

TO TANGLE WITH CHIFFS ONOPENER ATCR'SB'TON

rvey of Irrigation Wells es about 1,500 in County

$\qquad$
Present Rules
of Flower Show
October Third
omen


Ford Tractor
Sales Contract


Work To Begin in This Month Audit Agency

## $E=$ Rob Snodgrass EFSore of Cash And Clothing

Floyd-Briscoe Six-Mile Link Up for Letfing


Smith's Dept.
Store Opening
Saturday Morn


## Loan Ass'n. Meet

 Saturday AfternoonTuesday Soil Tour Will Show Innovations in Farming; Dean Stangel to Address Crowd at Paymaster Farm $=2$



Wix

THE FLOYD COUNTY HESPERLAN







## "Mile After Mile

You'll Prefer Shamrock"

## SHAMROCK

Sthan
sen mee
Gasolines •Lubrican
SHAMROCK
FOR THE
FOR THE
PURCHASE OF GODDFTEAR wits wele

Complete Shamrock Shamrock Products You'll Like is Service Deatured at
Hatiey Shamrock Sta. H \& B BUTANE CO. Roy's Indepa


$\int$
N. E. Corner Steare

Weat $\mathrm{Oa}_{\mathrm{S}}$ St at ine


## Pay More!



FORD DEALER USED CARS and TRUCKS ARE ALWAYS SPECIAL


 abom nime woin



## Social Events, Clubs

 or TeachersEntertainment at

ShowerCompliment 1922 Study Club To Mrs. Rogers To Begin Year at


## Lightfoot Home




Descrive
OUR BEST


## OUR MODERN GIN

At Lakeview
IS WAITING FOR YOU!

People of our area were generous with thei patronage last year, for which we are grateful

In keeping with the times we have at you service one of the best, most modern gins in this territory.

With this fine gin and good service we hope to merit your business again this year.

We are ready to go when you are

## THE LAKEVIEW GIN

Elvis Howell, Owner and Manager

| $\underset{\substack{\text { You }}}{\substack{\text { OUR BESTLE }}}$ |
| :---: |
|  |
| FIRST NATIONAL BANK |

A Directory of Lubbock Stores \& Services


ar Wins Sensational Game Ocean Echoes All.Sars to End Season Signal to Cable Ship of Damage
$\qquad$ After repairs are made, the Ar-
my cable engineer aboard ship test


 Hesperian ads Pay
$\qquad$ FIRE G. C. Tubbs

## At The alack

 his Week
## Spl. $10-11$ <br> 5- Wiace



by
27,
wit
thin
the
the


Plains sortball league did ail
in big tume softball the ppast
Weidon Haneybe member of
chell Hardware, plainview
our
the
Sot
Sot

##  <br> San HAYWARD

,

EPASS TO
Mres.
MBS Shadduck
Mrs.
L. ASSTER


in the tournament.
CARD of THANKS
We wish to thank each and every
one for all the cards, letters, pray-
one for al the cards, letters, prayy-
ens and for eech act of kindess
during Mrs. Ferguson's stay in the
hospital.
haspital.
May you find just such comfort in
ume of need
May God bless each one of you.
H. E. Ferguson and family.
Mr. and Mrs. W. J. Wilks have

