A SOLDIER LANGUISHED, DIED IN NORTH KOREAN PRISON CAMP


## ndreds At Open House

 Santa Parade,
and Pony Show Schedule Farm Meetings In 6 County Areas

## ake and ice cream. Tomorrow its the Shetland pony show, the Santa Claus parade, the Lions club carnival, the Christ- mas ilihts and the beginning of the Christmas season in Floydada

 And a very enjoyable day it will be too.if you like horses, and if you want to show off your d horse and the trappings In and flags plyinges; and Santa Clauses and bands Make it a point to be there.
$\qquad$



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$\square$
Tuesday Markets
Singers to Meet
Soiurácy-Sunday

## Spur Bulldogs Win District

$\qquad$

Henry T. Coleman Died in Planview Saturday Morning

## DISTRICT WILL ATIEMPI RE-CHARGING WATER SANDS


 Floyd Restored to Drouth List
 oats at a reduced figure.
The 14 other counties restored to
RITES FOR MRS. R. L. KELLEY
HELD LAST WEES


 tored to the drouth disaster area couse recent rains came too late
by help department of agricemuture.
farmers.
$\qquad$ brown of mbembs at tulia

Fire - Windstorm Auto Insurance Representing Reliable
Stock Companies

Reagan-Giesecke Insurance

Week of Thrills In New York City






II PAYS TO PAY UPI RETAIL MERCHANTS ASSOCIATION

## WE WILL BE <br> CLOSED

## THANKSGIVING DAY

THURSDAY, NOVEMBER 26

For Service Call
Builders Mart Willson \& Son

## SUPER-WEAR

LLARS and CUFFS!

GiOVES 2.29 to 3.98 as
$\frac{1}{2}$

## msor Shits. 2.8

THort Shirts . 3.28

Penevers aut then the hous...


## santa Claus parade friday 3 P. M.



Leg-lovely: Penney's GAYMODE!

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$\qquad$

| Fire Department | Hail Thanksgiving |
| :---: | :---: |
| Are Thanksgiving | At Service Tonight |
| Hosts at Dinner |  |

Mrs. Day Hostess
For Starkey Club


'The Miser' Well
Presented Here
Up Stove Nearly
Fatal to Couple



New Cherrolet Truck Display Here Saturday
$\qquad$


Monograming


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| :---: | :---: |
|  | The thast mom merdis here ve. |
|  | axemeres mind |
|  | justments now confront 1 |
| Farm Headache |  |
|  | BRITTO |
| Follows Drop | hop |
| Farm Exp | E. Houston |

## IIRE BARGAINS

Extra good 15 inch 8 ply Trailor Tires while they last
O. K. RUBBER WELDERS

## Tuade sane

 Now Thru Nov. 30 5th Annual Old Stove Round Up

Don't wait another minute. Grab your hat and rush down to your Gas range dealer's store. You'll find at his store one of the finest displays of modern Automatic Gas Ranges -and he wants to trade for that old range of yours. Now is the time to buy that modern Automatic Gas Range you have been wanting. Your dealer is ready to trade. See him today.

## Wost TouesGus Company

In Farm Export
Farm Headache Follows Drop

## New'S4 CuIveroert Trand

COMPLETELY MEW-THE MOST POWERFUL, FINEST PERFORMING, BEST-LOOKING ADVANCE-DESIGN TRUCK EVER BUILT!


America's greatest truck builder's latest and greatest truck! Here's the and-new line of Chevrolet AdvanceDesign trucks for 1954! They re here to do your work for less They re here to bring you big savings on
 your turxing job faster and more

MOST TRUSTWORTHY TRUCKS ON ANF JOB!
CHIFOTM Bigger "Thriftmaster 235 " en-
gine. Rugged "Loadmaster
235 " engine. All-new "Job-
master 261 "engine."
 Chevrolet trucks for '54!

## NEW <br> ENGINE POWER

NEW

All three high-compression en-
ines bring you greater operating economy plus greatly in-

## NEW

 Big new one-piece curved windshield. New, more con-venient instrument panel. New clutches in light- and heary-
Heavier axle shafts in 2 -tca
models. Bigger, more durable
clutches in light. and heary. duty m

CHEVR

You'll find these completely new Chevrolet trucks packed with new advances great new features you need
So plan now to come in and get all the acts on the biggest truck news in year See the trucks with big new benefits for both owners and drivers - really new

Rugged new pickup bodies have deeper sides. Sturdy new
stake bodies are wider and longer for extra load-space.
ROLETCOMP


IVG TO SOME LUCKY BOY OR GIRL-

Register be given free at a drawing in Register at Smith's Dry Good if you are ars old or younger-be eligible to win.

