

One Of... da's Oldest... titutions

Bureau Meeting Will Hear... Man Speak at Lockney

...proposed farm... compromise between... agricultural plan...

... Places First In District... Neighborhood Progress Contest

...received Mon... Harmony Community... place again in the...

... Nominates Red Cross... Leaders for Floyd County

...nominating com... county chapter... Red Cross disaster...

... New Store Will Occupy... Age in Wye Shopping Area

...new business structure... of the wye between... and west Houston...

Highway Department Proposes Four-Lane Road Building Project

A long range program of improvement on the trunk highways through Floyd county, beginning with a \$600,000 four lane job on highway 70 from Floydada to the Hale county line is being proposed by the State Highway Department.

Jackie Womack Wins Class A Regional Mile

Jack Womack the Whirlwind ace miller is the lone survivor of the regional track and field meet held last Saturday at Texas Tech field.

Planners Meet Saturday For Pioneers Day

Floyd county pioneers who gather at the county court room Saturday afternoon on call of President Claude Fawver, make further plans for their annual re-union on Friday, May 28.

Clubs, Chamber of Commerce Bear Down on Clean-Up Plans

The trio of civic bodies of Floydada, lending sponsorship to Clean Up week in Floydada May 16-22, yesterday had formulated their plans for the event and had been promised cooperation by individual workers throughout the community.

Sudden Death of J. G. Martin Shock To Business Community

J. G. Martin, 68, for more than 45 years a resident and business man of Floydada, died shortly after 12 o'clock Tuesday night after an illness of two hours. He succumbed to a heart ailment.



J. G. MARTIN. For whom funeral rites will be said this afternoon at 3 o'clock.

Board Will Meet Monday Afternoon

The county school board will hold its regular meeting May 3 at 2 p.m. in the county superintendent's office.

Stadium Steel Work In Place

Southwest Stadium Construction company of Lubbock made record time in erecting the steel frame work for the new football stadium at Western field Wednesday of this week they had completed the job and moved on.

City Audit Made

Harold B. Shile, an Amarillo public accountant, who was awarded the job of auditing the city's books by the city council has finished the audit and filed his report with the council, Secretary B. K. Barker reported this week.

Board Will Tackle Tax Equalization

The city tax value equalization board will have their first meeting to look over taxable values represented in the city's rendition sheets Friday.

District Scouters Feast Tonight at VFW Hall; Lay Plans For Spring and Summer Activities

Scouters of Haynes district, Boy Scouts of America, representing 13 communities having one or more units of Boy Scouts, will hear Marshall Formby, Plainview attorney, tonight at their district banquet.

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Silverton Artist, Teacher to Judge Caprock Art Show

Caprock Community Art show officials announced this week that Mrs. Ewing Vaughn of Silverton will judge the show when it opens in Floydada on May 10.

Dollar Day Monday

Dollar day again Monday, and dollar-wise shoppers will be looking over the advertisements in this issue of The Hesperian to see what day will mean to them.

Floydada Bands Offer Concert

Floydada high school Whirlwind band, aided by the Tonettes and the Andrews ward school band, will do their utmost in their spring concert tonight at high school auditorium.

It will be an effort to please their parents, entertain their friends and win the commendation of their instrumental music director.

Incidentally, if they get a good crowd, the proceeds will take another bite out of their uniform debt.

A reduced price of 50 cents for adults and 25 cents for students has been announced.

John Jay Horn, director of the instrumental music department of the schools has arranged this evening's program as follows:

Program For Tonight
Tonette Band - Twinkle Twinkle Little Star; Blow The Man Down; Old Mac Donald Had A Farm; Mary Had A Little Lamb.
Andrews Ward Band - Pony Express March; Fred Weber; Exalted Lord, Palestrina; Venetian Varieties; Fred Weber; Heigh Ho, from Snow White.

Lakeview News

(by Mrs. Verlon Wright)
LAKEVIEW, April 28 - Mrs. Warner Johnson visited Wednesday in Lorenzo with Mrs. Wilma Paschall. Mrs. Paschall and her daughter, Vencil, returned home with her to spend the night.
Mr. and Mrs. Charlie Wright and family attended church in Crosbyton Sunday and visited D. E. Smith. Mrs. Herman Hargrove and children and Mr. and Mrs. Vergil Spence visited in the Smith home in the afternoon.
Patsy Johnson and Billy Joe Estep are out of school this week with the mumps.
Mr. and Mrs. Louis Pyle and children and Mr. and Mrs. William Bertrand spent Monday and Tues-

Fire - Windstorm - Auto Insurance
Representing Reliable Stock Companies
Reagan-Giesecke Insurance

LIBRARY NEWS

(by Mrs. Roy Hollar)

day in Vernon. They attended the Santa Rosa rodeo, Monday night. Mr. and Mrs. Elvis Howell, Mr. and Mrs. M. B. Brown of Canyon, Mr. and Mrs. Floyd Day of Lubbock were Sunday dinner guests of Mr. and Mrs. Harve Thomas.

Mr. and Mrs. Weldon Hammonds and daughters and Mr. and Mrs. William Bertrand and children visited Mr. and Mrs. Harve Thomas Sunday night.

Ronnie, Randle and Jill Bertrand spent Monday and Tuesday with Mr. and Mrs. Harve Thomas.

Mr. and Mrs. Verlon Wright and children were Sunday dinner guests of Mr. and Mrs. W. A. Bunch and family and Mr. and Mrs. E. C. Ferguson in Floydada.

Alice and Vivian Bunch spent from Sunday to Tuesday with their aunt and family Mrs. Verlon Wright.

Mr. and Mrs. Roy Fawver spent the week-end in Temple visiting Mrs. Lovell Jones.

Mr. and Mrs. G. L. Hamor and Janet visited Mr. and Mrs. L. D. Goughly and family Friday night.

Mr. and Mrs. L. D. Goughly and children and Mr. and Mrs. Leslie Fawver and children enjoyed boating at Burson Lake Sunday evening.

Mr. and Mrs. Milton Harrison and family went to Lamesa Sunday. They returned to Lubbock and visited Mr. and Mrs. Leland Woodward and Cathie in the home of Mrs. Christine Woodward.

Mrs. R. C. Smith returned Sunday from Martin. She had spent three weeks visiting her sons, Roy and Floyd there.

Mrs. R. C. Smith and Mrs. W. C. Wright celebrated their birthdays last week.

Mr. and Mrs. M. J. Coleman visited Mr. and Mrs. Joe Thurston and family Saturday night.

Mr. and Mrs. Curtis Williams attended the REA meeting with Mrs. Verlon Wright Saturday. Mr. Williams received a deep fryer and a travel iron at the drawing. Mrs. Buel Neff won an electric timing system and Mrs. Don Harrison won some bathroom scales.

Mrs. Cecil Johnson and Mrs. Earl Spears made a business trip to Lubbock Thursday.

Mr. Spears, Pat and Larry were in Lubbock Saturday for the Regional Interscholastic league at Texas Tech. Pat was a contestant.

Earl Spears and Larry visited Mr. and Mrs. Louis Pyle and family Saturday night.

Rev. Clayton Watkins and family and Sandra Porgus were dinner guests Sunday of Mr. and Mrs. Wayne Russell and Wandell.

James Lee Nichols spent Saturday to Tuesday in Pitts hospital, Floydada.

Donnie and Ronnie Wheelless spent Thursday to Sunday visiting their grandparents, Mr. and Mrs. R. L. Johnson.

Mr. and Mrs. R. L. Johnson took their grandsons home Sunday and were supper guests of Mr. and Mrs. V. D. Wheelless in Crosbyton.

Mr. and Mrs. S. L. West of Oklahoma were dinner guests of Mr. and Mrs. Cecil Johnson Monday.

Mrs. Jim Owens visited Mr. and Mrs. Edgar Owens and family Sunday afternoon.

Earl Edwards, Jr. and Howard Gene Bishop attended the roping contest in Crosbyton Sunday afternoon.

lation of Eugene O'Neill's work. Brooks Atkinson is the author and he is reporting on a program over the Canadian Broadcasting corporation. This program presented a number of O'Neill's plays. Brooks Atkinson feels that we as a nation have failed to appreciate a master of drama.

A German bible, other German books and an addition to collection of the "National Geographic" was presented by Mrs. George M. Finkner of Amarillo.

Your library staff enjoyed being guests at the Lighthouse Electric feast on last Saturday. We saw a lot of our borrowers and made some new friends.

The library committee of the Andrews Ward P-TA announces the following winners in the contest which closed March 30 after which selections were made from the entries in various schools.

In accordance with the rules each grade in the county was allowed to submit one entry. The committee then secured the assistance of judges who did not know the scores of the papers judged. The committee was composed of Mrs. Henry Barber, Mrs. Margaret Springer and Mrs. Roy Hollar.

The awards follow:
First Grade - Janet Holmes, Andrews ward school;
Second Grade - Sharon Nell Blair, Andrews ward school;

Third Grade - Nadine Cumbie, Lockney ward school;
Fourth Grade - Nita Fae Goughly, Andrews ward;

Fifth Grade - Karen Sue Robinson, Andrews ward;
Sixth Grade - Betty Jean Coleman, North ward school;

Seventh Grade - Mary Cogdell, Andrews ward;
Eighth Grade - Sue Nelson, Andrews ward;

Junior in high school - Barbara Hays of Lockney;
Senior in high school - Tie, Harlen Workman, Lockney and Gano Scott, Floydada.

CAROLYN KIKER'S JUNIOR RECITAL GIVEN AT WTS
West Texas State Teachers college at Canyon presented Carolyn Kiker April 26, in her junior recital.

Those attending from here were her parents, Mr. and Mrs. L. E. Kiker and a sister, Naomi.

Following Mrs. Rowley's excellent presentation to our Federated clubs last week, we should perhaps mention an interesting article in the New York Times - Section 2 - March 28, 1954 which shows how appreci-

ation of Eugene O'Neill's work. Brooks Atkinson is the author and he is reporting on a program over the Canadian Broadcasting corporation.

The county officials have presented the library a copy of "Bartlett's Quotations" in memory of Mrs. Ida Cooper.

The Garden club of Floydada is making possible the purchase of a newly issued book called "The Story of Biblical Plants."

The 1950 Study club has made an appreciated donation to our magazine fund.

Mrs. Gordon Downing conducted story hour on last Saturday. She used slides and a flannel board in entertaining a most attentive young audience. One of the small guests told us that she had been missing story hour. It seems that she had two reasons "mumps and fever". We hope that both mumps and "fever" are abating now.

We acknowledge a gift of books from Mrs. W. H. Wingo of Lockney, and Henry Self of Floydada.

It is time to begin thinking of summer plans. We are glad to know that story hour has summer plans and we hope that "story hour folks" (I borrowed that term from one of the group) will come in from all corners of the area we serve.

As I write this I note that we have in and waiting for borrowers five of the books listed on the national list of best sellers. This is the first time we have had so many of this list on hand and not in use for a long time. We have more of the newer books than formerly and a very good percentage of the best sellers in both fiction and non-fiction are available at your county library. "Not as a Stranger" remains at the top of the fiction list and our borrowers agree with the national poll on this title. Even more popular is Dr. Peale's "Power of Positive Thinking."

Mrs. Earl Edwards, Jr. and children visited Mrs. Howard G. Bishop and Mike Sunday afternoon. The Edwards were Sunday supper guests of the Bishops.

Mr. and Mrs. Maxey McKnight and Del returned to their home in Wellington Sunday after visiting her parents, Mr. and Mrs. W. Earl Edwards. Mrs. McKnight and son spent 10 days with her parents and her husband came for the week-end.

Mr. and Mrs. W. Earl Edwards recently visited their daughter, Mr. and Mrs. Frank Fite in Abilene and Mrs. Edward's sister, Mr. and Mrs. Herman Hardin in Sweetwater.

Mr. and Mrs. Dick Nichols and Billy, Mr. and Mrs. David Nichols and Mrs. James Lee Nichols and children were Sunday dinner guests of Mr. and Mrs. R. L. Nichols.

Mr. and Mrs. Verlon Wright and children and Alice and Vivian Bunch were Tuesday dinner guests of Mr. and Mrs. W. C. Wright.

Don't forget the candidates hally May 4, at the Lakeview school. Pie and coffee with soft drinks for the children will be served. Everything is free. All the candidates and public are urged to attend.

Center News

CENTER, April 27 - It is cool and cloudy today. We hope we will get some rain. Another good slow one that will last till we are soaked.

Our revival is over. We had a good one with record crowds for us and earnest preaching. Spiritual singing and all.

Mr. and Mrs. Frank Dunn, Margaret, Mary Grace and Joe Lee spent Saturday and Sunday with relatives in Lovington, New Mexico. They returned Sunday afternoon.

Mr. and Mrs. J. D. Welborn and sons spent the week-end in Winoco, Oklahoma, where they took Mrs. Welborn to visit awhile with another son, Howard and family. They spent Sunday night in La Fors visiting Mrs. Welborn's parents and reached home Monday afternoon.

Donna and JoAnne Welborn spent the weekend with their sister and family. Mr. and Mrs. Nolan Arney.

We were happy to have all visitors in one of our revival services. Some of them were former Centerites from town, Messrs and Mesdames W. B. Jordan, Charley Spence, Nolan Arney, Travis Lightfoot, Mrs. Ola Warren and Miss Eula Huckabee. We were also glad to have the Fairview congregation and pastor and family with us in the Sunday evening service and at some of the services.

Sunday dinner guests in the Robertson home were Jimmy Dunn, Jerry Hodges and Pete Campbell song leader at Wayland.

Sunday dinner guests in the J. E. Green home were Bro. and Mrs. Hodges and Bro. Wayne Williams the visiting preacher from Wayland.

Mr. and Mrs. Charles Horton and sons, Bruce and Phil, spent the week-end in Borger visiting Mr. Horton's brother and family. On the return trip Sunday they were in the heavy rain and hail storm in south Amarillo.

Mrs. Anthony Latta and Mrs. W. A. Latta of Mt. Blanco visited Saturday afternoon in the Green home.

Mrs. K. J. Matthews of Phillips who had been visiting with the Greens for the past week returned home with the Lattas for a visit. She will also visit her sisters, Mrs. George W. Smith and Mrs. Henry Hollis of Mt. Blanco.

Dr. O. R. McINTOSH
OPTOMETRIST

OFFICE 211 SOUTH MAIN ST.,
Phone 157 - Floydada, Texas

Mr. and Mrs. Green visited the D. I. Holdings Monday evening. Congratulations to Patsy Robertson who was awarded one of the Floyd Association WMU scholarships to Wayland at the Dougherty Workers conference last week. Young people from our church attending this Sunday school-V.B.S. clinic were Patsy Robertson and June Hartline.

Word has come from Austria that Mr. and Mrs. Clyde Green who have been studying and teaching in that country for several months expect to start to the U.S.A. on May 17 aboard an Italian liner from Genoa, Italy.

Mrs. W. A. Huckabee and daughters, Miss Eula and Mrs. Warren visited Monday afternoon with Mrs. T. R. Noland.

The club meeting at Mrs. Earl Huckabee's last Friday afternoon was most instructive and enjoyable.

Mr. and Mrs. Ross were Sunday dinner guests of her parents, Mr. and Mrs. S. A. Guffee of the Campbell community.

Mr. and Mrs. T. R. Noland and Mrs. Lee Goff visited in home last week-end. Mrs. Noland is from Dallas and Mrs. Goff is from Amarillo and Mrs. Herd of Post.

Three-D movies are now being shown at the school auditorium. Have lately included "The Small Fry" and "The Smiling Fish". To the smiling mothers and daughters who indulge their children and three-D them. Till the 3-D's come from their ports from their classrooms. - Jean C. Cook

One thing we ought to have as a dollar is the dollar.

Get a good stand without repl...

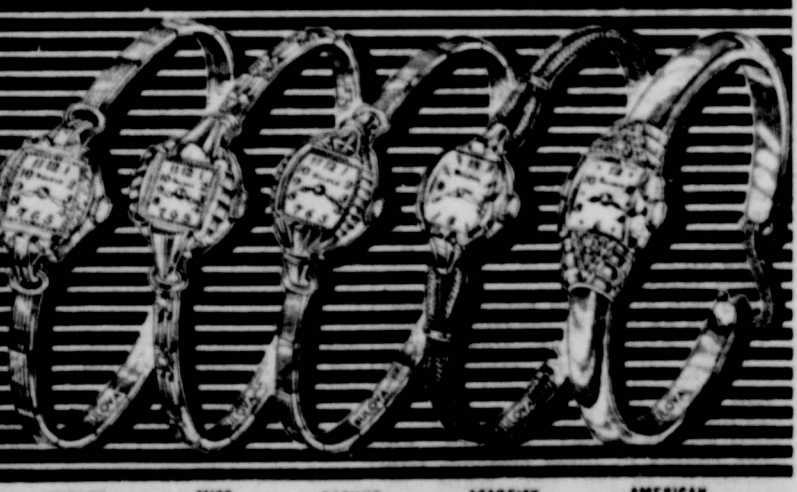


"Sur-Stan" PRESS WHEEL
Presses and packs the bottom of drills with loose soil

The "Sur-Stan" Press Wheel, for attachment to conventional planter covering plow shanks, is designed to help you get a good stand on your row crops on the first planting. With the "Sur-Stan", your seed in pressed immediately into contact with moist soil and covered with about two inches of loose dirt... allowing top roots to grow in hard moist bottom and develop strong healthy plants.

See it today at
FLOYDADA IMPLEMENT
YOUR MASSEY-HARRIS DEALER
Highway 70 East

And then I saw the **BULOVA** "American Girl" At JEWELER'S NAME The most beautiful BRACELET WATCH in the world



STARLET \$29.75
WIS AMERICA \$35.75
DAPHNE \$45.00
ACADEMY AWARD \$57.50
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EASY CREDIT TERMS
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WEEK - END SPECIALS

- KIMBELL'S MEAL 5 Pounds 37c
- PINTO BEANS 2 lbs. 25c
- Bright & Early TEA 1/4-lb. with glass 37c
- KOOL-AID 6 for 25c
- JELLO 3 for 25c
- EGGS Dozen 33c
- MELLORINE 1/2-Gallon 59c
- Fresh Dressed FRYERS Pound 49c
- Sugar Cured Bacon Squares Pound 49c
- Fresh Ground Hamburger MEAT, lb. 35c

KING GROCERY & MKT.

120 E. California Street
Phone 13
WE DELIVER

DOLLAR DAYS

(3 BIG DAYS) FRIDAY - SATURDAY - MONDAY - We are repeating The Offer of Last Month. The Demand For These Items Was Greater Than Anticipated and Several of Our Customers Asked For More. The Same Come Early and Get The Buys of a Life Time at VAN'S

BEL FAST (Wrinkle-Resistant) LINEN 45" WIDE (Baby Pucker) 88c Yd. Reg. \$1.39 Colors: Pink, Gold, Yellow, Light Blue & Navy	NYLON 42" WIDE \$1.00 Yd. Red - White & Rust Reg. \$1.29 Value	SEERSUCKER Prints & Solids 3 Yds. \$1.00
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JUST RECEIVED A NEW SUPPLY SQUAW DRESS MATERIAL Colors: Brown, Green, Red Teal, Navy & Off White 69c Yd.	EVERGLAZE (Cracked Ice) 79c Yd. Pink & Blue	TAFFETA 42" WIDE 69c White, Teal Yellow, Navy Nylon Net 69c To Match above 72" wide
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CHILDRENS BATHING SUITS 7s - 14s	LADIES BATHING SUITS 32s - 40s	MENS (Manhattan) SWIM TRUNKS	TERRY CLOTH T-SHIRTS	TERRY CLOTH ZIPPER JACKETS (White & Maize)
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Van's Family Store
108 S. Main
Floydada
Phone 157

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ANNOUNCING COMPLETE INSURANCE SERVICE

We are proud of our Million Dollar Companies that mean better protection for you. We are proud of the savings that we have returned to our customers. Most of all we are proud of the more than \$2,000 insurance customers that put up with Brown-Holmes Service. We will continue to try to do better for you.



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HAIL INSURANCE

IF BROWN-HOLMES HAS AN INSURANCE SPECIALTY ITS HAIL INSURANCE.

They have written and paid losses on hundreds of policies. No one can write you Hail Insurance at cheaper rates than Brown-Holmes Co. We think we represent the best Companies and the largest ones that write Hail Insurance. We think we have the best and fairest adjustments in the business. The same farmers, year after year that we insure, we believe will tell you the same thing. Brown-Holmes has paid every Hail loss in full.

The minute you call Brown-Holmes, your Hail application goes into effect.

CALL 345 BEFORE IT HAILS.



BRYAN COLLINS

Junior partner of Brown-Holmes Co., writes Hail Insurance or any other kind of insurance that you may need. Call him day or night. He is a hustler and ready to go.

