

The McDonald Building, housing Floydada post of fice and Southwestern Public Service
Company's office, will be the scene of Frid ay's open house. Southwestern will make an
all-day affair of it. The post office will have "guided tours" in the work shop from
2 to 5 o'clock p. m. The new quarters represent

#  <br> PO. Public Service Open House Friday 

## Wheat Quotas Vote Saturday


s lection



Open House Sunday Will Present
New Baptist Educational Unit
 generous use of glass in fron wescen
dows and doors and both fluoresen
and incandescent lighting were in
sta

Public Service
Plans For All-Day

## Meeting <br> Board



## Storms Lash Rich Croplands



| Disaster of wide-spread rich west side croplands and greatly damaged homes and property in repeated blows Tuesday, Thursday, Friday Saturday and Sunday nights of last week, each of the successive storm waves taking added scopes of country. Hail, wind and twister, rolled up a damage toll that is staggering in its extent. <br> Only once or twice before in three decades has the damage been as extensive and probably never before so complete in so wide a range of Hale, Floyd and Crosby counties. About the only extensive areas in the west part of the county not seriously damaged lie in the extreme southwest <br> From McCoy eastward to Lakeview and including the west and south part of the Floydada district, in all of Sand Hill, Blanco, starkey of Lockney, Prairie Chapel, and a large part of Aiken, the destruction $\qquad$ <br> Even to the east of highway 207, particularly toward Doughery where hail and wind did not strike, heavy downpours call for a re-planting in <br> LASHED BY HAIL <br> Hundreds of homes and business |  |  |
| :---: | :---: | :---: |

VIEWS AND COMMENT


Pretty Rugged Monday. Monday morning was a pretty rugged one for a good many
hundred families in Floyd county who starthundred redoing their crops and for many, also,
who had damage from hail and wind. Forwho had damage from all people take things like that in stride, and, unless the results leave
them helpless physically or financially them helpless physically or on without
tighten up their belts and go on
looking back. Hope springs eternal, All are looking back. Hope springs eternal, All are as it was. But it was tough Monday.
Some farmers have re-planted so many times
they are weary of it, while others have they are weary of it, while others have
caught the right spot on the wet and dry
cycle and have good crops booming. No cycle and have good crops booming. Ne
doubt the exess rainfall together with the
destructive hails have cut the possible cotton production this year considerably below
normal. No doubt the farm operators will come up with a few acres of various and
sundry kinds of crops to keep their acreage
at work. But of course, the mainstay will be maize. Many say the time to plant maize
has just been reached. "Maize likes to mature a
past."

The Wheat Referendum.
 be nation-wide amongst the people who are
directly at interest-- he farm where there is, perhaps, more deversifica-
tion than in country, the likelihood is that support for
marketing quotas will be heavier that the one-shot areas where it is wheat or nothing. Our opinion is that continuation of interest of our area and that its adoption
for another year would add more to the
wealth of the people than it rection wealth of the people than its rejection. But,
for or against, everybody who is eligible is June 25 .

The glass people and screens are doing a land
office business this week in Lockney and in office business this week in Lockney and in
other parts of the county where the hail and winds combined last week-end to pound out hundreds and hundreds of windows. Hail
and wind also made some sizeable repair jobs a necessity to barns, out buildings and the
like. More people have
surance policies. in the past few days, we You never really appreciate the flexibility of venture to say, than in many a day previous-- the human voice until your wife stops scold-
ly. "Extended coverage" and " $\$ 100$ deduct- ing you to answer the phone. - Exc.

## HARVEST SPECIAL OFFER



Huthita Malls Rerodivens


That's a saving of $\$ 3$
over the regular priceond every member of the family will be happy that you are taking the Rec ord News.
Here are just a few of the excellent features that
MAIL THIS
COUPON
TODAY! will entertain voul avary
dout dav!

- Associated Press News
- Wewn reoort from oll
- Weo tount ond counties.
- Women' nown pent heo

Cicc - ......

- Cashworb puzzze
- Walter Winchell's Broad
- SPORTS NEWS. Latest

Baseball Results

- TV and Radio Schedules
- 21 Comics and Panels

If You prefer carrier service
areg, see the Times and
State.

9 Amendments To Be Offered For Adopion


BRITTON Appliance Repair Shop


CURB AND GUTTER

THE PERFECT
TRIBUTE

Orders for curbing for lot

MRS. W. D. NEWELL
Floydada
Biggest thing
in Low-Priced cars


TIIs is a Buick-a 2 . door, 6 .pasasenerer Sricun Sclan
It packs a walloping $188-\mathrm{hp}$ V8 engine under the hood-is carried on a strapping 122 -inch wheelbase-rides with the luxury cushioning of all-coil springing, the solia steadmess of a full-length torque-tube drive, the extra safety and silence of tubeless tires.
It's big and brawny and road-steady and roomy-each seat cushion measures over five feet in width.
Yet this beauty-as the price we'll show you proves-delivers locally for just about the price of the well-known smaller cars - even below some models of those same cars.