REAL WESTERN SHIRTS
FOR BOYS AND GIRLS
$\mathbf{\$ 2 . 9 8}$ and $\mathbf{\$ 3 . 9 5}$
a genuine western hat
THE PONY SHOW FRIDAY.
MR RM. For the little cowboy
ADD CowGirl. All Colops
Little Cowhands $\mathbf{\$ 5 . 0 0}$
Mens $\mathbf{\$ 8 . 5 0}$ up
Western boots
THR LITTIE RANCH HANDS.
CET EM AT AMITH:
$\mathbf{\$ 4 . 9 5}$ and $\mathbf{\$ 6 . 9 5}$
ITH'S Dept. Store

Opioion Signed

to Buy Hospital -- 043 0 운 | clin |
| :--- |
| me | W. Mangold, a contract his-

giving him an
clinic, suburechate the hospital and
memben
 by Hubert Frizzell, chairman of the
board.
A meeting of the membership will
probably be held sometime in Dec


BRITTON Appliance Repair Shop | Phone $454 \quad 307$ E. Houston |
| :--- |



Dr. Gene Hardy, who has been
on the staft of the hospital most of
his year on the staft of the hospital most of
this year, will continue with the
hospital. Contrary to rumors that
he would be called into service soon.

BENNETT'S

## BUILDING MATERIAL

## DITCHING

For your foundations and plumbing
Phone 602
Floydada

## expect to be called soon if at all. <br> Ruct



## Were's why thousands of TEXAS motorists are swirching to



Restores "new car" power! Increases spark-plug life up to 150\%! Gives you extra gas mileage, too!

All over Conocoland the story is the same. Every day, thousands upon thousands of motorists are switching to new Conoco Super Gasoline with TCP. What's the reason for this big switch? Why are motorists leaving brands they've been loyal to for years? The reason is simple: New Conoco Super Gasoline with TCP is the greatest improvement in gas-
oline since the introduction of tetraethyl lead in 1922 ? oline since the introduction of tetraethyl
Motorists tell us they can actually feel the difference in car performance after just two tankfuls. For new Conoco Super with TCP dramatically overcomes the greatest single cause of power and fuel
waste affecting most of the cars on the road today.
Combustion deposits
reduce power
When you drive your car, deposits constantly build up on spark plugs and in the combustion chambers. These deposits can "cheat" you of power in two ways. First they short-circuit spark plugs-caus-
ing them to mis-fire. Second, deposits in the coming them to mis-fire. sause fuel to ignite before it should. This is called pre-ignition or "wild ping."

Trademark owned and patent applied for
by Shell Oil Company


The combined effect of mis-firing and pre-ignition is loss of power, lack of "pep" and wasted gas. How Conoco Super Gasoline with TCP works
Now Conoco Super with TCP-a cresyl compound -dramatically overcomes the loss of power and fuel caused by combustion deposits. TCP actually
neutralizes harmful deposits on spark plugs and in neutralizes harmful deposits on spark plugs and in combustion chambers. With new Conoco Super
Gasoline, your plugs spark as they should. Your fuel ignites as it should. You get and keep "new ar" performance.

Fill up with

## NEW CONOCO Super GASOLINE!

TCP helps your car-whether new or old
 compression engine, it will keep on delivering its
built-in power as long as you use Conoco Super Gasoline. If your car is an older one, Conoco Super

See what Conoco Super with TCP can do for your cor-
Start the "TWO-TANK TEST" today! 1. When your gasoline tank is one-
Conter full or less, fill it with
Conoco Super Gasoline with rcp.
Now, there will still he eome or-
dinary gasoline mixed in with
$\alpha^{2}=5=$


CONOCO Super with TCP-greatest

GASOLINE DEVELOPMENT IN 31 YEARS!

CONOCO WHOLESALE Phone No. 5
billy b. henky
MRS .R. U. HENRY

School Board, Athletic Council Study Needs at Wester Field


Eleven Schools Represented In FFA Contests
4

Burglars 'Take' TNM \& 0 Station

Jr. Stock Show
March 10 and 11

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WE STILL DONTT MAKE $\$ 75$ SUITS to retail for $\$ 65.00$ We Just Make
the best
867.50 to
870 Suits

In the Market.
It will be here
GLAD SNODGRASS
"Smart Wear For Men Since $1900^{\prime \prime}$

MONDAY BEGINS COMPULSORY SCHOOL YEAR IN COUNTY


Assign Newton
Oil Lease to
Burdell Oil Co.