SOME OF THE RECENT LOSSES PAID THROUGH BROWN-HOLMES

B. P. SANDEFUR, Collision	\$ 952.09
W. M. TYE, Collision	775.22
HARMONY COMMUNITY CENTER, Fire Loss	8,000.00
W. M. STANFORTH, W. M. STANFORTH, Jr. Fire Loss	2,268.37
EVERETT MILLER, Fire Loss	175.00
ALBERT CANNON, Collision	1,650.00
FRED ZIMMERMAN, Jr., Fire Loss	11,771.88
W. H. SIMPSON, Jr., Tractor Fire	119.45
RAYMOND FORD, Collision	118.59
BUILDERS MART, Windstorm	165.73
J. B. FOWLER, Comprehensive Loss	86.49
JOHN LLOYD, Collision	271.31
A. L. JACKSON, Property Damage	381.36
C. W. JONES, Theft	26.00
E. J. HUCKABEE, Collision	200.00
J. W. DAY, Jr., Comprehensive	80.90
BOREN HARDWARE & FURNITURE, Fire loss	950.00
JOE MACK DUNN, Liability Claim	18,300.00
W. B. JONES	1,765.40
ERNEST LEE THOMAS, Hail Loss	2,340.00

Joe March Is Cotton Man

Buy your cotton during fall, or assist you in placing the cotton in the loan, representing the Plains Cotton Co-op of Lubbock, Texas.



JOE MARCH

Will be here all summer and if there is a market for cotton we will be able to handle them at good prices. It's a sound cotton business with us.

Why not back a movement to dam up the Canyon in several places that flows through Floyd and adjoining counties? We are letting our very life's blood . . . now in the form of water-drain this the Garden Spot of the world.

If this water holds out, we have the best spot in all the world. If and when it fails, what then??? Why not dam it up?

If it holds water, we will have recreation and fishing resorts. If it seeps into the ground, it will re-charge our irrigation water. We can't lose either way.

You are paying taxes to build dams and driving thousands of miles to spend the balance of your money. You too are going to be held responsible for sitting idly by.

In the near future somebody is going to look back and say: What fools those people in Floyd county were! They let all that water drain their prosperity down the canyon. We dare you to say it shouldn't be done. We dare you to say it can't be done.



DARLENE JOHNSON

Secretary and Bookkeeper for the past 2 years. Calls adjusters and answers the phone down at Brown-Holmes Co.

D. S. Batten said: "The way the boys handled the loss when our Community Center Building burned was the best I have ever seen. On the 3rd day after the fire, Rex brought us 3 checks. One check for \$8,000.00 which was 100% of the fire policy. One check for return premium and the other check was our dividend on the earned premium up to the date of the fire."

J. W. Lanier says: "I give the boys our Gin Insurance because they are dependable. They are home boys. They attend to their business."

G. H. Day says: "I like the way the boys get my Hail losses settled."

W. M. Knight says: "Come out and write me some Hail Insurance."

H. O. Cline of Cline & Rainer says: "We like the way Brown-Holmes gets their loss claims paid when they are repaired in our shop. Its been very satisfactory."

Geo. Weast phoned: "Is my car covered for Hail? I was in that Tulla hail storm". Darlene: "Yes it is. Send Brown-Holmes the bill."

Olin Bryant of Bryant-Smith: "The dividends they pay us run into a lot of money especially on the insurance on the tractor business in Floydada."

CAR LOANS

Brown-Holmes Co. has loaned more than \$150,000.00 on cars in the last 12 months. They make loans on late model cars at the lowest possible interest rate.

We think you will appreciate having your car loan and your insurance all with a local firm that will be on hand when you need help. You may re-finance your car and get the payments cut down



Brown-Holmes Co. has returned thousands of dollars in dividends to our customers in the 3 1/2 years we have been in business in Floydada, Texas. It takes big companies, not little ones to pay dividends. Good companies need and want permanent agents to sell their insurance. What kind would you represent? For your best protection, companies not only must have the money, they also need to WANT to pay your legitimate claims.

If you will carefully check . . . we believe you will find that some of Brown-Holmes Companies have paid a dividend on every policy they have written for over 50 years. The dividends are in millions. Yet they have the highest policy holders ratings in Texas. We think dividends paid to you build you and yours, instead of Sky Scrapers in the big cities. Some of our good customers know this. Why not you too?

Multiply your insurance account by 2,000 and see if you think Brown-Holmes Co. is big enough to carry that load? For your protection . . . pay as promptly as you can. Make arrangements with us for what you can't pay. We will do our best for you.



DOROTHY HOLMES



DON BARBER

We are just plain proud of Don Barber and Dorothy Holmes, seniors of 1954. Hear them in a voice recital May 6, at 8:00 P.M. in First Baptist church in Floydada. Attend all of your High School activities.



We have hundreds of the best insurance customers in the world. To get the most done, we are begging you for a part of your Insurance too. Day after day we get new customers. We try to show our appreciation by adding new personnel to better serve you, especially when you need a loss settled. We now offer you a complete Insurance Service. You name it and Brown-Holmes has a Dependable Legal Reserve Company to carry you with.



A. L. BOBO



C. R. BROWN

Latest additions to the Brown - Holmes family. These men are at your service and will help you plan your life insurance. Let them help you plan your life insurance program. There is legitimate Hospital Insurance. Brown-Holmes Co. will be here and will help you in your time of need.

When some out of town agent comes along with the story that he is trying to give you more money . . . Be sure to take his check, instead of giving him yours. Call 345 and let us help you.

BROWN-HOLMES CO.

NORTH MAIN ST.

PHONE 345 & 344

FLOYDADA, TEXAS

Social Events, Clubs

Arterburn-Conner Vows Repeated In Ceremony April 18

The parlor of the Methodist church at Lockney was the scene on Sunday afternoon, April 18, at 4 o'clock, for the marriage of Deanne Arterburn, daughter of Mr. and Mrs. M. D. Arterburn, to Roger Conner, son of Mr. and Mrs. J. R. Conner of Floydada.

Rev. G. C. Applegate, pastor of the Cedar Baptist church, read the double-ring service in the presence of both families and attendants.

Basket arrangements of Easter lilies and greenery, flanked by candleabra with blue tapers decorated the altar.

Candies were lighted by Karen Ashton and Tony Arterburn, brother of the bride.

Nuptial selections were played by Gail Kelliston, organist. Barbara Hayes sang "Yours" and "Because." Patty Adams sang "I Love You Truly."

As maid of honor, Barbara Ross of Amarillo wore a blue ballerina-length dress and carried a bouquet of yellow daisies.

Stanley Conner, brother of the groom, was best man.

Given in marriage by her father, the bride was attired in a ballerina-length gown of white lace and net over satin. Her finger-tip veil fell from a lace cap. She carried a white tulle topped with pink roses.

Following the ceremony, a reception was held in the church recreation rooms. The serving table was centered with a tiered cake decorated in blue and white and topped with the traditional bride and groom. Punch was served from a crystal bowl.

Reception attendants were Patty Adams, Barbara Hayes, Gail Kelliston, and Clara Lee Smith. La Dora Ayres registered the guests. Betty June Jackson rendered musical selections.

After a short wedding trip, the couple will be at home in the Cedar Hill community.

Mr. and Mrs. Jack Coffman and daughters returned home Wednesday of last week from a business trip to Dallas. They visited Easter Sunday with relatives in Goree, Texas.

Club Has Turkey Supper and Games

The Stitch and Chatter club met with Mrs. F. A. Faulkenberry on April 22. Roll call was answered with a thought for the day.

Mrs. Jack Johnson won the gift. Mrs. Faulkenberry directed the games for the afternoon.

Members present were Mesdames Jack Johnson, W. C. Mooney, Mance Moore, C. O. Wise, L. G. Norrell, W. A. Campbell, J. B. Turner, Edwin Hammonds, Dick Nichols and Mrs. Faulkenberry.

Turkey Supper and Games

On Friday night, April 23, the Stitch and Chatter club had a turkey supper at the home of Mr. and Mrs. W. A. Campbell.

After the bountiful meal games of 42 were enjoyed.

Present were Messrs. and Mesdames F. A. Faulkenberry, Jack Johnson, W. C. Mooney, L. G. Norrell, J. B. Turner, Edwin Hammonds, Dick Nichols, J. C. Keeling, Mr. and Mrs. Campbell and the following children: Dale Brown, Don Faulkenberry, Sue, Jay and Leonard Johnson, Miss Eddie Lynn and Jimmy Hammonds.

The next meeting will be with Mrs. J. B. Turner on May 13.

Club Members Hear Little Theatre Director At Tea

In a springtime setting of pink tulips and iris, the members of the 1922 the 1929, the 1934 and the 1960 Study club of Floydada and their guests observed their annual federated day with a tea at the First Christian church, last Thursday, at 4 p.m.

The members and their guests were welcomed by Mrs. C. A. Caffee, Mrs. E. E. Joiner, Mrs. H. G. Barber and Mrs. Gene Collins, the presidents of the four clubs.

Mrs. Glad Snodgrass presided at the guest book in which members and visitors registered.

The refreshment table was covered with a white embroidered cloth and centered with an arrangement of pink tulips and blue iris flanked by pink tapers. Mrs. Tilden B. Armstrong and Mrs. David Kirk presided at the table.

Following the tea, a program was given in the main auditorium with Mrs. Hollis Bond, chairman of the federation council, presiding. Mrs. Bond gave the welcoming address and introduced Mrs. J. B. Jenkins and Mrs. Johnny Collins, newly-elected presidents of the 1922 and 1960 Study clubs respectively. Also presented was Mrs. C. A. Caffee, who has been chosen to succeed Mrs. Bond as federation council chairman.

Mrs. R. E. Rowley, director of the Amarillo Little Theatre, was the guest speaker for the occasion. She reviewed "Allegro," a musical drama by Rogers and Hammerstein, and briefly presented several of the Broadway plays she has seen recently.

Mrs. L. T. Graves, who was to have presented the speaker, was ill and unable to attend the federated tea.

Mrs. Rowley introduced Barbara Perry and Fontaine Fowler, Floydada high school speech students, voted best actresses at the Regional II one-act play contest.

At 6:30 p.m., Mrs. Rowley and Mrs. Lee, also associated with the Amarillo Little Theatre, were the honor guests at a buffet supper with Mrs. Bond as hostess.

Niece of Floydada Families Is Wed

A double ring ceremony united Miss Eloise Ford and Thomas N. Mitchell in marriage at the home of the bride's parents, Mr. and Mrs. Bill Ford of Chandler, Oklahoma.

The ceremony was performed by Rev. J. Sterling Turner, minister of the church of Christ at Chandler.

Miss Willa Jean Ford of Ada, Oklahoma, sister of the bride, was maid of honor and Ronnie Mize was best man.

A wedding reception followed the ceremony. The bride's table was centered by a three-tiered cake topped by a miniature bride and groom.

After a brief wedding trip the couple will be at home in Oklahoma City, Oklahoma.

The bride is the niece of the S. D. Medleys, L. W. Queens and the V. D. Turners, of Floydada.

Mrs. Probasco Is Shower Honoree

Mrs. K. E. Probasco was honored with a pink and blue shower in the home of Mrs. Jack Coffman of Barwise community Monday at 1 o'clock. Hostesses for the occasion were Mrs. Tom Sneed, Mrs. Hollis McLain and Mrs. Jack Coffman.

Those presenting the gift, which was a bathenette, were Mesdames Frank Probasco, L. T. Lawlis, A. L. Wylie, sr., A. L. Wiley, jr., Carl Minor, jr., David Batten, Jimmy Willson, W. H. Simpson, jr., Jim Simpson, Gene Collins, jr., George Mize, Doyle Walls, and the hostesses.

After presenting the gift, a luncheon was held for those attending. The table was covered with receiving blankets, replacing the table cloth. Diapers were used for napkins and later presented to the honoree.

Bakers Are Hosts To Young People

The young people of the City Park church of Christ gathered at the home of Sam Baker Monday night for a weiner roast.

Those attending were Brother and Mrs. Gordon L. Downing, Caryan and Ronnie, Mr. and Mrs. Sam Baker, Chuck and Donna Sue, Mr. and Mrs. Jack Church, Mr. and Mrs. R. C. Pollan, Mrs. Betty Price, Gaynell Holliday, Shirley Mitchell, Ronnie Mitchell, Joy Porter, Jimmy Hrabal, Fred March, Beuna Holmes, Annette White, Rose LaGrone, Pete Johnson, Nelida Leatherman, Shirley Johnson, Chacotta Johnston and Auden Turner.

Mr. and Mrs. Kelly Hagood and daughter, Susan, had a pleasant surprise Tuesday morning when Mrs. Hagood's grandfather, W. E. Walkup, of Gadsden, Alabama, stopped by enroute to California with friends.

TO THE GRADUATES

The Wyler Watch Contest closes May 1st. You that have not guessed the number of times he balance wheel travels in a year, must do so now. The drawing will be held at 4 p.m. Saturday. One boy and one girl will draw a 17j Wyler Watch absolutely FREE.

SOLOMON JEWELRY



Baby-sitting, once upon a time was pretty simple. You put the baby to bed and got the little girl next door to come in and study or read comic books. Back from dinner, or a movie, you gave her an apple and fifty cents and sent her home happily.

Then things began to happen. The neighbor's children developed their own activities. More parents took more evenings off, and the price of baby-sitting went up. The later the hour, the greater the pay. Parents of teen-agers objected to 'school night' baby-sitting. Dear old ladies, once gladly available, couldn't stand up to six and eight-hour sessions with pestiferous youngsters.

Now, we hear, good baby sitters are dated up a year ahead during football season, on dance club nights, and for other big events. Without a television set you can't even get one. Moreover, a few weird accidents have made people just a little jittery, and that adds to the shortage.

Yet in the face of all this, some happy idealist up in Indiana has come out with a pamphlet for baby-sitters to score themselves by. The list of qualities they're supposed to have would make a gold star mother look like a second rate. Such questions as "Am I calm? Dependable? Unselfish? Have I a sense of humor? Do I love children? Can I meet emergencies? Can I meet kids on their own level?" and so on, through several pages.

We've heard many a definition of optimism, but we submit the author of this ambitious little booklet as the living example of it.

Representatives from Hale, Lamb and Floyd county 4-H clubs have had two meetings to plan a summer camp for older 4-H club boys and girls from these three counties. Meetings were held at Plainview on April 9 and April 29. The tentative dates for this camp are July 2, 3, 4, and it will probably be at the Ceta Canyon Methodist camp near Happy.

In making plans for the camp it was decided that only 4-H club members fourteen years of age and older might attend. Adult leaders (men and women) and the county Extension agents in the three counties will also attend.

Officers for the proposed camp were elected at the last meeting. Nancy Smith of Floydada, member of the county-wide 4-H club, was elected chairman. Eugene Griffin, Littlefield, was elected secretary-treasurer.

Attending the meetings at Plainview from Floyd county were Nancy Smith, Neida Jean Pate, Bo Dean Pate, Marceleta Green, Christine Brints, Bobby Green, Norman Brints and Jack Covington, also Miss Petty and Mr. Rodgers, Extension agents.

Sims-Cantrell Vows Said at Seminole

Loydene Sims and Jack Cantrell were united in marriage April 18, in a double ring ceremony in the parsonage of the First Baptist church in Seminole, with Rev. H. D. Christian officiating.

The bride wore a blue street length dress and a white carnation corsage. Their attendants were Joan Huckabee and Reeco Grubbs, jr., of Floydada.

After a trip to points in Mexico and to El Paso and Juarez, the couple returned to Floydada. They will stay here until next week, then leave for Barksdale Air Force base. Jack will be stationed there.

The bride is the daughter of Mr. and Mrs. Lloyd Sims of Plainview and the groom is the son of Mr. and Mrs. E. J. Cantrell of Floydada.

Mrs. Kelly Hagood Is Party Honoree

Mrs. Fred Martin entertained with two tables of bridge on Tuesday afternoon at her home. Mrs. Kelly Hagood was named honoree and was presented a birthday present from the group.

Mrs. Jack Coffman won high score for the afternoon.

Mrs. Lane Decker and Mrs. Maurice Steen assisted Mrs. Martin as co-hostesses.

Refreshments of brownies topped with ice cream and lime punch were served to the following: Mesdames J. R. King, George Mize, Jack Coffman, Maurice Steen, Lane Decker, and Marlene Foote, the honoree, Mrs. Hagood and the hostess, Mrs. Martin.

Coniferous Trees Studied by Club

Mrs. O. M. Watson, jr., was hostess for the Floydada Garden club meeting last Friday.

Mrs. George Smith, speaker for the occasion, talked about how to identify coniferous trees and illustrated her talking with specimens.

The club is planning to sponsor the spring flower show which is to be held May 28.

MRS. KING IS HOSTESS FOR AFTERNOON BRIDGE

Mrs. J. R. King was hostess on Friday afternoon to her bridge club. Prizes were won by Mrs. Kelly Hagood and Mrs. Maurice Steen. Mrs. Claude Weathersbee was a guest at the meeting.

Refreshments of strawberry shortcake with ice cream and coffee were served. Present were Mesdames: George Mize, Fred Martin, Lane Decker, Maurice Steen, Kelly Hagood, David Kirk, Claude Weathersbee, and the hostess.

BRIDGE CLUB MEETING

Mr. and Mrs. Bob Copeland entertained their bridge club Friday night at their home on South Fifth street.

High score winners were Mr. and Mrs. John Buchanan. Low scores went to Mr. and Mrs. Tom Sneed.

Refreshments were served to Mr. and Mrs. Claude Weathersbee, Mr. and Mrs. Gene Collins, jr., Mr. and Mrs. Hollis McLain, Mr. and Mrs. Edell Moore, Mr. and Mrs. John Buchanan and Mr. and Mrs. Tom Sneed.

Next meeting will be May 7, Mr. and Mrs. Hollis McLain hosts.

Mr. and Mrs. Cecil Hagood and Mrs. Hagood's mother, Mrs. Worth Jennings of Canyon, Texas, spent four days last week in Truth or Consequence, New Mexico. They returned home on Sunday.

Summer Camps Being Planned By 4-H Clubs

Floyd county 4-H club members are helping to plan two camps for this summer.

Danita Milton, member of the South Plains 4-H club, is on the recreation committee for the girl's District 4-H camp which will be held at Lubbock May 31, June 1 and 2. Danita has attended two district planning meetings at Lubbock, and one at Plainview. Last Wednesday afternoon her committee met at the Extension office in Floydada. Other members attending were Delores Duerksen, of Hale county, chairman; Mrs. Elmo Ellis, adult leader from Plainview; Miss Wanda Green, assistant Hale County Home Demonstration agent, and Miss Lella Petty, Floyd County Home Demonstration agent.

One girl from each 4-H club in the district will attend the girls' camp at Lubbock. One adult leader and the Home Demonstration agent from each county will also attend the camp, which is an annual affair.

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Floydada Cubs Stage Olympics

Pack 57, Floydada Cub Scouts sponsored by the Lions club, held their Olympics Monday evening, 7:30, at Western field.

A crowd of 150 parents, Cubs, and friends took part in the event, which was followed by a "sack picnic." This event was held to determine what boys would represent Pack 57 in the Haynes district olympics to be held in Tulsa, Friday, May 14.

At this meeting, the following boys received advancements:

Kenneth Huckabee, Bobcat, Larry Brand, Bobcat, Denny King, Bear, James McKinney, one gold and one silver arrow; Nicky Henry, Wolf; Jerry Fuchs, one gold and one silver arrow; Don Switzer, Lion; Fred Zimmerman, III, the Webelos rank.

Winners in the Olympics are as follows:

Hard Ball throw — 8 years, first place, James McKinney, second place, Kenneth Huckabee; 9 years, first place Darryl Lindsey, second place, Ronnie Amburn; 10 years, first place Van Stovall, second place, George Farris.

Shoe Relay 8 years: Kenneth Huckabay, first place, James Elza, second place.

50 yard dash: 8 years, first place, James McKinney, second place, Larry Brand; 9 years, first place, Charles Christian, second place, Darryl Lindsey; 10 years, first place, Larry Mayo, second place Van Stovall.

Chinning: 8 years, first place, Nicky Henry, second place, Gary Fultz; 9 years, first place, Ricky Holland, second place, Charles Christian; 10 years, first place, Van Stovall, second place, Keith Holladay.

IOOF Celebrates Anniversary

The Odd Fellows celebrated their 135th anniversary Monday evening at 8 o'clock at the VFW hall, taming the Rebekah, the chickens supper. Visitors were from Plainview, Texas, other surrounding towns.

Wayne Robinson was master of ceremonies and also gave the history of the Odd Fellows. Judge E. Daniel was the guest of honor.

Dr. J. G. Pruitt spoke on "It Means To Be An Odd Fellow." The gathering was by the "Turk Trio" group who gave a reading "My Father's Day" by James Elza, violin solo, accompanied by her mother, Mrs. George all of Turkey, and the P. who sang.

Remember Mom...

THIS MOTHER'S DAY Say it with Flowers-By-Mail

On Mother's Day, as always, Florists guarantee delivery. Five minute remembrances get there graph-fast! Simply stop in or phone F.T.D. Florist—the shop with the famous Mascot Emblem.

Costs So Little! You pay only the flowers you select, plus telephone.