Buick Sales Are Soaring To New Best-Seller Mighs
That, for sure, is one reason why Buick sale go higher and higher and higher. More and more people are finding that you can buy a

## Thrill of the year is Euick



Floydada, Texas
IDAY -- SATURDAY June 24-25
YISTA/ ISION





Packard Introduces Highest Powered Luxury Sports Car



THE PACKARD CARIBBEAN, $\mid$ it is the highest powered car to $\mid$ ment includes the new torsion sus vertible, hustom-built sports con- be made in dealer quantities this pension system which provides a tion as a "limited edition" model with the first deliveries scheduled
later this month, Ray P. Powers,
as one phase of its long-term prod-
uct vice president, has announced. Less
than 1,000 of the top prestige model than 1,000 of the top prestige model
in the luxury line of Packards will
for the high priced convertible in $\begin{aligned} & \text { draulically-controlled windo } \mathbf{w} \text { s, }\end{aligned}$


 | in the company's standard models. |
| :--- | :--- |
| With a 275 horsepower $\mathrm{V}-8$ engine, |
| wited production run. Original equip- | day night and Mr. and Mrs. Gilmer

Denison and family of Lubboc.
Mrs. Leo Mrs. Leo Frizzell and Mrs. A. E. E. visited Mr and Mrse Ray Kinn
Frizzell went to Altus, Oklahoma
of Roswell. Mrs. Kinnard was for- Buster Mooney, son of Mr. an



 Imogene Noland. who spent sev-
portant. $\begin{gathered}\text { Mooney completed two years }\end{gathered}$ T. M. Noland sasesing at home. Willis, 13, of Greenville, Tenn., be- unit, seeing most of this duty in the


 | $\begin{array}{c}\text { Noland's mother, Mrs. Dillard. } \\ \text { Mr. and Mrs. Don Cralg and son }\end{array} \begin{array}{l}\text { scribed as "over mother were } \\ \text { and " Bercty's and father } \\ \text { married, respectively, Earley's then }\end{array}$ |
| :--- |

Jamestown, Va., founded in 1607,
was the first permanent English Thursday Nights The standing chairmen for the
Junior High Canteen, Mrs. Greer
Christian, Mrs. Leonard Matsle Christian, Mrs. Leonard Matsler,
Mrs. . . Parks and Mrs. K , E.
Edmiston, met with the American Legion executive boart Mon American night
and received permission to use the Legion hall one night each week They will meet eac
from 8 until 10 . All parents are urged to attend
Thursday night along with their Thurscay night aiong with the
children, says Mrs. Leonare Matsler
Games will be Games will be the entertainmen
for Thursday night afte which re-
freshments will be servec. hobby CLUB
(Frank Barrow, reporter)
Mrs. J. T. Myrick Mrs. J. T. Myrick brought an in--
teresting program to the Hobby club
Tuesday morning on Indians and teresting program to the Hobby club
Tuesday morning on Indians and
then provided each member with then provided each member with
clay to mold some kind of Indian
potery pottery. Crockett sweet rolls were
Davy
served to the 20 club members, Mrs. J. T. Myrick and clubs. members, Mrs. . Jackson
The next meeting of the club will
s. The next meeting of the club will
be June 28 from 10 until 11 a. min in the council room. Mrs. H. A. Drys.
dale will ring a story and some in-
teresting handwork. All students tale wing handwork. All students
tremt he fifth grade up are invited
fo attend.
Swimming Lessons To Begin
According to DeWayne Cleveland
manager of the city swimming pool
manager of the city swimming pool,
swimming lessons will begin Monday
morning at 9:00. All interested pey morning at 9:00. All interested per
sons should contact him at once
No chidren sons shode conder 6 years of age
No children unde
well be taunt.
The cost of the lessons will be The cost of the lessons will be
\$5.00 a person for four weeks with
five lessons a week lasting one hour iive lessons a week lasting one hour
each. Cleveland has planned a family
night each Thurscay night. All chill
. night each Thursday night. All chil-
dren accompanied by thei parents
will be admitted free with their


She is n bathing heauty, Junior
grane, in her prety
ouit designed by Cole of Californin.




# Wheat Farmers Vote Saturday 

If Wheat ouotas fall

* THE LOAN VALUE PER BUSHEL WILL BE


### 1.06

- ALLOTMENTS WILL BE IN EFFECT
$\star$ Grower Must Comply With Allotments to be Eligible for Loan.


## If WHEAT OUOTAS PASS

* THE LOAN VALUE PER BUSHEL WILL BE


### 1.65

- ALLOTMENTS WILL BE IN EFFECT
* Grower Must Comply With Allotments to be Eligible for Loan.

WE URGE EVERY ELIGIBLE OWNER OR OPERATOR OF A FARM WITH A WHEAT ALLOTMENT TO VOTE SATURDAY.

## Producers Cooperative Elevator

(1) SOCIETY

Mrs. David Kirk Named Honoree at Surprise Shower
Mra Dava Kikk was honorex with













 Out of town guest were Mra Le
 sikrud

 teternon of Bivity Polk Goen, Mrs. Hayes ONeal, Mrs.
Chartie Lewis. Mrs. Tate Jones, the
honoree beasiey-martin weddivg Mrs. Minnie Beasley and Calvin
Hartin of Lubbock. were married Martin of Lubbock were married
in Clovi, New Mexico Latst Thus-
day. They are making their home in Mrad. Martin is the twin sister of
Mrs. Lillie Luttrell. W. A. Gound went to Big Spring
Tuestay on a business trip. He re-

