# Floyd County Hesperian TODAY 

## nd in Crosbyion Tournament


ML. HELP FURNISH?

In Club House Is Nearly
d, President Reports

Saturday Will Be Induction Day For All County Officials

Circulating Petition For Road Bond Vote

New County Judge


Charles Watson Is Claimed by Death Rites Wednesday

Clifford W. Jones Taken to El Paso For Operations

Ballots Issued For Directors

County's Two-Way Radio Operating

VIEWS AND COMMENT
First business day after Christmas is a busy one for the mercantile establishment but not a profitable one. It generally winds up with
a headache for all the employs of a store and day is for misfit Christmas presents, also complaint day. The merchant himself usualed hazards of rush buying that precedes Christmas day. But to the sales force it is another story. Listening to and trying to help one customer right after another, from depleted and disarranged stocks, all day long, by the time the day is ended. It is an interesting experience you should try some time.

A new year begins Saturday, a year that be gins much better than a year ago for most of is the specture of drouth which now hangs on for the fourth year. How much rainfall or snow it might take to wet the prairie grass to its roots again can only be surmised. The cattleman, until range grass is soaked to its roots, is going to keep his operations curtail-
ed. He can't feed control-priced grain to range cattle that move on a free market Cattle always have and, surely, always will, play a considerable part in the economy of a high plains country like ours. But this year there will be grazing only on a limited
scale, even if good rains come, and that on irrigated wheat. That makes a pretty high rigated wheat. That makes a pretty high
pasture unless the crop is nursed into har-
vest.

Otherwise the situation is better than a year ago even for dry land farmer operators. Their
position is better because they had more crop
than they had in 1953 . The man with an ir-
rigated crop, of course. had practically ideal conditions. His expense was a lot less, his
net income higher. Since the soil is the source
of a large per cent of everybody's income in
Floyd county, with oil rentals, and industry the pulse of any business here by simply
finding out what happened to the farmer. Except for ill effects of the long drouth and the possible adverse governmental actions to
the oil industry, the outlook for Texas busi-
ness for 1955 is that it will be as good as or ada, may suffer from these two possibilities
recited above, but by and large the statewide recited above, but by and large the statewide
outlook is rosy. The optimistic predictions on things to come are voiced by business leaders throughout the state. The year is
very likely to be the second best business year in the nation's history and the business national trend. The total business in Texas may be expected to expand due to the swelling tide of industrial activities coming to the state This voices the attitude and belief of
Texas Manufacturers Association, which includes many of the state's business leaders. Texas has become so big, business-wise as well as in size and geographical aspects that some portions of the state might suffer in-

Will 1955 bring any oil activity? Much deWill 1955 bring any oil activity? Much de pends on the outcome of the Bunch test at
Lakeview. Locally it is as ured the Humble
test in the test in the
self-perpetuating lease on an area of several serious effort is due to make an oil strike. is seen in somewhat the same light. But the farm out by an independent who can't profit uniess he gets a commercial producer. At
least it appears that way. He knows he is
subscripuice frices: in Moyd and ealoun. 00: four months 70c in advance
the floyd cbunty hesperian

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Main St., Floydada, Texas HOMER STEEN. Edit
THURSDAY, DECEMBER 30,1954


 1897

Floyd County 14 Years Ago

Buick Introduces New Four-Door "Hardtop"



 BRITT


IANDS

MASSIE \& BOND


E've seen some high peaks of interest
in our new cars over the years - but never anything like this.
Since the day we unveiled these glamorous new Buicks, people have been coming in-not only to see and study and sit in these great cars - but, very definitely, to drive them.

They want, it seems, a firsthand taste of the thrills that Buick engineers have conjured up for this new year
And who can blame them?
For the word's around that Buick has what no other car has-a new kind of performance from a new kind of transmission.

It's called Variable Pitch Dynaflow Drive* It uses the principle of the modern airplane's variable pitch propeller. And it does in oil variable pitch propeller. And it does in oil
what that aeronautical marvel does in air.