 BROOMS - MOPS WAX - POLISHES


| FLOUR | 2.09 |
| :---: | :---: |
| FLOUR | 85c |
| PRESERVES | 39c |

$$
29 c
$$



PET MILK


## OLEO

BEEF ROAST 49c
all Meat frams . 51c PIURE PORK SAUSAGE 55c

Salad Dressing 30c


27c
CATSUP . . 20 c
PEACHES

Fields Family LIBRARY NEWS Holds Re-Union

WatermelonSupper Floyd County at Baker Meeting 14 Years Ago

Floydada Family At Last Rites For Aged Relative

## Missing Chapters in

 the SchoolbooksA high school teacher writes us: "Please send me 50 copies of your booklet, Adventures Inside the Atom, for use with my students." Another wants material on new inventions or booklets on jet planes.
$\qquad$
$\qquad$in dictionaries . . . atomic-pile reactors, silicones, jet enginesin dictionaries ... atomic-pile reactors, silicones, jet engines
with "afterburners," UHF television. Some problem for
$\qquad$
General Electric asking for things in print on
Just to give you an idea of how this adds
Adventures Inside the Atom, has
five million copies since 1948 .
Adventures in Jet Pouer, also handled in comic-book treat ment, has since 1946 gone into eight printings.
This may surprise you: a new booklet, Why Study Math? will run over a million copies this year. (It answers that question Junior is always raising.
Nobody is happier than we are to know teen-agers have a lively appetite for what's buzzing in the world around them. After all, whether they know it or not, our young people in school today will be the scientists and engineers of tomorrow. They can't know too much.

| APPLE BUTTER | ER |
| :---: | :---: |
|  |  |
| FRUIT COCKTAIL ${ }_{\text {can }}^{\text {rall }}$ 23c |  |
| ORANGE ADE $466_{\text {can }}$ 25c |  |
| RED \& WHITE - Pure Pork |  |
|  |  |
| OLEO ${ }^{\text {c }}$ | NONE LB 21 |
| PINEAPPIE | $2^{\text {No. } 211}$ Coss $\mathbf{3 7 c}$ |
| SUN SPUN - Peach or Arricict | Arricot |
|  |  |
| MARDINES $3^{\text {mat }}$ 25c |  |
|  |  |
| COFFEE |  |

PICKLES
2 LB CHEESE FOOD 85c
BREAKFAST BACON 69c
Short Ribs

|  | Picnic Hams |
| :---: | :---: |
| POUSD | Why Pay More? |
|  | 49 ${ }_{\text {LB. }}$ |

We Deliver


RED \& WHITE
LISTEN TO KFLD
$\mathbf{9 0 0}$ an Any Radio Dial to our joint SPORTS PROGRAM Monday thru Friday $8: 30 \mathrm{~A} . \mathrm{M}$.




| $\begin{array}{l}\text { D. D. T } \\ \text { and Mr } \\ \text { Floydad }\end{array}$ |
| :--- |



- in the FINE-GAR field



## ROADMASTER

custom bultr by BUICK
$T$ you who have yet to drive a 1953 Buick Roadmaster, we have There is waiting for you at the wheel of this car a tremendously satisfying experi-ence-the most magnificent Buick motoring experience of the past half century. We say this as a matter of straight and simple fact.
For in this automobile - the smoothest. riding, the most manewverable, and the most instantly responsive ROADMASTER in history-is an ensine unlike any other in the world, blus an automatic transmission of

Here, you command the first Fireball V8 Engine-the world's first V8 gith vertical valves - the modern and advanced V8 in a Buick, and the highest compression on the American scene today.

Here, you command distance through the liquid grace of Twin-Turbine Dynaflow - where getaway response is instant and quiet, and power build-up is infinitety. tterly smooth.
Here too, you take a new step forward in fine-car motoring - in the luxury of your ride, the luxury of your surroundings, the luxury of your control, wint Power Steering
extra cost.

We can sive you the details, the rea sons, the facts.
But - wouldn't you rather learn the sum total of such things in a road sampling of the greatest Roadmaster yet built? Why We'll be happy to arrange matters. Why not visit us soon?

- Aviluatle at alditional coto on Rear

CLINE \& RAINER 201 So. Wall, Floydada, Ter

$-$

$\qquad$ end-
and
Mrs.


