# en Cotton Adams Offset, Step-Out Are Pledged llsfor Help 

recalls rude wind


Sinclair Test Gets Some Oil

- Paper Issues Number I,


| $=$ Sgt. Anderson$=2$ |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |

Car Inspection $=x=2$ Lions Continue
Under New Law

Officials View
Need of 2-Way
Communication

## Spences Attend <br> Treasurer's Meet

VIEWS AND COMMENT




How did the drouths end up in 1918 and in
1893 ? Plenty of people still resident here who saw the end of the 1916-18 dry spell They say it came along in November-Decem
ber with lots of moisture. Result was tremendous crop in 1919 that saved many the 1891-s drouth came to an end it happew we have never heard any of the old-timers relate. Some of them say that our curren

says this progressive farmer's wife, Mrs. J. B. HARPER OF Plainview, Texas
"I ZOOM THROUGH BUSHELS OF IRONING AND STILL FEEL FRESH"


PUBLIC SERVICE

IE FLOYD COUNTY MESPERIAN




New Directors Named by C. of C.

Brother of W. J. Ross Succumbs
 $\xrightarrow{\text { digestive upsets, insommia, constipetion? }}$ Tho bait caueso fy your trout
 Formilit, spoptiom anp

 HIGH POTENCY

SPICIAL FORMULA CAPSULES


FLOYDADA DRUG COMPANY 116 W. California

Is he in business "to stay?"


When you buy a used car from a Ford Deale, you're dealing with an established businey man who has a large investment and his good name at atake.
Check the used car, sure! But check the dealer too!

Are his prices really fair? Ford Deaters mandie wo and trucks sas servie to 0 utity
and who trade them tor —nN:

Ford Dealers are in the eerv ice buxinem, too; work with
cars day in and day out. We know how to spot trouble fatat. And our expert me. chanices have the equipment and "know-how" to handle any service job.

Do his cars meet $\qquad$ standards?


BRADFORD JEWELRY

Phone 429 Floydada

## IHNSDN

VSS YOU SA1.03 PER BALE

FLOYDADA mplement Co.

## Chleating \& R Roundivpsalel 4,40020 <br> what make or condition when you buy a

## Cdefiner floor funnace

FITS II FLOOR - TAKES NO SPACE

WILLSON \& SON
Phone 3 or 4

Colamon WALL HEATER FITS EASILY IM WALLTintin
vating. Economizer puts more
heat into room. Directionair
Blower (ootional) doubles
BUILDERS MART
Phone $\mathbf{7}$ or 11

OUR BODY SHOP IS READY To Give You the Best Service


## CAPADA <br> DRIVE-IN THEATRE

This Weeks Attractions


## In Business

 to Serve You..Next to a new Case machine, you can't find anything better than an old Case machine kept running like new by proper ad justment and renewal of wearing parts. We always try to have on hand factory parts for any Case machine used in this locality. Our shop is equipped especially for farm machinery repairs and overhauling. Come in now and arrange a convenient time for your

WITKOWSKI IMPLEMENT
Your J. I. CASE Dealer

## NORMANS Sc to SI STORE SPECIALS THIS WEEK

JERSEY BLOUSES $\quad \mathbf{\$ 2 . 9 8}$ to $\mathbf{\$ 3 . 4 9}$ VELVET HATS

FLAMINGO GLOVES $\$ 1.00$ Pair TEE VEE SOX-Childrens \& Adults
Visit our complete Infant Department FOOT-BALL SEATS
$\$ 4.98$ WHIRLWIND SCARFS 98c
"Personalize Your Gifts at Norman's


# 2. SOCIETY 


 had their regular monthy meetint


## Drive the Car!

 Compare the Price!YOU CAN't BEAT THE CAR Don't invest your money until you see us
and put the husky, high-compression power of a Pontiac throush its paces, Fron power of a Pontiac through its paces! From your
first touch on the accelerator to the last first touch on the accelerator to the last
smooth, assured stop, you'll find you have a real performer in hand. And Pontiac's rec-
ord for dependability makes every mile ord for dependability
much more enjoyable.

