

Department Holds New Athlefic Plant to Greet Fans Friday Night Up On Barwise Paving Project When 'Winds, Jackrabbits Clash in Season Opener

Warns Sorghum Grain Loans Will Be Called nspections Show Moisture Content Too High Bureau meetings



## OUR <br> CONGRATULATION

TO MR. ALBERT MARTIN and MR. ROY CURRY
For Delivering the First Bale of the 1954 Season to Each of the Four Gins in Floydada.

The grade and staple of the cotton turned out in these First Bales was excellent, and we are glad to give recognition to the good management and good fortune of these men in producing them.

## Scott Gin Company

John R. Gray, Manager Floydada, Texas

PENNEY'S Thursday...friday...saturday:

# PENNEY DAYS 

BARGAINS IN EVERY DEPARTMENT!
Gay Gix

| Colotulul Cordury | 77c |
| :---: | :---: |
| Tiwedk Nubs | 50c Y d . |
| BiaNkel Palks | 3.88 |
| Summ | eses 2 |



IIssses
Rayon
Panties, Pair . . 25c SHOES


| LAB-TESTED <br> for quality you setr trust! |  |  |
| :---: | :---: | :---: |
|  |  | TOWEL 66c Reduced to ClearWash Cloths 5 for $\$ 1$ |
| c |  |  |
|  |  |  |
|  |  | 1.00 |
|  |  |  |
|  |  |  |
|  |  |  |
| Nation-Wide ${ }^{\text {e }}$ |  |  |
| Muslin Sheets |  | LONG SLEEVE <br> SportShirt 1.00 |
| 'SAVE! 159 |  |  |
| FULL BED SIZE, $\longrightarrow 1.69$ |  | SHIRTS 1.98 |
|  |  | Fanc |
|  |  |  |
|  |  | Sps 2.00 |
|  |  |  |

## Social Events, <br> Clubs

Shower Is Given Mrs. Stroud, New Bride, Tuesday

Wedding Planned
For September 14
of their daughter. Joan, to Mr. Le-
roy Parrish, son. of Mr and Mrs.
Erford Parrish of Floydadn.

The garden wedding will take place
Tuessay evening at 6.45 . September
14 at the Clay Kimb.


Priends are cordially invith
WOMENS FELLOWSHIP
HELD SEPTEMBER FIRST

the waect ate




DETAILED FOR BEAUTY. Styled for you. The becoming neckline is formed by narrow strips ending in finely hand detailed flat disks. The fabric is
Morlove's exclusive ". Morlo-Tishu", the lustrous Morlove's exclusive ". Morlo-Tishu", the lustr
tissue faille of dependable service. Sizes 30 to 38 .
Miladies Specially Shoppe
120 W. California
Phone 156

1929 Study Club Ice Cream Supper Amburns Entertain Newton Revi Begins Year with Enjoyed By Club The Miladies Club Held Last Sur Morning Coffee

Wanda Fox to Wed Andrews Ward At Sister's Home plano selections. Mrs A W. Col- birthiday party friday
Mrs. Sam Grieen. Mrs
tharp and Mrs. Lee Rushing were

 C. Veach. John E Horfman ments of cake and ice cream were elect, Mrs. Jack Woods of Tullia.
 hostess, Mrs. D. Wones and the honoree and the hastess, Mrs. to be doing nicely.

| O | Mr, and Mrs Aubrey V Stewart | TOOLTE TOASNT |
| :---: | :---: | :---: |
| Regular second Sunday Singing will be held at the Nazarene Church | are moving this week into their new home on their Ralis highway acre- | FOR RENT: 3 room house, one block West of hish school. Mrs. Joh |

## PALACE THEATRE

floydada, texas

## SUN. MON.TUES. SEPT. 12-13-14

cqeater than ever on WIDE ScReer


DAVID O. SELZNICK'S Technicolor production
JENNFER JONES * GREGORYY PRCK *OSEPH COTTES
LIONEL BARRYMORE * HERBERT MARSHALL $\#$ LILLIAN GISH WALTER HUSTON * CHARLES BICKFORD $\Rightarrow$ WITH A CAST OF 2500