## = WNOKOF

 VIMESS

Box 37c

| ${ }^{\text {man }}$ | (vin | pano |
| :---: | :---: | :---: |
| 50 | BISCUITS | ORANGE |
|  | ${ }^{2} \mathrm{zans}$ | JUICE |
| 21 c | 19c | 32c |

FRYERS
RESH DRESSED
$53 c$
Plenty of Free Parking Space

Home From Korea

BRITTON Appliance Repair Shop

ORANGE JUICE 46 oz. Can 37c

Norwaik, California.
The Pearseys, of $\qquad$ Mol





RIGHT FOR HAPPY LANOINES


THE STETSON sTRATOLINER
ar busy man wings happen. This becoring, durally, since it's a Setson, it wears right, too. Come in



5 Gather for Celebration mmony Couple Anniversary

| guache Rutherford） |  |
| :---: | :---: |
| cones of yesteryear | ed with an arran |
|  | a tiny bride and |
| caisursit 2 as melp cele－ |  |
| sathered to help cele－ aber Cart． <br> －hes－ | G |
|  | The cate with |
|  | cut |
|  |  |
|  | M |
| Pasarter，an old friend | Califor |
|  |  |
| nod presented them to na H Mes Sim Bur－ |  |
| at the register． | use |
| － | beautiful with white mums |
|  |  |
| math a basket of |  |
|  |  |
| $\begin{aligned} & \text { Sim and Docia Burrss } \\ & \text { ne tiered wedding cak } \end{aligned}$wors of art decorated | ship day |
|  |  |
|  |  |
|  |  |
| aking |  |
|  |  |
| UgS | beautirul |
|  | were many ite |
| stipation |  |
|  |  |
| a Unse！Get reliee This pabid Laxative Way！ |  |
|  |  |
|  | were practically |
| on，morf take harsh drugs ral cramps and griping， km needed |  |
|  |  |
|  | Wikinson，then |
|  | ${ }_{10}$ |
|  | weddine |
| ana Lastive contained in No saits，no harsh drugs | arim |
|  | Rev．Waiter Gr |
| vs to medicine |  |
| di seons lantive tastes fouce，contortable，satis |  |
|  |  |
| overt member of the 1 Tou get＂on schedule＂ | days old，Mrs．W．H． |
|  |  |
|  |  |
| Now iek is, N. . Y. |  |
|  |  |
|  |  |
|  |  |

## ow I have more leioure time <br> peedy <br> ratic Gas Water Heater <br> rovides me with plenty <br> ot water to do all my cleaning chores， masily and quickly Thes

There＇s no waiting for water to Gas Water Heater．Any day，any hour－turn the hot water tap and
you have ample hot water for all your have ample hot water for all
younile chores．Plenty of hot
water water－without waiting－assures you of more leisure time．So，why
wait？Install an automatic Gas
water Wait？Install an automatic Gas
water heater sized to the needs of
your family

See Your
Gas Appliance Dealer
wToras Gas Company
－

$$
1
$$

$\boldsymbol{y}$
cim

## Mrs L Lra Ler

部留品
「5．



## Now Possible－up to <br> Cleat－Shaires TVPitures <br> 

 TV ANTENMA－Perfect Plctures－all channels－UHF and vhF Perfect Plctures－tested and proved right here IN TOWN－IT＇S THE BESTI
－Perfect Plctures－ONE TRANSMISSION LINE， NO SWITCHING：
－Perfect Pictures－all year round－weatherproof， ALUMINUM CONSTRUCTIONI
FLOYDADA IMPLEMENT CO．
PhoNe 333 HACK HIWAY 70 EAST HACK REDD MUSIC CO Hinay 70 east
 Take this Bol Air model．First thing you＇ll notice is the richdeoking uphol－ stery and appointments and roomy， comportable scats，Just turn the igat－
tian key to start the engiae and you＇re



## numil

## Se8n

You look out and down at the road through a yide，curved，one－piece windshield．The panoramic rear win－ low and big side windows provide a lear view in all directions．

## －

This demonstration was worth many hundreds of dellars to me！

I thought only a higper－priced car would suit me．But then 1 found out how much more Cheviolet offered for how much less！


Let us demonstrate all the advantages of buying a Chevrolet now？
crirginal

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR！
ODEN FLOYDADA，TEXAS
 easier stops An easy nudge on the brake pedal
brimgs smooth，positive response－right in the Chevrolet brakes are the largest in the low－price field
extra stopping power．
 Your a pieasant surprise at the that，model for model，Chevrolet will
weigh up to 200 pounds more than
 A demonstration will show you ther Chevrolet offers more in the low
priced line in the low－price field