YOU CAN't beat the price The price of a Pontiac is actually just a few
dollars aboev the very lowest priced cars!
Come in and check for yourself! With its Come above the very lowest priced cars! want the best value, of course. Then do
Come in and check for yourself! With its After you've experieot
sine $\begin{array}{ll}\text { size, luxury and power, Pontiac offers a } & \text { powerful performance, know its extra qual- } \\ \text { vast difference in quality for a small } \\ \text { ent }\end{array}$ $\begin{array}{ll}\text { vast difference in quality for a small differ- } & \text { ity and its low price, , iet us prove to you that } \\ \text { Pontiac has one of the very highest resale } \\ \text { ence in price and makes fine car ownership } & \text { values in America. Everything } \\ \text { within the reach on }\end{array}$ $\begin{array}{ll}\text { vast difference in quality for a small differ- } & \begin{array}{l}\text { Pontiac has one of the very highest resale } \\ \text { ence in price and makes fine car ownership } \\ \text { values in America. Everything adds up to } \\ \text { within the reach of any new car buyer. }\end{array}\end{array}$



## LC. McDO NALD

210 West California St.
Floydada, Texas

|  | DOLE HAWAIIAN HARVEST SALE |  |  | SUGAR 49c | $\begin{gathered} \text { CRISCO } \\ \text { 31., Can } \\ 85 c \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
| TIDE | $29 \mathrm{Ca}{ }^{\text {arge box }}{ }^{\text {Brit }}$ | AKE M | ES ${ }^{\text {E50 }}$ | ${ }^{\text {B7cx }} \mid$ BAB | 25 c |
| PEACHESIn Heay Ssum <br> No <br> No 2ly can 57c | PUFFIN <br> BISCUITS 2 Cans 19c | SHURFRES <br> OLEO <br> 21 c |  |  |  |
| BACON | FRYERS <br> LB. 53c |  |  |  |  |

Petition Asks for Cancellation Sterley Industrial Subdivision
 Rites Held Monday




## Fordomatic leaves 'em all behind _ It's the newest word in smooth

 versatile automatic drives . . . and it does its job so well that the whole car industry is scampering to catch up.
## (1) 10.0

Automatic Gears Plus Torque Convertor

Does more things automatically Fordomatic goes beyond the range of ordinary automatic ave at your command extra passing power all the way up to 58 miles per hour and extra engine braking at any speed Only Fordomatic, in Ford's field, gives you these pluses.


Quick on the draw
Step lightly on the accelerator-and response is terrifc: With Fordomatic's versatile "getaway" gear, Fordomatic sim gently, automatically into high at just the right moment safety permits, you may go all the way
"doublo-time" before the shift takes place.

If's one of 41 "Worth More" features that holp make Ford worth more when you buy it . . . worth more when you sell it!


Floydada, Texas

A Directory of Lubbock Stores \& Services
it is good business to patronize your local merchant - but when the goods and services are not avallas






Early Resident,
at 3 o'clock:
Burial wil
tery under the i be in
the direct
home. in Lootrey ceme- 1 ,


 tease on
chrosit

\section*{Fire - Windstorm} Auto Insurance | Representing Reliable |
| :---: |
| Stock Companies |

Reagan-Giesecke Insurance

Now Posuille -up ro.

MILES \% FROM STATIONS!


FLOYDADA IMPLEMENT CO. PhoNe 333 HIWAY 70 EAST HACK REDD MUSIC CO

## New word for getawar <br> traviaflow:


$W_{\text {e'll get right to the point. }}$
The comments we've been getting from many new Buick owners about the ne Twin-Turbine Dynaflow are terrific.
And the reason is - this fully automatic transmission is, in itself, terrific.
It has a new, firm, solid "take-hold"gives you instant getaway response.
It has new quiet - you can barely hear the acceleration build-up.
It has unique and utter simplicity of operation. You just move your Selector into Drive range, press the pedal, and go. That's all.
But the sweetest thing of all about TT Dynaflow is its smoothness.

You move from standstill to your legal You move from standstill to your legal
speed in one progressive build-up of speed in one pro
power delivery.
You feel a constant "carry" of forward motion, unbroken in any way - because here no gearshifting takes place, either manually or automatically. Even your deceleration is infinitely smooth and gradual, with the cushioned control of flowing oil slowing down.
Wouldn't you like to sample this wonderful new getaway and pleasant quiet and immaculate smoothness?
We'll be glad to seat you at the wheel of a new 1953 Buick with Twin- Turbine Dynaflow-and let the thrills come
where they may. Drop in soon, won't where


When betre hutowobles apt bu
buick wil sulio them
FOR SALE


> II PAYS TO PAY UPI
> RETAIL MERCHANTS ASSOCIATION


> PHONE 66 For PHILLIPS "66"
> WHOLESALE
> -AARON CARTHEL

These Phillips Retail Service Stations are the kind you'll enjoy patronizing. They Give S \& H Green Stamps.