## TRAVELER



Queen Committee of Farm Bureau Will Meet Thursday The committee for the Floyd Coun-
ty Farm Bureau Queen contest will
meet Thurscay
ane at the county court room. $\begin{aligned} & \text { The sponsors and their contes- } \\ & \text { tants are asked to please }\end{aligned}$. Mr. Puckett. our service man, will
give some pointers on the contest.
Jack McIntosh man McIntosh, our master contere-
monies, and Chester Carthel, presi-
dent of the Floyd County ent will also be presesent.
First and second First and second place winners
wo tech receeve $\$ \$ 5.00$ and tuition
to the stat instite. The lasers
each will receive $\$ 500$. each will receive $\$ 5.00$.
The Texas Farm Bureau Institute will be held Jaly 31 to August 3 at
Mineral Wells at the Baker hotel. W. A. Gound attended a business
meeting of the Odd Fellow Lodge
n Petersburg Monday night.

| IMPERIAL <br> Pure Cane SUGAR <br> 10 lb . Bag 95c |  | Prices Good <br> FRIDAY <br> SATURDAY <br> JUNE <br> 24-25 |  | $\begin{gathered} 28 \\ \text { Box } \\ 29 \mathrm{C} \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: |
| MELLORINE <br> ${ }^{1}$ Gallon 49c |  |  |  |  |
|  | FRYERS <br> Pound 53c | Corn King <br> BACON <br> Pound 53c |  |  |

## Get out of the ordinary...



$\star$ SWEEPS<br>٪ KNIVES<br>* BATTERIES<br>* ROTARY HOES * SPRAYS

and the best in Shop Service Try-

## PLAINS EOUIPMENT CO.

STUDEBAKER-PACKARD-OLIVER SALES \& SERVICE
Phone 356
Floydada


## HAIL

INSURANCE

## TOMMY ASSITER



fairview News
$\qquad$

Get on the
BANDWAGON!
We're "Sell-a-brating" with Leadership Deals
on brand new

## ${ }^{55}$ Fords!

##  <



> Summmer
> Bandwragon Sell-a-bration

Now going on!

CO., HIOVDADA, IEXAS

## Beall's <br> ouamir MERchambisza Thursday



Ladies wash
DRESSES Voils, Prints, Plisse Cottons. 10 to $20-141 / 2$ to $221 / 2$
Beall's Low Price
2.47


## PANELS

 Beans spenial Pried
88c

LADIES
SHORTS
Denims and Twills.
Pastels and dark colors astels and dark
10 to 20 10 to 20

ABLE
LADIES SANDALS Regular 2.98. Red, White, Charcoal, 1.99

STRETCH PANTIES
$=$ 1.00

SPORT SHIRTS Cotton Prints, Fancy Nylons. Values to 1.98. Sizes 2 to 16

MIDRIFF PAJAMAS

## Blackshear Has 15 Years With Bell Telephone <br> Rites For Former Floydada Teacher Held On Sunday


















There ware more trafte casualties last yoor than ever
ofore in history 37,600 killod tand $2,090,000$ injured.


Highway Crash Hospiatizes 2 , Injures Seven

## ま゙= =

 $=2=$ ne othed from hospitals.Ken Swanner son
Ken Ken Swanner, son of Mr, and
Mrs. M. B . Swanner of sandhill,
in Peoples hospital He has a cu
on the lip, teeth missing and severe
 $5=$ $=2=$ $=-4=$ mhiuen and alts, Wanda wwilum

 Shertr Brir copore and Deputes nd han summoned Hishaxi pat
 $=-5=$
$\qquad$ 5is:

Gates' Making Floydada Home


Joter otret two sons phil and
 The Cato tian bier anay foom $\pm \pm=2$

Mrs. W. W. Goen Home After Last Rites For Mother

## "Let us show you how easy it is to drive a CHRYSLER!




OOD DRIVERS DRIVE SAFELYI K. CROUCH MOTOR CO., 112 WEST MISSOURI STREET

Floydada, Texas Ph. 606

S HEEXS RECREAAON Littit League, Braves vs
City Limits, $5: 30$ P. M. Junior High Youth Center, American Legio
Gme Night with Refreshments, 8:00 P. M. Crowder Family Show, High Sehool Auditorium,


## Little League, Cardinals vs. Tigers, Giants

Indiains,
High School Youth Center, dance night, 8:00 p.m.
Story Hour, pre school, first and
Flovd County Library $10: 00 \mathrm{~A} . \mathrm{M}$.

Litte Leag Review Club, first grade through fourth
Book Fer Floyd County Library, $10: 00$ A. M. grade, Floy Club, fifth grade and up, Floyd
High School Youth Center, Game Night, 8:00 p.m. Svimming, City Swim
Limits on Highway 70 .
Flord County Library, Second Floor Court House Tenis. Napoleon Park Tennis Courts, Tennessee
and Fifth Streets.

##  <br> Ar; Animal, <br> y Injured

20 Billion Plus
Size of Upkeep Size of Upkeep
And Repair Bill
, The cost of mainienanee and re-:




The Floyd County Hesperian, Floyddaz, Teras, Thurraas, June 2s, 195s






$\qquad$ FEidinCON






# PENNEYS Save yourself plenty! SAVE SATURDAY FOR PENNEY'S! 

16 REASONS WHY IT PAYS TO SHOP AT PENNEY'S THIS WEEKENDI
5 Special SAvit HALF SLIPS 50c

ONE GROUP
WOMENS 2Pc.PAJAMAS 66c GAMOOE NYLONS. 69c DIAPERS, Dor. Pkg., $\$ 2.00$

## CHILDRENS

 DRESSES $\$ \mathbf{2 . 0 0}$Womens Blouses 2.00
CRIB SHEETS . . 77c
TRAINING PANTS . 23c
700 YARDS
assoried plece goods
Fine ginghams, t
combed cottons.

