and Mike, Mr. Sunday night.
and Mrs. H. M. Thomas all of take.
view, Mr and Mrs. Elbie Robertan






JOHN HANCOCK MUTUAL LIFE INS. CO.

## Wants to loan Money on Land in Floyd and adjoining Counties

Interest Rates are Low. Service is prompt

## J. H. REAGAN AGENT FLOYDADA, TEXAS




South Plains News


 A mandrill is a large baboon
with a lisht blue nose, orange and
yellow beard and a forehed large baboon
orange and
orehead crest
was the first
his inaugral in Two U
Nobel pee
evel in
in
1919 S. Presidents recelved the
eace prize Theoctore Roos

1906 and Woun | e prize Theodore Roos- |
| :--- |
| 06 and Woodrow Willon |

## 

 MoUsE EIOMALLOW


In every State of the 48...
TRUCR USERS EUY MORR CHEVROLET TREDCKS


No matter the size or type of truck you need-what better proof could there be that a Chevrolet truck is your best buy!

mort chiveout trucks in use than any other makei
figures for the last full year show that truck
users in every single State bought more Chevrolets than any other make!
It is difficult to imagine more convincing
proof of Chevrolet's superiority, for such
clear-cut and overwhelming preference can
lead to but one conclusion:

ODEN CHEVROLET COMPANY
PHONE 400
romman. wx:

## ע10 FETURE

PM

\begin{tabular}{|c|c|c|c|c|c|}
\hline  \& PEARS
89\% \& \multicolumn{2}{|l|}{$$
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\text { anc } \\
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\end{aligned}
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380 <br>

\hline $$
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\mathbf{2 9 9}
\end{gathered}
$$ \& IIDE

\[
29 \mathrm{c}

\] \& \multicolumn{2}{|l|}{| JERGINS SOAP |
| :--- |
| 10 BARS 49c |
| A 51.00 Value |} \& Whit King \& <br>

\hline $$
\begin{array}{|c|}
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\end{array}
$$ \& \multicolumn{2}{|l|}{\multirow[t]{2}{*}{}} \& \multicolumn{3}{|l|}{\multirow[t]{2}{*}{}} <br>

\hline $$
\begin{gathered}
\text { CHELSE } \\
\mathbf{9 8 c}
\end{gathered}
$$ \& \& \& \& \& <br>

\hline
\end{tabular}




April 29 Judging Day For Harmony
STAR CASH VALUES


| $\begin{array}{ll} \text { Giadiola } & { }^{5} 1 \mathrm{bibag} \\ \text { MEAL } & \mathbf{4 5} \end{array}$ |  |
| :---: | :---: |
|  |  |
| Shurfine, WholePotatoes |  |
|  |  |
|  | COFFEE 89C |
| CORN 15 ${ }^{\text {c }}$ | PEACHES |
| Choolate Covered, CHERRIES |  |
| Cherries 49 ${ }^{\text {c }}$ | PEARS size 300 Can .24C |
|  | shurfine <br> CHERRIES |
| Camay SOAP | 16 c <br> PINEA |
|  |  |
|  | s-SALT Box 9c |
|  | FLOUR <br> 5 lbs . <br> 49c |
| BAKERITE3 <br> $\mathbf{7 7}$. Can | SHURFINE |
| Fancy SlicedBACONL5LB.c | TUNA 35c |
|  | HUNT"S <br> TOMATO JUICE 46 oz 27 C |
| SALMON | BBY'S FROZE <br> STRAWBERRIES 12 oz 35c |
| ASK ABOUT ROYAL, SOXONY SILVERWARE | TIDE large |
| $\begin{gathered} \hline \text { BETTER GARDENS } \\ \text { FRROM } \\ \text { BETYER SEED } \end{gathered}$ | HULL \& MCBRIEN |