PARK FLORIST
Flowers & Gifts

MONDAY MAY 3 IS DOLLAR DAY AT SMITH'S DEPARTMENT STORE

- Wrap Around SKIRTS
- BLUE SUMMER WEIGHT DENIMS \$2.98 each
- BLOUSES TO MATCH \$2.98
- SHORTS TO MATCH \$2.98
- BIRDSEYE DIAPERS \$ Day \$1.59 doz.
- BOYS NYLON SHIRTS \$ Day \$1.79
- MENS SWIM TRUNKS \$ Day \$2.98 & \$3.49
- Ladies and Girls SHORTS
- Girls, \$.198, All Colors
- Ladies \$2.98
- NYLON PIECE GOODS
- 5 Beautiful Colors to Choose From
- Yard \$1.49

- TWISTILENE
- 10 Beautiful colors, get your choice yard — \$ Day 59c
- Fruit of the Loom SHORTS
- For Men, Boxer, Gripper fronts. Solid fancy colors \$ Day 69c
- JUST RECEIVED A BEAUTIFUL SELECTION OF Party and Graduation DRESSES
- Sizes 7 - 15 \$10.95
- GARZA SHEETS
- DOUBLE BED SIZE Each \$1.79
- LADIES NYLON HOSE \$ Day 2 Pair \$1.39
- 1 TABLE OF MENS SHIRTS
- Sport and Dress, Values to \$4.95 \$ Day \$1.99 Choice

CAPADA DRIVE-IN THEATRE

Phone 221

This Weeks Attractions

Thursday, Friday, April 29 - 30

THE VEILS OF BAGDAD VICTOR MATURE MARI BLANCHARD

Saturday, May 1 — Double Feature

ALLAN LANE SHOWDOWN for a FRAME-UP **Marshall of Cedar Rock**

—Also—

MURDER WITHOUT TEARS CRAIG STEVENS JOYCE HOLDEN

Sunday, Monday, Tuesday, May 2 - 4

THEY HAD A DATE WITH DESTINY IN THE POWDER-KEG OF THE WEST!

BORDER RIVER JOEL McCREA YVONNE DE CARLO PEDRO ARMENDARIZ

Tuesday, May 5

LADY in the IRON MASK LOUIS HAYWARD PATRICIA MEDINA color in Natural Color

VISIT OUR SNACK BAR — Soft drinks, Barbecue Sandwiches, all kinds, candies, Cigarettes.

Kimble Optometric Clinic
Phone 254
For Appointments
FLOYDADA, TEXAS

READ AND USE THE..

WANT ADS

FOR QUICK RESULTS

For Sale

FOR SALE — 4,000 feet new 2 inch pipe, 42-foot length. Darden's Welding Shop. 14 4tc

FOR SALE — 40 N. G. E. Irrigation motor and switch, reasonable. J. E. Gardner 1/2 mile south of Edmondson. 14 3tc

FOR SALE — Lankett, Lockett and Macah cotton seed, first year from white sack. Ginned in large lots. \$1.50 a bushel. L. W. Johnson, Rt. 5, Floydada. Ph. 622-R-3. 14 2tc

FOR SALE — 1930 model Chevrolet 1/2-ton pick-up. Presley Kennamer, 800 South 3rd St., Floydada. 13tc

FOR SALE

USED Irrigation Motor in good running condition worth the money. Witkowski Implement Company. 13tc

BISHOP'S Special Formula Hand Cream. Blended exclusively for Bishop's Pharmacy, 50c - \$1.00 and full pound jar \$1.50. 13 2tc

FOR SALE: — Cottonseed, Lockett No. 1. R. R. Ferguson Ph. 738-J-3. 12 3tp

FOR SALE — Participating stock in Floydada country club. Phone 84. 12 ttc

10% DISCOUNT — On all Watch Bands Bishop's Pharmacy. 13 2tc

FOR SALE — Cottonseed first year Lockett, storm proof and first year Paymaster — well taken care of at gin. \$1.30 per bushel, E. R. Lindsey 8 miles west, 2 south of Hale Center, Texas. 12 3tp

FOR SALE or trade — 1939 Buick for cow or pick-up. Phone 178-J. 6 ttc

FOR SALE — Cushman Eagle Scooter 1932 Deluxe Model, used very little. Curtis Meredith — Phone 946. 9 ttc



USED CARS & TRUCKS

1951 FORD custom 2 - door Fordomatic and loaded with extras.

1951 CHEVROLET 4 - door Powerglide, low mileage and a very nice car. Radio, heater, seat covers and sun visor.

1952 CHEVROLET Pick-up, radio, heater and 4 speed transmission. Good tires and a new motor.

1952 FORD 3/4-Ton pick-up, 4 speed, radio, heater, hitch, and spotlight, heavy duty tires and wheels.

1949 3/4-Ton CHEVROLET, a very nice pick-up at a very low price.

These and Many Others.



ARE YOU tired. Run down — "Get Hep" — "Get Pep" — Bezel Special Formula Vitamin only 6c a day at Bishop's Pharmacy. 13 2tc

7.00 Per Mo. 10'x30' PACKAGED ALL STEEL BLDG. & GARAGE & UTILITY USE. LIMITED PRICE IN 4' CONCRETE SLAB. NOTHING DOWN IN MONTHS TO PAY. DARDEN'S WELDING SHOP

Ironrite Ironers \$189.50 & up
Boren Furniture
North Side Sq. Phone 295

PLENTY OF GOODYEAR TIRES and tubes for passenger cars and tractors.
S. J. Latta Implements

For Rent

FOR RENT — House, 4 rooms and bath, 209 South 3rd. Ph. 374-W. Mrs. Wayne Bennett. 14 1tc

FOR RENT — Three room unfurnished apartment, private bath. Call 567-J or 722-J-3. 13 2tc

FOR RENT — Extra nice furnished apartment. Bills paid. Private bath and private entrance. Phone 289-W. 12 4tp

FOR RENT — Two room furnished house. See Buck Hickerson or call 89. 7 ttc

FOR RENT — Bedroom close in. 320 So. Main. Ph. 44. 47 ttc

FOR RENT — Furnished house, 3 rooms and bath. Call at 320 So. Main, Floydada. 47 ttc

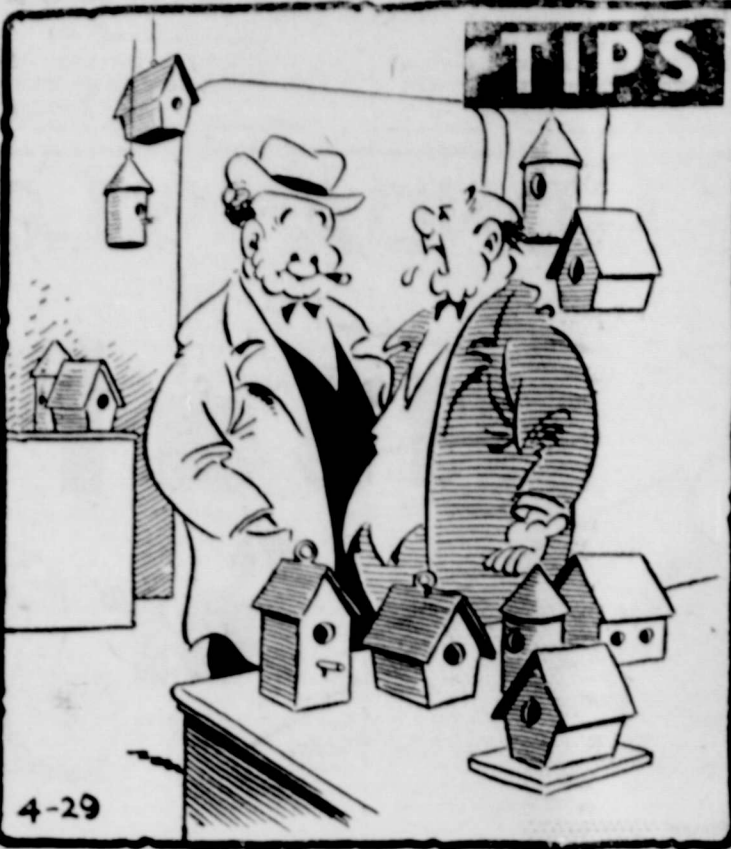
FOR RENT Unfurnished garage apartment on paved street. 521 west Mississippi. 51 ttc

FURNISHED apartments, 102 East Houston. 49 ttc

TWO-ROOM furnished apartment, private bath, close in, on pavement, 329 West Mo. Ideal for working couple. Ph. 236 or 797. J. G. Wood. 47 ttc

OFFICE SPACE for rent. Inquire at Bishop Motor company. 27tc.

HOUSES FOR SALE AND RENT — Brown - Holmes Co. 24 ttc



"We sell lots of them to people with our Want Ad—but they're really for birds!"

Miscellaneous

WE HAVE put in a Lawn Mower Sharpening and Repair Shop in Mrs. Russell's Block — Smith and Welding Shop — For the next 15 Days — will pick up your old lawn mower — Sharpen, Grease and Adjust, return to you for \$2.00. These mowers are taken apart, blades ground pieces washed, replaced and adjusted. Guaranteed work like new, service on power mowers and garden tractors, plows, also for sale — good used hand mowers \$5.00. Childs 2 seat swing, cheap. Boone at Russell's Shop. 14-1tp.

WE BUILD motor stands and cooling coils for any type engine. Darden's Welding Shop. Phone 42. 14 4tc.

I AM now taking appointments for beauty work at my home 300 East Crockett, one block south Dixie Dog Stand. Edwina Hollums. 115tp

JOHN BLUE Fertilizer distributors for all makes of tractors. Morcelk Farm Chemical Co. 11tc.

KEYS—Duplicated while you wait. King's 5c, 10c and 25c Store. 13tc

STOP AND THINK Before You Tinker See Us For a Check-up Guaranteed Radio Service RICE RADIO SERVICE 210 N. MAIN

VACANT LOTS, residence or business, good and bad, all parts of town. W. Edd Brown, owner. Telephone 265. 52 ttc

FOR LUZIER'S Fine cosmetics and perfumes See Dona Covington. Phone 462. 42 ttc

TIMKIN BEARINGS—Near complete stock. Spears Auto Co 44tc.

FOR AMARILLO Daily News, city delivery or mail, new or renewal, call 460-J. nights, or see Foster Amburn. 37 ttc

SEE Mrs. Bob Smith for your Avon Cosmetics. 52 ttc

COME in and see our Royal Gas Range and Coolerator Home Freezers and Ranges. All kinds of Purina Products, Chows and Chix supplies. Puqua Farm Supply 52-ttc.

FOR Nobility Plate Silverware see Dona Covington. Ph. 462. 2 ttc.

LET US prepare your lawn mower for the coming season. We sharpen, adjust, clean, oil, and repair (if necessary) your power or push type mower. Satisfactory work guaranteed, power mowers from \$3.50 to \$5.00. Push type mowers \$2.50 parts extra. Badgett & Probasco, Floydada, Texas. 12 4tc

PAINTING and Paper Hanging — good work, reasonable price, by the job or hour. Breeding and Birdwell — Ph. 1097. 10 ttc

SEE US for polio insurance; real-estate, rentals Reagan-Giesecke Insurance, represent stock companies only. 25 ttc.

FLOOR sanding. Call 227-J. Earl Baker. 6 ttc

NOW is the time to clean and moth-proof your valuable carpets, rugs and furniture. Call 335-W. Buck Formby 229 E. Ky. 36 ttc.

FOR portable disc grinding phone 464. J. E. Sparks. 33 ttc

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AVOID THE RUSH! Let Britton Appliance service your air conditioner and install it now. Phone 454

SEVERAL TOWN LOTS FOR SALE Brown - Holmes Co. 24 ttc

Use Hesperian Want Ads.

Wanted

CESS POOL DRILLING—30 inches to any size. Also storm cellars. Fish & Warren, Dial Ph. 4-5828. Plainview. 42 ttc

Town Property

FOR SALE — Some good houses in Floydada and good irrigated farms. J. Sam Hale. Phone 091. 46 ttc

Land for Sale

FARMS, RANCHES, BUSINESS & RESIDENCE PROPERTY. IF YOU WOULD BUY, SEE WOOD IF YOU WOULD SELL, SEE WOOD. J. G. Wood, 108 W. Missouri, Phone 236, residence No. 797.

FARMS, ranches, city property, Ph. 854. Thagard Real Estate & Insurance. 34 ttc

Arthur B. Duncan Abstract Company. Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles. S. E. Corner Public Square. Mrs. Maud E. Hollums, Manager. 28 ttc.

Real Estate Loans

MONEY TO LOAN—On Farms and Ranches—Low Interest Rate — Attractive repayment options — See R. E. Fry. 43 ttc

LOW INTEREST RATE LOANS See us for your farm loan. More money per acre, no commission charge, quick inspection, low interest rate, splendid pre-payment options. Goen & Goen. 49 ttc

FEDERAL LAND BANK LOANS

- Low Cost
- Long Terms
- Prepayment Privileges
- Cooperative Ownership
- You deal with local folks Through Your Floydada National Farm Loan Association See us now 119 S. Main St. Telephone 256 Floydada, Texas 24 ttc

News of Dougherty

(by Mrs. W. J. Ross)

DOUGHERTY, April 27 —A number of farmers have begun planting sudan pasture, maize and cotton. Since the recent rain there is some hope of a wheat harvest. However, the consensus of opinion is that more rain will be needed to mature the wheat.

A number of irrigation wells have been completed or are in the process of being developed. Wells are located on the Kreis, McNeill, Glassmoyer, Poole, Jones and Davis, Smith and Crawford farms.

The Dougherty home demonstration club meeting scheduled for May 5 in the home of Mrs. Sam Lide has been changed to May 17 as the date conflicted with the District meeting at Post.

Friday evening, Mr. and Mrs. Ned Bradley attended a community dinner and 42 party at the schoolhouse at Estacado honoring two of their friends who were home on leave from military service. Tommy Foudren of the air force has just returned from overseas and Dwight

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Herron of the navy is due to go overseas when his leave expires.

Mrs. H. N. Powell visited her daughter, Mrs. Kenneth Johnson at Petersburg Friday.

Mrs. J. N. Richardson was a dinner guest in the home of her sister, Mrs. Bryan Powell of Rails Friday.

Week-end guests in the home of Mr. and Mrs. Horace Johnson were her sons and families, Mr. and Mrs. Eugene Tuttle and Gene of Roswell, New Mexico and T/Sgt. Jimmy Tuttle and Mrs. Tuttle of Wichita Falls.

Mr. and Mrs. McBroom and daughter, Delores, and niece, Sally Kerns of Amarillo were week-end guests in the home of Mr. and Mrs. J. N. Richardson. Other Sunday dinner guests were Mr. and Mrs. Harold Bennett, Velda Donna and Gary of Floydada and Mr. and Mrs. Dale Tanner and Denise of Lubbock.

Mr. and Mrs. Allan Leach and Mike of Borger were week-end guests in the home of her parents, Mr. and Mrs. J. E. Newton.

Mrs. W. L. Ricks of Littlefield is ill at the home of her daughter, Mrs. Bill Norman.

Mr. and Mrs. Jim Morrison accompanied by their grandson, Wayne Cage, and her brother, Raymond Holt of Hereford spent the week-end visiting relatives and friends in Bosque county. On Sunday they attended a home coming at the Baptist church near Clifton where the Morrissons lived as children. They report a huge chow and a wonderful time.

Mrs. Fred Cardinal is recovering nicely from recent surgery and is scheduled to return home Wednesday.

Tuesday, Mr. and Mrs. Jack McIntosh entertained Carl Lundberg of Abilene at lunch.

Dr. and Mrs. Albert Traweck, jr. of Matador were Sunday guests in the home of Mr. and Mrs. Bill Colston.

Sunday morning, Messrs. and Mesdames A. H. Kreis, Lee Rushing, Mal Jarboe and W. H. Bethel enjoyed a picnic at Silver Falls.

Recent guests in the home of Mr. and Mrs. W. S. Poole were C. A. Bean of Burleson, Dr. and Mrs. Warren Poole and children of Lubbock and Mesdames Alice Walker and Monte McCloud of Stillwater, Oklahoma.

Judge and Mrs. Ralph Johnston and Mr. and Mrs. Guy Ginn of Floydada were dinner guests of Mr. and Mrs. Jack McIntosh Friday.

Sunday, Mr. and Mrs. R. J. Hinesley and sons visited relatives at Littlefield.

Mr. and Mrs. Bill Colston were business visitors to Quanah Tuesday.

Sam Lide returned home Saturday from the Methodist hospital in Lubbock where he had minor surgery Thursday.

Mr. and Mrs. C. V. Meacham of Turkey were Sunday dinner guests in the home of their daughter, Mrs. Raldo James.

Troy Lee McNeill is recovering satisfactorily from recent surgery on his knee. The operation was successful because of a new school.

Petersburg were Sunday dinner guests in the home of Mr. and Mrs. R. J. Hinesley Monday evening.

"Man is a wagon pulled jackasses. The steady jump over the travels and take a rest — and take the wagon out of the way." — Nick

EASY DOES IT
A wise old woman said so much to do I don't know to start. So I think I'll be done at any rate. — "The Day I Stopped"

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800-6A POWER UP

This rugged heavy-duty unit at 1200 rpm, develops 1/2 HP and 134 hp. on smooth 6-cylinder high-power and counter-balance shaft reduce torsional vibration longer engine life. Newly designed hood expansion keeps oil at proper temperature, greatly increases life and reduces maintenance. Tachometer direct to an SAE wheel housing, provides timing of power take-off for pumps, drives, etc. Double-disc power take-off are of heavy sign.

Come in and get all about long-life M.M. ... Nine models to choose from.

S. J. Latta Implements East Side Square

Representing Amicable Life Ins. Co. FARM LOANS

Best Loans at Lowest Costs See Us First! J. W. CHAPMAN & SONS Lubbock, Texas

Get Used Car Savings with Warranted Confidence

This is an OK USED CAR

Look for the red OK Tag. It means Six Ways Better

1. Thoroughly Inspected
2. Reconditioned for Safety
3. Reconditioned for Performance
4. Reconditioned for Value
5. Honestly Described
6. Warranted in Writing!

Sold only by an authorized CHEVROLET dealer

ODEN CHEVROLET CO. FLOYDADA, TEXAS

WE NEED 50-51-52 Fords & Chevrolets

If you have a car of the above types and are interested in trading for a new car, it will pay you to see us before you trade. We are in a position at this time to give you the very top price for your used car.

Come in and test drive AMERICA'S BEST SELLER, the all new '54 Ford. You have a pleasant surprise awaiting you.

Bishop Motor Company YOUR FRIENDLY FORD DEALER

BUS SCHEDULES Clip and Save for Reference

EAST BOUND	WEST BOUND
To Vernon, W. Falls	To Lubbock, El Paso
8:00 A. M.	10:35 P. M.
1:15 P. M.	9:15 A. M. via Plainview
	4:00 P. M. via Petersburg
To Childress, Quanah	To Plainview, Amarillo
1:15 P. M.	9:15 A. M.
	3:55 P. M.

Thru Bus Service to Lawton, Oklahoma City and St. Louis.

MAGNOLIA SERVICE STATION NO. 1 Fred Lambert, Agent Phone 36 Station Hours: 7:30 a. m. — 5:30 p. m.

CURRENT DIVIDENDS 50% (All Coverages)

ON AUTOMOBILES INSURED WITH THE Southern Farm Bureau Casualty Insurance Co.

CONTACT YOUR AGENT FOR THE ADVANTAGES OF FARM BUREAU LIFE, AUTOMOBILE, & FIRE INSURANCE

Floyd County Farm Bureau

7045
CONDITION OF THE FIRST NATIONAL BANK
 in the state of Texas, at the close of business on April 15, 1954, in response to call made by Comptroller of the Currency, U. S. Revised Statutes § 5211.

ASSETS	
Deposits with other banks, including reserve and cash items in process of collection	\$ 1,803,370.03
U. S. Government obligations	1,615,341.12
Deposits of States and political subdivisions	354,108.32
Deposits of individuals, partnerships, and trusts (including \$6,000.00 stock)	6,000.00
Real estate (including \$3,660.35 overdrafts)	2,576,259.15
Loans owned \$5,500.00, furniture and fixtures	20,500.00
Total Assets	6,375,578.62
LIABILITIES	
Deposits of individuals, partnerships, and trusts	5,254,866.34
Deposits of United States Government (including savings)	169,671.20
Deposits of States and political subdivisions	373,578.04
Deposits (certified and cashier's checks, etc.)	15,070.22
Total Deposits	\$ 5,894,330.77
Liabilities	69,841.26
Total Liabilities	5,964,172.03
CAPITAL ACCOUNTS	
Stock: Common stock, total par value	100,000.00
Retained profits	100,000.00
(and retirement account for preferred stock)	250.00
Total Capital Accounts	411,406.59
Total Liabilities and Capital Accounts	6,375,578.62

MEMORANDA

pledged or assigned to secure liabilities for other purposes \$1,194,400.89

Loans to farmers directly guaranteed and redeemable on demand by the Commodity Credit Corporation, and certificates of interest representing ownership thereof \$1,215,590.56

Real estate loans insured under Titles II, VI, and VIII of the National Housing Act \$72,000.00

Loans insured or guaranteed by Veterans' Administration—insured or guaranteed portions only \$23,500.00

Total Amount of Loans, Certificates of Interest and Obligations, or Portions Thereof (listed above), which are fully backed or insured by agencies of the United States Government (other than "United States Government obligations, direct and guaranteed") \$1,311,090.58

Total amount of loans, certificates of interest and obligations, or portions thereof, which are fully backed or insured by agencies of the United States Government (other than "United States Government obligations, direct and guaranteed") \$1,311,090.58

I, Earl Crow, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

EARL CROW, Cashier.