|  | 150 PAIR <br> Childrens and Womens SHOES ALL LEATHER Black, red, Green, White 2.00 | wOMENS Cotton Plisse Half Slips <br> Small, Medium Large 1.33 | Large Size Heavy Thirsty CANNON TOWELS 66c |
| :---: | :---: | :---: | :---: |

## ASSORMENT OF BEIIER PIECE GOOOS Ponge linens



Re-Union Is Held Floyd County
By Three Families 14 Years Ago

Warranty Deeds


School For Deaf Pre-School Clinic Held For Parents
normans on vacation
Mr. and Mrs. E. L. Norman left MOUTH CENTER
Tuesday to spend a few days
theit



## KEEP COOL

Why not travel in comfort this mmer. Let us install a Ford Refrigration Air Conditioner in your car. We so install Novi, Climatic and A.R.A. nits in all makes of cars. We have actory trained mechanics to install ese units. Come in and let Mr. Burns,
ur service Mgr . show you these air conitioners. One day installation service.

## BISHOP MOTOR

Phone 228

$\qquad$


| 160 acres N. E. Floydada; 320 acre near Lockney; several houses and |
| :---: | SEE ME tor Homes ${ }_{22}$ tre.






## NEW "55" AUTOMOBILES

FORDS . . . CHEVROLETS. . . PLYMOUTHS
IF WE DO NOT HAVE THE CAR YOU WANT WE CAN IN SOME CASES MAKE ONE DAY DELIVER

Our Service Includes Service Policy and Manufacturers warranty
"WE trade or we sell"
HARRIS MOTOR COMPANY
Baker Hotel Bldg. Phone 3371 . . . . Lockney, Texas

## 年 <br> LOOK AT THESE USED CAR BARGAINS <br> $1953 \begin{gathered}210 \text { 4-DOOR CHEVROLET. } \\ \text { Radio, hater and many other }\end{gathered}$ 1952 STYLINE DE LUXE 4-DOOR CHEVROLET. 28,000 Actual

1954 BEL-AIR 4-DOOR SEDAN, Radid; heater and Powerglide, tinted glass and 1954 the
1952 4-DOOR STYLINE DELUXE Beautiful black finish, perfect white wall tires, car. The cleanest car in town. Sresh it quirk. Heater and DeLuxe Radio. Not a scratch on th

## 

$1951^{1 / 2}$-TON CHEVROLET PICK-UP $1951^{-1 / 2}$-TON STUDEBAKER PICK clean. nearly new tires. Really priced to sell.

ODEN CHEVROLET CO.
Floydada, Texas

Farm Research
On Long Rrange Basis Is Urged
 Frank R. Ahlgren, editor of the $\begin{gathered}\text { For the long-range research and } \\ \text { Fermphis Commercial Appeal, in a }\end{gathered}$ education proposal to be assured of

 "I believe one of te moglect," urgent wise, the annual " "uessing game
over how much money will be avail
able will start all over

 that it cannot ko shamefull nation's growth," he deelared.
The Memphis editor endorsed
type of expanded program type of expanded program, long en-
vsioned by farm leaders, whinch puts
an end to mere expessions of good
intentions and require firm commitments on spe
uiated periods.

## Pan Soen To Be Presented

 Mr. Ahigren indicated such a plan,propected over a five-year period,
scon will be presented to Washingsoon will be presented to Washing- at Providence Wednesday shower aftertarget date for building up research We are sorry to hear that Gartarget date for building up research
funds to where agriculture can keep Ree land Rea is on our sick list this
pace with the nation's development
week. He is a patient in the Lock-
 not developed in a day-nor labora- Mr. and Mrs. JJmes Jeffress and
tories built, nor new staff members
family Thursday nige trained. The plan will call for mod-
erate annual increases, scheduled to to
come no faster than they Mosiness Meeting The business meeting at the Sand
used in an orderly expansion of
work," he said
The Memphis editor recalled the Wedinestist church was held
Wednestay night at the church









 now face the fact that research has
mate it possible for alcohol to be bay afternoon.
made from natural gas instead of
storm Hits Community
 stituted for farm-produced fat, and lucky enough to have cellars were
synthetic fibers are moving in on in them. Moot of the crops were



Anglers Agree Size of the Fly Is Imporiant


The makers of Super-Refined No:Nox, the clean-burning gasoline, now bring you a new super-refined motor oil...

## New Gulfride HD. Seleed


.the only motor oil in the world supericefined by the Alchlor Proass for modem hightompression nging

Not a compromise, multi-viscosity oil that tries to be an "all-season," "three-grades-in-one" oil. Contains no artificial thickeners that break down in your engine and increase oil consumption.

This completely new kind of motor oil-made possible by Gulf's exclusive Alchlor Process-is available in grades to give you the finest protection, the best for your make of car-in every seas

- Controls carbon-cause of knock, pre-ignir tion, valve failure and loss of power in high-com pression engines.
- Combats corrosive acids, rust and de posits that build up on engine parts. Keeps hydrar lic valve lifters quiet and free-acting
- Assures lower oil consumption than the multi-viscosity "all-season" motor oils, becaus it has natural viscosity and contains no
- Provides the toughest protective film ever developed in a motor oil . . . assures better er-
gine protection for all cars under all driving corgine pro
ditions.


