The Floyd County Hesperian ${ }^{\substack{\text { roar } \\ \text { rown }}} 16$ Here Friday Night Season and End to Drouth




 robert he martman with
 ligh Honors



Mr buxiting Now Wodgowood (3) Automatic Gas Range TODiAn

Nims Sing
mod to brighten up Cow fluorescent llluminetion


TE BUTANE.
ind Appliances

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## $\stackrel{M}{\text { en }}$



IT PAYS TO PAY UPI RETAIL MERCHANTS ASSOCIATION

## Dollar IDAYS <br> MONDAY NOVEMBER 2ND.

## ONE GROUP

MENS SUITS \$29.00
Values to $\$ 55.00$ BUY NOW AND SAVE! REAL VALUES!
 ONE GROUP
MENS SPORT
SHIRTS $\$ 3.00 \mathrm{Ea}$.
VALUES TO $\mathbf{\$ 4 . 9 5}$ Medium and Large Only CHILDRENS RAYON
BRIEF PANTIES 3 FOR \$ 1.00 UNDERSHIRTS 3 FOR \$ $\mathbf{1 . 0 0}$

REGULAR 49c VALJE

OMBED COTTON

WOMENS<br>CREPE BLOUSES $\$ 1.00 \mathrm{Ea}$.<br>WHITE AND COLORS

MENS
hand 12 FOR $\$ 1.00$

MENS<br>BROADCLOTH SHORTS 3 FOR \$ 1.00<br>Sanforized Full C<br>Sizes 30 to 42

Hemstitched... Large Size

MENS TERRY CLOTH
"T"SHIRTS \$1.00 E .
Reg. $\$ 2.95$. . Nationally Advertised Brand Small, Medium, Large

WOMENS SHOES \$3.88 PR.
VALUES TO $\$ 6.95$

## In This Week's Social News

Mrs. Tye Elected Club President

номе FROM CONVENTION
 f

| ${ }_{\text {Flol }}^{\text {Flour }}$ | \$3.79 |
| :---: | :---: |
| $\begin{aligned} & \text { Filger's } \\ & \text { COFFEE } \end{aligned}$ | $59^{\circ}$ |
| Variety Pack CEREAL | $33^{\text {c }}$ |
| Red Top <br> Oregon Plum $\qquad$ | $28^{\text {c }}$ |
| PUMPKIN | $25^{\text {c }}$ |
|  | $28^{\text {c }}$ |
| Sunshine large b CRACKERS $\mathrm{Hi}-\mathrm{Ho}$ | $32^{\text {c }}$ |
| Burleson. Extract HONEY Quart | 59 ${ }^{\text {c }}$ |
| $\begin{aligned} & \text { Farm Pac } \\ & \text { WEINERS } \end{aligned}$ <br> Pound | $49^{\text {c }}$ |
| ${ }^{\text {Brick }}$ <br> CHIL <br> Pound | 53 c |

## KING

Grocery \& Mkt.
120 E. California Street
F. WE DELJVER


## Moores Observe Golden Wedding Day Next Sunday

Haliowe'en Parties


LANDS
Farm and Grazing Lands in Floyd and obered Town Lots in Floydada.
MASSIE \& BOND

SAVE AT SMITH'S
"business is Good"
STORE O


MONDAY NOVEMBER 2ND.
GARIA SHE
$81 \times 99$, cellophane wra $\$ 1.77$ k

CHENILIE SpRE $\$ 4.95$ Doubil: Buin $\$ 4.49$



## POULTRY WANTED

Heary Hens over 6 lbs.
Heary Hens 4 to 6 lbs.
Lirtit Hens under 4 lbs.
Us Before You Sell Your Turkeys
W. II. hall produce company

Phone
Texas

## CAPADA

DRIVE-IN THEATRE
This Weeks Attractions


IOUR SNACK BAR - Soft drinks, Barbecue $\underbrace{}$

Father of Doctor Vernon Shaw Is Claimed at Vernon




##  <br> 










## Center News








## Vimmy. Jean Noland of Wayland milase





Mrs. Gilbert Syirey left last week
by plane fora month visit with her

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Floryadad restidenses. she is the tor-
mer Edith shire

War II
Mr .saul was a leterer carrier with
He posit otrice during his residence
ealvary baptist wad
in Floydda.
ind


 Listen," which the group is stuay-
mis
There were 11 present and much
interest was shown, said Mrs. odam.
and remmage sale saturday The Pastors Helpers Class of the
Frise Methodist church will hoid
and rummage sole Saturday
Bashop Mor builing
BThe



rrutessiona
Directory

Kimble Oplometric OUnle
 Aphone fist NOTDADA, TMEAS

## ANNOUNCING

The removal of my practice from Floydada to
Lubbock.
Will be associated with
the
GOODNIGHT CLINIC
at
34th and Boston streets

DR. H. H. BESS

## The West is Wild about Ford!



And good looks are just one of the many reasons why you can pay more but you can't buy better than Ford!