Attest: Kinder Farris, E. L. Norman, C. H. Bedford, Directors of Texas, County of Floyd, ss:

I, D. Nell Swinson, Notary Public, do hereby certify that I am not an officer or director of this bank.

Commission expires 6-1-55.

New News

Mrs. Clyde Bagwell

NEW, April 27 — Our community well represented at the electric meeting held at Graves gymnasium. Mrs. Lee Rushing assisted activities of the day. Mr. was re-elected as director No. 2.

A large number from here attended the stockholders meeting of the Consumers Fuel association held in the district court room Monday afternoon. Five from our community held lucky tickets for the prizes drawn. Those receiving prizes were C. W. Payne, Chil McClure, Ray Lloyd, Mrs. Edell DuBois and Mrs. Clyde Bagwell.

Mrs. C. H. Wise and Mona Dell returned home Saturday from Al-

POLITICAL
COLUMN

The Hesperian is authorized to announce the following candidates subject to the action of the Democratic primaries:

For District Attorney, 110th District:
JOHN B. STAPLETON

For County Judge:
W. E. GRIMES
G. C. TUBBS

For County Attorney:
KENNETH BAIN, Jr.

For District Clerk:
MARY L. McPHERSON

For County Clerk:
MARGARET COLLIER

For Sheriff:
A. K. (Alton) MAY
EARL COOPER

For Assessor-Collector of Taxes:
T. T. HAMILTON
CHAS. C. HUCKABEE

For County Treasurer:
TROYE WILLIS STANSELL
MRS. SAM A. SPENCE

For Justice of the Peace, Precincts 1 and 4:
P. O. (PAT) STERLING

For Commissioner Precinct No. 1:
J. K. (Keller) HOLMES
C. O. SPENCE
BOB RATJEN

For Commissioner Precinct No. 2:
HUGH COUNTS

For Commissioner Precinct No. 3:
W. C. PLUMLEE

For Commissioner of Precinct No. 4:
FAY HART
EDELL DUBOIS

buquerque, New Mexico, where they had spent a week with Mr. and Mrs. Louie Caffee and son, Marc William. Louie accompanied them home and visited here for a short time Saturday.

Mr. and Mrs. L. P. Gillison and children of Crosbyton spent Sunday here in the home of her parents, Mr. and Mrs. S. H. Tackett.

Mrs. Lloyd G. Fincher and son, Lloyd Irwin of Lamesa spent Saturday night and Sunday here guests of her daughter and family, Rev. and Mrs. Larry Faus.

Mr. and Mrs. Clifford Helms, Bonnie and Judy visited Sunday at McCoy with his parents, Mr. and Mrs. P. D. Helms, Clifford's aunt and uncle, Mr. and Mrs. Clark French of Mavern, Arkansas were also guests in the P. D. Helms home.

Mr. and Mrs. Zolite Burgett and R. N. Burgett of Floydada visited Sunday with Mr. and Mrs. Lee Burgett.

Mrs. Leila Yearly of Childress came up Sunday to spend a few hours in Floydada with her mother, Mrs. W. T. Branson.

Judy Wilson spent Friday night with Jane Ann Carpenter of Floydada.

Mr. and Mrs. Edell DuBois visited Mr. and Mrs. Walter Baxter Saturday night. On Sunday afternoon Mr. and Mrs. DuBois visited in the home of Mr. and Mrs. Chil McClure. Jan Perry, daughter of Mr. and Mrs. T. L. Perry, visited in Amhurst Sunday in the home of Mr. and Mrs. S. W. Perry. Jan went with her grandparents, Mr. and Mrs. J. T. Perry and Mr. and Mrs. J. W. Gilbreath.

Sunday visitors in the home of Mr. and Mrs. Cecil Payne were Mr. and Mrs. Winfred Payne and children and Mr. and Mrs. Gene Payne and children all of Floydada.

Mrs. E. W. Walls visited Monday afternoon at the parsonage with Mrs. Larry Faus and Vassie Beth. Church services Sunday morning were well attended. The preacher, Rev. Faus brought a good message. Sunday night preaching service was dismissed and all went to Center to attend the last service of the revival meeting there. Several from here attended the Center revival at other times.

Mrs. Clifford Helms gave a party Friday night in honor of her daughter, Bonnie, on her sixth birthday. Six of Bonnie's school friends were present and spent the night with her.

R. C. and L. F. Irwin of Lubbock visited here Sunday with Mr. and Mrs. Shirley W. Irwin.

Mr. and Mrs. C. W. Payne went to Clovis, New Mexico, Saturday morning early where they visited his sister, Mrs. George Graham and family. At 1:50 they met their daughter, Mrs. Harvey Nicholas who arrived by train from her home in Los Angeles, California. Mrs. Nicholas will spend two weeks here visiting her parents and other relatives and friends.

Mrs. Walton Wilson visited Tuesday afternoon with Mrs. Benton

and friends while there.

Mr. and Mrs. Walton Wilson and Mrs. W. B. Wilson made a business trip to Amarillo Friday.

Sunday dinner guests in the A. S. Mize home were Mr. and Mrs. Bill Beedy and Eugene of South Plains, Mr. and Mrs. Billy Tye, Jane and Jimmy, Mr. and Mrs. Walton Wilson and Mrs. W. B. Wilson.

On Sunday, Mr. and Mrs. L. B. Cozby, Mr. and Mrs. T. L. Perry and Mr. and Mrs. Chil McClure and Del Wade went to Floydada where they visited in the home of Mrs. G. M. Bullard. Other visitors in the home of Mrs. Bullard were Mr. and Mrs. Gordon Bullard of Lubbock.

Judy Wilson visited Sunday in the home of Mr. and Mrs. Lee W. Burton and children.

Mrs. C. W. Payne, Mrs. Harvey Nicholas and Mrs. Clyde Bagwell attended the bridal shower given for Mrs. Bobby Smith, nee Donna Pierce, at the annex of the First Christian church Tuesday afternoon from our community.

News of Harmony

(by Mrs. Mather Carr)

HARMONY, April 26 — The Women's Society of Christian service met Monday evening at the church at 2 p.m. for their first lesson in their new study. Mrs. Marvin Smith gave the study assisted by others.

The judges for the Harmony community center were here Tuesday. They met at the center and made the tour from there meeting at the church following the tour. They gave their reports before adjourning to Floydada for dinner.

There was a nice crowd out to the midweek service. Mrs. Mather Carr had charge of the devotional assisted by Melba Jo Ramsey.

Club met Thursday in the home of Mrs. Bob Hopper with Mrs. Hopper as hostess. The demonstration on craft work was given by Mrs. Loyce Turner. Recreation was directed by Mrs. J. R. Turner. Mrs. Hopper served a refreshment plate to 15 members and some children.

Mr. and Mrs. Marvin Smith visited Mrs. Smith's nephew, Mr. Stewart at Methodist hospital Friday. Mr. Stewart is seriously ill and has been for some time. He was flown in Friday from Durango, Colorado.

Most of the community attended the REA meeting Saturday and enjoyed the good barbecue dinner.

Rev. Horace G. Krebs preached both morning and night at the chapel Sunday. The Krebs had dinner and supper in the Wesley Carr home.

The Floyd County Hesperian, Floydada, Texas, Thursday, April 29, 1954

Miss Ruth Morris of Plainview, Mr. and Mrs. Edwards and niece, Julia of Crosbyton and Mr. and Mrs. Wren and son of Farmer were guests Sunday at the chapel for services. Miss Morris is the sister of R. G. Morris and Mr. Edwards and Mrs. Wren are cousins of Zant Scott.

Mr. and Mrs. G. L. Snodgrass attended the funeral of Floyd Wilhoit of Slaton Sunday.

Mr. and Mrs. R. B. Gary and Mrs. Herman Krause visited Mrs. Dan Krause and children Sunday at New Deal. They also visited Mr. and Mrs. Taylor, parents of Mrs. Dan Krause.

Miss Reda Mae Gary and Miss Mickey Kennemar of Lubbock were guests Sunday evening in the R. B. Gary home.

Mr. and Mrs. J. B. Shannon and children drove to Lubbock Sunday evening to visit with her mother, Mrs. C. C. Bailey, who was in Methodist hospital.

Wesley Carr went to Lubbock Thursday to have his finger dressed. Mrs. Wesley Carr was in Lubbock Saturday to visit with her mother, Mrs. C. C. Bailey, who was in Methodist hospital.

Guests in the Zant Scott home for Sunday dinner were Mr. and Mrs. Edwards and niece, Julia, of Crosbyton, Mr. and Mrs. Wren and son of Farmer, Mr. and Mrs. Glenn Edwards and children of Lubbock, Mr. and Mrs. Oran Shetford and children of Lubbock, Miss Opal Johnson of Ropesville, Mr. and Mrs. Rueben Rutherford of Plainview and Hall and Wright Scott.

Mr. and Mrs. G. L. Snodgrass left Monday for Vernon to attend the rodeo. They were accompanied by Mr. and Mrs. Ham Smith of Baker community.

Americans would do well to worry less about being liked more about being respected for their firmness and consistency and purpose.

—Wm. Henry Chamberlain, Beyond Containment

The difference between a poor man and a millionaire is that one worries over his next meal and the other over his last. — Irish Digest, Dublin

No amount of principal is able to buy principle.

—B. C. Forbes, Forbes Magazine

MENUS FOR FLOYDADA PUBLIC SCHOOLS CAFETERIAS FOR WEEK OF MAY 3-7:

Floydada High School:
 Monday, tuna salad, potato chips, lettuce wedge, cup cakes, bread, milk;
 Tuesday, lima beans, barbecue roast, cabbage slaw, peach and cookie, milk, bread;
 Wednesday, steak and cream sauce, green beans, mixed vegetable salad, jello salad, milk, hot rolls;
 Thursday, brown beans, potatoes in sauce, sweet relish, apricot pie, milk, cornbread;
 Friday, hamburgers, French fries, banana pudding, milk;

Andrews Ward School
 Monday, beef croquettes and gravy, buttered potatoes, green beans, lettuce and tomato salad, cookie and milk;
 Tuesday, red beans, boiled wieners, whole kernel corn, cabbage salad, cobbler and milk;
 Wednesday, steak and gravy, buttered peas and carrots, tomato slice, cookie, pear half and milk;
 Thursday, salmon salad, creamed potatoes, buttered limas, pickle slice, pudding and milk;
 Friday, hot dogs, potato chips, lettuce and tomato slice, cake square and milk.

RUPTURE SHIELD EXPERT HERE

H. M. SHEVNAV, widely known expert of Chicago, will personally be at the Caprock Hotel, Lubbock, Tues. & Wed. only May 4 & 5 from 9 A.M. to 4 P.M.

Mr. Shevnav says: The Zoetic Shield is a tremendous improvement over all former methods, effecting immediate results. It will not only hold the rupture perfectly no matter the size or location but it will increase the circulation, strengthen the weakened parts, and thereby close the opening in ten days on the average case, regardless of heavy lifting, straining or any position the body may assume. A nationally known scientific method. No understraps or cumbersome arrangements and absolutely no medicines or medical treatments.

Mr. Shevnav will be glad to demonstrate without charge.

7344 No. Ridge Boulevard, Apt. 8B Chicago 45

Large incisional hernia or rupture following surgical operation especially solicited

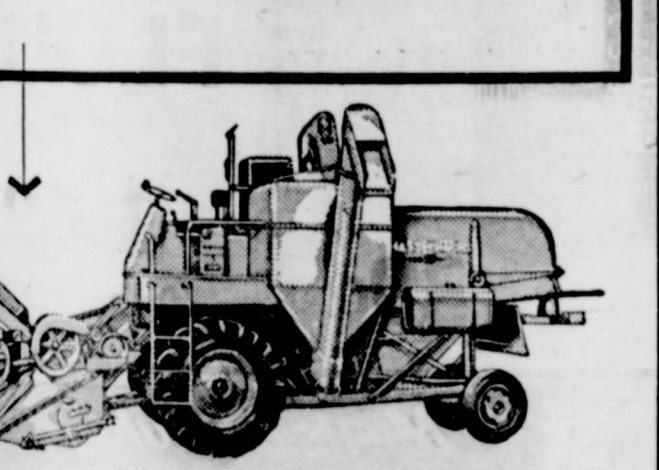
INSURANCE

Fire, Windstorm, Extended Coverage, Automobile Security, Bonds.

1923 to 1953

E. P. NELSON Agency

THE BEST COMBINES...



You'll see these champions wherever grain is grown. There are more Self-Propelled Massey-Harris Combines in use there all others combined.

BUY YOUR 1954 COMBINE NOW

NEW 45 Worthwhile Improvements

You just can't afford to pass up the best combine at the best value that's been yours for years—bigger, newer, greater Massey-Harris Combines for 1954. There are 45 new improvements, eight basic models, 71 proven styles!

See us now—we know we can make you an attractive offer that you can't let go by... an offer that will put the best combine on your farm—a Massey-Harris.

MASSEY-HARRIS SERVICE BRIGADE

Starting May 15, five fully equipped panel service trucks, manned by competent engineering and service personnel from The Massey-Harris company, will head for the congregating points of the custom combine operators. Heading this brigade will be Alexander Checkla, the company's most experienced former branch manager.

These parts and service experts along with their modern equipment will move with the harvest from start to finish giving counsel and lending assistance when required to Massey-Harris combine owners.

Floydada Implement Company
 YOUR MASSEY-HARRIS DEALER
 70 east Floydada Phone 333

Easy-on-the-budget FOOD BUYS

AT POWELL'S

SPUDS 10-lb. Bag 49c	GLADIOLA CORN MEAL 5-lb. Bag 43c	KOOL-AID 6 for 25c	Kraft Velveeta CHEESE 2 lb. Box . 89c
IT'S NEW Club Crackers 1-lb. Box 39c	Last Week of Our SHURFINE SALE Shurfine Springtime in Paris Contest Closes May 1 Shurfine Frozen Orange Juice 2 6-oz. Cans . 25c	IMPERIAL Pure Cane SUGAR 5-lb. Bag 49c	KRAFT MIRACLE WHIP PINT JAR 33c
SHURFRESH OLEO Pound 21c	Corn King BACON Pound 69c	4 ROLL PACK SOFTLIN 4 Rolls 33c	Large Box 31c
		FRYERS Fresh Dressed Daily Pound 49c	New ZIP open package PURELIN BISCUITS IN THE REFRIGERATOR 2 for 19c

POWELL'S CASH GROCERY & MARKET
 HI-WAY 70 PHONE 371

Garbage Collection Ordinance Health Measure, Says Council

In a letter over the signature of Mayor J. A. Patterson this week the city of Floydada is calling attention to the measures taken to promote and safeguard the health of the community, particularly the ordinance providing for the collection and disposal of garbage.

The letter is addressed to about fifty residents who have not complied with the ordinance by having a regulation disposal can located within reach of the sanitary crew in which to place garbage.

So far as is known, the mayor says, none of the residents who are failing to comply are doing so with willful intention to violate the law. Since compliance with the ordinance is a relatively easy matter, he anticipates that those who are not now in step with the majority of the citizens will get in line without further delay.

"It is not the intention of the city to work a hardship on any per-

son," says the mayor's letter. "However, with warm weather approaching, it is very important from a health standpoint that the ordinance be enforced."

Failure or refusal to comply with the ordinance is termed a misdemeanor—for which the fine shall be any sum not more than \$100. Each day of violation constitutes a separate offense.

Service Brigade of Massey-Harris To Follow Harvest

Starting May 15, five fully equipped panel service trucks, manned by competent engineering and service personnel from the Massey-Harris Company, will head for congregating points for the nation's custom combine operators.

The 1954 wheat harvest will see for the first time these modern shops on wheels which will follow the wheat harvest as it advances northward across the plains states. Massey-Harris will be in the fields with their dealers and customers as well as combine operators of all makes with problems which arise in the way of service and parts replacement during the peak of the harvest season.

In charge of this new service will be Alexander Checkla the company's most experienced former branch manager and a staff of experienced service, engineering, and parts men. Aim of Massey-Harris, which boasts one of the most popular self propelled combines on the market, is to make their product and service still better.

Complete itinerary of the brigade was not available this week, but Earl Poage of the Floydada Implement Company here said it would come through Floyd county as the caravans of harvesting equipment followed the ripening grain north-west.

Jim Word's Mother Passes at Austin

Mr. and Mrs. James H. Word and children returned home Sunday from Austin where they were called by the death of Mr. Word's mother, Mrs. Rufus Hobbs, 74, who passed away at her home there April 17 after a long illness.

Funeral services were held April 22 in Alice at the church of Advent, of which she was a member. Interment was in the Alice cemetery under the direction of Cook Funeral home of Austin and the Moyer Funeral home in Alice.

Mrs. Hobbs had spent most of her life in South Texas.

Survivors include a daughter, Mrs. Rembert Guinn, Austin, one son, Jim Word, Floydada, one brother, R. E. Killner, of Alice, and five grandchildren.

Posse at Santa Rosa Round-Up

The Santa Rosa Round-up started their annual affair Monday with a parade through the streets of Vernon with twenty-five to thirty counties participating in the week-long celebration. The parade contained the largest group of horses ever assembled in Vernon.

Riding under Floyd County Sheriff's Posse colors and entering both parade and grand entry was the president of the club, Claude Fawver, Olin Bryant, Gilbert Fawver, Curtis Siner, W. H. Hilton, Ray Jones, J. C. Pierce, L. E. Warren, Don Cage, John Goodgoin, Lee Trice, O. P. Cummings, Jr., R. J. Hinsley, Ernest Kendrick, J. B. Colston and Adrain West.

ROBERTSON FEELING BETTER

B. A. Robertson is feeling much better this week after spending several days in bed.

He developed bronchitis while in El Paso at the Scottish Rite convention. Mrs. Robertson reported that a number of men took colds while there, due to the drastic change in the temperature.

School Events

April 30: Junior and senior banquet to be held at the Womens Business Hall.

May 1: Softball district contest at Andrews ward.

May 1: Band Contest Regional meet at Lubbock.

May 6-7: State meet, two entries: Fontaine Fowler, declamation and Jack Womack, mile run.

May 10: Senior class banquet at the First Baptist church.

May 15: Band banquet at high school.

May 16: Baccalaureate.

May 21: Senior trip.

May 25-26: Finals.

May 28: Commencement.

May 7: Andrews Ward Band banquet for the 5th, 6th, 7th, 8th grades at the high school cafeteria.

May 14: 8th grade annual banquet.

May 27: Graduation day held at the high school Auditorium.

Hail Does Damage To Floydada Auto In Swisher Storm

Mr. and Mrs. W. R. Daniel and children returned from Amarillo Sunday, where they had been visiting relatives were caught in a hail storm four miles north of Tulla, coming into town.

They tried to locate shelter for the car, but were unable to do so. They kept driving. The clouds were looking worse toward Kress so they turned east on the highway toward Silverton, thinking they would miss the brunt of the storm. Cars were pulled off the road using trees for protection.

Hail was said to be the size of a goose egg in that area. Mrs. Daniel reported that hail dented their car in several places and both windshields were broken out of their 53 model car. Damage was estimated at \$365.00.

George Weast, driving behind the Daniel car, pulled off the highway and stopped until the hail let up, but it damaged his car considerably also, breaking one side glass and causing several dented places.

55 Pre-Schoolers Go Through Clinic

The examination for the pre-school children was held Monday at Andrews ward school with 55 children registering. The P-TA health committee expected a much bigger turn-out. Mumps and various other diseases get credit for the small number reporting.

The P-TA health committee sponsoring the clinic were Mrs. Wesley Carr, school nurse, Mrs. T. L. Holland, Mrs. Alton Noland, Mrs. Kay Crouch, Mrs. Greer Christian, Mrs. Enos Jones. Helping the group were Mrs. Leonard Matsler, Mrs. William Blair, Mrs. Jake Watson, Mrs. Clarence Guffee and Mrs. Orville Newberry.

Splendid cooperation was given in the clinic by the local medical fraternity, P-TA officials reported. Drs. A. E. Guthrie, D. H. Pitts, Jack G. Jordan, and Geo. V. Smith made the examinations.

Juniors to Honor Srs. Friday Night

The annual junior-senior banquet of Floydada high school will be held Friday night at 7 o'clock at the V.P.W. Hall.

The invocation will be given by I. T. Graves.

Jackie Don Jarrett, junior class president, will give the toast to the seniors, and the response will be given by Donald Smith, senior class president.