|  | TEEPIE'S | 66 SERVIC |
| :---: | :---: | :---: |

CARTHEL'S SERVICE Highway 70 North

## A message to every prospective new car buyer:

## You can have

the most popular automatic transmission

## to be found in any low-priced car

## Chevrolet's Famous 1953 Powerglide!*



cial Events, Clubs


|  |
| :---: |

JELLO $\quad 25^{\text {30. }}$

| Pint Bottle |
| :--- |
| SYRUP <br> Any Brand |


wemoin $72^{\circ}$
fiximom $\mathbf{1}_{1.63}$
5

| Fresh Ground Meat <br> Hamburger <br> Pound |
| :--- |
| FRESH DRESSED <br> FRYERS <br> Pound |
| K\|NGS |

Grocery \& Mkt.
120 E. Californin Street Phone 13 WE DELIVER
broadcarething new as thio morning', perfection from temotoned drem allime you to
contcour hele Contour bel. The jacket, with its collar to
lapely and radiant draped to the back, beguilingly in bucklly
Coose yourn now form

## New Fabric for Fall

Gift Shower For Mrs. Billy Hart









Picnic Compliment To House Guests



New Pastor's Wife Is Complimented

##  

 Rev. and Mrs. Reaves arrived lastweek to make Fopydada theri home
t the parsonage at 321 West Geor-
gia street.
Colors of self teeding flowers uke
popples and larkspurs deteriorate


## Every 3 days a new diese]

 joins the Santa Fe fleet!A 10-year record of "building new" on the Santa Fe $\begin{array}{ll}\text { Christened with California champagne, } & \text { From } 1943 \text { through 1952, a total of } \\ \text { Santa Fe's first multiple-unit diesel loco- } & 1261 \text { diesel units were placed in aervice. }\end{array}$ motive rolled out of Chicago on Tueeday. Better than one every 3 days for a 10 -year motive rolled out

## C

It powered the first Super Chief. And atill they come! 222 in 1953! 3914 hours late it rolled into Los An- Every diesel added, every mile of
geles-and the new age in railroading geles-and the new age in railroading heavier rail, makes America's New RailThere were 3600 "horsee" in that one. enough new rail has been laid on the Five years later, the first multiple-unit Santa Fe in the last seven years alone to Five years later, the first multiple-un.
freight diesel rolled on Santa Fe rails. There were 5400 "horses" in that one. Today, there is more than $2,100,000$ diesel horsepower on the Santa $\mathrm{Fe}-1524$ mighty diesel unite.
PROGRESS THAT PAYS ITS OWW WAY

Floyd County Hesperian, Floydada, Texas, Thuriny, September 24 , 1953




Mighty Midget Starts Revolution


THIS IS A "TRANSISTOR". . . the most important single mostly for military purposes, it promises to revolutionize the design of many everyday electronic devices, from hearing
aids io television sets. In telephone equipment it is expected 10 replace vacuum tubes - doing the same joh, but taking up far less space and using far less power. Not all the new
ideas developed by telephone research are as exciting as this. But every year an average of 260 inventions and improve-
ments are made to help us keep your telephone service high iexas thephone people at your servici

YOUR FAMIV WIL VALLIE ". 8 (1"
GREEN STAMPS WITH EVERV PURCHASE!



BEETS

BODYSHEEN 98c MIST MIST . . . 79c TIDE 69C $\underset{\substack{\text { SuvFI } \\ \text { SENEL }}}{ }$ Oll qt.57c BEEF SOUP 18c

## - procir wicely ountity meats

## U. S. Good grade

## LOIN STEAK lb. 69c

 PIG FEET . 14 oz. 39 C Boulion Cubes, 15 Cubes 23 C PICKLE\&PIMENTO

## LUNCH MERT lb. 49c

 Braunchweiger, 8 oz. Roll 42c PERCH FILLETTS lb. 49c white lily pimento

##  <br> 2 lb. <br> 89c

 ${ }_{75 \mathrm{C}}$ SIZE MODART
## SHAMPOO

29 c ${ }_{\text {CAMPFIRE }}^{\text {Vienna }}$ Sausage . 10c ${ }_{\text {BABY }}^{\text {MENESS }}$ MAGIC . . 47 c

STARLAC 41c

## YLEENEM






## 

## 

 Or an uncle of the Nuneal servici
M. Hughes. Mr. Huqhes died of a heart at-

Mr. and Mrs. Raymond Irby of
Plainview and Mrs. Edwin Meachem of Pecos, spent the week-end in
Wichita Fails with Pete 1 Irby who Is seriousty $y$ II Pete is a brother
Raymond and Mrs. Meachem.