## Price ${ }^{5} \mathbf{2 0 0}^{\circ 0}$ Per Share

B. V. CMRISTIE $\&$ CO.

Firyt National Bank Building
$\because \sim$ anico
2-
0
Pieores send a copy of the Prospectus on Glenn McCarthy. Inc. to -
=
$\square$

## DOLLAR DIV

A GREAT DAY TO SAVE:

| W |  |  | monday a.m. |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| FACTORY ENDS AND CENTERS GENEROUS SIZE <br> 29C |  |  |  |
| BLEACHED DISH TOWELS, 5 for . \$1.00 |  |  |  |
| EXTENSION <br> REVERSE RODS . . 506 |  |  |  |
|  |  |  |  |
|  |  |  | NYLONS |
| PART WOOL BLANKETS \$4.00 Pr. |  |  | 2 |
| SAVE MOW! | SAVE NOW! | SAVE NOW! | SAVE NOW |
| Notres | $\begin{gathered} 25 \text { ONLY } \\ \text { Womens } \end{gathered}$ | Pink, Blue or White Womens |  |
| Canvas | Bolero <br> SUITS | Rayon |  |
| GLOVES |  | PANTIES |  |
| 5 Pr . ${ }^{1}$ | \$5. Ea. | 3Pr. \$1 | 50c Pr. |
| ( Why Pay $\begin{gathered}\text { Nore } \\ \text { Nor }\end{gathered}$ |  |  |  |

SPECIAL PURCHASE FOR MONDAY 8:30 A. M.
DECORATIVE PILLOWS . . . 88c

FOR MONDAY MORNING

## SAVE

SHREDDED FOAM LATEX PILLOWS

- plumply filledi soff1 - sturdy prinin Wking
 rific Ponney valas for
- hurryl buy extra - sire: $17^{\prime \prime} \times 24 /{ }^{\prime \prime}$
special purchasel

4 to 12

## BOYS OVERALLS . $\$ 1.00$

Sanforized Shrunk - Hickory Style
Size 1 to 5
Childrens Play Suits $\mathbf{\$ 1 . 0 0}$ Sanforized - Zipper Front

Small Size Only - 1 to 3
Childrens Jeans
$\$ 1.00$

BEEARIYAND BE SURED SHOE SPECIALS
CLOSE OUT OF ODD LOTS IN SCATTERED SIZES - EXCELLENT VALUES ONE GROUP HOUSE SHOES
TENNIS SHOES TEEN BALLET SL
WOMENS SHOES
$\$ 1.00$ WOMENS SHOES

| ONE GROUP |
| :--- |
| CHILDRENS |
| STRAP SHOES |
| AND WOMENS |

## ONE GROUP

All Rubber Buckle OVERSHO
MENS AND LARGER BOYS
3.00

ONE GROUP
MENS DRESS SHOES
MENS WORK SHOES
$\$ 4.00$
BOYS COMBAT BOOTS
ONE GROUP - Better Quality
MENS WORK SHOES
MENS DRESS SHOES
$\$ 6.00$
PAIR
 Harvey Dale Tardy Illness Reports State Fair Aide Livestock Show
 Harvey Dale and Carrol Barnett,
another senior animal another senior animal husbandry
student at Tech, receive an all.
eeppense pald trip to the fair. The
boys were selected by the head of
the animal husbandry depeate boys were selected by the head of
the animal husbandary department
at Tech. The trip asted from Oct-
ober 9 to October ober 9 to october 18 and was wate.
sented the obeys so as
them to assist in the the Pan-American
livestock show at the them to assist in the Pan-American
livestock show at the fair. There
were three boys also from Texas
A\&M Were three boys also from Texas
A\&M colege who were chasen
One of the highlights of the week
Was the parade of champions on was the parade of chat hions on
Thussday night. Tardy
Teatured the champion and the re
serve champion of every breed


