VOLUME 60

City Council Asks Backing On Water, Sewer Program

ONE-ACT PLAY
$\qquad$ Friday, March 12 at
Ward school, Floydada
tinas wil beld at
Admission for the timals Farmers Feast Plan Drive For More Members

City Tightens Enforcement of Sanitary Code

FORMER FLOYDADA PASTOR WILL TALK TO BAPTIST BROTHERHOOD


Skaggs Opening New Studio at Jackson Stand

Sgt. Ervin P. Looney Selecied At March for Officer Training


## Social Events, Clubs

1922 Study Club Mrs. Roy Hollar Bon Voyage Party Texas Day Program Tells of Library Given Thursday At Club Meeting

Given Mrs. Elliott


Women Observe World Prayer Day



## NUMEER ONE in power!

Anything less is
yesterday's car!

# CHRYSLER 235 n. 

K. CROUCH MOTOR CO.


SUGAR
Pure Cane 5 lb . Bag 49c


FRYERS
FRESH DRESSED
Pound
53 c


Shurfine Frozen ORANGE JUICE Two 6 oz. Cans


At The
PALACE


One's lite Span
sday, March 11, 1954 personal hyyiene, it is possibie to Influenced by His Arteries


Aluminum May 'I Give You Texas' Save Pirate Island -Boyce House


New Ulcer Pills Let Patients Eat
Anything they Want
wave Pirate island -Boyce House


53 Million Cars, Trucks on Highways


1951
(OK) used trucks at sensational savings
 rese and onlv 2.400 mileses See this for

Men in Service political*** ****COLUMN
Joining Soldier Husband in Europe


NOTICE
WATCH FOR OPENING DATE OF

## CHRYSLER 235 n.p.

mit own ano ioox or moneme day and drive the Daytona

K. CROUCH MOTOR CO.


Relatives, Friends Here to Attend Wellmaker Rites

## the Skaggs studio <br> "PHOTOS OF DISTINCTION <br> LOCATED IN BUILDING FORMERLY occupied by jackson studio <br> DON AND RUTH SKAGGS <br> It's NUMBER ONE in Power!

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 Nin

 Now dive draine xim


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## PENNEX'S smart takic

 Daster Fashion WOMENS LOVELY EASTER FROCKS Latest Styles from Leading Style Centers PURE SILKS 16.75 Butcher Linens Sport Denims 6.90 Sport Denicottovs 6.90 Over 300 Dresses
To Select From


EASTER FROCKS
Sizes 3 to 6 and 7 to 14
3.98 to 5.90


PROPORTIONED LENGTH SHEER GAYMODES 1.25

こ-A-L-L-I-N-G GIRLS, BoYs
S-T-R-E-T-C-H Anklets
$\underset{\substack{\text { dark or } \\ \text { PASTELS }}}{ } \mathbf{7 9 C}$
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SHORT SLEEVE SHIRTS
1.00 ea.

SHIRTS
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Assorted Styles
Scattered Sizes

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Prices 1.98 to 4.98

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BUTCHER SKIRTS
3.98 BUTCHER BLOUSES NEW COTTON BLOUSES

4-GORE COTTON-PLISSE HALF SLIPS
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NYLON
Gloves 98c
SAVÍE!
CLEAR OUT IN READY TO WEAR
WOMENS BIOUSES WOMENS BLOUSES WOMENS SKIRTS WOMENS DRESSES WOMENS DRESSES

All On Mezzanine


Winds Journey To Snyder For Meet Saturday


Dorotha Powers Concert Thursday Night, Next Week

Stock Show


School Week Has Wide Interest In County's Schools

HOG
COW

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& \text { How } \\
& \text { cow }
\end{aligned}
$$

FEE
FRYE

高


Charley Be

"Once-in-a-Lietime" Chinam Offer
we guarantee -
To refund, your money if you are not c

- Just take the carton home, inspect it
convinced it is truly a "ONCE-IN-A-1 tional value, return complete,

| PEACHES, 6 Cans 1.00 |  | U. S. G |  |
| :---: | :---: | :---: | :---: |
|  |  | FRYERS |  |
| FLOUR . . 79c |  | SLICED BACO |  |
| $\square 1$ Pkges. 15c |  | S |  |
| GUM 3 Pkges. . 10c |  |  |  |
| Froen foods |  | MELIORINE |  |
| Pasco 6 oz <br> Orange Juice $\mathbf{1 5 c}$ | 10 | 49 |  |
| нircolul 24 | APRRICOT PRESERVES 39c |  |  |
| pres | PINTO BEAN | NS . 10 |  |
| \%ip |  |  |  |
| mimbock 4sic | GREEN BEAN | 13 |  |
| ${ }^{\text {cismsur }}$ 3ic | KLEENEX | X . 15c | 290 |