LBBRARY NEWS


McCarty Resigns Church at Lubbock

Churchmen Attend Crosbyton Event

READY FOR BUSINESS

We will accept your maize either
for direct sale or government loan.

KIMBELL MILLING CO.


FREE DELIVERY...EASY TERMS...YOUR MONEY BACK IF YOU CAN GET IT ELSEWHERE FOR IESS!



## \$70:00 all owtance

## DETROIT JEWEL



SS DOWN DELIVERS THIS
RANGE TO YOUR HOME!
REGUIAR $\$ 269.95$
Now, you can get a full $\$ 70$ for your old gas range, regardless of condition, TOP-VUE oven window, the automatic oven and broiler burner lighters handy Simmer-Kook burners...and you'll be proud of its dazzling white exterior. Go by the standards of modern living ... buy Detroit Jewel.

## WHITE

117 W. California W. E. GARRETT, Owners $\begin{aligned} & \text { Phone } 323\end{aligned}$

How Good Are U. S. Weapons? Veterans of Korea Give Answer
SATURDAY, SEPT. 26

HOLD THAT GHOST ${ }^{\prime}$


THIS PICTURE IS NO
RECOMMENDED
Wefnesday - Thursday
$\&$ Yriday
Sept. 30-Oct. 1 \&
GREER GARSON
WALTER PIDGEO
'SCANDAL AT SCOURIE'

FREE PASS TO
MR. \& MRS.
MR. \& MRS.
R. 2. MRS.



SEPT OL Fanicuia-Souri Plains Fair LUBEOCK TEXAS OCT. 3rd FREE FIREWORKS NIGHTLY AT 10:00 P. M.

## GIANT

balloon parade 2 P. M. MONDAY, SEPT. 2
SEE THE FIRST REMOTE telecast in west texas Aso Radio Progrems broodeast dice toon to toisgoonder

## BILL HAMES SHOWS

 2 THRILLING RIDES 8 SUPER SIDE SHOWSFOUR DARING AERIAL ACTS
FREE PAND CONCERT EACH NIGHT OF ThE FAIR
SCHOOL CIMDRENS FREE DAYS MONDAY, WEDMESFAY \& THURSDAY THE COMPLETE STORY OF IRRIGATION A First for top Pachordo. South Ploins Foir ALSO AGRICUITURE, LVEESTOCK MERCHANTS' AND WOMEN'S DEPT. EXHIBTS

SPECIAL FARM MACHINERY AND BOY SCOUTS SHOWS Admission Adrits 50e Children 25e

and




Over to Olds

they go
 OLDSMOEILE

ODEN CHEVROLET CO., 221 SO. MAIN ST., FLOYDADA, TE




All WOOL HELLAR JERSEY
$7 \mathrm{oz} .52 / 54$ inch in Red, Kelley Green, Slate Grey and White, will not sag-Ideal for Stoles, Dresses, Skirts and Blouses.

| 36 inch | 42 inch | 45 inch |
| :---: | :---: | :---: |
| VELVETEEN | BOUCLE | MALPACA |

Ideal for Stoles, Skirts, $\begin{aligned} & \text { by St. George Textile-will } \\ & \text { make beautiful half-size }\end{aligned}$ A Mallison fabric consists Capes - Dark blue, Green
and Black. $2.98 \mathrm{rd} . \quad 2.49 \mathrm{yd} . \quad 1.98 \mathrm{rd}$.

McCalls.mon SEW yourself a fine
SFILLUARDROBEE
DAN RIVER RAYON SUTITMG
45 inches wide-wrinkle resistant checks, 1.98 splash and slub weaves. Ideal for 2 pc. dresses, suits and sportswear.

| DON-E-GAL | $40^{\prime \prime}$ cobBLAIR |
| :--- | :---: |
| Cotfon Tweed | 36 inch |
| SUITING Sport Denim |  |

Floys.

## ARMERS COOP GIN

Floydada, Texas

Council Meeting Held Saturday


EDMISTON
Plumbing Co.
Phone 507 PLUMBING
Repariss - surpurise

## FOR SERVICE, TRY THE Bohannan Gin Co.

CONTINENTAL 5-8O GINS WITH OUR MODERN EOUIPMENT INSURES GOOD TURN OUT!
We Can Buy Your Cotion or Putitit in the Government Loan For You.

SOMETHING NEW! We hammermill your Motes and Burrs so you can put them back on the ground as fertilizer or use them for feed and still MEET THE REQUIREMENTS OF THE PINK BOLLWORM REGULATIONS.