Floydada People at Rogers Rites


Week of Weather Has High and Low
$\qquad$

 |  | Goyles Are Brief |
| :--- | :--- | :--- |
| Troy Lee McNeill | Brotherhood Night |

| \%ac | tren |
| :---: | :---: |
| He has ore moutum inmotal |  |
|  | cherch bovie oonmee |
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|  |  |
|  |  |
|  |  |
| COFFEE | 89c |
| hunts |  |
| PEACHES $21 / 2$ | 27 c |
| PEARS | 24c |
| CHERRIES <br> No. 2 Can |  |
|  | Can 23c |
| PINEAPPLE | 16 c |
| MORTONS1.SALT |  |
|  | 9 C |
| Medal <br> FLOUR | 49c |
| FLOUR 5 bs |  |
| TUNA | 35c |
| TOMTA |  |
|  | CE ${ }_{4602}$ 27c |
| LibBy's frozen <br> STRAWBERRIES |  |
| TIDE large |  |
|  |  |
| MULL \& MCBRIEN |  |
| PMONB 202 | We Douve |

McAdoo Resident, 96, Succumbs At

$\left\lvert\, \begin{aligned} & 38 \text { great grandchlildren and eight } \\ & \text { great, great trandchiliren. } \\ & \text { Pail }\end{aligned}\right.$
 Rites Held Sunday

 Champion Speller Contest Tonight
at Court House Floyd countr's champion spelle
among students of the grade ages
of the public schoos. will be name
tonight of the public schools, will be name
tonight at the spelling bee to
held in the countlourt room.
County Superintendent Clarene
Guffee will conduct the bee and an County Superintendent Clarence
Guffee will conduct he bee and an-
nounce the winner to represent
Floyd county in the area spelline Amarillo contest will be choosen th
national contestant who whil four
ney to Washington, expenses paid national contestant who will jour
ney tow washington, expenses pald by
the Amarillo News.to compete ther
for national honors. Making the trip to Amarillo with
the counts senio winner in May
will be Sallye Jo Redd. 6 h grade
Andrews ward in the Junior, who wow oling bee held place tast
TTursday night in the count
The rourscay night in the county cour
rom She will not compete in the
district spelling but will be an to lerested onlooker.
Superintendent Gufee said five
oungsters competed in the bee lint youngsters competed in the bee last
Thussday night After Sallye Jo, in
first place, came La Juana Wornack. first place, came Lat Juana Wownack.
6th grade, Sand Hill shool, second.
The three other contestan
 Andrews ward, Joellen Jackson, 6 th
grade, Sand Hill and Price Pritch-
ett, sth grade, South Prat
Prince Albert introduced
Christmas tree into England

## PIGGLY WIGGLY

Bailey's Strawberry, 2 lb . Jar
 POOD VALUES NORTHERN, 3 Rolls TOILET TISSUE . . . 25 c

## national baby week


mar 2


RED HEART, Can
DOG FOOD LIBBY'S, 22 oz. Sour PICKLES 35c campbell tomato, Can SOUP 12c DEL MONTE, No. 2 Can
SPINACH $15 \mathbf{c}$ LIBBY'S, 303 Can KRAUT 15c

## TUNA

 ARMOUR'S, Can POTTED MEAT Mc CUT MACARONI, 7 oz. Box SKINNERS 12c HUNTS, 300 Can PEARS 24c Green giant, 17 oz, Can PEAS $22 c$ LIBBY's Can VIENNA $20 c$

EENEX
COCKTAIL
St se, 303 Can
SAUCE
IS. 16 oz Can
Elan Package
MALLOWS ${ }^{\text {LP, } \mathrm{N}, 2} 2$ Sliced

## JEWEL, 3 Pound Can

## 

To sauce
STERE Can
श

## U. S. GRADED QUALITY MEATS

## CRISPRITE

CON SLICED
SELF
SERVICE
lb. 59c
2 lb . 97c PINKNEY, Sack SAUSAGE FRESH
BEEF LIVER NICE \& LEAN
BEEF RIBS
GROUND
$\left.\begin{array}{ll}1 & 1 \\ 1 \\ 1\end{array} \right\rvert\,$