Barbara Perry will read the class will and John Jay Horn, band instructor will entertain with a vibraphone solo, followed by the class prophecy, to be read by George Chapman.

A banquet for the senior class by the junior class is a tradition in the annals of the school.

Masons Will Hear Amarillo Speaker

Floydada lodge A. F. & A. M. will honor past masters of the lodge, as well as all master Masons and their sons who are master Masons Saturday night.

Dinner will be served at 7:30 o'clock at the lodge hall, it is announced, after which the assembly will be addressed by Dr. Hess of Amarillo.

Mr. and Mrs. Ralph Groves of Amarillo spent Thursday and Friday with the W. H. Hiltons.

FRYERS

While they are at the peak in Quality & low in Price—Put a dozen or more in deep freeze

HENS

down 4c per pound. Cut your meat bill way down this week.

Charley Berry Produce

304 East Georgia — Pho. 74

Conservation District News

Irrigated Land Preparation Field Leveling

Field leveling is the placing of a plot of land (varying in size) to a uniform slope in one or two directions. The Government pays half the cost of a field leveling job, up to \$15.00 per acre, if the plot is leveled to within a grade of 1/2" per 100 feet in one direction. More slope can be put into the plot in the other direction provided the farmer agrees to run his rows in the direction of 1/2" fall per 100 feet. The average field leveling job costs from \$20.00 to \$30.00 an acre. Where deep fill is made in a lake, it should be recognized that there is a possibility that the fill area will settle enough the first year to make it necessary to do a small amount of retouching the second year.

Some excellent reports have been received from the Floyd County Soil Conservation District's cooperators, who have completed field leveling plots. Lon Davis, Jr., who farms a place in the Harmony community, has field leveled a 35 acre plot. He had approximately eight acres of this plot that was in a shallow lake and drowned out each year. Lon has increased the efficiency of his irrigation water, in addition to getting eight acres into top production. Lon can water this plot either in rows, or in borders, if he decided to place the plot in a broadcast crop.

Paymaster Farms located 1 1/2 miles north of Aiken has field leveled a 30-acre plot and Bob Gibson, farm manager for Paymaster, reports that he has sown the plot to alfalfa and watered it efficiently by the use of small borders approximately 75 feet apart. Prior to leveling this plot, the field had a ridge through the middle and sloped off rather

Future Farmer Team To Judge At A&M College

Future Farmers chapter of Floydada high school will be represented in the state contests at A&M college this week-end by their dairy judging team.

This team, composed of Alton Higginbotham, Kentis Julian and Bobby Britton, with Norman Davis, alternate, placed ninth in the regional PFA contest at Texas Tech Saturday and are eligible to compete for state honors.

The leave Friday morning in company with their coach, vocational agriculture teacher, James Carrol. Other teams from the chapter which judged in the regional contests in competition with 140 teams from over West Texas, but failed to place high enough to go to the finals were:

Dairy Cattle team: Odis Shipp, Si Whitfill and Donny Holliday; Livestock team, Carl Brock, Stanley Robinett, and Elton Carr; Poultry team, Tommy Respondik, Norman Davis and Randall Jones; Grass judging team, Steele Deavenport, Jerry Patterson and Jay Johnson.

fast on one side. After leveling, the plot has a uniform slope from north to south, and is level from east to west.

For the best use of your cropland and irrigation water, plan to field level that plot of land that does not irrigate satisfactorily.

Loose leaf, ledgers ledger sheets. Hesperian.

LORRAINE FISHER FRESHMAN WTS ENGLISH AND ART MAJOR

CANYON, April 21. — Miss Lorraine Fisher, daughter of Mr. and Mrs. Robert Fisher of Rt. 3 Hart, was a candidate for Sophomore post 3 in a student government el-

ection at West Texas State University. Miss Fisher is a Freshman and art major.

Mr. and Mrs. Massey were here this week from visiting Mr. and Mrs. B. J. son.

10 FREE TRIPS TO PARIS plus \$10,000 in this *Shurfine* SPRINGTIME SALE

\$1 SALE CONTINUES THROUGH SATURDAY... CONTEST CLOSSES SATURDAY MIDNIGHT.

All Prices Listed in Last Weeks Page Are Good Through Saturday Night

HULL & MCBRIE

Phone 292 We Deliver

Olton Hi Leads In North Half Baseball Race

Olton is undefeated and leads in the north half of the district baseball competition after first round of play Floydada is in the second place with one win and one loss and Abernathy is in the cellar with two defeats to their credit.

The "Winds took their first victory Tuesday afternoon at Abernathy when they defeated the Antelopes 7 to 6. Jerry Bob Harrison pitched the full seven innings to get credit for the win. Vickers caught, in the game with the "Winds leading all the way. Going into the final frame Floydada was enjoying a 7-2 lead which was almost wiped out before the locals got control of the situation to salvage the 1-point victory.

In the hitting department the "Winds led by the same margin 10 to 9. Kent Covington led the attack with a double and a single in three times at the plate. Gordon Joiner also picked up two hits for the winners.

Next game on the schedule is for Friday, April 30, at Olton and the final district game will be played here on Friday, May 7, unless it is changed to another day because of the state track meet being run off that week-end.

Coach Preston Watson and Jack Womack plan to be in Austin May 7 and 8, and some of the other boys may go down as spectators.

Floyd Wilhoit Is Claimed by Death

Floyd county kinsmen Sunday afternoon attended the rites for Floyd Wilhoit, about 68, of Slaton, whose death occurred Friday in a Lubbock hospital.

Mr. Wilhoit was a nephew of Mrs. C. Surginer, of Floydada. His father was Mathias Wilhoit, now of Lovington, New Mexico, one time a resident of this county.

Mrs. C. Surginer, Mr. and Mrs. I. C. Surginer and Mrs. Rachel Ivey attended the last rites Sunday afternoon.

Wednesday Market

Hens	
Colored Hens, 4 pounds and up,	18c
Colored Hens, under 4 pounds,	15c
Butterfat, No. 1 lbs.,	90c
Eggs, per dozen, candled, No. 1,	25c and up
Grain	
Wheat bushel,	\$2.20
Milo, cwt.,	\$2.25
Hogs	
Tops, 200-240, cwt.,	\$27.25
250-300, cwt.,	\$26.25
300-350, cwt.,	\$25.25
350-375, cwt.,	\$23.25
Light Packer Sows, cwt.,	\$22.00
Heavy Packer Sows, cwt.,	\$20.00

LOOK!

SHURFINE \$1.00 SALE

Runs Through This Week

ALL PRICES ON SHURFINE FOOD APPEARING IN LAST WEEK FULL PAGE AD WILL BE GOOD IN OUR STORE THROUGH SATURDAY MAY 1ST.

Other specials will be posted in Store for Saturday.

Visit us and stock up on these extra values. Your response has been wonderful. Thanks for coming in.

STAR CASH GROCERY

Phone 40 We Deliver

LOOK!

Final Week of our SHURFINE SALE

<p>PURE CANE 5 Pounds</p> <p>SUGAR ... 49c</p> <hr/> <p>SHURFINE 11 CANS</p> <p>HOMINY \$1.00</p> <hr/> <p>SHURFINE 4 CANS</p> <p>PIE CHERRIES \$1.00</p> <hr/> <p>SHURFINE</p> <p>MILK 8 Tall Cans \$1</p> <hr/> <p>SHURFINE</p> <p>CORN 6 Cans . \$1</p>	<p>SHURFINE</p> <p>SHORTENING</p> <p>3 lb.</p> <p>75c</p> <hr/> <p>SHURFINE</p> <p>PEACHES</p> <p>4 for</p> <p>\$1.00</p> <hr/> <p>SHURFINE</p> <p>FLOUR</p> <p>25 lb.</p> <p>1.69</p> <p>10 lbs. 79c</p>
---	---

Meats & Poultry

FRYERS . . . 53c

SLICED

BACON . LB. 69c

PINKNEY

SAUSAGE LB. 43c

PUFFIN BISCUITS, Can 10c

FRESH

STRAWBERRIES . . . 33c

FRESH

GREEN BEANS

Special Value SHURFRESH

OLEO 21c

Special Value SHURFINE

FROZEN ORANGE JUICE 25c

FELTON-COLLINS

GROCERY & MARKET



CANNON TOWELS

22 x 44
63c Ea.

Colors in Sun Gold, Radiant Rose, Light Pink and Pink Lilac
Hand Towel **33c**; Wash Cloth **14c**

Short Sleeve
Nylon Plisse Sport Shirts **\$1.00**

For Band Tumbler Set **\$1.00**

12 Pieces
Muffin Dishes . . . **\$6.00**

Will hold on Lay-Away

Comfort—Easy to Wash—1 to 4
Nylon Plisse Play Suits **98c**

Boxer Pants — Short Sleeve Shirt

Handkerchiefs, 10 **\$1.00**



BUY NOW!

Mens Underwear

BRIEFS **59c**
VEST **49c**
SHORTS **69c**
T SHIRT **79c**
Nylon SHORTS **\$1**

Boys

BRIEFS **59c**
VEST **39c**
T SHIRT **49c**

WOMENS HAKI SUITS

Suit **\$3.75**

Blouses **2.15**
Dresses **1.60**

Reinforced Vat-dyed
Proportional cut for
Perfect fit.

Large Red or Blue
Handkerchiefs
for **\$1.00**

Always **FREE PARKING** In Floydada

PENNEY'S DOLLAR DAY SAVINGS

MENS
NYLON SPORT SHIRTS . . . **\$1.77**

Short Sleeve, 100% Dupont Nylon — All Colors

LAST MINUTE ANNIVERSARY E-X-T-R-A!

NEW LOW PRICES

ON PENNEY'S FAMOUS LAB-TESTED SHEETS!

Full Bed Size

Nationwide Fitted Sheets . . . **\$1.69**

36x36 Cases 39c 42x36 Cases 39c

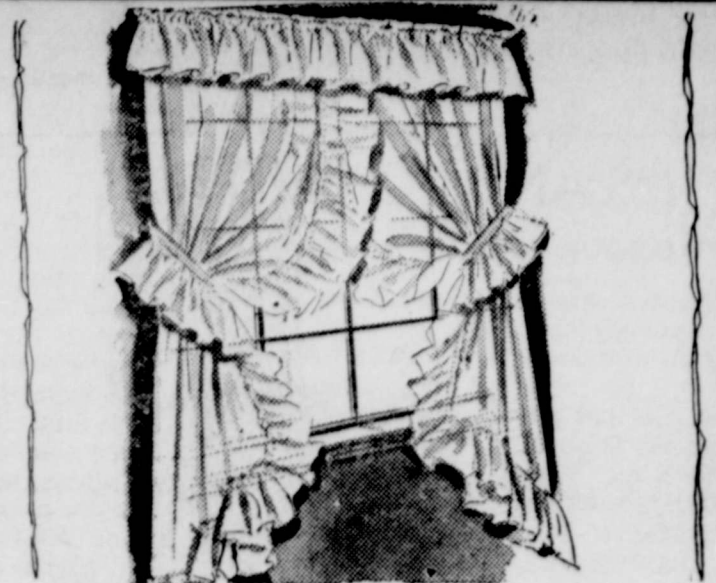
Nationwide Colored Sheets . . **\$2.39**

PILLOW CASES TO MATCH 49c each

JUMBO SIZE

Bleached Flour Sack Squares, 5 for **\$1.00**

REMEMBER MOTHER MAY 9th



84 x 90 ORGANDY

PRISCILLA CURTAINS

2.44

WHITE, BLUE,
GREEN, GOLD
OR ROSE

PAIR

RAYON Hand Washable

Marquisette Panels **77c**

White, Green, Blue, Gold, Rose, Brown

WOMENS

Pucker Nylon Slip **\$2.00**

WOMENS

RAYON GOWNS **\$1.00**

WOMENS

RAYON PANTIES **\$1.00**

20 x 41

Gauze Diapers **\$2.22**



PETI COATS

All Colors **\$1.00**
Small
Medium
Large



WOMENS

Blouses **\$1**

Some Girls 7 to 14



FOR GIRLS!
COTTON PLISSE
SHORT
PAJAMAS

\$1.00

Womens Size **\$1.00**



VERY SPECIAL!
QUICK-DRYING
NYLON BRIEFS

66c



BOYS' 100%
NYLON PLISSE
SPORT SHIRTS
Sizes 2 - 18

\$1.50

Toddler Size **\$1.00**

Just Around the
Corner

GRADUATION

FREE
Gift Wrapping
Our Mdse. Only

END OF MONTH CLEAR AWAY-- SHOP THESE ITEMS TO-DAY ---- LIMITED QUANTITIES

REPRICED
WOMENS DRESSES **5.55 - 8.88 - 12.66**

150 PAIRS
MISSES SHOES **2.88**

Black, Brown, Red, Biege — Flat or Medium Heel.

120 ONLY
WOMENS HOUSE FROCKS **\$1.00**

All Sizes — Good Styles — Best Colors

EACH

REDUCED AGAIN
WOMENS MILLINERY **1 - 2 - 3**

ONE RACK
GIRLS AND TODDLERS DRESSES **\$2.00**

Sheers, Embossed Cottons, Solids — Prints



WOMENS
NYLONS 2 Pr. **\$1.15**

60 Gauge 15 Deiner

Subscription Prices: Outside Floyd, and adjoining counties — one year \$2.50; six months \$1.25; four months 90c in advance.

Subscription Prices: In Floyd and adjoining counties — one year, \$2.00; six months \$1.00; four months 70c in advance.

THE FLOYD COUNTY HESPERIAN

Published by the Hesperian Publishing Co., Inc., at 212 South Main St., Floydada, Texas. HOMER STEEN, Editor
THURSDAY, APRIL 23, 1954



Established 1896 by Charles...
tered as second class mail...
fice at Floydada, Texas...
under the act of Congress...
1897.

IEWS AND COMMENT

GOING ON FOR YEARS!

Texas people who live on Highway 70 are most unhappy about the fact that they are losing thousands of tourist dollars each year because a few miles of their coast to coast highway is not paved. That costly stretch of highway is about seventeen miles between Davidson and Waurika, Oklahoma.

Oklahoma highway officials appear to be uninterested in paving Highway 70 and imply that Highway 70 isn't important enough to spend money on.

Texas thinks that it is important. Eastern and western travel bureaus refuse to route their customers over 70 and thousands of coast to coast tourists will not travel highway 70 because of those unpaved miles. That has been going on for years and the resulting loss to Texas and Oklahoma business men is staggering.

The immediate increase in tourist travel would repay Oklahoma the cost of paving those few miles within a short time.

We are sure that Texans would never allow such a situation to exist. Oklahomans don't like their peculiar highway set up either.

Deadline Is Near. Four days hence and the last day for an announcement for public office in Texas on the Democratic ticket will be here. The date was moved up from a mid-June date so as to give the machinery of the party (and any other party having the same administrative problems) time to function properly. Those who have been teetering on the fence whether to run or not to run, will have to fall off pretty quick, this week-end or Monday in fact.

The garbage disposal ordinance of the city has met with unusually fine cooperation from residents and fair to good response in the business district. In the latter case there seem to have been more angles to the problem of cooperation than out in the residential area. According to report there are probably not more than half a hundred residents who are not in compliance with the city ordinance. Approach of the warm weather season makes these non-conformists problem citizens. As usual in such cases there is built up in the mind of the non-complier either actual or imaginary problems that can be ironed out with a little planning. In that view the city is making every effort to get voluntary cooperation.

Who'll Carry Out the trash and dispose of it has always made some problems and probably

always will. Every community where a uniform standard of garbage disposal is undertaken has found the matter a recurring headache of the tempest in a teapot type, but a headache just the same. Doubtless Floydada will have the same. But the plan hit upon is so much better than the old way that there is no comparison. Most of the citizens will go along gladly with the city authorities. But the authorities won't expect anything but some continuing complaint, especially when the garbage crews get tripped up on their schedules.

Governor Allan Shivers wrote the old age assistance law while a senator and recommended to the legislature the increase in old age assistance that will be submitted to the voters next November as a constitutional amendment. But the most active opposition to the governor that we know of in his bid for re-election comes from the groups making up the old age clubs. The Floydada old age club, for instance, dubs Mr. Shivers "the rich man's candidate." They are beating the drums for a candidate to beat him. Others who oppose him most strongly include the group who believe the governor should have bowed to the demands of the national Democratic committee in the 1952 campaign. For our part, we are convinced beyond doubt that the people of the state can do no better than to re-lect Allan Shivers governor of Texas.

We don't understand Judge Yarbrough, who made the race against Mr. Shivers in the last campaign and is a most likely candidate for the place again this year. A man of character, according to the reports we have, the kind of campaign he waged two years ago was not like him. A check back on some of his utterances in the last campaign reveals many of the statements he made as bitter beyond the point of reason. We are confident that if the judge were elected governor he would make a good one. But he wouldn't be the kind of man in the governor's chair that his public utterances make him out to be.

He who would climb a tree must grasp its branches, not its blossoms.
—Share Your Knowledge Review

Good advice to girls is never to play ball with a man unless he furnishes the diamond.

If we spend our lives building walls instead of bridges we have no right to complain if we are lonely.
—Life Today

Irick Highway Crash Is Fatal to Lockney Man

J. H. Carothers, 41, Lockney tourist court and service station operator, died in Lockney General hospital late Tuesday, April 20, of injuries received in an auto accident Monday afternoon.

Carothers was injured when the new Chevrolet car, which he had purchased three hours earlier, overturned at a dip on a country road, a mile east and two miles south of the Irick schoolhouse. He suffered a basal skull fracture, a broken jaw, a broken hand and multiple bruises. A brain hemorrhage was the primary cause of death. He never regained consciousness after the accident, attending physicians said.

Buck Fields who was riding with Carothers at the time of the accident, was only slightly injured. The body was at Carter Funeral home Wednesday and was carried

to Denton, Texas, Thursday. Funeral services were conducted at the Schmidt Funeral Chapel there at 2 p.m. Friday. Burial was in the Krum cemetery.

Mr. Carothers was born at Clay Pool, Oklahoma on July 29, 1913. He was married to Miss Corene Koiler at Marietta, Oklahoma on March 14, 1939. The couple had lived in Grapevine, Fort Worth and Bakersfield, California, before coming to Lockney in 1948. They built a tourist court and a service station on Highway 70 in south Lockney.

CROSBYTON OES MEETING

A beautiful and impressive initiatory service was conducted by the Worthy Matron and her officers at the regular session of O.E.S. chapter last Thursday evening in Crosbyton.

Refreshments were served by Mesdames Jennie Lou Paschall, Irene Berry and Charlie Jo Rathel, including a lovely birthday cake for R. A. Paschall.

April 29 (tonight) will be Mason's night with a supper and program.

Mrs. Walter Harris of Ralls is getting along satisfactorily following admission for medical care last Friday.

PLANTER PRESS WHEEL

You've never seen anything like this before. Years of designing and testing has done this for you. WHY RE-PLANT?

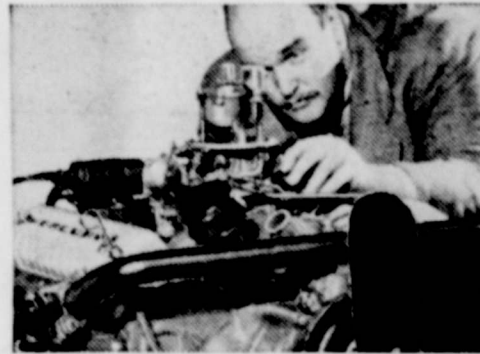
See them to-day

WITKOWSKI IMPLEMENT CO.

HESPERIAN CLASSIFIED ADS

FOUR LEADING AUTO EDITORS GO OVERBOARD FOR NEW MERCURY!

New 161-horsepower Mercury with ball-joint front wheel suspension gets top marks for performance, efficiency, economy and handling ease

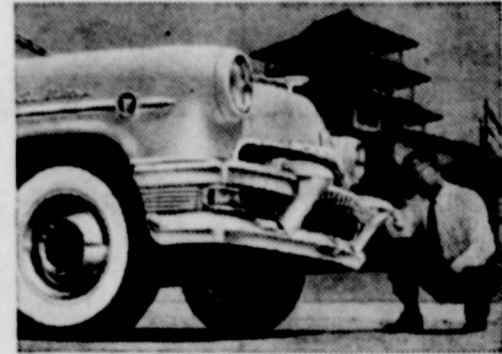


"HOT AS STRAIGHT TABASCO ON-THE-ROCKS"

Tom McCahill MECHANIX ILLUSTRATED

"The place where Mercury really shines this year, aside from its speed-over-the-ground performance, is in its handling and roadability... and what a difference ball-joint suspension makes!"

"The guy who buys a '54 Merc will be getting a really new car, not a warmed-over old one. Some of Merc's competitors are... overdue for a change. When these changes come, the buyer of these competitors will be as out-of-date as an Indian-head penny."



"161-HP PUSH, BUT DRINKS NO MORE GAS THAN BEFORE"

Wilbur Shaw POPULAR SCIENCE MONTHLY

Read these quotes from Wilbur Shaw, President of the Indianapolis Speedway.