A small charge will be made for this service if you desire the burrs and motes.

## Contact Us For Crews

Tell us your needs, and we will try to supply every customer with crews for harvesting.

Contact Mr. C. J. Parr for this service, or Call the Office -- Phone 280 -- for any service that our employes can render to our customers or potential customers. We are here to serve you. Give us a chance.

## Bohannan Gin Co.

Phone 280
W. W. Trapp, Mgr.

Floydada, Texas
Marvin Rape, Ginner


SPECIAL!
RAYON-NYLON GABARDINE SLACKS

## $\$ 4.98$

Fine slacks, specially blend ed of rayon plus nylon Unisec treated to resist nonoily spots and stains! They
are smart ing .... and thrifty! Cocoa, brown, grey, blue, green.

## IT PAYS <br> WARM COTTON 9 FLEECE LINED SWEAT SHIRT $\$ 1.00$

Generously cut cotton sweat shirts, fine for chilly Fall weather! They're lined with
soft cotton fleece for added warmth. Penney's has them in small, medium and large sizes .... and see how much you save! Silver grey only


SPECIAL! PINWALE CORDUROY


Yard
Fall's favorite fabric in rich, vibrant Fall colors -
in a durable, luxurious qual. in a durable, luxurious qual
ity that's a typical Penney accomplishment at this low price! Hand washable
$36^{\circ}$ wide.

onty
A FEW LARGE SIzEs
NYION BRASSIERS. 50c

PROVE IT YOURSEI

add a look of freshness to any room in the house! ROSE
BLUE
GREN
YELLOW

PERMANENT FINISHED, fine qualiry organdy in charming, generously cut prit eillas! The ruffles-6 deep, A beaty in French-headed and picotec.
soft pastels or white. Another buy the soft pastels or white. Another
proves it pays to shop at Penneys. Alo:


## yin che mander ant- manted to wash

## 

South Plains
and Mrs. Robinenett, Sept. $21 .-\mathrm{Mr}$
getting settled in their new hore
getting settled in their new hon
in South Plains and the thre
children are in school. Mm. Hob
nett is manager of the new
children are in school. Mr. Mobb-
net is manager of the new gin
here and operations will soon be in
nett is manager of the new ${ }^{\mathrm{g}}$
here and operations will soon be
full scale.


"Mile After Mile
You'll Prefer Shamrock"

## SHimiock

Gasolines - Lubricants
SHAMROCK CREDI' CARD TIME PAYMENT NOW AVAILABLE
FOR THE
TIRES - BAITERIES FOR THE

Complete Shamrock Shamrock Products You'll Like Shamrock Service Featured at Products-And Hurry-up
Hatley Shamrock Sta. H \& S BUTANE CO. Roy's Independent Station East Highway 70

## How Mercurry's Soaring Sales can mean "Money in the Bank" for You!



## YOU PAY LESS NOW!

Our higher volume lets us operate at a lower profit per deal. You get the advantage of a far bigger allowance for your present car.

2YOU GEt BaCK MORE LATER!
Popularity boosts future trade-in value. Even now, Mercury returns more of the original price than any other car in its class.

BEST TIME EVER TO BUY A

## mercuhy

MERC-O MATIC - the smoothest ne-tifi dirm
Don't miss the big television hit, "TOAST OF THE TOWN with Ed Sullivan. Sun-


## TWO GOOD GINS <br> AT BARWISE Ready To Go!

At the opening of the 1953 Cotton Season we want to express our appreciation to our Good Friends for the patronage of Past Seasons, and invite new Cotton Growers in the area to come in and get acquainted with our modern Gin Plant and our way of doing business.

## BOTH OF OUR GINS ARE AS GOOD AS MONEY

 AND GINNING EXPERIENCE CAN MAKE THEMOur Gins are All-electric, one a five-eighty, the other a four-eighty. We have Lint Cleaners installed in both in addition to dryers, burr extractors and other cleaning machinery to assure the highest possible sample.

## WE WEIGH ALL SIZES OF TRUCKS AND TRAILERS

All you have to do is furnish the cotton and get it to us.
In addition to our Ginning Service we are in position to help you with your cotton loans.

We are members of the texas cotton growers ASSN.,

And we can write Texas Cotton Growers Loan Association Loan Paper for any of our customers who find this type of loan to their advantage.

## Barwise Gins

 Jack Coffman, Owner

BOREN HARDWA AND FURNITURE
Phone 295

HUNTS-Tender Garden
SNEE PEAS
HUNTs-California Grown
SPINACH