## BABY OIL

Baby Lotion . . 4.9c Milk
Johnston's castile gerber's, C
19c Baby Food

BibB, Can

49c Orange
Baby Cream . . 49c Orange . . . . .ac

CINCH, Box
CINCH. Box CURTIS, ${ }^{6}$-sc Pkg.
$35 c$
$25 c$

## MILK . 15c

## 630

| Bc | CAKE MIX |
| ---: | :--- |
| 50c | CURTIS, 6-5c Pkg. |

MACKEREL
23c

## GOLDEN FRUIT, Pound


lb. 55c
NT) FRESH FRUITSEVEGETABLES

## BANANAS . $12_{1 / 2} \mathrm{C}$



## lb. 25c

## - <br> lb. 35 c

lb. 35c
lb. 55c

15 c RADISHES
$71 / 2 \mathrm{C}$

## LARGE SIZE, Bunch

## VIEWS AND COMMENT





 it is too late after he puts his foot in his
ind
mouth oan wouldn't think a bill of the size it takes makes the grade in public life. A novice is a Not when they know of a
many times more, that is being maid, mat of in darkest Africa and elsewhere in global polished, entertaining mewsman and radio the polished, entertaining newsman and radio re
porter, may be spoken of as tops in south
west journaliem For the west journalism. For the first time, so far as
we know, he has at last gone off the deep end. Way back in earily 1952 he fell for Mr . Eisenhower for president. Progressively he
has rejoiced as the first Republican in
$\qquad$
$\qquad$
$\qquad$

$\qquad$ he adds.



THE FLOYD COUNTY HESPERIAN
Published by the Hesperian Publishing $\boldsymbol{E}_{0}$, Ine, at 212 South

Floyd County
14 Years Ago


## LANDS

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

## MASSIE \& BOND

x. Massie Hollis R. Bond

RECUPERATING From surgery
Bill Daily, of Dallas, recently vis.

EFFECTIVE MAY 1,195 AUTO RATES ARE UP FROM 4 to INSURE NOW Check Your Insurance Costs W STATE FARM MUTUAL DIVIDENDS On Currently Expiring Semi-Annual Auten Insurance Polici $\underset{3312}{\substack{\text { Office Phone }}}$ 3312
J. H. COOPER

FIRE Lockney,Texas LI
For Complete Details Write State Farm Insuray Name

| City |
| :--- |
|  |
| Cidres |

## Success car



## of the season!

The 1953 Ford leads all other cars in bringing you the car you've always wanted for the money you can afford to pay. It's America's "Worth More" car . . . worth more when you buy it, worth more when you sell it.


Never berore has a car enjoyed such wide acclaim as F
during the past few years. And this year, with a hull-it during the past few years. And this year
Crestmark Body that's the style-setter, Crestierk Body dhas choice of high-compression and Six that's the envy of its field and a total of 41 "W More" features, the 1953 Ford steps even further our to become the New Standard of the used car dealers and than any other used car dealers and owners will prove
swing to Ford. Take a Test Drive today.
$-\quad$ Ford BISHOP MOTOR CO.

Smooth Sailing For Canadian River Dam Bill


CIEANED ON YOUR FLOOR

## Schrader Rug Deterger



we hope it to be in helping ueing all
SSul)
West Texas that he and the othe


$=5=$
notice
The Commissloners Court of Floyd
County, Texas, pursuant to resolu






Oldsmobile's new "Hardtops" -both Ninety-Eight and uper "88"-offer Power Steering: Power Braking:

## CKET AWAY in a HOLIDAY!

Fashioned for dashing fun! Powered superb new Holiday . . . the inspired with the sporting air of a convertible


SUPER "16" HOLIDAY COUPR
"Smartou of the Horitopen"