Now! For the ultimate in working octane performance and engine protection. always use Gulfs superrefined gas oil team.
New Gulf NoHox Gasoline
New Gulforide HD. Salect Motar OiI
 "Coked" valve " A " is from engine using a
socalled "alls.saso," mutti-grade oil. Coke.
like carbon deposit is a cause of sluggish per-
formance and ultimate value failure clean valve like carbon deposit is a cause of sluggish per-
formance and ultimate valve failure. Clean valve
" B " is from engine using new Gulforide.
P. E. Shick, Distributor, Plainview, Phone I- 1579

Rity Rate Downward Dougherty News
yen raw

 Meama Mmes man Eima





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os

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Mrs, John Lewis and fam day. Poghter,
D.r. and Mrs. Warren Pold and
children were sunday dinner guests Award to Brewer in the homere of hinday dinner gatests
Mrs. W. S. Poole. Mr. and Mrs. Sam Lide visited
her brother in Memphis Sunday. her brother in Memphis Sunday
The brother recently sutfered
heart attack but is improving nicely.
 RAIN DAMPENS CUB-DAD
CAMP
SATURDAY-SUNDAY $\quad \begin{aligned} & \text { 20-22. } \\ & \text { Also } \\ & \text { High }\end{aligned}$ The Haynes District of the South will be awarded the Lone Star FarWas set for 5:00 pub-Dad camp that mer degree. They are Bobby Brown Saturday
nee Nix, James Morris and Royce
nd continuin the dairy barn in Plainview at Carthel. The award to the instructor
called off about $8: 30$ Saturday evas as the the boys is an unusual
honor and one that called off about $8: 30$ Saturday even- honor and one that must be earned.
ing because of weather difficulties.
G. E. Mayo stated Monday there
Mitchell Parrish, manager of Beall Q. E. Mayo stated Monday there
Mitchell Parrish, manager of Beall
were 23 present from Floydada and
Bros., left last Saturday for Dallas this camp would be held at a later to visit his parents and Mrs. Par-
date which has not been set at this rish's parents. Mrs. Parrish and date which has not been set at this $\begin{aligned} & \text { rish's parents. Mrs. Parrish and } \\ & \text { children will return to Floydada } \\ & \text { time. }\end{aligned}$
$\begin{array}{ll}\text { RED RIVER RE-UNION } & \begin{array}{l}\text { with him this week atter having } \\ \text { spent about a month there. }\end{array}\end{array}$

FOR CULLIGAN
SOFT WATER SERVICE Dial 42104 or write 708 Quincy, Plainview

## BUS SCHEDULES

Clip and Save for Reference

|  | WEST BOUND |
| :---: | :---: |
| EAST BOUND | 10:35 P. M. <br> To <br> To Vernon, W. Falls |
| 9:15 A.Mock, El Paso |  |
| 8:00 A. M. Mia Plainview |  |
| 1:15 P. M. | 4:00 P.M. via Petersburg |

Thru Bus Service to Lawton, Oklahoma City and
MAGNOLIA SERVICE STATION NO.
Fred Lambert, Agent Phone 36 Station Hours: 7:30 a.m. - 5:30 p.m.


Ready to go-- the bargain of the year. PRICE $\$ 545$ PLAINS EOUIPMENT CO.

## Before you pay over \$2300 for a smaller car_

FIND OUT HOW MUCH MORE THE BIG, 188-HP MERCURY GIVES YOU FOR YOUR MONEY


Enjoy all these big-car, fine-car features for less than the deluxe models of the "low-price" $3^{*}$

1. \&eao sze-sio weiont. Mercurys are bigger all than cars in the low-price field. Bigger in length
biger in width.. bigger in whee base. The Merc Monterey shown weighs close to 37700 pounds $\ldots$ gives
Minger on the road.
2. supen-ronout power. Mercurys have more power
than ever-188
hp in in Customs and Montereys: 198 hp than ever-1 188 hp in Customs and Nom
in Montelairs. More important, is the new way this in Monctiairs. Nore in the everday driving ranges
power is put to worr
3. excusvive srume. Mercury's beauty is freah, disetinctive ehhred by no ther caro on the road. Lines
 simpley, beautitubli, in good 11 modedes is 3 series.
4. UITRA.SMART AND LUXURIOUS Intevors. Two-tone interior color combinations are available in every
model. So are specially deesigned fabrics and pattern want to leave the door open!
5. A-BARREL VACUUM CARBuzETOR is standard on eevry
 pasaing, Unique anti-fouling highh-compression spark
pluas selp provide to performance in all speed ranges

 investment can expect to got back more of the
original purchase price when you trade akain. original purchase price when you trade again.
Fin or foctor retol pricer, ving mercor Cuvtom 2 -door sedoo (not inutroted).
projected con will be presented to Washing:- at Providence pee weanesday shower target cate fors ruidinets 1960 research the We are sorry to hear that Gar-

















Farm Research On Long Rrange Basis Is Urged
Ond

## miated periocs. <br> Be Preented



Anglers Agree Size of the Fly Is Imporiant
The makers of Super:Refined No:Nox, the clean-burning gasoline, now bring you a new super-refined motor oil...

## New Gulforide HD. Seleed


.the only motor oil in the wortd superrefefined by the Alchlor Pmases for modem hightompression nginge

Not a compromise, multi-viscosity oil that tries to be an "all-season," "three-grades in-one" oil. Contains no artificial thickeners that break down in your engine and increase oil consumption.

This completely new kind of motor oil-made possible by Gulf's exclusive Alchlor Process-is available in 3 grades to give you the finest protection, the best

- Controls carbon-cause of knock, pre-igni tion, valve failure and loss of power in high-compression engines.
- Combats corrosive acids, rust and de posits that build up on engine parts. K
- Assures lower oil consumption than the multi-viscosity "all-season" motor ouls, becaus it has natural viscosity and contains no artificial thickeners that break down in your engine.
- Provides the toughest protective film ever developed in a motor oil . . assures better ep-
gine protection for all cars under all driving coor gine pro
ditions.