At one pitch of the blades inside th Dynafow unit, you get more fuel efficiency normal cruising and driving-which mea better sas milease, pure and simple. But puoh the gas pedal beyond the full throttle position and you switch the pitch Instantly, you get electrifying response sudden safety-surge of accelerating power get you quickly out of a tight spot-and w the absolute smoothness that is constant Dynaflow Drive
Maybe you, too, have made a mental res lution to drive a' 55 Buick-b't why wait? We're ready, willing and eager to let youtr one - feel the spectacular new power tha gives life to this bounteous beauty - and seg for yourself that here is a performance trect too exciting to miss. Drop in on us this wo Won't youp

## Thrill of the year is Buich


STORE CLOSED JANUARY 1, 1955

double bed size
COLORED SHEETS . . $\$ \mathbf{\$ 2 . 2 9}$
TWIN BED SIze SHEETS . . $\$ \mathbf{\$ 1 . 9 9}$
COLORED SHEETS
Bleached Fitted Sheets $\mathbf{\$ 1 . 4 9}$
dotbie bed size
3leached Fitted Sheets $\mathbf{\$ 1 . 5 9}$
PERCALES SHEETS . \$1.99
PERCALES CASES . . . 49c

DOWN PILLOWS . . \$5.00 CORDUROY, full pieces 66c Part Wool Blankets, pair $\$ \mathbf{\$ 3 . 3 3}$

OUTING GOWNS . . \$1.66 WASH CLOTH
PENNEY'S WHITE GOODS - the latest in modern styling!

COATS
15.00

LNIT
DISH CLOTHS, 10 for $\mathbf{1 . 0 0}$
WASH CLOTHS, 12 for $\mathbf{1 . 0 0}$
womens Purses 2.00

$\qquad$
$52 \times 70^{\circ}$ dinner size 1.7


DIAPERS, Dozen 1.50
Lay Away by the Dozen

## FOR MEN

Handkerchiefs, 12 for $\$ 1.00$
FLANNEL SHIRTS . . \$1.33

CORDUROY SHIRTS $\mathbf{\$ 2 . 0 0}$

CORDUROY SHIRTS $\$ \mathbf{\$ 2 . 8 8}$

| Womens House |
| :--- |
| Slippers $\left.1,00 \begin{array}{c}\text { CENS } \\ \text { CORDUROY CAPS }\end{array}\right] .88 \mathrm{c}$ |

CORDUROY CAPS . . 88c
BOYS JEANS . . . . $\$ 1.00$
PANTIES, 4 PAIR FOR 1.00 MENS UNIONS . . . \$1.00

Social Events, Clubs


BE
PROUD!


| FARM BUREAU INSURANCE | Aseath I |
| :---: | :---: |
| For FARMERS | 12 |
| $\begin{gathered} \text { DIVIDENDS } \\ \text { On } \\ \substack{0-0 \\ \hline} \end{gathered}$ | CHROPR |
| Life-Auto-Fire-and Farm Liability | CIIN |
| -- | 702 N 2 ND |
| 319 S. Main | FLOYDA |



CHAINED TO OLD IDEAS Are you still unaware of insurance? Dontt risk losses lrom accidents or
fire-let us give you data concerning our low-cost TOMMY ASSITER Phone 399 Floydada




 Mr. and Mrs Walter Hale spent Christmas in Wubbork, guestsen
their son, Bill Hale and Mrs. Hale. Mr. and Mrs. Edell DuBois had as their Christmas guests their sons
Bud Duibois and his famiy trom
Lamesasa and Mr. and Mrs. Bill Du

BUS SCHEDULES
Clip and Save for Reference

| east bound <br> To Vernon, W. Falls | WEST BOUND 10:35 P. M. <br> To Lubbock, El Paso 9:15 A. M. via Plainview 4:00 P.M. via Petersburg |
| :---: | :---: |
|  | To Plainview, Amarillo <br> $9: 15$ A. M. <br> $3: 55 \mathrm{P} . \mathrm{M}$. |
| Thru Bus Service to Lawton, Oklahoma City and St. Louis |  |
| magnolia ser | ce station no. 1 |
| Fred Lambert, Agent Station Hours: | Phone 36 <br> a.m. - 5:30 p.m. |