"Three years ago a Mercury engineer told us that the men in his department would never be satisfied until they designed an engine that ate up a lot less of its own power. Well, they've done it!"

"When I drove the car on the test track in Dearborn, Mich., and again on the Indianapolis Motor Speedway, I was struck by the smoothness of the power pick-up as the accelerator went down."

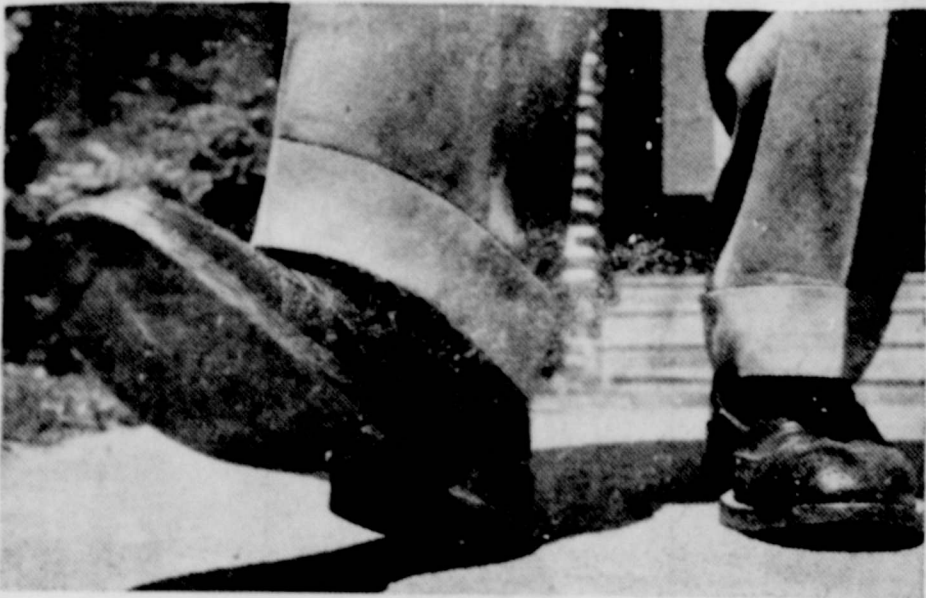


"THIS CAR IS A KNOCKOUT... AND REAL EASY TO DRIVE"

Walt Woran—Don MacDonell MOTOR TREND

"You'll like the 1954 Mercury, if you like power that'll make you sit back your seat when you stomp the throttle."

"If there is no other reason for the increase in horsepower (now 161) and added acceleration for passing is enough." "Lincoln-type ball-and-socket joints Mercury's front wheels eliminate kingpin, reduce front end vibration, cut the number of forward grease from 16 to four."



Whatever your business... here's a man who can help you get more

This man has made a special study of how customers choose between you and your competitors.

He's a Yellow Page Advertising Consultant—a good man to know.

He started training for his job by working on a survey of consumers'

buying habits, and he continues to make frequent surveys of all types of customers for all types of businesses.

This is just one of many ways Yellow Page Consultants are trained and equipped to:

- recommend where and how you should be listed in the Yellow Pages of your telephone directory;
- advise you on what selling points should be featured;
- help you with your Yellow Page copy;
- supply the help of experienced advertising artists at no extra cost;
- produce your complete advertisements, including engravings.

If you would like to take advantage of the knowledge and experience of these trained advertising consultants, call the telephone business office — today. You are under no obligation to follow their recommendation, of course. And there is no charge for this extra service to business telephone customers.

SOUTHWESTERN BELL TELEPHONE COMPANY



Shopping guide for 96 out of 100 people in town



Don't miss the big television hit, "TOAST OF THE TOWN" with Ed Sullivan. Sunday evening, 7:00 to 8:00. Station KDFW, Dallas.

TAKE A TRIAL DRIVE IN A MERCURY AND SEE FOR YOURSELF

It pays to own America's fastest growing car
MERCURY
KING TRACTOR & MOTOR
Floydada, Texas

Attend Coops Meeting

1,500 persons attended a membership meeting of the Electric Cooperative at Graves Gymnasium Sunday.

Entertainers during the morning and afternoon included girl's quartet from Crosbyton, the Homesteaders of Lubbock, the Debonnaires, a dance team from Andrews ward school under the direction of Mrs. John Hollums, a string band from Crosbyton, a male quartet from Tulsa, a girls trio from Lockney, Mrs. John Hutchinson of Lockney and Joe Noland of Pleasant Valley community.

Committee members planning the day's event included Mr. and Mrs. Clyde Gordon, Plainview, Mr. and Mrs. Joe Reeves, Lockney, Mr. and Mrs. Horace Rathel, McAdoo, Mr. and Mrs. John Key West, South Plains, Mr. and Mrs. Milton Evans, Mr. and Mrs. Jack McIntosh, Mr. and Mrs. Wayne Russell and Mr. and Mrs. Ned Bradley, all of Floydada.

During the afternoon a fifteen-minute program was broadcast over radio station KPLD.

"We must make our organizations such as our cooperatives and Farm Bureaus, strong or we will find ourselves not running our own business."

Ned Bradley, Floydada, was master of ceremonies for the day's program.

A highlight of the event was a noon barbecue at the football field, where 2,276 pounds of barbecued beef and 360 pies, baked by members of the organization, were served.

Entertainment Features

Entertainers during the morning and afternoon included girl's quartet from Crosbyton, the Homesteaders of Lubbock, the Debonnaires, a dance team from Andrews ward school under the direction of Mrs. John Hollums, a string band from Crosbyton, a male quartet from Tulsa, a girls trio from Lockney, Mrs. John Hutchinson of Lockney and Joe Noland of Pleasant Valley community.

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During the afternoon a fifteen-minute program was broadcast over radio station KPLD.

CARD OF THANKS

I wish to take this means to say thank you for all the kind words and expressions of sympathy at the death of my father, Mr. Clifford Reese of Tyler Texas. We appreciate your kindness.

Mrs. Bob Owens and family.

TOLD OFF

A Chinese gentleman was trying to catch a train at Union Station in Bangor recently, and a porter was trying to locate his baggage. The Chinaman got very upset. Finally as the train was about to depart the Chinese gentleman hammered upon the counter and exploded with the words:

"Pretty darn seldom where my bag go. She no fly. You no more fit run station than Heaven's sake. That's all I hope."

— Santa Fe Magazine

Deadline May 3 For Candidates

Candidates and prospective candidates in the Democratic primary in July have only a brief time to get their names in the pot for office.

The deadline, to be exact, is May 3, nearly six weeks earlier in the year than has been years. Formerly for nearly half a century the deadline was the Saturday before the third Monday in June.

Applications required by the statutes are to be filed with the county chairman Ben P. Ayres. In the application the applicant gives a brief statement as to his occupation, his residence and his age.

As soon as the deadline for applications has passed the county chairman begins to rig up the machinery and make ready for the primary.

A revised provision of the election statutes gives the candidates only five days from the date the county committee makes the assessment — which comes sometime in June — to put his fee in the kitty.

In a primary the candidates pay all the expenses of the election. But a candidate for office isn't a candidate until he files his application with the county chairman.

Geo. I. Dunavant Honored on His 85th Birthday

Geo. I. Dunavant, who attained the age of 85 last week in reasonably good health and strength, was feted by his family at a big family gathering in Ropesville Sunday. A son, Albert Dunavant and his wife were hosts for the event.

Seven of the 10 children were present together with numerous grandchildren and great grandchildren. Among the children present were Mr. and Mrs. Eddy Dunavant and family, Mr. and Mrs. B. D. Jones, and Mr. and Mrs. Grady Dunavant and family of Floydada, Mr. and Mrs. Ernest Rhodes of Shallowater, Mr. and Mrs. Phillip Dunavant and family of Aiken, and Mr. and Mrs. Floyd Dunavant of Oilton.

Of the grandchildren present were Mr. and Mrs. Don Clarkston of Lockney, Mr. and Mrs. Ray Dunavant and children of Brownwood, Mr. and Mrs. Irvin Dunavant and family of Shallowater, and Mr. and Mrs. Truman Dunavant of Dougherty.

Loans For Farm Operations Loom at FHA Office

Jack Kassahn, supervisor for Farm Home Administration of the U. S. agricultural department, this week said that loans for farming activities in the area have just begun to open up and he is anticipating a possible rushing business in view of the unfavorable condition under which farmers have labored the past two years.

Since January 1 most of the funds which have been disbursed from the local office in the form of loans have gone for family living. Kassahn said approximately \$55,000 per month has been paid out to about 200 families in January, February, March and April.

Effective May 1 Crosby county is being transferred from the district served by the Floydada office to the district served out of Lubbock. This leaves Floyd and Motley counties for the Floydada office to serve.

Sam Gilliland, of Hereford, was a half-day visitor in Floydada over the week-end.

Mr. and Mrs. Allen Leach and son Michael, of Berger, were here last week-end guests of Mrs. Leach's parents, Mr. and Mrs. J. E. Newton at Dougherty.

EXCUSES

"In Court," said the sign on the lawyer's door;

"Back in 10 Minutes," on many more.

"Gone to the Hospital," on the doctor's slate.

"On another, 'Sit down and wait.'"

"Will be back soon," on the broker's book;

"Collecting rents," on my agent's hook.

They were all so busy, a thing quite new.

Very sorry was I that I had nothing to do;

So I went out to the circus ground

And every man in the big top found!

SUCCESS

A man owes it to himself to become successful. Once successful, he owes it to the Bureau of Internal Revenue.

— Pipe Dreams

Career Covers Business Span of Sixty Years

LOCKNEY — Saturday, April 24, marked the 60th anniversary in business for Mrs. Alice Baker pioneer of all Lockney business people. Mrs. Baker and her husband, J. A. Baker, founded Baker Mercantile April 24, 1894. He passed away in 1917 and Mrs. Baker, with the help of her children, has operated the store since that time.

The Bakers were living on a farm five miles south of Lockney in 1894, when they moved into town and took the postoffice installing a small store and postoffice. They built a two story frame building 40 by 60 on the site now occupied by the First National Bank. They had their bedrooms upstairs and cooked in the rear of the building.

For a time they handled groceries, hardware and dry goods, but now Mrs. Baker handles dry goods only. Her son, Robin, has an interest in the hardware store.

FLOYDADA PUMP COMPANY
U. S. Pumps — Well Service
Phone 1658
FLOYDADA, TEXAS
PAUL GARRISON
Res. Ph. 799-W
CAL SKAGGS
Res. Ph. 458-W

The remainder live in the southwestern states. Those in Lockney are Mrs. Lee Seaman, Mrs. L. M. Honea and Dorsey Baker.

Fishing has never been considered a branch of medical science, but it can cure many ills that pills can't touch.

Enterprize Journal, McComb, Mass.

GENUINE FRAM

Oil Filter Replacement Cartridge

C-4 Farm Pak (6) List Price \$1.75 95c each	137A Farm Pak (6) List Price \$1.85 95c each
C-3 Farm Pak (6) List Price \$1.50 85c each	

All other sizes also sell at prices comparative to these shown.

ALSO A. C. AND CHAMPION

These are not sale prices but everyday values that will offer you big savings at —

B. E. NEEDLES AND SON
206 S. Main Floydada Phone 513

WISTON
bing Co.
e 507
MBING
S — SUPPLIES

WORRYING about RETIREMENT

Southwestern Life

R. E. FRY

representing SOUTHWESTERN LIFE INSURANCE CO.

BRITTON
Appliance Repair Shop
Phone 454 307 E. Houston



Your Invitation to Beauty!



Starting Monday, May 3

for one week only . . . a FREE

DUBARRY Make-Up Lesson

with a DuBarry Beauty Expert direct from
Richard Hudnut
Fifth Avenue Salon!

When you treat yourself to a free DuBarry Make-Up Lesson, you'll learn new loveliness, new fashions and techniques in make-up! Miss Ruthe Feilock, well-known Beauty Expert direct from New York's Richard Hudnut Beauty Salon will teach you professional beauty secrets, quick glamour tricks . . . all easy, all fun! Remember: she'll be here one week only . . . so call immediately for your private appointment!

And—she'll have a beauty-gift for you when you come in!

ARWINE DRUG



Blackstone

It's the world's finest automatic washer . . . "Tops" in all comparative tests. Don't fail to see a demonstration of this all-new Blackstone.

Small Monthly Payments

BOREN
Hdwe. & Furniture

Look What \$1.00 Will Buy!

Dollar DAYS

FIRST MONDAY, MAY 3

Men's Knit BRIEFS Taped Seams, S-M-L 3 for \$1.00	Men's Dress or Sport ANKLETS Reg. 39c. Size 10 to 13 4 for \$1.00	Men's White KERCHIEFS Size 18 x 18 12 for \$1.00
Men's Western Cut — No Ironing — 2.98 value each 1.77		
PLISSE WORK SHIRTS . . . 2 for \$3.00		
One Group of Better Cottons and Values to 98c Yd.		
TWISTALENE . 2 yds. \$1.00		

\$ Day Special
Pacific's 80 Sq.

PERCALE PRINTS

beautiful patterns, a very fine finish
FOR ONLY

3 yds \$1.00



\$ Day Special
36 inch

Unbleached DOMESTIC

Will make beautiful SQUAW Dresses
FOR ONLY

4 yds \$1.00

36 inches wide — Solid or dot designs Reg. 29c
CURTAIN SCRIM . . . 5 yds. 1.00

REMNANTS - LACES - BRAIDS 1/2 PRICE

Ladies
DRESS SHOES
Whites, Patents, Calfs. Values to 6.99

\$3.00

Ladies 15 Denier
Nylon Panties
White, Pink, Blue, and Black. Regular 98c values.

2 for 1.00

Ladies
DRESSES
Broken lots & sizes Values to 19.95

\$5.00

DON'T FORGET MOTHER'S DAY, May 9

HAGOOD'S DEPT. STORE

Standard Brands Floydada Priced Right

Consumers Annual Sand Hill News Reports Are Given

(by Mrs. James Jeffress)

SAND HILL, April 26 — Mrs. Wayne Billington was in Plainview Thursday on business.

Mr. and Mrs. Slater and their granddaughters from Amarillo visited in the home of Mr. and Mrs. Wayne Billington Tuesday night.

Donna and Barbara Gail Schulz are on our sick list with the mumps this week.

Visiting in the home of Mr. and Mrs. J. R. Turner the past week were Mrs. J. Howard, Mrs. Mac Howard and son and Mrs. Billie Howard and family all of Lockney.

Mrs. Ingram from Lazbuddy is visiting in the home of her granddaughter and family, Mr. and Mrs. J. R. Turner, this week.

Mr. and Mrs. E. H. Forester visited in the home of their daughter Mr. and Mrs. Monroe Schulz and family Sunday.

Mr. and Mrs. Wayne Billington and Mr. and Mrs. H. P. Jackson attended church in Lubbock Sunday.

Those enjoying a picnic dinner at the Lubbock park Sunday were Mr. and Mrs. Buck Jackson, Mr. and Mrs. Jim Holmes, Mr. and Mrs. W. R. Billington and Mr. and Mrs. James Jeffress and family. Attending from Midland were Mr. and Mrs. C. H. Jones and Mr. and Mrs. Jeff Michel of Lubbock.

Mr. and Mrs. Dale Stringer and Billie Dale along with Mr. and Mrs. Garland Rhea and family visited in the home of their daughter and sister, Mr. and Mrs. Roy Latham in Olson Sunday.

Mrs. Marvin Swanner returned home Tuesday from Missouri where she had been going through the clinic for the past two weeks. We hope she is feeling better soon.

Mr. Reeves is in the hospital this week. We hope he is out and able to

back teaching school soon.

Mrs. Lynn Miller is in bed this week with the mumps. We hope she is up soon.

Sunday visitors in the home of Mr. and Mrs. Lynn Miller were Mr. and Mrs. D. Flowers and family of Com. Mrs. Walter Knight attended the craft meeting on bracelets Monday afternoon.

Some of those attending the Light house electric barbecue Saturday were Mesdames William Mayo, Franklin, J. R. Turner, Jim Holmes, Wayne Billington, C. B. Carmack, Rafe Ferguson, James Jeffress, Eddie King, Johnny Miller and Mrs. Fred Jackson.

I would like to thank all of the club members for their cooperation in making the pies and getting them to the school house Saturday morning.

Let's all remember the home demonstration district meeting next Wednesday, May 5.

The WMU will not meet this week. They will meet May 6 at 2:30 p.m. instead.

Mrs. Monroe Schulz, Mrs. J. R. Turner and daughter and Mrs. James Jeffress and sons were in Lubbock Monday shopping.

H. P. Jackson visited in the home of Mr. and Mrs. Lynn Miller Monday morning.

Mr. and Mrs. J. T. Spears had as their guest Sunday, an uncle of J. T. George Spears of Littlefield.

Mr. and Mrs. J. T. Spears and family visited in the home of Mr. and Mrs. R. H. Ford Sunday night in Lockney.

Mrs. J. T. Spears was in Plainview Saturday.

Little Janice Spears was taken to a Lockney hospital Monday morning to have her finger lanced. She is reported as doing fine.

Mr. and Mrs. James Jeffress and family visited in the home of Mr. and Mrs. C. B. Carmack Monday night.

Thelma Jo Ferguson had as her guests for Sunday dinner, Misses LaJuana and Alfa Womack, Billie Gail Holmes, Carolyn Raley, Sarah Sue Carey, Sue Adams and Jo Ellen Jackson. After dinner the girls all enjoyed the movie in Floydada.

Sunday dinner guests in the home of Mr. and Mrs. Rafe Ferguson were Mrs. M. A. Woods and her son, R. V. (Pete) Woods from Estelline.

Visiting in the home of Mr. and Mrs. Rafe Ferguson Sunday night were Mr. and Mrs. Leon Ferguson and sons and Mr. and Mrs. Charlie Day and son of Floydada.

Carolyn Raley is out of school with the mumps this week.

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WILSON'S Certified — 12 oz. Can	1 CAN
CHOPPED BEEF	2 for \$1 FREE
WILSON'S — Certified	1 CAN
Vienna Sausage	5 for \$1 FREE
SUN SPUN — Full Quart	1 QUART
PICKLES Sour - Dill	3 for \$1 FREE
OUR VALUE—Sliced, Cling No. 2 1/2 Can	1 CAN
PEACHES	3 for \$1 FREE
SUN SPUN—Cream Style—303 Cans	1 CAN
CORN	5 for \$1 FREE
SUN SPUN	1 BOTTLE
CATSUP	5 Bottles \$1 FREE
OUR VALUE—Cut—303 Can	1 CAN
GREEN BEANS	5 for \$1 FREE
DOLD HE-MAN, Thick	
SLICED BACON	2 lb. 1.79
2 lb. White Lily	LEAN
CHEESE	Ground Beef
Faster Melting	
69c lb.	49c lb.

WESTER & SON
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KITCHEN AND FIELD NEWS

from a tonsilectomy performed in Lubbock last week. He is doing nicely.

Mr. and Mrs. E. J. Marricle and Patsy of Idalou spent Sunday with Mr. and Mrs. Buck Marricle of Floydada.

Gene Miller spent Sunday in Plainview.

The man you saw Saturday taking the pictures at the meeting was Bill Lewis, from Austin, Texas. Bill is the editor of our Texas Co-op Power magazine we receive each month. He attended our "Open House" on March 2. We hope he will come again soon.

Here is an article copied from April issue of the Texas Co-op Power that might be of interest to our readers.

Highlights from the Month's News
by Bill Lewis:

"Until rural electric co-ops came along, only one Texas farm in ten had central station electric service. Today, some nine of ten Texas farms have this service.

"A construction record, a service record, and a financial record, too. Texas co-ops had borrowed \$184,455,633 by the end of last year. On that date, more than \$40 million had been repaid, including \$3,126,244 repaid in the last six months of 1953. This \$3 million-plus included \$2,121,256 on principal and \$1,004,988 on interest. The principal repaid included \$373,312 in advance of scheduled loan repayment dates.

"Advance payments now total \$3,148,604 — a cushion of credit available to Texas systems which they can apply against future interest or principal payments.

"A similar record in Illinois prompted Senator Paul Douglas to comment at a co-op annual meeting recently:

"Some persons — would have you believe that this is 'creeping socialism' or 'creeping horribleness' — If this is creeping socialism, I'll bet a lot of bankers wish they had more creeping socialists on their notes!"

"Surveys of ten REA-financed systems, according to Douglas, in-

discriminately picked, show that for every dollar loaned to rural electric co-ops, \$4 is invested by the co-op member in appliances.

"If this is creeping socialism, there are thousands of communities that are still thirsting for a large dose of it, the senator said. He cited the co-ops future as not a rosy one: 'The danger signals are up all around. They are flying in the budget, where REA has been hit hard. They can be read in actions of Congress, in the attitude of this administration. After twenty years of brilliant success, I believe 'REA' is in mortal danger.'