## Harmony Chorus

 Meets November 9 In Home Port, To See Son Saturday
## HAY

BEST NEW CROP PRAIRIF TURKEYS Many Nice Ones on Hand.
We Dress Turkeys for You

FRYERS The Freshest is what you
want-We don't just merely
say "Fresh." We meal FEED Crumbles or Mash-Our low
Price Will Do You Good. BERRY PRODUCE
 WARREN B. POOLE, M. D., A.I.C.S anvounces the opening of his office for THE PRACTICE OF
SURGERY AND GYNECOLOGY DOCTORS BUILDING $3020-34$ th STREET LUBBOCK, TEXAS

Wayland and Tech Plan Homecomings ywo are events in colleges in this
November and plansed for during in the them all.
Wayland college, is planning their
nomecoming $10 \%$
November throcoming tor Nonember 5 on the campus at the
college. Eleven nominations have beeh named for homecoming queen
The 1 pos homecoming date at
Texas Tech college, Lubbock, has
Ther been set tor the week-end of Nov. Nov-
ember 6 . More than 5,000 alumni
and ex - tude ember 6. More than s,a00 alumni
and ex stududents are expected to
return to the event. the campus for the big One of the events will be the
football game, Unversity of Ariz-
ona vs Texas Tech. Many ex-stu-
dents . ona vs. Texas Tech. Many ex-stu-
dents of Foryd county are planning do attend the game and home com-
time
ing tacts Evasion

## BRICHT LIGHTS FOR FLOYDADA?

## WE ALL CAN HAVE A PART, T00.

HERE IS HOW: - A modern street lighting system on the highway through Floydada will cost about $\$ 15,000.00$. This can be paid for by electric revenue from the city light plant. But this is a big project and will need your support.

This is only one of the projects that could be realized here in Floydada and by supporting your City Light Plant you help make these good things possible.

For Good ELECTRIC SERVICE Your Home Owned

## CITY LIGHT PLANT

Saving Citizens Thousands of Dollars Annually

barcher dion In lagambo


LBBRARY NEWS
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RE

## Tublos <br> 4 4 4 Agency

## ED \& WHITE

PECIALS
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IPOTATOES 2 cman 49 C
 POTATOES $2 \mathrm{Cam}_{\mathrm{Can}}^{\mathrm{Na}} 25 \mathrm{C}$

 ATO JUICE $3{ }^{\mathrm{Na}} \mathrm{cmm} 28 \mathrm{c}$ lac can 89 c ONSQUARES LR 49C DBACON La 59c


STER \& SON GROCERY \& MARKET

We Deliver

Cub Scouts In Meeting Round
Out IOh Year



COMER CLEANERS
Pick-vp station at the home of
Mrs. Claud Price
Tuesday - Thursday - Saturday Better Cleaning - Lower Prices. Plain Dresses 75c ALL PRICES LOWER

The Floyd County Hesperian, Floydada, Texas, Thursday, October 29, 1953
It is surely no aceident that Hor- some badiy needed organic matter
ton has harvested grain sorghum in your soil as well as increasing the from these borders tuns year which nitrogen. These two things make
has yieded in excess of 4500 pounds for conditions which stimulate pro-
per acre Bench leveling is not a recom-
mended practice for all tand or for
 arm plan.
Intra-planted cowpeas in grain $\begin{aligned} & \text { "How is your wife getting along } \\ & \text { witer reducing diet?" }\end{aligned}$

## COTTON BUYERS

First National Bank Bldg...
we arf geents for texas COTTON GROWERS COOPERATIVE ASSOCIATION.

## WILL BUY YOUR COTTON

Or Make Govemnment Loans. Quick, Efficient Service
J. M. NEW - - OZONA NORRIS

Phone 845

## ONE WEEK ONIY!

 WELL GIVE YOU THE EXTRA TRADE-III PRICE YoU'D GEI IF YOUR PRESENT CAR WERE A MERUURY

No maffer what make of car you're driving, we'll allow you the same extra trade-in price you'd get for a same-model, same-year MERCURY - the car with the top trade-in value in its field!

WHY MERCURY GIVES YOU MORE -
NOW AND WHEN YOU TRADE IT INI NOW AND WHEN YOU TRADE IT INI There are 4 good reasons why Mercury is so much in demand-and why the average trade-in price allowed by all dealers on useding cars.