## 1. SOCIETY


 Ceremony The Rev. Re. Eimer Dunham of



ISK YOUR NEIGHBOR ABOUT
arcion Credit Association
$100 \%$ MEMBER OWNED
Impond Livestock Loans
YENARD FIELD, Manager
Phone No. 486
${ }^{319}$ South Main St., Floydada, Texas


## $014 \rightarrow 4$ SPECIALS

## ANUARY 3, 1955

 MSINS$\$ 1.00$
17.95 LEATHER JACKETS

RENS SQUAW DRESSES
VELVETEEN JACKETS
\$12.95
WESTERN SUITS
$\$ 18.95$ to $\$ 35.00$
$25 \%$ Off
WAGON WHEEL
WESTERN WEAR
Phone 783


Ray Nell Irby And Connie D. Bearden TakeWeddingVows Wexaling rongs between Mas ray



cladioluses, green wains baskets of white
Dr. R. Earl Allen, pastor of the
First Baptist church, pertormed the
Given in marriage by her father
the bride wore a white dress of
hee bride wore a white dress o
heay taile, princess style, flowin
out into a full skirt. The low cu
neccine was accented with cap
sieeves trimmed in rinestones. Hee
hat was of winte satin trimmed
with pearis and sequins with a small
Something old and borrowed was
linen handkerchiet belonging to
Karen Buchanan. Something blue
Karen Buachanan. Something blue
vas her blue garter, and somethine
vew was her wedding attire. she
wore a penny bearing the year o
her birth in her shoe for luck.
opped carried a white prayer book
hung satin streamers tied in sweet
Maid of honor was Dorothy Hol-
mes. She was dressed in a dusty
rose dress with black aceessories
and carried a bouquet of colontal
ink carnations.
Jackie Williams of
ephew of the
Ushers. were Larry Irby, brother
of the bride, and Don Faulkentery
Ushers were Larry Irby, brothey
of the bride, and Don Faulkenberry
Ann Welborn sang "Alays. and
I Love You Truly" accompanied by

tull wailt-length skirt was sortly
peeated both front and back. Her
headdress was a bandeau of red Christmas Season

Msed in a navy suit with nav
and white accessories and a white
dose bud corsage. The bridegroom






dill and Mive Willimson also of Miss opal rogers. . V. Halley, Mr.
and Mrs. Ernest Lee Thomas. Mr.
Big Spring.





MECHANICAL DITCH DIGGING CONCRETE SPILLWAYS

RIVEWAY GRAVEL
BENNETT'S BUILDING MATERIAL Phone 602 Floydada

Now is the time to make
sure you will not lose time
and crops in the neld season. Have your tractor
combine and tools combine and tools gonec over
by our company trained your equipment to operate
MASSEY-HARRIS iged Sowice Specialiged Sevice FIOYDADA IMPLEMENT CO.

## CAPADA



THIS WEEKS ATTRACTIONS
THURSDAY, FRIDAY - Dev $30-31$


SATURDAY, JANUARY 1
Prasom wime
SUNDAY, MONDAY - JANUARY 2, 3
Jose Ferrer, Merle Oberon
"DEEP IN MY HEART"
In Color by Technicolor
TUESDAY, WEDNESDAY - Jan. 4, 5
John Ireland, Dorothy Malone
"FAST AND FURROUS"
VISIT OUR SNACK BAR


Trois Inez Muncy Becomes Bride of Stephen R. Payne




Cantrell-Harrison
Vows Said Sunday
Cantrell-Harrison
Vows Said Sunday

$\qquad$
DR. J. S. HILL, N.D. Floydada Texas

## EDMISTON <br> Plumbina Co Phone PLUMDING

## COOD HEALTH



Miss Geneva Burke W. Keith Stansell Married Saturday




Visiting Sisters Luncheon Guests
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George W. Hodge Miss Rigby Take Marriage Vows