## 0

CHEVROLET CO 221 SO MAIN ST., FLOYDADA, TEXAS

School Building Bonds Approved By Atty-General


KING TRACTOR \& MOTOR
 and







$\qquad$
First National Bank
Floydada, texas
THE CLEANER YOU'VE BEEN HEARING ABOUT!
 ROYALE PLASTIC
AUTO SEAT COVERS FOR COACH OR SEDAN: $\underset{\substack{\text { PRICED } \\ \text { AT ONLY }}}{\substack{\text { NOW } \\ \text { OT }}} \$ \$ \mathbf{4 5}$

 nimem


WHITE DELUXE


UNCONDITIONALLY gUARANTEED
20,000 MILES MAJESTIC ROTARY

 hose nozzle lawn sprinkler


## for Mother's Day BEMBERG rayon she


as seen in GLAMOUR

| Name <br> Addregs <br> City |  | State |  |  |
| :---: | :---: | :---: | :---: | :---: |
| $\overline{\text { strie }}$ | sIZE | Lt Color choice | 2ad COLOR CHOICR | PRICE |
| A |  |  |  | \$8.95 cem |
| B |  |  |  | 58.95 cer |
| c |  |  |  | \$8.95 ca |
| 0 |  |  |  | \$88.95 ce |
| 8 |  |  |  | 88.95 *-0 |
|  |  |  |  |  |

Exclusively at Hagood's Dept. Sto

## 0 <br> ARWINE DRUG <br> BUTANE <br> FOR YOUR- <br> - Irrigation <br> - Tractors <br> - Household needs <br> We offer you metered butane service, prompt deliveries tune-up service war attention to your every need. Give us Phone 699 <br> Floydada

## WEEMS \& WEEMS



## FOOTE BUTANE

## WE HAVE-

Cardener-Denver Centrifugal Pumps.
uminum Pip
Andrews Sprinkler Hose
Hand Made Oak Baskets.
Descoware.
Porcelain Cast Iron
Floydada

## THE FLOYD COUNTY HESPERIAN

## YOUR NETHRDRFS ontheir JDB5



## FOR 34 YEARS

Martin \& Company Has Served Floyd County Farmers with the superior farm machinery produced by the Internation al Harvest Company

In this period of time Power Farming has come into its own and has revolutionized West Texis agri-


OUR MOST IMPORTANT FUNCTION


MARTIN \& COMPANY
YOUR INTERNATIONAL HARVESTER DEALER
216 South Main
Phone 57

## Renem Your wardrobe with OUNLITY DRY ClEANING

## 

O. K. RUBBER WELDERS


PARK FLORIST

| $\begin{gathered} \text { DELIVERED TO } \\ \text { YOUR FARM } \end{gathered}$ |  |
| :---: | :---: |
|  |  |
| Get the bets get Ooxoc |  |
| Continental | Wholesale |




Jontha Lee Casey W. C. Mercer, Jr. Wed Last Sunday





## hop's

DRLGS AND

| PTONS AND |
| :--- |
| HRST |



Polished cotton lawns with tashion airs, eliminate see-through exquisitely through Summer. So pretty, easy to wash and wo clasalcally low priced at Peaney'o! chambray, and lawns-
 Miss Bobby Lu Casey was mald
honor. Bridesmalds were Mises
Agner Barbara Hays both of Lockn
Johnie Barmhart of Ralls

 South Plains, served as arown,
Jeo Cunyus acted an pes




## Pole Planter in Action


this versatile new telephone truck can dig a hole, pick up a 20 -foot pole and plant it in position faster than a man
can set a fence post. This is one of many new technical developments that are helping us push many neephone technical de-
farming areas into farming areas at a record-breaking pace. In just seven years
we have set 256,000 poles in a construction program that has increased the number of Southwestern Bell rural telephones in Texas six times. And this year we hope to extend service to many more families and businesses in rural areas.
southwestre bell a. A TEAM OF $\mathbf{2 0 , 0 0 0}$ texas telernow