## Higway dathames na Junt





## Clinton Funeral

Held Wednesday at Church in Lockney


Emmons' Are Given


Brother of Mrs. Evans Succumbs

Center Church Mrs. E. E. Winn Hocme-Coming is Died on Friday Held on Sunday

Roping, Cutting Many Planning Horse Contests Departure For At Countr Fair College Study


Laney Re-Union
Held at Seymour

THERE'S NO MAGIC ABOUT SAVING MONEY

All you need is firm determination, self control, and a savings account. Having a goal you want very much to reach olso helps. You're invited now to join the thrifty customers who save regularly at this bank.

FIRST NATIONAL BANK floydada, texas


USPICES FLOYD COUNTY fair
September 16-17-18
Open Daily at 6 p.m.
APPLE JELLY RAISIN BRAN 200 Count Box

 U. S. Gov. Graded Good Calf LOIN STEAK
U. S. Gov. Graded Good Calf
. ib. 69c T-BONE STEAK lb. 69c
SHORT RIBS
lb. 29c POT ROAST
lb. 43 c
White Lily
CHEESE 2 lb. Box 69c FRYERS . . . Ib. 47 c


COFF
 TUNA FISH . . 35C

WITH .

| EXTRA |
| :--- |
| PINTS |

CHIS Dog Food

Campfire, No. 300 Can
PORK \& BEANS 10c
LOTION 50c Plus Daricraft, Tall Can MILK


SHAMPOO

Colgates, 50 e Size
DENTAL CREAM . SOc WHOLE OKRA


15c
California Stalk

CELERY
Ceto Pkg.
TOMATOES

mond


To The Game Friday And See The 1954 Whirlwinds In Action. See The New Athletic Plant A $\dagger$ ester Filed -- Stadium, Lights, Scoreboard, Press Box, And Fine Turf.
onsored By The Following Firms in Interest of High School Athletics: ---
IULL \& MCBRIEN BOREN HARDWARE \& FURNIURE SPEARS AUTO CO.
fagan-gIESECKE INS. BUILDERS MART
AYO MOTOR CO. STANSELL-COLLINS CO. IGGIMBOTHAM-BARTLETI CO. CAPADA DRIVE-IN THEATRE FiMEIT's bullodng materal DAVIS PLUMBING CO. Phone 118 B. E. NEEDLES \& SON mens sir
WITKOWSKI IMPLEMENT CO.


NORMAN'S sc to S1.00 STORE
FLOYDADA DRUG CO.
CLARK'S
RADIO ELECTRIC

YLIE BUTANE CO.
BADGEIT \& PROBASCO
RADIATOR SHOP


 ing countles - one year, $\mathbf{s 2 . 0 0}$; six month s1.00; 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, Eaitor
THURSDAY, SEPTEMBER 9, 195

tered
fice
unde
und $\qquad$

## Flexible Price <br> Supporis Do Not Floyd County Solve Problem <br> 14 Years Ago

$\qquad$


VIEWS AND COMMENT

Floyd County Fair opening now only days this campaign into trying to store grain that
away. The revival of the county fair idea, is not super-dry and proteted amply again away. The revival of the county fair idea,
dropped a quarter of a century ago here, is expected to bring a resurgence of the old-
fashioned show your neighbor idea and be proud of your accomplishments on the farm.
in the shop, in the live stock pens and in the in the shop, in the live stock pens and in the
kitchen and canning room. The local fair
fell into low interest with the upcoming of the regional fairs at Lubbock and Amarillo.
People just simply abandoned patronage and turned up their noses as they drove on by to bigger and better shows with more bright
lights and "entertainment." The new look
in county fairs doesn't attempt to compete. if we understand it, except in neighborline
and pride of home and farm accomplishments
to be shared with the neighbors. We shall Nothing more thrillin
Nothing more thrilling to business people year in a cotton country than the first bale
of cotton to reach the gin. It brings to mind
that work for the wor kingman and business that work for the wor kingman and business
for the business man are in the offing, right
around the corner. This year it happened around the corner. This year it happene
one day earlier than it happened last, But
since it came from an early planted field and
there are few like it in Floyd county several days away, (enough exceptions to
prove the rule). The crop, acre wise, is
smaller but the yield will be better, the mar-
ket better, and the expenses of the crop no
$\qquad$ farmers
modity
policy as
$\square$ final analysis they might get the pressure fore
dry grain relaxed to an extent. Furthermore
we do not know what the saf moisture content in grain for storage. We do servation leaflet is credited with building up
know, from report, that a good many stor- his soil through the use of legumes to the
age houses got themselves into difficulties point where he could raise a crop on much last year accepting grain with too much
moisture content. Some of them wangled
out of it and made a profit selling their damaged grain after they got the grain back
into their own hands from CCC. This was
an unusual situation and probably is the back an unusual situation and probably is the back
ground for the present campaign for higher
moisture content delivery basis. Those who moisture content delivery basis. Those who
plan their own flat storage on their farms or
other private premises should not allow them-
selves to be deceived by the arguments in