Mr. and Mrs. Cecil Rice and children of Tulsa visited their aunt and uncle, Mr. and Mrs. W. E. Grimes, last Sunday afternoon. Mrs. Rice is Mrs. Grimes' niece.

Don't forget to tell the annual meeting planning committee if you liked the meeting last Saturday. They spent a lot of time and hard work planning for it.

John Noy says:

Condensed Life Story of Who??

His story began when he was born since he didn't amount to much before that. He worked hard on the farm his first year in life-milked mostly, and had 3 changes of clothes put on, take off, and go without. As he grew into manhood, he became a famous football coach at Asylum U., originating the unbalanced line as well as the derangement in the backfield, a form of the split T (teched).

Then he married and his favorite pet name for his wife was "maid-mother" — her top half looked like a fish. He became a very wealthy man from playing trick-or-treat in Texas on Halloween's. Being a fervent

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Repair service for all types of motor both gasoline and electric.
New electric motors and batteries for all purposes.

The public is cordially invited to come in and visit with us at any time --- if you are in the market for cars, farm implements, shop service, or just looking around you are welcome at Bley's Motor Service.

John Bley new owner and manager of BLEY'S MOTOR SERVICE is anxious to meet new friends in Floyd county.

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A Farm Man Thinks
 (Selle Witt Spikes)
 Not merely four square
 with pictures hung and
 where affection calls,—
 with shrines the heart hath
 . . .
 a housewarming out in
 neighborhood Friday night, or
 should say a "heart-warm-
 ing" had such a good time.
 been neighbors they came
 to Powell since they came
 country. True sometimes they
 far-off, sometimes near,
 across the street south-
 have known them well,
 through their progress, step
 through the hard times and
 have had a dream, a dream
 of a small cottage. Never
 let the dream go, when the
 back shook under the forces
 at night, they looked
 after house. When the sun
 in the fields they were hoe-
 in the fields of the home they
 some day own. Washing
 of cafes always more and
 tired feet, aching head,
 must be built,—when the
 has had to be dug, a man's

job, the hope of ditches for his own
 home filled Walter's mind and made
 the work go easier. Day by Day the
 fund grew, necessities were met, but
 the day grew near and the other
 night friends gathered in to rejoice
 with Maude and Walter. . .
 It is a sweet little home, a fitting
 place for a man and a woman to
 spend the rest of their lives in com-
 fort. In this home is love and loy-
 alty, faith in each other. Side by
 side this couple has come on down
 through the years, years of depres-
 sion of material things, but they
 have kept faith with one another
 and God. May this home be blessed
 and may many more comforts be
 added.

Yesterday as we began the song in
 church, a glorious tenor voice be-
 hind us took up the tune and a wave
 of homesickness for days long gone
 by when we heard this same singer
 at Emma lead the songs of the
 Christian religion. As we listened to
 Polk Smallin, we heard other voices
 in memory. Kate Jones with her soft
 alto, Ethel Thomas, her sister, with
 her good soprano, Lena Martin,
 Miss Della Ezell, Dollie and Kate
 Reagan—we could see Uncle George
 Jones wrinkle up his brow as he
 tried to keep up the tenor—we
 saw long ruffled lawn dresses—Kate
 and Stanley Carter—Maude Bed-
 ingfield—how the ones in the
 church I sat in vanished before my
 very eyes and these friends came in
 all because of a visitor from Sem-
 inole singing as he sang at Emma
 long ago.

The water has to be changed in
 the garden, seeds to be planted in
 the flower beds, a trellis built for
 the clematis vine, grass dug away from
 the young shrubs and trees. Well it
 will not be much use for me to write
 further for I am sure you will be too
 busy to read it if I do. See you next
 week.

South Plains News
 (by Mrs. Murray Julian)

SOUTH PLAINS April 26. —P-TA
 members met on Monday afternoon
 at the school house for their regular
 monthly meeting with 11 members
 present. Mrs. Shelby Calahan pre-
 sided at the meeting. She urged all
 to be present promptly at 7 on next
 Friday night, April 30, when the
 P-TA will serve a fried chicken sup-
 per to the candidates and it is
 hoped to many others from sur-
 rounding communities. Members
 bring your card tables, a cover
 cloth and your food by 7. Also re-
 member a call meeting will be held
 on May 17 for the purpose of elect-
 ing new officers for the coming
 year.

Rev. and Mrs. Spearman and
 children are at the parsonage now.
 Rev. Spearman was able to come
 home from the hospital on Saturday
 of last week. He is able to be up
 some but will not be able to be in
 the pulpit for some time. Rev. Joe
 Wilson preached last Sunday for
 him. The new floor covering is laid
 at the church, and is very beautiful.
 WMS met at Mrs. Karr's on Wed-
 nesday while the floor was laid, and
 the boys auxiliaries met on the ball
 field on Wednesday night. Regular
 meetings will be held this week at
 the church.

Mr. and Mrs. Homer Ford of Lub-
 bock visited on Sunday in the home
 of his nephew, John Smitherman
 and wife.

Mr. and Mrs. Elmo Reeves were
 guests at dinner after church ser-
 vices on Sunday in the home of Mr.
 and Mrs. Fred Fortenberry, where
 they spent the afternoon. The For-
 tenberrys have nearly completed
 their house on the outside, with
 stucco shaded green. They are
 working inside on new floor cover-
 ings now.

New irrigation wells dug or being
 dug this past week are on the R. E.
 Young place, east of Otho Sanders,
 who still plans to have another well
 dug, and J. D. Webb, who has one
 well but is completing another.

On Wednesday after school last
 week, Mrs. Loy Deavenport took
 her five cub scouts home with her
 from school where they worked on
 completion of their den doo-dle.

They also worked on their large
 map, which is in connection with
 the study of oil, their project for
 the month of April. Mrs. Deaven-
 port served supper to Nathan Mul-
 der, Bruce Julian, Gary Wilson,
 Dennis Deavenport and Jimmy Prit-
 chett, and then took the boys to
 their homes.

Mrs. Owen Thornton's father, Mr.
 McManigan from Happy, came last
 Tuesday to make an extended visit
 with her family. He has his home
 in Happy but is visiting among his
 children at present.

About twenty families from South
 Plains were represented on Satur-
 day at the all day REA annual
 meeting which was held in the gym-
 nasium of the high school. It was
 a delightful meeting, with plenty of
 entertainment all day, and a deli-
 cious barbecue served to the huge
 crowd at noon. Mr. and Mrs. John
 Key West from our community were
 presented, along with others on the
 committees, an electric fryer pan,
 at the close of the day. Everyone
 declared the meeting to be the finest
 one yet. John Smitherman was re-
 elected for another term, at the busi-
 ness meeting which followed the
 lunch. We are glad to be so well
 represented.

Among the boys from South
 Plains who went to Lubbock on Sat-
 urday with the FFA group, were
 Kendis Julian and Alton Higgin-
 botham, who were on the dairy
 judging team; Tommy Respondek
 on the poultry team and Steele Dea-
 venport on the grass judging divi-
 sion from Floydada high school. The
 dairy team were among the first
 nine teams judged best. They will go
 with their agriculture teacher, Mr.
 Carroll, to College Station on Fri-
 day until Sunday, attending the
 state meet. Kendis and Alton both
 plan to make the trip.

Fred McWorther, from Chickasha,
 Oklahoma, arrived on Thursday eve-
 ning for an overnight visit with his
 cousin, Mrs. Grigsby Milton, hus-
 band and girls. He stayed with them
 until Friday noon.

Mrs. Paul Snodgrass writes from
 Telephone, Texas, that her father is
 improved somewhat, but she is
 unable to leave him while his health
 is so precarious. She has been there
 with him since the first of April.

Mrs. Jack Crawford from Amarillo
 has been visiting her mother, Mrs.
 Ollie Wilson this week, for a few
 days. On Monday evening they were
 supper guests in the home of her
 brother, Mr. and Mrs. John Wilson
 and family.

Mr. and Mrs. Sylvia Kinnibrugh
 and daughters went to Brownfield
 on Sunday morning to spend the day
 with Mr. and Mrs. Kevil Coffman
 and family. In the evening they
 came by Ralls, and visited with his
 grandparents, Mr. and Mrs. F. M.
 McCuiston.

Mrs. Grigsby Milton and Mrs.
 Murray Julian were guests of Mrs.
 Early Joiner on Thursday afternoon
 at 4 o'clock at the First Christian
 church in Floydada. The four study
 clubs presented Mrs. R. E. Rowley,
 director of the Amarillo Little The-
 atre, in a play, "Allegro," which was
 beautifully reviewed by Mrs. Row-
 ley. A tea for all the members and
 guests was held before the present-
 ation, and around a hundred guests
 were served.

The 31st annual stock holders
 meeting for the Consumers Fuel
 association was held on Monday af-
 ternoon in the district court room,
 and John Key West was re-elected
 to office. Mr. and Mrs. John Wilson
 and children also attended from

here. Gary and Sue Wilson were the
 entertainers for the occasion, sing-
 ing three songs during the after-
 noon. Dale West was the lucky win-
 ner of a foam rubber pillow during
 the drawing for prizes.

Mrs. Ed Reeves from Abilene was
 the Saturday night and Sunday
 house guest of her niece, Mrs. Early
 Joiner. On Sunday Mr. and Mrs.
 Murray Julian, Kendis and Bruce
 went to Floydada where they enjoy-
 ed dinner with Mrs. Joiner and
 Mrs. Reeves. Early came home in
 the evening from Rye, Colorado
 and was home until Tuesday. On
 Monday evening they went out to
 the Murray Julian home where they
 had supper and stayed for television
 during the evening.

Mr. and Mrs. Don McClure and
 Donna, of Crosbyton, spent Satur-
 day night with their parents, Mr.
 and Mrs. Frank McClure. On Friday
 night the Frank McClures visited in
 Lubbock with friends, Mr. and Mrs.
 J. B. Thomas.

Mr. and Mrs. L. D. Reid from Dal-
 las visited with her brother, Mr. and
 Mrs. Early Pritchett and family

over the past week-end. While they
 were here they visited in Plainview
 with Mrs. Dingler, mother of Mr.
 Pritchett, who has recently bought
 a home in Plainview.

In the series, "Young People of
 Destiny in the Bible," the South
 Plains WMU group studied the les-
 son on the Israelitish maid whose
 faith failed not and studied the im-
 pact of her faith on those about
 her. The WMU met in the home of
 Mrs. Bryan Karr while the church
 was in the process of having the
 floor laid on Wednesday afternoon.
 Mrs. Dock Jones presided over the
 bible study hour in the absence of
 Mrs. Junior Calahan. After the busi-
 ness meeting, Mrs. McClure dis-
 missed the group in prayer. Mrs.
 Karr served iced drinks and cookies
 to the following, Mrs. Dock Jones,
 and Mrs. Sim Reeves, Mrs. Grigsby
 Milton, Mrs. Murray Julian, and
 Mrs. Sim Reeves. The next meeting
 will be on May 5, with Royal ser-
 vice.

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 yet. Hesperian.

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 Only Three Beautiful Patterns. This is Brand New Mer-
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 The Lowest Price We Have Had On This
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88c PR.
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 Dark Seams. New Spring Shades.
 Sizes 8 1/2 to 10 1/2
 ALL FIRST QUALITY

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 SHORT SLEEVE
SPORT SHIRTS
\$1.50 EA.
 All New Patterns . . . Reg. \$1.98 Value.
 A Real Buy! Sizes—Small, Med., Large.

22" x 44"
 EXTRA HEAVY FANCY
TOWELS
79c EA.
 Blue, Rose, Orchid, Gold, Green
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 Originally Priced \$2.95.
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 Studebaker made a clean sweep! First in the Grand Sweepstakes! First of all cars in actual gas mileage! First of all overdrive cars! First of all automatic drives! You can't get this performance in any car but a Studebaker. Duplicates of the Studebaker Mobilgas Run winners are available immediately at surprisingly low cost. Studebaker is the best built, best engineered, best styled car in America. Get an excitingly out-ahead new '54 Studebaker! It puts you ahead of the parade . . . it gets you more when you trade!
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 Largest wheelbases in the lowest price field . . . Extra large, extra powerful new brakes . . . New 7.5 to 1 high compression in both Champion and Commander V-8 engines . . . The Studebaker "Miracle Ride" . . . All 1954 Studebakers offer you an extra cost marvelous new Power Steering—and Automatic Drive or Overdrive.

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Shepperd Asks Re-Election As Attorney General

Texas Attorney General John Ben Shepperd has formerly filed for reelection to a second term, subject to action of the Democratic primary.

In his announcement Shepperd pledged continuing war by his office on "Crime, Communism and Corruption."

Shepperd, who was elected Attorney General in 1952, after serving two years as Secretary of State, is 36 years of age and a native of Gladewater, Texas.

During his first year in the Attorney General's office, Shepperd led important actions for the state such as defense of the Tidelands Act, made proposals to ease the Tex-



ATTY. GEN. SHEPPERD

as drouth areas, and successfully blocked a communist threat to Texas ports and oil and industrial centers.

In February he became the first state official to take definite action against Duval county irregularities when his office began an intensive probe of school district and county records.

Shepperd is a graduate of the University of Texas School of Law and holds two honorary Doctor of Law degrees, from North Texas State college and Chapman Christian college of California. He served three years in the U. S. Army during World War II.

He is married to the former Mamie Striber of Yorktown and they have two sons, Skippy and Johnny, and twin daughters, Suzanne and Marianne.

HOSPITAL NOTES

A. B. Blount, sr., has returned to his home after spending a week in Peoples hospital and is feeling much better.

W. H. Nelson was admitted to Peoples hospital April 21 for medical treatment and was reported to be resting comfortably.

WRITERS MEET TONIGHT

The Creative Writers club will meet tonight at the court house in the library reading room. Anyone interested is invited to attend.

Bureau Plans Queen Contest

WACO —The Texas Farm Bureau will sponsor a state-wide queen contest again this year, according to J. Walter Hammond, president of the state farm organization.

Purpose of the contest is to give recognition to the beauty, charm and vivaciousness of Texas farm and ranch girls. Contestants will be judged on three main points: (1) appearance, (2) poise, and (3) personality.

Finals of the state-wide queen contest will be held the night of Nov. 8 at the 21st annual convention of the Texas Farm Bureau in convention. The girl chosen Texas Bureau Queen will receive \$500 for herself and a matron escort to attend the 36th annual convention of the American Farm Bureau Federation in December in New York.

Only daughters or sisters of Farm Bureau members are eligible for the contest. To enter the contest, girls must be 16 by September 1, 1954, and not over 22 years of age on that date. Daughters of employees, officers, or daughters of either the state or county Farm Bureau organization are not eligible. Neither are previous state winners.

County Farm Bureau over the state will begin holding eliminations in July. County winners will compete in 13 district contests to be held September 13-25. District winners and their matron escort will receive expense-paid trips to the Galveston convention. In addition, the contestants will receive beautiful wrist watches.

Miss Fayteen Peoples, 17-year-old blonde beauty from Quail, Collingsworth county, was Texas Farm Bureau Queen last year.

Fry Has Another Good Record Year

R. E. Fry, representative of Southwestern Life Insurance company in Floydada, has been notified by company president James Ralph Wood that he is one of 13 agents, throughout the company's Texas agency force of more than 400 men and women, who won an award for continuous weekly production of business during 1953.

In order to win the award, an underwriter must submit at least one life insurance application a week throughout the year to the company's home office.

At the end of the year, Fry had been a continuous weekly producer for 26 years and 33 weeks.

Warranty Deeds

M. P. Goen et ux to N. L. Jones, Lots No. 10-11-12, in Block No. 1 of Hovetree addition, \$1.10 federal revenue stamps.

Weldon Howell to Horton Howell, 38.4 acres out of Survey 56, Block D-2, north half of section 55, Block D-2, \$38.50 federal revenue stamps.

Alton B. Chapman et ux to A. Brooks Chapman, lots No. 4-5-6, Block No. 43.

J. J. Franks et ux to J. M. Willson, lots No. 6 and east 1/2 lot No. 4, in Block E. Andrews addition, \$56 federal revenue stamps.

J. M. Willson to Bryan Collins, Lot No. 4, Block E. Andrews addition, \$1.10 federal revenue stamps.

M. C. Smith et ux to Olin Bryant, Lot No. 11, Block No. 73.

R. H. Ford et ux, et al. to C. V. Ford Lots No. 6-7, Block 21, Lockney.

L. B. Fawver, sr., et al. to W. D. Johnson, 201.95 acres, north part of survey No. 34 Block No. 1, A. B. and M.

Mr. and Mrs. Leroy Burns and daughter, Rhonda Kay, returned home April 21, from Delano, California, where they visited with his sister and husband, Mr. and Mrs. Dick Waldrop and their new son, Mrs. John Burns, mother of Leroy, who had been visiting her daughter the past month, returned with them.

Mrs. W. A. King of Port Worth and son, Bobby Ned, who is stationed at Hutchinson, Kansas with the navy, visited Mrs. King's parents, Mr. and Mrs. R. B. Calhoun and Mr. King's mother, Mrs. E. C. King, last week.

Good carbon paper goes further. Try Suite-Rite.

Rites For Brother of Mrs. Patton Held on Sunday

Funeral service was held Sunday for the Rev. E. B. Speck, 75, a retired Baptist minister, at 2:30 p.m., in Lubbock at the Park Dale Baptist church. The former pastor, Rev. Johnny Allen of Grand Prairie officiated.

Rev. Speck passed away at his residence at 11:15 p.m. April 23 after an illness of more than two years. He had lived in Lubbock about 30 years. He had been a pastor to churches in Dawson, Haskell, Knox and Jones counties and had lived on the South Plains since 1921.

Survivors include the wife and one son, Toddie, of Lubbock; one brother, P. A. Speck, Seminole; and five sisters, Mrs. J. M. Ballard, Seminole, Mrs. Roy Patton, Floydada, Mrs. Homer Sims, Littlefield, Mrs. J. W. Loe, Lamesa and Miss Nora Speck of Lubbock.

Interment was in the Lubbock cemetery under the direction of Sanders Funeral Home.

Discussion Group Meeting May 4

The Adult Discussion Group sponsored by Andrews Ward PTA will have the fifth of a series of six meetings on Tuesday, May 4 at 7:30 in the library reading room.

This will be the second of these meetings devoted to the discussion of the Constitution of the United States. Emos Jones is discussion leader for his subject, which he has divided into its executive, legislative and judicial branches. Basic reading is "History of the United States," by Richard D. Heffner, and this book is available in Floyd county library.

On May 18, the final meeting for this group discussion, Dr. P. G. Stensland, Adult Education Department, Texas Tech, will be guest speaker for the evening. There will be a film "Our Bill of Rights." The public is invited to these meetings, and there is no charge.

McDONALDS LIVING IN NEW HOME AT WINCHESTER, W. VA.

The H. M. McDonalds are in a new home at 213 Molden Drive, Winchester, West Virginia, a note from the couple last week-end advised. The couple have been living on Route 3, Winchester, since their return to their native state last year.

"Wish you could see the valley this morning," writes Mr. McDonald. The Winchester area is a riot of color especially twice a year, autumn and spring. April is apple blossom time there and the vast beauty of the area is breath-taking.

Mr. and Mrs. Steve Johnson, of Young County, have been here this week, guests of Mr. Johnson's mother, Mrs. Ella Johnson, and also visiting with the Carr Surginers.



Announcing
THE CANDIDACY OF JOHN BEN SHEPPERD FOR RE-ELECTION AS ATTORNEY GENERAL SECOND TERM
✓ COURAGEOUS
✓ EFFICIENT
✓ EXPERIENCED
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Field of Lankert on my Farm, 1953
LANKERT COTTON SEED
First Year from Certified, per Bushel **\$2.00**
OR 10c DELINTED
Test 86 per cent
Three Miles West of McCoy
W. B. EAKIN

GIRLS SING FOR TV

Appearing on "Johnny On the Spot," TV program April 21 were Gay Grundy, Marisue Burleson, Sherry Edmiston, Sue McClung,

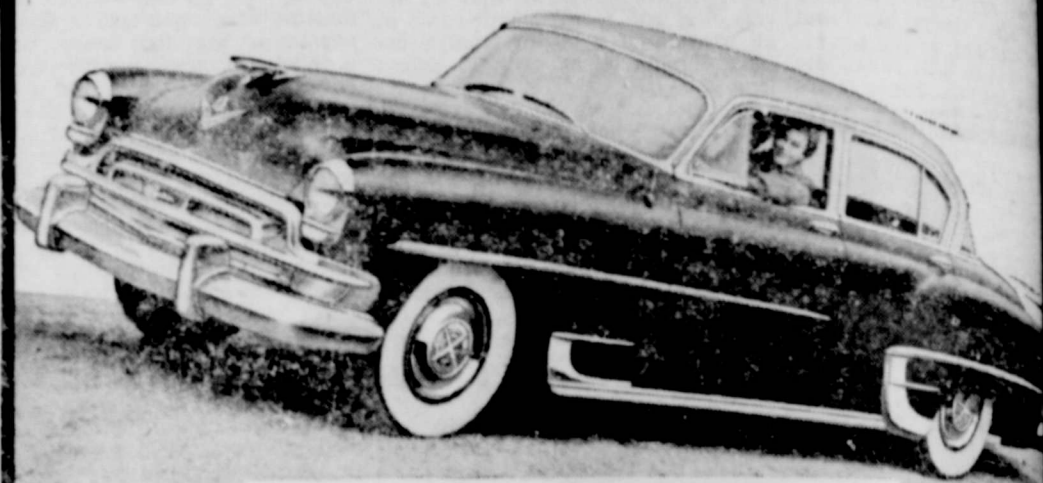
Judy Williams and Darlene Johnson. The group sang four numbers accompanied by Sally Jo Redd at the piano. Mrs. W. E. Burleson and Mrs. K. E. Edmiston took the girls to Lub-

bock. Advise to Speakers: "What farmer's words: 'What through pumpkin' let go the

It's NUMBER ONE in Power!