Penneys
TERRIFIC SAVINGS IN EVERY DEPARTMENT!
 (1) ANSIVERSARY

SOLIDS, Stripes and CHECKSMARLENES SUDS ' $\mathbf{N}^{\prime}$ WATER BLOUSE
$\left.\begin{array}{l}\substack{\text { gUaranteed } \\ \text { by good- } \\ \text { house. }} \\ \text { get }\end{array}\right] .00$ KEEPING

Perfect fit, precision tailored and Nationally advertisWOMENS
HOUSE
FROCKS

MISSES, JUN

HALF SIZES
 ado giniy steipes and privts

All One Price 2.79

PLASTIC all colors
15c
Our Own Nation - Wide FITTED SHEETS
 $\rightarrow \longrightarrow$

## no rumpling

## PROCLAMATION

By the Mayor of The City of Floydada

On Sunday, the third day of May, 1953, the United States Junior Chamber of Commerce, through its OPERATLON PRAY will be offering individual and collective prayers asking for divine guidance and help for our national leaders in this time of crisis. The Jaycees of Floydada will be part of this great movement. In aid and assistance of such a worthy project, I, Jess Patterson, as Mayor of Floydada, Texas, do hereby proclaim Sunday, May 3, 1953, to all the citizens of Floydada to, each in their own way, offer prayer for the successful leadership of President Eisenitwer, the Cabinet, Congress and Judiciary in the affairs of our beloved country and of the entire world for the establishment of lasting peace and international understand-

Notary Public Appointments Up Next Month


## Deed Records

ess Patterson

Mayor of Floydada, Texas


Sidelights From
$* * * W a s h i n g t o n ~$
News of Harmony


Two Oil Tests In Ralls Area
$\qquad$ Crosby county.
Scheduled for a deep test in the
near future is a location in
$\qquad$
eum company and Phillips Petrol
milles south and 3 miles east of Rall

Mr. and Mrs. H. G. Parker had
their week-end guests , Mr
$\qquad$George L. Jacobs of Houston, Mry
J. Parker of Abliene, and Mr. anMrs. Sterling Parker and childre
of Snyder.

## at Snyder.



Ironrite cuts your ironing time
by two thirds and leaves noth. ing to finish by hand And it's so easy! Under the
instruction of our friendly Iron

| Every Ironrite includes these |
| :--- |
| exclusive, work-seving |
| features: |
| - Two completely usable open |
| ends at shoe and roll. |
| - Handy Do-Allironing points |
| for tucks, ruffles, gathers. |

## Ironrite

BOREN HARDWARE \& FIVR
harriage licenses

ser. April 3. 1953;
Deral Glenn Young and La Faun

North Side Square

DOLLAR FOR DOLLAR YOU CAN'T' BEAT A

## Pontiac

A GENERAL MOTORS MASTEERPIEC


A Very Proud Car-At A Very Modest Price:

According to Webster, one of the impor-
tant meanings of the word proud is this: tant meanings of the word proud is this:
"Worthy of admiration; deserving praise.
That definition fits the 1953 Pontiac like a glove. Pontiac's distinctive Silver-ration-and gets plenty of it everywhere And when you sit behind the wheel and feel the effortless surge from Pontiac's
famous power plant you'll know that famous power plant you'll know that
you're driving a mighty proud performer.

As a matter of fact, the only modest thing
about a Pontiac is its price-for this about a Pontiac is its price-for this
wonderful car which gives you the engi-
neering quality aid the neering quality and the best features of the costliest
very lowest !
And when you're figuring price, be sure sale value - the sure test of long-lasting quality. Why not come in and see how easily you, too, can beco
owner of a new Pontiac?
moomenowts or pontiac qualitr amo Long 132-Inelt Wheelbase Beclualve Eanal-Range Vower Tra Eeamilifi, Hoomy; Laxmriome Hodites by Fibher Cegeral Motere Lowest Priced Elitht
Powerfal iligh-Compresolon Engine Eocabulthed Eeomomy, Lang Lil Weoopelomal stee-simile Value