1. Morcury styling. Clean, long, low lines set the 1. Mercury styling. Clean, long, low lines set the
style and stay in style. Mercury interiors are style and stay in style. Mercury intive.
2. Proven y-s performance. Mercury 2. Proven $V-8$ porformance. Mercury is no
johnny-come-lately to the $V-8$ field. It has always johnny-come-lately to the $\begin{aligned} & \text { been a } \mathrm{V}-8 \text {, and this is the best-performing }\end{aligned}$ Mercury in history. Try it-compare it for getaway, for hill-climbing, for handling ease!
3. Proven economy. With Mercury, economy is no idle boast. Mercury's high gas mileage has been proved-Mercury with optional overdrive has five big wins in four official economy run
4. More extra power features. Mercury offers the
widest selection of
popular-price field-including the new 4 -way
power seat, power brakes, pooer stecring, electric
window lifts, no-shift Mer.O. Matic Drive and window lifts, no-shift Merc-O-Matic Drive, and
even gas-saving Touch-O.Matic Overdrive. even gas-saving Touch-O-Matic Overdrive. Add these to Mercury's sturdy construction and low maintenance costs-and you see why
Mercurys are always in top demand, new or used. Higher trade-in value makes Mercury's true cost very little more than the lowest priced cars. A Mercury is a solid investment, because you
back more when you finally trade it in. Now-to make it even easier for anyone now
driving any other popular-priced car to own a driving any other popular-priced car to own a ance you would get if that car were a Mercury! We'll show you the actual, impartial figuresmake you the most exciting offer in town! Bring

KING TRACTOR \& MOTOR, Floydada, Texas

| Subseription Prices: Outaside Moye, ana | Subseription Prices: th Freyd and cajoun. |
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| months 31.25; four months 90e | 14 00: four months 70c in advance. |
| vance. | k.00: four months 70c in advance. |

## VIEWS AND COMMENT

The High
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$\square$ ThE FLOYD COUNTY HESPERIAN
 Main St. Floydada. Texas. HOMER STEEN. Ealtor thersday, october 29, 1953

## Pelersburg Club

 Women Did Well

INSURANCE
ire. Windstorm, Extended Coverage, Automobile Security, Eends. 1925 to 1968
E. P. NELSON Agency


GROUCNO SAYS, to say the NEW 1954 a quiok oming on Nov. 5 th DE SOTO is your De Soto-pl and tell

## HURRY, ONLY 3 MORE DAYS.. Whire Fall Parade of VALUE THURSDAY, FRIDAY AND SATURDAY! <br>  <br> 4. <br> 

$=17$
$=23$
$=35=23=17=39=$


Now Posuible -up ro

## Cleat-Shatp <br> TV Pictures

MILES : FROM STATIONS! CHF and MHF

## Finco 400.4

 $\rightarrow$ TV ANTENNA ALUMINUM CONSTRUCTIONFLOYDADA IMPLEMENT CO.
 HACK REDD MUSIC CR


Patterson Given
Cancellation of Lots at Sterley


Dr. O. R. McINTOSH OPTOMETRIST OFFICE 211 SOUTH MAIN ST.,
Phone $157 \quad-\quad$ Floydada, Texa


The Floyd County Hesperian, Floydada, Texas, Thursday, October 29, 1953
$\qquad$
EDMISTON Plumbing Co. Phone 507 PLUMBING
REPAIRS - SUPPLIES


## Gor your ings




Sanview \& Loan Ass'n Plainview. Texas
n16 Brodiwyy
Dial 4-6236

ANNOUNCING
CHRYSLER ${ }^{\prime} 54$
with dramatic New eeauty that says you own the leader NEW PERFORMANCE that proves you drive the leader! And what wonderful new surprises you'll discover beneath the Chrysler's exciting new loveliness . . a new 235-HP FIREPOWER v-8 engine: greatest performer of all, with power and response that has no equal for driving safety-and fun! Sensational new POWERFLITE TRANSMISSION: greatest of all fully-automatic drives-no-shift, no-clutch driving at its easiest and simplest. Plus Full-time Power Steering and Power Brakes for the first complete driver control in any car. come see it -on display for the first time at your Chrysler deaier's on Thursday, Friday and Saturdayl


"The Power of Leadership is yours in a ${ }^{\text {r }}$, Chrysler"<br>ON DISPLAY TODAY<br>Americo': Fint Fomily of Fine Cors At your Chryder-Plymouth deoler's

## Schoolboy Football Review

 WHRRLWNOSCOME FROMBEHIND TO DOWN ABERNATHY 12706
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| NORMANS sc to ST.OO STORE dollar day values PLASTIC APRONS$\qquad$ |
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| NORMAN'S |  |
| :---: | :---: |
| Loving Now | 5 c to $\$ 1.00$ |
| STORE |  |