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> | Heningsen Baby | Assault Charge |
| :--- | :--- |
| Continues to Gain Alleges Attempt |  |
| Renter in |  |

Old Soldier Yearns The Crown For Life On 'Rock'
san
trenncisco Time-Hor SAN FRANCISCO - Thirteen
years at Alcatraz is a mighty long
stretch.
However, for Army Master SerHowever. for Army Master Ser-
geant Parrott Davis now retired
and residing at San Lorenzo, Cat and residing at San Lorenzo, Cal-
ifornia -1 was not a sentenc. He
reters to the 13 years he sent
as the best deal I ever hadt there
 vice with the United States Disci-
plinary Barracks Alcatraz Aslind
This lasted until 1933 when Alcatraz Was changed from a military prison
to a civilian prison for dangerous

## progress briefs

| A given expenditure of public |
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| funds will produce more miles |
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| pavement | userul pavement with ase

(whilech is petroleum-derived)
with any competing material. About 60 different oil companies
large and small turn out 14.5 mi
lion tons of nsphalt every year lion tons of
this country.

Some 85 per cent of the streets
in the nations cities are surfaced with as
Leading the list of privately-
owned rairoad tank cars are those
employed in transporting
eum.
One-third of the 0 million di-
vers of cars, trucks, and busses
the U. $S$. are women.
MHLLONS STAKED TO FIND
OIL IN GULF OF MEXICO





Lese bue ot the Unit IISe.
Recovery
toledo, Ohio-The Army
ToLEDO, Ohio The Army has
recovered more than 5500.000 trom
sales of scrap and surplus material

ed for approximimative parts account $\$ 360.000$. used
vehicles brousht in more than 1141.


ROUND PEG
Washingron - Army Classi-
fication experts pride themselves in
placing the right man in the right
job. So it was only natural that when
S U S Army chaplain asked for a
PH. 7
FOR BUTA SERVICR WYLIE
Butane Comp


## CLEARANCE Sale <br> Closing Out On All GIRLS DRESS:

1 Rack $\$ 14.95$
DRESSES
1 Rack $\$ 10.95$
DRESSES
1 Rack $\$ 8.9$
DRESSES
GIRLS JACKET, $\$ 4.95$
GIRLS JACKET, $\$ 6.9$
Boys and Girls T-Shirt
Twill Coveralls $\$ 4.9$ Twill CoveraUs
GIRLS BLOUSES, $\$ 3.9$
GIRLS BLOUSES,
Boys and Girls Corduro
Boys and Girls Corduroy
SUITS, with grippers, $\$ 7$
Baby Gertrude
Sandals and Shoes, $\$ 1.98$
Johnson Baby Powder 49 C Johnson Baby Oil, 49c Johnson Baby Oil, 49 c
Even Flo Baby Bottles,

Other Baby Items too Numerous Mention. Come in see our new Mention. Come in see "Lang's"
SALE STARTS PROMPTLY AT 9
FRIDAY, DECEMBER 31
Come One, Come All, You are
find bargains.
"Leora's Sotand Teen Shopi
ON THE WYE



| mmonds' Hosts |  | W |
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| key Dinner |  | Party at Harmony |
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Texas Pump \& Machine Corp. $\underset{\text { Welit service }}{\text { S. }}$ FLoYDADA, TEXAS PAUL GarRISON randell king Cal skaggs $\underset{\text { Res. Ph. } 260}{\text { AL SKA }}$

## $\because 14 \square$

## MDINGHT SHOW <br> DEC 31 <br> "MICNTY JOE YOUNG"

Greater Than King Kong
DOUBLE FEATURE FRIDAY - SATURDAY DEC. 31 - JAN 1
 -ALSO-
"STORMY"
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telephone 254 For appointments