Guest Artist in Sunday Night Program at the Methodist Church



County Library
Board Meeting

Lubbock Banker
Talks To Lions

W. E. Sims Rites Floydada Gins Held on Sunday is First Bale

Breed Lease Sells At $\$ 60$ Cash, $\$ 100$ In Oil Per Acre

Mrs. Bob Rolis Mrs. Bob Roy





| Shortening | $77^{\circ}$ |
| :---: | :---: |
| ${ }_{\text {FLOHES }}$ | ${ }_{5}{ }^{25189}$ |

TOMATO JUICE ${ }_{46 \mathrm{c}} \quad$ 29C PiNEAPPLE JUICE ${ }_{4602} \quad \mathbf{3 4 C}$ ORANGE ADE 25C


SLICED PINEAPPLE ${ }^{\mathrm{Nom}}$ 32c
VIENNA SAUSAGE 19c
COFFEE ${ }_{\text {Pound }}$ 89c
SUGAR 5 pounds $\quad$ 49C

| FLOUR |
| :--- | :--- |

TREND ${ }_{2 \text { Roxes }}$ 39C
NAPKINS so count 15c

| SAURFINE |  |
| :--- | :--- |
| SALT | Package |


| Cate Flour | $r 39{ }^{\text {c }}$ |
| :---: | :---: |
| All-Bran | 25 ${ }^{\text {c }}$ |
| Grapefruit Juice 29 |  |
| Tomato Juice $\mathbf{2 9}^{\text {c }}$ |  |
| sharfine - Whole | Whole |
| ${ }_{2}^{\text {Corn }}$ | 35 ${ }^{\text {c }}$ |
| tomatoes ${ }^{303}$ | $\mathrm{ES}^{\text {30a Stac }{ }^{\text {can }}}{ }^{\text {c }}$ |
| ${ }^{\text {Crysal whi }}$ | 15 ${ }^{\text {c }}$ |
| trend | 39c |
| Stin King |  |
| CHEESE | 53 c |
|  | $89^{\text {b. }}$ |
| Sharram Clored | Corered |

$\overline{\text { SCHOOL SUPPLIES }}$ Phone 40 for Delivery
rs, Sister
Happy Days

## H

 tonio where they had been visiting
their sonly Capt. Vernen Edwards
and family. and family.
The Society of Christian Service
met at the church Monday evening to prepare the programs for the
following year Tuesday evening
they met agan at the church for a
tusines and program regular
metiness and and
meeting. Mrs. Sherwood
the president, had charge
Ramsey, the president, had charge of the
business and Mrs Everett Miller
brought the program. Mr. and Mrs. Everett Miller ac-
companied Mr. Mand Mrs. G. L. companied Mr. and Mrs G. L
Snodgrass to Lubbock Wednesday
where Mrs. Snodgrass had a check wheregrass Mrs. Snodgraass had a check-
up by her doetor. Mr. and Mrs. Mather Carr and
Horace were in Lubbock Wednes-
doy where Mrs Carr was to see day where Mrs. Carr was to see an
eeye specallist.
There was a large crowd ing mere was a large crowd attend-
el Tommy serves at the chap-
Tommith brought the de votiongl. We are glad that our
young people and children take part
in our relicious services.
Mr. and Mrs. Billie Dave Scott family, New Jansey are Saiseting his his
intie Dave
is still in the service and stationed
as daughter trom Liberal, Kansas
Mack and Warren Johnson are
brothers of Mrs. Scoto and and brothers of Mrs. Scott and Mrs.
Water Hanna and Mrss. Farris is a
sister of Mrs. Scott and Mrs. Han-
na. Mr. and Mrs, Mather Carr and
Horace and Lajuana Sue WIllams
were guests Friday afternoon in the C. Hillburn home.
Mr. Hillburn recorde