[^0]P. E. Shick, Distributor, Plainview, Phone 1-4579
lity Rate Downward Dougherty News as Again
as Pump \&
hine Corp.
s. Pumps; achine Shop rvice;
ext Hole Drill-
mplete Irriga-
n service.
hone 1058

Lone Star Farmer Award to Brewer LOCKNEY-MacLee Brewer, vo
cational agriculture instructor in ockney high school, will bector award degree at the annual meeting of the
rexas Association of Future Farm
rs America in Houston July ers of America in Houston Jul
Also four members of the Lockne High School Future Farmer chapter mer degree. They are Bobby Brown-
Dee Nix, James Morris and Royce Carthel. The award to the instructor
swell as to the boys is an unusual Mitchell Parrish, manager of Beall to visit his parents and Mrs. Par rish's parents. Mrs. Parrish and
children will return to Floyda

> FOR CULLIGAN OFT WATER SERVICE Dial 22104 or write 708 Quincy, Plainview

## BUS SCHEDULES

Clip and Save for Reference

|  | WEST BOUND |
| :---: | :---: |
| EAST BOUND | 10:35 P. M. <br> To Lubbock, E1 Paso <br> To Vernon, W. Falls |
| 9:5 A. M. via Plainview |  |
| 4:00 P.M. via Petersburg |  |
| 8:00 A. M. | 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:

The Floyd County Hesperian, Floydada, Texas, Thursday, June 23, 195s brother-in-Law passes
AT Stockton, CALIFORNIA Mrs. Mary Hendricks, accompa
nied by Mrs. Delia Carr, left Sat urday morning for Stockton, Cali-
fornia, where they attended funeral ornia, where they attended funera
ervice for Mrs. Hendricks' brother service for Mrs. Hendricks' brother
in-law, Horace Bradford, who passed
way Friday morning.
Mr. Bradford is survived by his
wife, the former Bessie Hendricks of
H. A. C. Brummett

Attorney-at-Law
Floydada, Texas


Ready to go-- the bargain of the year.

PRICE $\$ 545$
PLAINS EOUIPMENT CO.

## Before you pay over \$2300 for a smaller car_

FIND OUT HOW MUCH MORE THE BIG, 188-HP MERCURY GIVES YOU FOR YOUR MONEY


Enjoy all these big-car, fine-car features for less than the deluxe models of the "low-price" $3^{*}$

1. alo sze-sic weart. Mercurys are bigger all over than cars in the low-price field. Bigge in lenth .
bigger in width... bigge in wheel base. The Mercurr bimger iney widnow weighses lose to ${ }^{3}$
you bige-car stability on the road.
2. sures.-Tonoue fower. Mercurys have more power Chan ever- 188 hp in Customa and
in Montclairs. More important, is the new way thi

3. Excussve struwe. Mercury's beauty is freah, dis tinctive thared by no other car on the road. Line are clean, smooth as silk Use or chrome and color imple, beautiful in good taste Mercurys s.



- instead of ordinary upholsteries. So beautiful you'll

5. 4-Barret vacuum carburetor is standard on every
model at no extra cost. You enjoy 2-barrel economy model at no extra cost. You enjoy 2-barrel economy
for normal driving, 4 -barrel pickup for getaways and passing. Unique anti-fouling high-compression spark
plugs help provide to performance in all speed ranges.
6. and you save on future resale value. Mercury
consistently leads its class in high reasale value, according to independent reports. You protect your investment can expect to get back morect of the
original purchase price when you trade again.


It pays to own a


Antenna, District News Conservation

## OUR GREATEST ANNUAL



FRIDAY, JUNE 24TH AT 9 A. M. STARTS THE BIGGEST SALE AT MILADIES SHOPPE EVER OFFERED . . . . . Better Values on Famous Brands of Ready-to-Wear at Terrific Savings of $\frac{1}{2}$ and More in the Annual Store - Wide Event . . . No Lay-Aways -- All Sales Cash -All Sales Final -- No Returns or Ex-changes -- No Alterations

## LADIES $\frac{1}{2}$ SIZE DRESSES

Consisting of Crisp Summer Cottons, Also
BETTER DRESSES
Franklins, Corlye, Renauld and Other Fine Some Dressy Better Dresses. $141 / 2$ to $181 / 2$

## $\frac{1}{2}$ PRICE

200 SUMMER DRESSES 200
Select Groups of Nationally Advertised Brand Summer Cottons... All Types and Sizes. Regulars $8-20$ 's Juniors $5-15$ 's . . . Here is a chance to add Several Dresses to your Wardrobe at Terrific Savings.

| GROUP I | GROUP II | GROUP III |
| :--- | :--- | :--- |

Kickemick - Moiud
Slips - Petticoats - Robes - Pajamas - Shorty Pajamas - Shorty Gowns - Regular Gowns etc. . . . Stock up on these fine items in the biggest Lingerie sale in the history of Miladies Shoppe Save $\frac{1}{3}$ to $\frac{1}{2}$. All Sizes.
MOJUD HOSE (Limit 3 Pair) All Sizes . . 89c Pr. REG. TO $\$ 1.75$ BROKEN SHADES

## 150 BLOUSES 150

Short and long sleeve types. These are from Reg. Stock.
${ }^{\mathrm{N}} \mathrm{o}_{\mathrm{w}} \quad \$ 2.49$-. $\$ 3.49$

BUDGET GROUP
DRESSES
SUMMER COTTON
2.99 \& 3.99
special group
LONG WOOL COATS AND TOPPERS $\frac{1}{2}$ PRICE

MORE LOVE \& LADY MANHATTAN
BLOUSES 40 Per Cent OFF


## WARNING

MR. FARMER, - Good planting seed are scarce. Some seed dealers are offer-
ing milo seed that were grown this year: Milo Seed planted the same year they are grown-not only Milo but any annual plant-are weak and poor germination and will not make rugged plants -will not withstand drouth and other crop conditions that cause crop shortages and failures. The stalk, being weak, will not stand up after the grain has matured.