## Now Available af

 CLARK'SSanitone Gives YOU These EXTRA Advantages at NO EXTRA COST!...
dda Girl in Rhode Island Hurricane 'Carol' Blows


Re-Decoration Finished at OK


TO PRODUCE MORE OII-Scientific equipment like this
 problems of finding and producting oil. Above. Humble
technician Hery H. Shepherd tests fluid from a producing
oil sand as part of a study of hod to wocover mor known fields.


SALESMEN
FAST EARNINGS WITH A DUN $\&$ BRADSTREET RATED FIRM R. S. BOYNTON


Floyd County Hesperian, Floydada, Texas, This.
capacity of 36 . All




## Mismis

AIND BE SURE Insurance Plan tailor-
ed to your individual

TOMMY ASSITER

R. S. BOYNTON Aira Vator of Tease
"Just a simple twist of the wrist washes and drys our clothes!"



SALE STARTS FRIDAY SEPT. 10TH AT 9A. M.

COME EARLY FOR CHOICE selections FREE DRAWING For attendance prizes-You do not have to buy-You do not have to be present to win First Prize $\mathbf{\$ 6 9 . 0 0}$ Ladies New Fall Suit (10) BOXES OF HOSE . . . . . . . . . . TO BE GIVEN - BE
COME IN AND REGISTER. (Winner announced on KFLD at close of this sale)

WORTH OF NATIONALLY ADVERTISED MERCHAbut after purchasing Miladies Specialty Shoppe we pletion of this sale we will greet our friends at Mirdinary prices -Our purpose is to dispose of our enbtien as you can, new prices daily until everything is VAYS --


FOR \begin{tabular}{l}
ENTIRE <br>
FAMILY

 at 

TERRIFIC <br>
SAVINGS!
\end{tabular}

IMPING JACKS - STAR BRAND - REDWING

## ROUP III

IS \& MISES
5 \& \$4.95
s\& CASUALS
mismem slizes
3.88

NS\& BOYS NGHANDLE) otrwear
AR 2.98 and 2.49

## $\$ 1.88$ <br> HRIS 99c

## CALLY REDUCED

| 11.00 | womens |  |
| :--- | :--- | :---: |
| NYLON SLIPS <br> Regula <br> COTTON SLIPS $\ldots$. |  |  |

NOW \$5.88

ONE GROUP SPORT SHIRTS Short Sleeve $\$ 1.00$ Each
Values To \$3.95
BOYS SPORT SHIRTS
2s --18s
$\$ 1.00$
Regular $\$ 1.69$ to $\$ 1.98$