Mr. Hillburn recorded the Golden
wedding marriage from the tape
that Exd and AIma Holmes made
on some records. We want to thank on some records. We want to thank
Edd and Alma and Mr. Hilburn for
this.
Mr and yre suests in the home of Mrs.
were gues.
Murpheys sister, Mrs. Glenn Pool and husband. The Pools and Mur-
pheys drove to Amarillo Sunday to
visit another sister, Mrs. Winer.
Mr. and Mrs. ? Carr home Saturday.
Mr. and Mrs. Everet Muller vis-
ited Mr. Miller. Ssister and husband
Mr. and Mrs Bob Mcormick in
Snyder. Texas, Sundac. ©


## Lakeview News 

Cell Hollingsworths and the Griff Neff Thursday night.


 Harve Thomas. Mrs. Nettie Boone Edwardse in. and childrens. spent $\begin{aligned} & \text { David of Lubbock spent Saturday } \\ & \text { night with her sister and family, }\end{aligned}$

## what if four HOME BURNFD





Ph. No. 345
BROWN HOLMES COMPANY

Put on your best
"Bib and Tucker" tashion
by Cate Creenaway
featured on PARENTS', August Cover



HAGOOD'S
DEPARTMENT STORE
DEPARTMENT STORE

# DRIVE IT! PRICE IT! Then Compare The Deal! 



Even a picture tells you a great deal about Pontiac's beauty, its long best way to appreciate what makes Pontiac such a great value is to get behind the wheel and drive it. Then you'tl know you have a real pesponds with eager, ready-to-go high-compression power - more than any highway will ever require. For all normal driving, the engine
can loaf-one reason why Pontiac
leads such a dependably long life. There's a great deal more to the
Pontiac story: ease of handling, Pontiac story: ease of handling,
beautiful Dual-Streak styling, roominess, comfort and luxury. actually just a few dollars PRove the ery lowest-priced field!
So come in now and drive Pontiac, Werice Pontiac, compare Pontiac!
We rentident that you'll quickly agree that Pontiac is your best deal!

Dollar for Dollar you canit beat a Pontiac L C. MCDONALD
210 West California St.


# SEADY TOSERYE YOU 

 Ve Have Replaced Eierythmg inOur Gin Plant With The Finest Equipment Available. wice. See us for - Fast Courteous Service -.. Better Turn-Out ... The Most From Every Load that leaves your farm.

Ien 10 Saw Murray Gin Stands
ken Super Chief lithell Feeders, atotos \& Cleaners
mo Seven Drum 10 kelncline Cleaners


New 3 Thoussand BTU Heaters for Wet Cotion Thermo Dryer Conditioner New Packer For Press And a Big New Seed House

In the first view above you see our gin house, which we have labeled "A Community Service". Middle panel left shows one of the new Murray $4-90$ stands and beside it the righ lige view of the ginning plant. This is one of the most efficient ginning set ups known. Lower left is the big new seed house we built this year, and burning equirment built to meet the requirements of the law in the fight against the 户ink Bollworm, enemy of the cotton man. Lower right you see (left) Dick Smith, manager of the gin, talking it over with Olin Bryant as they lean on the first bale of cotton of the 1953 crop raised in Floyd county, just after the job of ginning had been done.

# McCOY Ginco. 

 "A COMMUNITY SERVICE"R. H. SMITH, Mgr.




## Signs for your (CHIDRREN'S

OBSERVE THESE:



TY U. U. GRADED QUALITY MEATS S

## BACON SLICED



CHEESE
2 lb .85 c LOIN STEAK
lb. 69c
Sausage lb. Roll 59c BEEF RIBS
lb. 39c
17c
lb. 55c
lb. 49c

BISCUITS
HENS
lb. 55 c
TROUT
lb. 29c
STEW MEAT FRESH BEEF LIVER



## HAMBURGER MEAT

WISSUE 25c Baby Food Mc


## FLOUR



## TUXEDO, Can

BAKERITE . . . . 75c
TOILET SOAP . . 25c
STARCH . . . . . 11c
CLEANSER
25c
ADMIRATION, 1 lb . Can

PLANTERS COCkTAIL, 802.
PEANUTS
PICKLES
COFFEE

GOLDEN FRUIT, Pound
BANANAS
THOMPSON SEEDLESS, Pound GRAPES
TOMATOES 15c
large stalk, Each

300 count box
KLENEEX
YELLOW, Pound
SQUASH
2 BUNCHES
RADISHES
... 25c
SNow CROP, 10 oz. Package
GREEN PEAS .