You will also find that seed two years old have a stronger and quicker germination than year-old seed
This condition is the same as any pre mature birth of your colts, calves, pigs, or human beings.
Think this matter over and come in

## D. W. FYFFE .- SEED. FEED

## HAMMONDS SHEET METAL


joins in apprechation of

MR. C. B. McDONALD

THE POSTAL SERVICE and

## S. W. PUBLIC SERVICE

ON THE COMPLETION OF THE McDONALD BUILDING and THEIR NEW, MODERN QUARTERS

VISIT THEM FRIDAY, JUNE 24 DURING THE FORMAL OPENING
And remember that Hammonds Sheet Metal can solve your allweather air conditioning problems, refrigerative or evaporative.

Ours is a Complete Sheet Metal service. We are always glad to furnish estimates.

## HAMMONDS SHEET METAL

123 South Wall St., Floydada


## WE ARE PROUD

For clement medonald - Southwertan ra SERVICE \& FLOYDADA POSTOFFICE on the Completin their new Quarters. Visit them during their
open house celebration FRIDAY, JUNE 24

Electrical Contracting on this fine new building was by

## R. L. (Cotton) WILSON

 electrical contractingrostach

Congratulations TO ClementB.McDonal ON THE COMPLETION OF HIS FINE NEW BUILDING.

AND TO<br>SOUTHWESTERN PUBLIC SERVICE CO AND THE<br>FLOYDADA POST OFICE<br>ON THEIR OPEN HOUSE CELEBRATION FRIDAY JUNE 24

We are proud of our part as general contractors in constru ion of this building.
Killingsworth Construction Ca


htFulton Nuptial Vows Said
hurch Ceremony June Fifth （2） ELECTRIC RANGES

Your dealer has on display．

They are the lat est thing in cool comfortable cook
ing．


Ted Hall is


JUNE BRIDE ．．．Mrs．Bill Fulton，before her marriage on June 5，was Miss Darlene Bryant．She is daughter of Mr．and

##  <br> \％

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## ＂likehavinganather pesorniuthe kitchen！＂


me Fricidalire Imperial

on display at Southwestern Public
Company Open House Friday or in ore any day．
In Fumiture \＆Appliance
Phone 295

for first Deneloped PePlains
 Fellow Lodges Met ars. Mrs. E. Henry had as her guests The Rebekah and Odd Fellows
Lodges met on Tuesday night and Lodges met on Tuesday night and
honored their deceased brothers and
sisters in memorial service.
The names of Ed Ross of Old Mexico, and J.
of Albuquerque, New Mexico.
Mrs. Henry hal Mrs. Henry had all of her cenildren
home for a renion last Wednesayy.
Dinner was served for the sreup Dome for a reunion last Wednesday
Dinner was served for the group at
the home of Dr. and Mrs. George Che home of Dr. and Mrs. George
Thith.
Those present for the occasion Those present for the oceasion
were Mrs. Henry's two brothers, Mr.
and Mrs. B. F. Jarvis of Plainview and Mrs. B. F. Jarvis of Plainview
Mr. and Mrs. Kenneth Henry, Ver-
non. Mr. And Mrs. A. P. Baker of Itat Mr Pepper in 1929
mot many spuperior quali
ter bought his entire inr. writety was rele toit the Pepper Minainng different lines
memorial service. Lonarais sparks the spand
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Deon withey sang "In the Garden
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 | sstrains going into $54-$ B. | "The that a Friend we have in Jesus." |
| :--- | :--- | moed vacation

ytrs. R. B. Rosson and kahe crewder family the RebeGay and Gayle and Karen
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out Saturday night, but will be here
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 Mem on their trip. They
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and interesting points.

MAZING NEW INVENTION ILS ALL TYPES INSECTS
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## DEATM

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 ISHI TYPES OF INSECTS / $\begin{aligned} & \text { these are pourin } \\ & \text { in by the hundreds }\end{aligned}$



HORISK GUARANTEE


[^1]JIM C. WHITELEY
Main St., Lubbock, Texas

## Card of thanks

With deepest gratio park mund donathons
bonations The Floyd County Hesperian, Fleydada, Texas, Thursday, June 23, 1955 With deepest gratitude we extend
this word of thanks for the many
kind acts of sympathy, expressed by $\begin{gathered}\text { Missmoyer, president of }\end{gathered} \begin{gathered}\text { Mr. and Mrs. R. E. Fry left Wed-- }\end{gathered}$ Mrs. Forrest Green and daughter tind acts of sympathy, expressed by
thoughtur friends. Your
have meant much to us.
 Want Ads save you money. $\quad$ Hesperan Want Ad pays.