## CHILDRENS

SKIRTS \& BLOUSES
SCHOOL DRESSES

BOYS\&GIRLS ANKLETS
3 PAIRS . . $\$ 1.00$
Regular 39c

BABIES
TRAINING PANTS
1s-2s-3s
5 PAIRS . . \$1.00

BIRDSEYE
DIAPERS . \$1.88 Doz.
Regular \$2.49

Baplist Association Will Hold Conference Here Friday Night


Floydada Youth In Air Service


## 0 K <br> CAFE

NOW OPEN FOR BUSINESS BLOCKED PLAINVIEW HAT WORKS
 -ate minn

$\qquad$

## NOW SHOWING LIMITED ENGAGEMENT aIPRIT

LUBBOCK, TEXAS


## HATS

cleaned and
As A Farm
Woman Thinks
 at Thorp Springs




$\qquad$ Irritable?
Easily Fatigued?
 yin

 With The Purchase Of This Nen

A BIG $\$ 182.10$ VALUE


WHIT:
anto Stor

| IMPERIAL <br> Pure Cane SUGAR <br> 10 lb . Bag 95c |  | We NE BESOEOT DNE GROCR2 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| TIDE <br> Large Box 29c |  |  |  |  |  |  |
|  |  |  |  |  | $\begin{aligned} & \text { JELLO } \\ & \text { JELLO } \end{aligned}$ |  |
| SPAM Luncheon Meat 12 oz. Can 45c |  |  |  |  |  |
| PINE- <br> APPLE <br> Crusher |  | U.S. Choice BEEF ROAST |  |  |  | - |
| HENS |  |  |  |  |  | 4 Rolls 33c |
| Pound . 4 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |


LANDS

| and other Coun |  |
| :---: | :---: |
| lada. | mint |
| MASSIE \& BOND | сии мит |
| Hollis | man yate |

## now of COLLIER AUTO \& EIECTRIC

WVEER BEFORE have you seen TV like this

## (EDNTR MODEL "X" <br> wih TOP TUNING!



HIGH fidelitr sueno

20,000 VOITS of PICTURE POWER


## - CCIUEBEAM Nut <br>  <br> Cinf'Lens

plus fecter for CINEDEAM

\$39. 05
 -


## Flower Show Is Art Show For Club Sponsored Old and Young

## CURRENT

50\%
ON AUTOMOBILES INSURED Southern Farm Bureau Easualty Insurance Co. CONTACT YOUR AGENT FOR THE
AOVANTAEES OA FARM BUREAU

Floyd County Farm Bureau

Hesperian ads Pay

HERE IS THE CULLIGAN soft water service plan

Culligan Soft Water Service


You'l allways
be glad you bought
a Chevrolet now!

You'll stay proud of Chevrolet's lasting good looks. Other lowpriced cars just don't have the air of quality you see in Chevrolet.
And if you like Chevrolet's looks now, you'll like its looks always. You'll enjoy exclusive features for finer motoring. Body by Fisher the highest-compression power of any leading low-priced carthe biggest brakes, the only full-length box-girder frame and the only Unitized Knee
yours in Chevrolet!
You save when you buy and when you trade. Even so Chevrolet is priced below all other lines of cars. And at trade-in time, you'll be ahead again from Chevrolet's traditionally higher resale value! You'll got a speciol dool right now. Right now, we're in a position
to give you the deal of the year on a new Chevrolet. Come in and let us show you how much you'll gain by buying now!
 ODEN CHEVROLE COMPANY
221 South Main Street


## RED \& WHITE




GAY
GIBSON stripes the $F$
with coton!


On the Autumn scene: Gay Gibson's attractive dress of striped cotton. Perfect to wear
whenever the temperature at the midway point. Brown, navy or black. Crease-resistant.
Sizes 7 to $15 . \quad 14.95$

## INTRODUCING

Our New Ladies Hat Dept. We have a beautiful selection of new felt,
and velvets in all the new fall colors alsi and vel vets in all the new fall colorss alse
pastel leather sport cap for the footbal cames

## cluer bidtle hatr





Back-of-the-head cap in
elour with a velvet $4^{98}$
and
9
All-around bows trim this
pill boon in
soft four felt $\mathbf{3}^{98}$ HAGOOD'S Department Store Standard Brands


Your nest trouser buy for fall.

## HAGGAR

Imperial Flanned

flannels, none finer
expertly tailored by
Haggar, America's
leading trouser maker
. slacks you'll be
proud to wear
anywhere. Nine rich
Fall shades.
Only
$\$ 12.95$
Other Styles from $\$ 6.95$
(D) Enter

Haggar's exciting Pigskin" Contest. Come in for details! HAGOOD'S Canls