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| :---: | :---: | :---: | :---: |
| LOUR . . 79c |  | SIICED BACON |  |
| 2 Pkges. 15c |  |  |  |
| GUM 3 Pkges. . 1 |  | $\begin{array}{\|c} \text { MELLORNE } \\ \text { 49c } \end{array}$ |  |
| Froen Foods |  |  |  |
| isc |  |  |  |
|  | APRICOT PRESERVES 39c |  |  |
|  | PINTO BEANS. 10c |  |  |
|  | GREEN BEANS . 13 c |  |  |
|  | KLEENEX . 15 |  |  |

6 Cans 1.
49c

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| FLOUR . . 79c |  | Siliced bacon |  |
| - 2 Phges. 15 c |  | SAUSAG |  |
| GUM 3 Phges. . 10c |  |  |  |
| Froen foods |  | MELIORINE |  |
|  |  | 49c |  |
|  | PRR1COT | RVVES 39 |  |
|  | INTO beals |  |  |
|  | green beans |  |  |
|  |  |  |  |
|  |  |  |  |



FELTON - COLINS
GROCERY \& MARKET 122 W. Calif

Phone 27


WE

| GOOD |  |
| :---: | :---: |
| goobeys |  |
| PEACHES <br> Extra heavy syrup | ${ }_{\text {rup }} 5^{2 \mathrm{Cans}}$ |
| Fruit Cocktail \$ 1.00 <br> 3 for |  |
| JELLO | ${ }^{2} 15 \mathrm{coxes}$ |
| HI-C ${ }^{4}$ | $25^{c}$ |
| $\begin{aligned} & \text { Green Giant } \\ & \text { PEAS } \end{aligned}$ | 19 c |
| Pork \& Beans | ans $3^{\text {cans }}$ |
| Green Beans Virticle Pack |  |
| NAPKINS <br> 80 Count | $25^{c}$ |
| TREND | 2 Large Boxes $\mathbf{3 9}$ |
| Super Suds | $\begin{gathered} 2 \text { Large Boxes } \\ 49 \mathrm{c} \end{gathered}$ |
| White King <br> SOAP <br> Hardwater Special |  |
| SALMON | $\begin{aligned} & \text { Tall Can } \\ & \mathbf{3 5} \end{aligned}$ |
| $\begin{aligned} & \text { All Meat } \\ & \text { BOLOGNA } \end{aligned}$ | $\begin{array}{ll} \mathrm{A} & 2 \mathrm{LB} \end{array}$ |
| $\begin{aligned} & \text { Fancy sliced } \\ & \text { BACON } \end{aligned}$ | $\mathbf{R a c}^{\mathrm{LB}}$ |
| seed potatofs ONION SETS - PLANTS New Crop Ralk Garden Seed |  |



VIEWS AND COMMENT This is good
is the month
the individual is the m
the indiv
ponsibilit. ponsibili
county Some of the pertinent questions anked of the ever? In your whole life?
citizen in searching for his attitudes are: We have been inclined to lean toward the
倍 Have you ever been to city hall or attended sliding scale price support system, with the
a meeting of your city council? Have youever idea that it would effect crop acreage
been in a meeting of the commissioners changes without the necessity of telling a court? The answer of most citizens is no. man what and how much he may plant and
And therein lies some of the weakness of the thus, eventually, do away with acreage al-
kind of government we have. As a matter of lotments and the like. Senator Johnson in a are the affairs of the school district and the ly) to the newspapers gives this point of
county. We all know this. We all know it is view: "I oppose the sliding scale price sup-
cour is our government. We all know we are by but because 1 know farmers already are in
right welcome at all of the meetings of these
trouble and I don't want to see them pushed
governing bodies. But The Hesperian takes farther down the economic ladder." Then he up for the average citizen in this respect, that he would feel embarrassed walking in on a
council meeting, on a school board in session,

$\qquad$ ing counties - one year, 52.00; stx months 81.00; four months 700 in advance.

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Prove FREE
Muscular Pains Relieved In Few Minules Whin Datorin Extenal Pracerption

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 more comtortable you treel sil day.
hot at nothe. hours of rextul sieep you
set at


## 


Muscle-Rub at Yome shere



Somewhere high in the air, half a world away, the son of a critically ill father is speeding to his bed-

 lifts the human heart as having a loved one
 near in time of crisis....Your Red Cross helps the military get为 the serviceman home when critical emergencies occur. No mission is more important, no effort more gratefully received by the man defending you in far places. You can help him by giving through your Red Cross.