CHRYSLER 235 h.p.

THE POWER AND LOOK OF LEADERSHIP ARE YOURS IN A CHRYSLER



1954 NASCAR AND STEVENS TROPHY WINNER!

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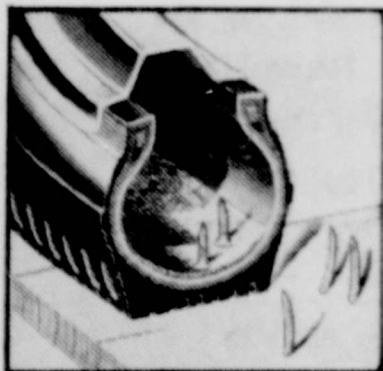
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Anything Less is yesterday's car! Come drive the world's NUMBER ONE engine... 235 H.P. FirePower V-8. With PowerFlite No-clutch transmission that rates NUMBER ONE for powerful acceleration and automatic ease of operation. With the NUMBER ONE power steering and power braking! Come in today and drive the Daytona Beach winner in the '54 NASCAR tests!

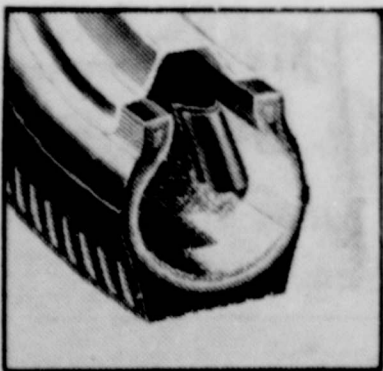
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TRADE FOR NEW

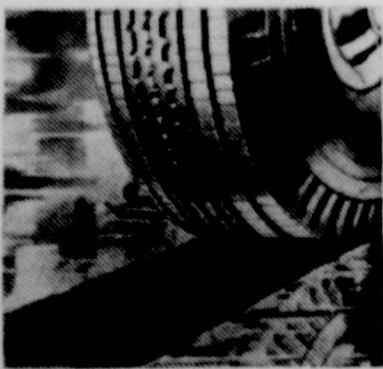
MILLER TUBELESS TIRES



FLATS—Patented sealant under the tread surrounds puncturing nails, sealing punctures as you ride. Remove the nails and rubber compound is drawn into the hole sealing it instantly and permanently.



BLOWOUTS—Patented Blowout Shield guards against bruise-caused blowouts. If cord body is seriously damaged, flexing finally opens a tiny hole in liner so air escapes slowly—doesn't blow out suddenly. Car can be stopped safely.



SKIDS—Scientifically designed eight-rib tread gives extra all-weather traction. Four notched ribs plus hundreds of grip blocks in outside ribs sweep away water and dig through slippery road film to make stop quick and sure.

Liberal Trade Easy Terms

Get New Miller Tubeless Tires Today at

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WONDERFUL NEWS... FOR THE LADIES!
IT'S EASY A B C TO OWN A BRAND-NEW 1954 LEONARD

USE WHITE'S EXCLUSIVE ABC EASY PURCHASE PLAN TAKE 24 MONTHS to PAY!

- A** ONLY \$9.95 DOWN
- B** AND \$11.82 MONTHLY
- C** FOR 24 MONTHS

WHEN YOU BUY LEONARD! YOU ARE GETTING—
★ EXCLUSIVE MAGIC CYCLE DEFROSTING!
★ COLD CLEAR-TO-THE-FLOOR DESIGN!
★ ACROSS-THE-TOP FREEZER CHEST!
★ LARGE 14-QUART CRISPER!
★ COMPACT WITH HANDY DOOR SHELVES!
★ PLENTY OF STORAGE SPACE!
★ BEAUTIFUL SEA TONE INTERIOR!
★ WHITE PORCELAIN ENAMEL EXTERIOR!



THE REFRIGERATOR DESIGNED FOR MODERN, EASIER LIVING!

Leonard's streamlined style and spacious convenience was created especially for today's busy housewife who knows the meaning of speed and efficiency. The Magic Cycle process completely defrosts your Leonard without de-freezing the frozen foods inside—all at the simple touch of a button. A big freezer chest, crisper and door chest are also included in this big 7.1-cu.-ft. refrigerator. See it tomorrow. Delivery and installation are free.

1954's BIGGEST FREEZER BUY
LEONARD!
YOUR DOWN PAYMENT IS JUST \$3 WITH WHITE'S EASY PURCHASE PLAN

You'll be delighted with this spacious 7-cu.-ft. Leonard Freezer. It keeps your meats and vegetables fresher, healthier... for an indefinite period of time. Saves time and money. Pay only \$3 down and have this handy Leonard Freezer delivered to your home... today!
Model LFR 75. Only **249⁹⁵**

WHITE'S AUTO STORES APPLIANCE DEPT.

1954 LEONARD (LVND-71)
BUDGET PRICED ONLY 249⁹⁵

DELIVERED AND INSTALLED IN YOUR HOME WITH 5-YEAR PROTECTION
AUTHORIZED DEALER
WHITE Auto Store
THE HOME OF GREATER VALUE!

W. E. & W. N. GARRETT, Owners
117 W. California Phone 323

Control Programs Early

Dairy cows also respond by giving more milk if unmoledsted by flies. During one 60-day test, the sprayed herds averaged over 3 pounds more milk each day than cows in unsprayed herds. The 200 extra pounds of milk received per cow was a good return on the small investment for fly control.

Parm sanitation should start with eliminating breeding places such as manure piles, unsanitary poultry houses, dirty hog lots, outdoor toilets and decaying organic matter. This should be followed by:

- (1) Spraying early when fly population has not had a chance to multiply.
- (2) Spraying all buildings housing animals and other buildings that are known to attract flies.
- (3) Spraying with a concentration according to manufactures recommendation.
- (4) Spraying animals regularly. Flies are attracted to animals who will continue to bring them into treated buildings.

Remember, the two-fold program—sanitation and fly control—will mean better results from your livestock or poultry operations. And it helps eliminate the dangers of human and animal diseases.

BLUE BONNETS MEET TODAY

The Blue Bonnet Needle club will hold its regular meeting today at 3:00 in the home of Mrs. Poyner Roberts.

H. 79
BUTANE SERVICE
WYLIE
Company

LHS Students In IL Events

Several students from Lockney high school entered the regional Interscholastic League meet held at Lubbock April 23-24.

Eddie Foster and Jimmy Myers district tennis doubles champs, entered the tennis meet, playing preliminaries on Friday. Harold Ford, district singles champ also entered. Dempsey Alexander is the tennis coach.

Harleen Workman entered the writers contest on Saturday. She won second place in the district Interscholastic League meet recently in Floydada.

Eldora Boone won second in the junior girls declamation at the district meet but did not enter the regional meet since only first place winners enter in this contest. Patty Wilkes won 6th place in typing. Other Lockney high winners who entered the literary events included Barbara Carthel, Jeanette Widenor, Roy Johnson and Betty Jo Holmes.

Eldora Boone and Joyce Golden won second place in the spelling contest.

Lockney high school entries in the district and field events held in Floydada failed to place, but the grade school boys won second place and the junior boys won fifth.

In the grade school events, Clifford Hardy won first in the 50-yard dash and second in the 100 yard dash. Roy Kidd won second in the high jump. Donald Parish won first in the broad jump.

In the junior high events Paul Ray Williams won third in the fifty yard dash and second in the broad jump. The Lockney relay team won fourth place.

Brannon Darnell won fourth in the high jump and Jerry Workman and Lonell Hays tied for fourth place in the pull up.

LIONS QUEEN CANDIDATE

Miss Glenda Ann Readhimer daughter of Mr. and Mrs. Lloyd of Lockney and a student at West Texas State college, Canyon, was the Lockney Lions club candidate for queen in the district contest at Amarillo Friday of last week.

Glenda Ann is 19 years old and a sophomore at WTSC. She is a graduate of Lockney high school.

Mr. and Mrs. Ray Smith of Tulsa visited in the Hubert Davis home this past week and the mother of Mrs. Davis and Ray, Mrs. Effie Smith, returned with them for a brief visit.

PROTECTION AGAINST FIRE

Automobile and Casualty Losses.

G. C. Tubbs

Insurance Agency
PHONE 418

Dougherty News

(by Mrs. W. J. Ross)
(Too late for last week)

DOUGHERTY — Friday afternoon the ball team defeated the Sand Hill team. Following the ball game the pupils enjoyed an egg hunt and refreshments.

There were 42 children present for the Tiny Tot egg hunt. James Stanley McNeill and Aleta Beth Hines received the prizes.

Approximately 200 attended the workers conference at the local church Tuesday. The central theme and group discussions were on the vacation Bible schools.

Mrs. Claude Ring, Hubert and Sue spent the week-end in the home of Mr. and Mrs. J. W. Womack of Dallas.

Mr. and Mrs. W. O. Jones, Jr. and Cliff, James and Phyllis Ann visited relatives in Lubbock Sunday.

Mr. and Mrs. Oran Hatley and daughters were Sunday guests of Mr. and Mrs. Ashton.

Noble Hunsucker has returned from visiting his brother in Dallas.

Mr. and Mrs. Billy Gene Warren and son of Floydada were Sunday dinner guests in the home of his parents, Mr. and Mrs. Elmer Warren.

Sunday guests in the home of Mr. and Mrs. Virgil Scott were Mother Mays, Mrs. Loraine Gipson and granddaughter, Carol Gipson, and Pat Nichols of Roaring Springs. Mr. and Mrs. Corkey Marshall and Kenneth of Plainview and Mr. and Mrs. Ernest Mays and Beverly of Wake.

Mr. and Mrs. Bill Harlan of Plainview were guests Thursday in the home of her sister, Mrs. R. H. Crawford.

Mrs. J. L. Nichols and children have returned to Shreveport, Louisiana, after visiting in the homes of her parents, Mr. and Mrs. H. N. Powell and sister, Mrs. Ed Wester of Floydada and Mrs. Kenneth Johnson of Petersburg. Jim Powell of El Paso also visited relatives in this area during the Easter holiday.

Mrs. W. J. Ross, Bob and Bill were Sunday dinner guests in the home of her sister, Mrs. Ada Powell of Ralls.

Mr. and Mrs. Johnny Cates and daughters visited in the home of his parents at Sand Hill Sunday.

Harold Woodson attended an ex-student banquet at Memphis Saturday evening.

Mrs. Tom Emert is spending a few days this week at the home of her son in Lockney.

Mr. and Mrs. Jim Morrison were guests over the week-end at the home of Mr. and Mrs. Raymond Holt of Hereford. Mr. Holt has recovered nicely from recent surgery.

Sunday guests in the home of Mr. and Mrs. Ray Crawford were Mr. and Mrs. Jim Jones, their son and daughter-in-law.

Mr. and Mrs. R. D. Holly and daughter have recently moved into the remodeled and redecorated managers house near the Newton gin.

Sam Graham has returned home after an extended visit in Natchez, Mississippi.

Mr. and Mrs. R. T. Jones and children visited relatives at Lockney Sunday.

Roy Patton returned to his home from Peoples hospital Monday and was reported feeling fine.

Floyd County 14 Years Ago

(Taken from the files of The Hesperian, issue dated May 2, 1940)

Two popular Floydada young people, Miss Mary Beth Martin and Somer Hollingsworth, jr., were married in a quiet ceremony at Plainview Saturday night.

The Thursday bridge club met last Thursday afternoon at the home of Mrs. Ernest Carter.

Fred Deen, of San Bernardino, California, visited his parents, Judge and Mrs. Tom W. Deen this week.

Mr. and Mrs. W. A. Shaw and granddaughter, Beverly Ann Thomas, made a trip to Trenton to visit Mrs. Shaw's mother, Mrs. J. W. Hay.

Mayor Glad Snodgrass and City Engineer, J. L. Puckett was present when L. D. Britton, city lineman connected the first meter for the new Floydada municipal power light plant.

Seven members of Floydada Rotary club returned home Monday night from Sweetwater where they attended the Rotary conference. The delegates attending were Richard Stovall, Walter Travis, S. W. Ross, A. E. Guthrie, J. A. Arwine, Cecil Hagood and Travis Collins.

A servants house at Dr. D. H. Pitt's residence and an outbuilding at the Cecil Hagood home were slightly damaged by fire this week.

Mrs. Beulah Atkins, Tahoka, sister of Hubert Davis, who suffered a fractured knee 10 days ago in an automobile accident, was able to return to her home April 21 from Tahoka hospital where she was a patient.

SOUTH PLAINS BLACKSMITH & WELDING

Disc Rolling — Hard Surfacing
General Repair

W. R. (Bill) GOSS
South Plains

IT PAYS TO PAY UP!

RETAIL MERCHANTS ASSOCIATION

COTTON PLANTING SEED

STATE CERTIFIED

LOCKET NO. 1

STORM - PROOF

NORTHERN STAR

STORM - PROOF

SCOTT GIN CO.

Floydada Jno. R. Gray, Mgr.

HESPERIAN CLASSIFIED ADS PAY

Telephone bill reduced

Excise tax cuts April 1

The excise tax cuts voted by Congress are good news for all telephone customers. You benefit on long distance calls. Here the tax cut reduces your cost 12% in most cases. But your bill for local service will be less, too — approximately 5% less. You get the full benefit of these tax reductions. Not a penny goes to the telephone company. Now it costs even less to "talk it over by long distance." And your local service, too, is an even bigger bargain.

NOW... AN EVEN BIGGER BARGAIN

WESTERN BELL TELEPHONE COMPANY

THIS NEW CHEVROLET AND YOU'LL TELL US IT

out-performs!

out-saves!

AND IT'S THE

lowest-priced line!



GET THE BEST OF ALL 3—PERFORMANCE, ECONOMY, PRICE

Only Chevrolet gives you all these "Best Buy" values

We're so sure of what you'll find that we welcome any test or comparison you care to make! Come in for the facts and figures. Take a demonstration drive. That's the easy way to prove for yourself that Chevrolet gives you the best of all 3—performance, economy, price!

Highest Compression Power—You get finer performance and important gas savings with the highest compression power of any low-priced car!

Body Quality—You get smarter styling—greater comfort, safety, quality—with this only low-priced car with Fisher Body.

Plate Glass—No other low-priced car gives you the finer safety of safety plate glass all around in sedans and coupes!

Power Brakes—Smoother, safer stops with less pedal pressure! That's what Chevrolet gives you with the largest brakes in its field.

Smooth Knee-Action Ride—Chevrolet gives you the only Unitized

The new 1954 "Two-Ten" 4 Door Sedan

Knee-Action on any low-priced car—one big reason for that finer big-car ride!

Full-Length Box-Girder Frame—Only Chevrolet in the low-price field gives you the extra strength and greater protection of a full-length box-girder frame!

Come in now, and prove it for yourself!

CHEVROLET

CHEVROLET CO., 221 SO. MAIN ST., FLOYDADA, TEXAS

BETTER, CLEANER GASOLINE!

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Flite-Fuel

FOR YOUR CAR

Only in Phillips 66 Flite-Fuel do you get the added super aviation fuel component, Di-isopropyl (pronounced di-iso-pro-pull). This special clean burning power component is a Phillips exclusive—developed originally for highest powered military aircraft.

Phillips Petroleum Company was the first to make Di-isopropyl and HF Alkylate, so valuable to smooth motor performance that, until recently, their use was restricted by the U. S. Government to high performance aviation gasoline. Now authorities have removed restrictions and these powerful components can be blended into Phillips 66 Flite-Fuel.

New Phillips 66 Flite-Fuel provides increased power, higher anti-knock, greater fuel economy, and freedom from cold stalling.

In addition, Phillips 66 Flite-Fuel gives you the clean burning qualities that result from use of natural and aviation gas components. No anti-fouling additives are needed to insure maximum power and efficiency when you drive with Flite-Fuel.

Only Phillips 66 Flite-Fuel contains added Di-isopropyl. Get it at stations where you see the orange and black Phillips 66 Shield.

PHILLIPS PETROLEUM COMPANY

GET PHILLIPS 66

Flite-Fuel

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.

Felt Patterson Service Station 300 West California	TEEPLE'S GROCERY 312 South Second St. on Highway 70	WARREN'S 66 SERVICE 300 East Houston
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CARTHEL'S SERVICE Highway 70 North

FRESHER FOODS



MILK PET or Carnation Large Can **12½c**

DASH, 16 oz. Can **16c**
 Dog Food **16c**
 QUART BOTTLE
 Clorox **17c**
 GOLD SEAL, Pint
 Wood Cream **49c**

BETTY, Sour or Dill, 6 oz. Jar **18c**
PICKLES **18c**
 PETER PAN, 7½ oz. Glass **27c**
PEANUTS **27c**
 HEINZ, Strained
 Baby Food 3 for **27c**

BAKERITE 3 lb. Can **69c**

COLGATES 50c Size
DENTAL CREAM **30c**

PAL 21 BLADES
Razor Blades **49c**

PALMOLIVE
Rapid Shave **69c**

REYNOLDS 25 Ft. Roll
Aluminum Foil **29c**

NORTHERN, 3 Rolls
Toilet Tissue **25c**

SEALD SWEET, Frozen 6 oz. Can
Orange Juice **12½c**

SNOW CROP, 10 oz. Can
SLICED PEACHES **25c**

BROCCOLI Pict Sweet, Frozen Cuts, 10 oz. Pkg. **15c**

PICT SWEET, Frozen 10 oz. Pkg.
STRAWBERRIES **25c**

CAL GROVE, Frozen 6 oz. Can
LEMONADE **15c**

EVERFRESH, Frozen, 10 oz. Pkg.
CUT CORN **10c**

FRESH FRUITS & VEGETABLES

LEMONS California Sunkist, lb. **15c**

FRESH YELLOW
SQUASH . . lb. **10c**

FULL GREEN, Bunch
Turnip & Tops each **10c**

CALIFORNIA
CANTALOUPE, lb. **19c**

LARGE FIRM HEADS
LETTUCE . . lb. **12½c**

GREEN BEANS Fresh Crisp Lb. **15c**

FRESH 1 lb. Cartons
TOMATOES . lb. **15c**

FRESH GOLDEN
Roasting Ears each **5c**

FLORIDA JUICE
ORANGES . . lb. **9c**

LARGE BUNCH
RADISHES . . . **7½c**

DOUBLE GREEN STAMPS GIVEN ON TUES. WITH \$2.50 OR MORE PURCHASE

MELLORINE BORDEN'S Charlotte-Freeze ½ Gallon **49c**

DROMEDARY WHITE OR YELLOW
CAKE MIX . . . **23c**

GLADIOLA, Box
WAFFLE MIX . . . **29c**

NIBLETS, 12 oz. Can
MEXICORN . . . **21c**

LIBBY'S, STUFFED, 10 oz. Jar
OLIVES **49c**

WHITEHOUSE, 12 oz. Jar
APPLE JELLY . . . **19c**

HEINZ WHITE, Pint
VINEGAR **19c**

LIBBY'S CUT, No. 303 Can
BEETS **19c**

MORTON HOUSE, Large Can
BAKED BEANS . . . **29c**

U. S. GRADED QUALITY MEATS

CHEESE FILLED Longhorn, lb. **37c**

U. S. Govt. Graded Choice or Good
ROUND STEAK lb. **83c**

U. S. Govt. Graded Choice or Good
LOIN STEAK . lb. **69c**

U. S. Govt. Graded Choice or Good
CHUCK ROAST lb. **49c**

U. S. Govt. Graded Choice or Good
ARM ROAST . lb. **59c**

FRYERS FRESH DRESSED, lb. **49c**

RATH'S SMOKED, ½ lb. Pkg.
Breakfast Beef . **39c**

PILLSBURY, CANNED
BISCUITS . 2 Cans **19c**

HORMEL PURE PORK SAUSAGE MADE Fresh DAILY 1 lb. Bag **59c**

FRESH
HAMBURGER lb. **29c**

10 OZ. PKG. BLUE PLATE
Breaded Shrimp . **65c**

E & R ALL MEAT
BOLOGNA . . lb. **39c**

7 OZ. PKG. BOOTH'S
Breaded Oysters . **53c**

E & R 1 lb. Cello
FRANKS **49c**

DECKER'S Tall Corn, lb. **59c**

SLICED BACON . . **69c**