E SALAD DRESSING RaIsin bran. Box SKINNERS | BETTY CRAcker |
| :--- |
| MAKO | CAKE MIX

15c PORK \& BEANS 29c PEANUT BUTTER 19c TOMATO SOUP 37c GRAPE NUTS

31c CREAM CORN
20c


## 

w! Choose e one right truck -new vastly expanded line of rod Economy Trucks! ver 190 models!
P.400 Sorles Tractor with Von Trailer
$16,000 \mathrm{lbs}$ G.V.W., 28,000 Ibs. G.C.W.

## Come in and see the new Ford Economy Irucks today!



BE SURE OF QUALITY, LOW PRICES EVERY DAY!


Penney's Topflight
DRESS SHIRTS
You get an amazingly fine
Penney price! High count
broadcloth body fabric, col-
lar that stays neat without
starch, generous cut. White,
SHOP PENNEY'S FOR BACK-TO-SCHOOL MEEES!



## Conservation

District News

## READY!

WITH NEW CONOCO SUPER GASOLINE win

## TCP

Boosts power as much as $\mathbf{1 5 \%}$ ! Increases spark-plug life up to $150 \%$ ! Gives you extra gas mileage, too!
 long as you use Conoco Super.
For Conoco Super with TCP is a new kind of gasoline. It overcomes the greatest single cause of power loss affecting most of the cars on the road today. Now, you can enjoy all the power that was

## Why you need

Conoco Super Gasoline with TCP
In the average automobile, the by-products of fuel combustion constantly build up deposits on spark plugs and in combustion chambers. These deposits can "cheat" you of power in two ways. First, they actually short-circuit your spark plugs. This causes mis-firing. Second, deposits in the combustion chamber get red hot and cause the fuel to ignite before it should. This is called pre-ignition or "wild ping," The effect of fouled spark plugs and pre-ignition bea in power and a waste of gasolise. loss in power and a waste of gasoline.

## How TCP works

TCP is a special chemical additive which is added to Conoco Super Gasoline. It was specifically developed to overcome the loss of power and fuel caused by combustion deposits. TCP neutralizes harmful deposits on spark plugs-your plugs spark as they should. It prevents deposits in the combustion chambers from causing pre-ignition-"wild ping" is controlled. Thus, every time you fill up with new Conoco Super, it's like getting your spark plugs cleaned and your engine tuned-up.

TCP helps your car, whother new or old If you are driving a new car, with a high-compression engine, you need Conoco. Super Gasoline to keep your car delivering all the power that was built into it. It will actually increase spark-plug

Now at your Conoco dealer!
life up to $\mathbf{1 5 0 \%}$. If you drive an older car, with tens of thousands of miles on the speedometer, Conoco Super can restore much of the "new car" performance and power you've been missing.
Yes, a great new era in motoring is here for you. Drive into your Conoco station today and fill your tank with new Conoco Super Gasoine win You'll feel the difference by the second tankful!

Questions and answers about
New Conoco Super Gasoline with TCP

## Q. What is TCP?

Answer. It is a cresyl compound, originally devel. oped for aviation gasoline and used with great
success in both military and commercial aircraft.
Q. Has TCP been tested?

Answer.' Yes, [for millions of miles, in all kinds of
Answor. Yesder all kinds of driving conditions.

## . What does TCP do?

Answer. It overcomes the power loss caused by Ansositsonspark plugs and in combustion chambers.
Q. What does TCP do for new cars?

Answor. It helps them keep their original power.
Q. What does it de for older cars?

Answer. It's like cleaning your spark plugs and getting a motor tune-up. You'll get back much of the power you're now missing.