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LOCKET NO. 1 STORM. PROOF NORTHERN STAR STORM. PROOF

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der
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BIG $\mathbf{S I 9 . 9 5}$ STORAGE CHEST-TV BENCH


and Hill News

## CAPADA

DRIVE - IN THEATRE
This Weeks Attractions
THURSDAY \& FRIDAY, MARCHII



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 MARCH 16-17
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Of all the fine things you get in the big, beautiful new
Pontiac, none will please you more than its balanced all-around perfill plase yon Pontiac's big, high-compression engine has all the power youtl ever need-for acceleration, for hills, for
smooth, resful rolling along the open road. And once smooth, restful rolling along the open road. And once
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matched at the price! Come in for a demonstration.
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## CR TE G

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## LOUR <br> Light Crust 25 lb . Bag

## BABM MAGG minnens $\quad 396$



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We're not saying that Butane will make you any more cotton, wheat, or
maize per acre. But we do say that with Butane on your tractor you'll realize
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Ford rides Ora a Ballicount constaion

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And only the ' 54 Ford in its fie
off with the smoothest ride off with the smoothest rid
enced in a low-priced car enced in a low-priced
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And besides this revolutionary advance, Ford offers two brand new deep-block power plants
the 130 -h.p. Y-block V- 8 and the 115 -h.p. 1-blod Six. Youll also find a new stronger frame ... ne
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Come in and Test Drive the 'sas
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## PROTECT <br> Your Family Against ... FLITS - BLOWOUTS - SKIDS

TRADE FOR NEW
MILLER TUBELESS TIRES





Mrs. J. N. Gullion left Saturday afternoon for Ennis. Texas, where
she will make her home in Odd
Feilo. Feliow Home, near there.
Fred Reeves and Dr . Pruitt
accompanied Mrs Cullion to Ennis. accompanied Mrs Gullion to Ennis.
returning home Sunday night. Neighbors and several triends
ppesented Mrs. Gullion with going-
axay gits. Saturdy, Mrs Guilion
and her late husband. Js. Gullion and her late husband. J. N. Gullion
who died here in December, had
been residents of Floydada since


Bonny Little Beau-Catcher
 pump that keeps your fee


4.98

Other Styles from 2.98

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ANSWER THE CALL
JOIN AND SERVE
Floyd Countys Goal is $\$ 3,300$

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## A SALUTE TO 4-H

This year your $4 . \mathrm{H}$ movement is over half a century old -a great youthful organization with over 2 million forward-looking boys and girls all over Americo Your motto, "To make the best better," might well serve as a watchword for all of us who are interested in progress.
During this special week to honor your Clubs, this bank extends its best wishes and congratulations to ll of the $4 . \mathrm{H}$ members in this community.

Floydada, Texa<br>dada, Texas


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## FIRST NATIONAL BANK


 enter as often as you like-there's still time!

## MURRY:

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## 2 Weeks Away with Double Pay!

40 Grand Prizes . . A Grand Prize a Day for 40 Days!



Rus
(to spend or save as you please)
PLUS two weeks' use of an
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$\mathrm{T}=-\sin$ arc verdy Sure, its sleess lines, full- width perile and punoramic mindahield arn hundsomely un-mokirike There's the same dashing sir about the inside, tove. I wo-tane conior seheme. Harnomizing, mopole-ssleather aphoistery. Smart matrymeat panel, with dials clustered for instant rasdin4
Ber mettr-tain amocher lowat A burly, brwway brate of me mene - a roal mai mifine-makes pou think of a Mas America whe wiso am bend horseshoes. 125 tarsepuer says that his beaury can heft a wo load with ease and dash.
That's mary , ywer iban meme nadery
 tad its wide, demp ber bolids at lean onhic fleet mere than the mom 53 model. That sulf fate is tring idht-and sumd-seice.
Finally, it offers Track Hydro- Matie prive" that saves jow, saves your sink, suves your fime
SEAt to ithe hewry-mindind. therr's A DE LCYE moded at mers art, wirt arrone erile and mim, nes-lame paines, arond
Came in und drive this prea GMC Came in and drive thra great
it will do all its own selimet

 LC. MCDONALD

Floydada, Texas


Dr. O. R. MCINTOSH OPTOMETRIST

R. E. FRY


## My

Mommie says
to tell you about
the
big̨ storm"
"My amme is Janle Falton. Fin going on dight yoas old and I live vith my dadd mod mommie and my brothers and sioter צear Boürur, Tenn
"Lant year a big wind came and blev town our lowse. MY little brother was killes time for oun fuxily
-Bat then the Red Croer came and belped




$\qquad$



tavere the call to hanaity -give facrowil!

YOU CAN ANSWER THE CALL
When One of These Red Cross Workers Calls on You, Give enough. Your Red Cnt Must Carry On COMMUNTTY CHAIRMEN

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