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w and Hill News
(by Mrs. James Jeffress
SAND HELL, November 23





Harmony News -

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che then

## PALACE <br> Floydada, Texas <br> 3 BIGDAYS 3 <br> Sun. - Mon. - Tuesday

$-\sim-20$
AT LAST - THE MOST EXCITING ADVENTURE OF ALL -THE STORY OF A PERFECT CRIME - THAT WAS NOT QUITE PERFECT ——A SAGA OF SUSPENSEFUL ADVENTURE - AND BREATH TAKING ACTION.
SHETLAND PONY TO BE GIVEN AWAY



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 economically over-all length laws problems of the industry.
in all states.

| Silent Power muffler, which by <br> eliminating objectionable <br> exhaust |
| :--- |

You Can Buy The Most Popular Tractors and Implements for 40 Per Cent Down and 2 Years to Pay Balance. cysur

| NOTICE All we want for security is a mort- age on your tractor or machinery. |  |
| :---: | :---: |

## S. J. LATTA IMPLEMENT

Your Friendly M-M Dealer $\begin{gathered}\text { Floydada, Texas }\end{gathered}$<br>Pho. 58 Your Friendly M-M Dealer Floydada, Texas




District Courf Criminal Cases Get Disposition


As A Farm Woman Thinks



ORCHID BEAUTY M1
Ex-cel-cis Cosmetics Permanents Manicuring Four-way haireuts. MRS. LLLOYD WOFFORD, Mar SUE WOFFORD, Manicuri MRS. NAOMI SMITH STEVESSO: MAIN and WILLOW STREE Phone 2308

BUS SCHEDULES
EAST BOUND To VAST BOUND 8:35 A. M. 1:25 P. M. To Childress, Quanah 1:30 P. M.

Low fares everywhere-T.N.M, \& 0 . Magnolia Service Station No. 1 Fred Lambert, Agent



Bobcal's Black Repulation is Well Deserved


Center News


Ane you see Chystashing the all-time 24 -hour endur ance record at Indianapolis to win the Stevens Trophy! An保 thrilling proof of the stamina, durability, and safety of the new '54 Chrysler. Its 235-h.p. FirePower V-8 engine and Powerfinte fully-automatic transmission far out-performed all other cars in the history of this event! And set the amazing
new record without any replacement of engine parts! Now
mind you, this was no special car! Selected from regular pronow on display! This is the same record-breaking performer we invite you to come drive! And what an experience for you! You'll feel the one and only 235-h.p. performance!
$\qquad$

COME DRIVE THE CAR
THAT DID IT! The power of
leadership is yours in a beautiful

Floyd County Hesperian, Floydada, Texas, Thursday, November 26, 193
TREACHEROUS MACHINE $\left\lvert\, \begin{aligned} & \text { out Callihan plans to drive his pie } \\ & \text { up to a anubbing post }\end{aligned}\right.$ when Usually Docile Pick-Up Wheels Off Driverless
Off DriverleSS


## Thanksgiving



Rich and poor, young and old, people of all oc cupations and stations in hife have many reason for giving thanks. And in this great free nation
of us have opportunities for further progress. so, in the spirit of the Pilgrims, let's all pause and gratefully co

## FIRST NATIONAL BA

Floydada, Texas


## FOR MEN

Stetson Hats
Stevens Hats
Preston Western
Style-Mart Suits Cresco Sport Coats Campus Sportswear Haggar Slacks
Pioneer Belts \&
Wembley Ties
Van Hueson Shirts and Pajamas
E \& W Shirts
Jockey Underwear
Hanes Underwear
and Ski Pajamas
Cooper Socks
Dickie Work Clothes Levis
Florsheim Shoes Jarmen Shoes
Johnsonian Shoes
Leddy Cowboy Boots
Justin Cowboy Boots



| Cranberries <br> Pound | 27 c |
| :---: | :---: |
| COCOANUT | 29c |
| $\begin{aligned} & \text { MINCE } \\ & \text { MEAT } \end{aligned}$ | 39c |
| GRAPE <br> JUICE <br> 124 oz. Bottle | 37 c |
| TOKAY <br> GRAPES <br> Pound | $5^{c}$ |
| Fresh Dressed <br> HENS <br> Pound | $50^{c}$ |
| Fresh Dressed <br> FRYERS <br> Pound | c |
| U. S. Grade Beef ROAST Chuck, Pound |  |
| FRESH <br> RIBS <br> Pork, Pound, | 49 |

## Grocery \& Mkt.

120 E. California Street Phone 13 we deliver


## 4罟

## FOR BOYS

Tom Sawyer Sports
Campus Sportswear Billy the Kid Jeans Jockey Shorts
Dotty Dan Sports-

Buster Brown Shirts and Anklets
Red Goose Shoes
E-Jay Shoes
Acme Cowboy Boots

## FOR GIRLS

Kate Gre
Betty Marie
Lingerie
Stockton Jeans Nan Dorsey Buster Brown Socks Red Goose Shoes
FOR INFANTS
Curity $\overline{\text { Diapers }}$ Dexter Diapers Playtex Pants Baby Purry
Blankets
FREE GIFT WRAPPING
HAGOOD'S DEPARTMENT