WE DOCTOR

K. CROUCH MOTOR CO.

Phone 606



IT MEANS "THE GREATESTI"
$\qquad$ CABLE CARDVE
with the Massey.Harris No. 33


WIDE SELECTION
JEWELRY
Watches


BRADFORD JEWELRY
126 W. California


$$
\begin{aligned}
& \text { Forser whirlwinds on } \\
& \text { OPPOSING SIDES SATURDAY }
\end{aligned}
$$



$$
\begin{aligned}
& \text { OPPOSING SIDES SATURDAY } \\
& \text { Two former Whirlwinds met of } \\
& \text { Tpposite teams last Saturday nigh }
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CAPADA

## DRIVE IN HEATRE

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\begin{aligned}
& \text { In Wichita Falls when the McMur- } \\
& \text { Iry Indians played the Midwestern } \\
& \text { University team there. }
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The Ideal Plow For Deep Breaking
FLOYDADA IMPLEMENT



WELL GRO. \& MARKET FELTON-COLLINS Gro. \& Mrkt. \& MCBR EN GRO. \& MRKT.

STAR CASH GRO. \& MRKT.
Save at the sign of the Shirifineganner

TICK-TACK-TOE MACHINE PLAYS GAME BETIER THAN A MAN CAN


Euerybady Welcome!


SOUTHWESTERN BELL TELEPHONE COMPAHY


Ph. No. 345
BROWN HOLMES COMPANY



## RUN DOWN...DOG TIRED?



[^0]
## Its V8 puts new ROAD MASTERIY af your hand



CLINE \& RAINER
201 So. Wall, Flordada, Iel


Floyd County
14 Years Ago




YOU NEED THIS Help your Cough


Carl Redgers this week began $\begin{gathered}\text { The Friendship home demonstr }\end{gathered}$





## NEW DESIGN <br> DISC PLOW

## $z$

To be used on lister tool bar will save cost of three point hook-up. Available in 2 or 3 disc plows, each disc cuts eleven inch width.

## REVERSABLE

To eliminate dead furrows and hard to level corners. Plow back and forth across one side of field. These plows will be demonstrated again soon, see them now, they're economically priced at
S. J. LATIA IMPLEMENT CO.

## BENNETT'S

CENBNT
bullding material


Here's your cue to greatest motor car value!

# CHEVROLET FEATURES are the FINEST 

 CHEVROLET PRICES are the (1) of any line in its field!

## Social Events, Clubs

Clyde Green and Quita Watkins Children's Talent Take Vows in Ft. Worth Ceremony Hour Meets With

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1847 ROGERS BROS.
Complete 57-pc. Service for 8

Reg. Price $\$ 105.25$


SOLOMON JEWELRY

Pleasing Success


Friends of Clyde Green Compliment His Bride-Elect


MONDAY NOVEMBER 2ND.

| Men's Odd Lot DRESSOXFORDS <br> Most Sizes <br> Values to 10.95 <br> \$5 | MEN'S <br> Size $101 / 2$ to 12 <br> DRESS SOCKS 5 for 1 | NYLON H <br> 51 Gauge 15 D <br> 87c |
| :---: | :---: | :---: |
|  | MEN'S White or Colored <br> 69c Ea. TEE SHIRTS |  |
|  | MEN'S WHITE <br> Regular 10c HANDKERCHIEFS 12 for 1 |  |
|  |  |  |
| y | BIRDSEYE Size 27x27 Reg. 2.49 DIAPERS 1.97 dz. |  |
|  | One Group of Better Values to 98e COTTONS 2 yds.for $1^{\bullet}$ | $M$ |
|  |  |  |
|  | 36 inch Brown Regular 29c DOMESTIC 4 yds. for 1 |  |
|  | HAND Regular 49c <br> TOWELS 3 for |  |
| We Are Closing Our MEN'S SUIT DEPT. Single or Double | String Knit <br> Regular 12c <br> DISH TOWELS 3 for 25c |  |
| $124, \quad 120$ | BLANKETS DOUBLE RLANKETS. 70x80. Reg. 3.98 | One Group 0 BETTER DRE |

We Are Closing Our MEN'S SUIT DEPT Single or Double $324 . \quad 229$. 139. Hagood's Dept. Store

Floydada

Reg. 10.95
-
BBOC


- ADDing machines


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[^0]:    SOUTHWESTER EELL. A TEAM OF 27,600 texas thephone plople
    partiner in texas prooress.