## LEVI'S CASUALS

By Levi Sarauss of California BLOUSE is a sleeveless model with a Peter Pan Collar-a beautiful sheer embroideried print. Sizes 30 to 38 only
CULOTTS is a sport Denim with a separate waist band and belt loops. Deep roomy pockets and pleated front. Size 10 to 18 Only

full-blooming patio fashion that nover needs ironing 55.95 SIZES 10 TO 18

Rich, bold poppy blossoms playfully dotted on noturol Rich, bold poppr bossoms playtuly yolted on noturol
grounds to put you in the gayest mood Bosila
 at hoort, with full circle skith, fited mid.riff
bound and tiod in bowe. Two sat in pockets. bound ond tied din bows. Two sati-in pockets, zippert
back closing. Select in rose with blue or rod with bold. Sizes 10 to 18 .

## HAGOOD'S DEPARTMENT STORE <br> 200 S. Main

Floydada

Phone 304

## Get into the Fine-Car Class...


... at a cost you can easily afford!

What is a fine car? What sets a certain few apart in the world's esteem
most people's desire?
First and foremost, a fine car is a style-setter-a First and foremost, a fine car is
real advance in smart appearance.
Naturally, it's also a pace-setter-a fundamental Naturaly, its atso a pace-setter-a fundamental should know that you've reached the "peak of per-formance-experienced an all-new kind of flashing,
vigorous, smoothly delivered power. There's more, of course. It must be enviable for sheer luxurious comfort, for restful roadability, for thought-quick handling ease.

And it abll,
SEE AND DRIVE HISTORY'S FASTEST-SELLING

If this meets your definition of a fine car and you If this meets your definition of a fine car and you
want it, there's nothing in your way. For this description is right off the Pontiac score sheet-a short
but perfect picture of this big, powerful, futurebut perfect picture of this big, powerful, future-
fashioned car. And Pontiac's prices fit comfortably fashinoned car. And Pontiac's price
into anybody's new-car buying plans!
Come in for the rest of the reasons why this is the
fastest-selling Pontiac in history-such as th inside fastest-selling Pontiac in history - such as tho inside
story of America's most modern and efficient autostory of America's most modern and efficient auto-
motive power plant, the sensational Strato-Streak V-8. motive power plant, the sensationai Strato-treak
And get the trade-in appraisal this great success perAnd get the trade-in appraisal this great success per-
mits. We're sure we can prove that now's your time mits. We're sure we can prove
to move into the fine-car class!

- Pomfiac L. C. McDONALD

210 W California
theres no power uke STRATO-STREAK POWER!



 Strato-Streok roolly mean

| SS Loss Heavy |  |
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## CAPADA <br>  <br> THIS WEEKS ATTRACTIONS

THURSDAY, FRIDAY, JUNE 23, 24


SATURDAY, JUNE 25 Double Feature


SUNDAY, MONDAY, JUNE 26, 27


TUESDAY, WEDNESDAY, JUNE 28, 29
TWE GREATEST MOTION PCTURE OF ALLTMME!


THURSDAY, FRIDAY, JUNE 30, JULY 1


VISIT OUR SNACK BAR


Joe Smith, son of Mr. and Mrs.

| Marvin Smith. has been sent to |
| :---: | :---: |
| Cuba. Joe said that he didn't like |

Cuan



## WELCOME

 GOSPEL MEETIIGSAND HILL CHURCH OF CHRSS

EVANGELIST dELL YOUNG
of Spur, Texas JUNE 24-JULY 3

8 P. M.

$\square$
$\xrightarrow{\text { er. Other }}$


[^2]
## Best dressed car of the year

Chevrrolet...The only low.priced car with beautiful Body by Fisher

> motoramic CHEVROLit COMBINE YOUR NEW CHEVROLET,
PURCHASE WITH YOUR VACATRON PIAS Order a new Chevilet insion PIANSI Order o new Chevroet through us, then
pick it opp the polont in llint, ilchigon,
see Cheriolest buill, if you like, and drive yours home. Chances oree. youvl sove
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It's like a famous designer's label on a lady's favorit party dress.
It's like ste It's like sterling on silver, 14 carat on gold, or
like those little silk threads ine
dollar bill that no counterfeiter can ever quite copy It's the Fisher coach-world-famous emblem of Body by Fisher. You'll see it on the sill of a Motoramic Chevrolet when you open the door. You'll see it on some of America's most popular high-priced cars, too. But that's all. Not on any other low-priced cars.

The other cars in Shevrolet's field just don't hare that clean, fresh look that comes from beauty that's built in-not bolted on! In fact, there are very few cars that do have it-no matter what they cost. You can choose your own new Chevrolet wid Body by Fisher from 190 different combina
models and colors. That's like having it custom built just for you-without the custom-built price! built just for you-without the customs-bil on the model
Come on and get all the good news on you like best.

STEALING THE THUNDER FROM THE HIGH-PRICED CARS!


[^0]:    $\frac{(20)}{6}$
    Now! For the ultimate in working octane performance and engine protection. always use Gulfs superrefined gasoil team New Gulf NoHox Gasoline
    New Gulfpride HDS Select Motor Oil
    
    socalled valve "A $A$ " is from engine using a
    like carbon," multi-grade oil. Cokelike carbon deposit is a cause ofs sluggish pere-
    formance and ultimate valve failure. Clean valve

[^1]:    

[^2]:    Gurstay for a Edinner were Mr. and beck and Mr and Mrs. Loyce Turner
    Father's day with Everett's father
    and wife, Mr. and Mrs. Harry Miller

