## t Telephones Over to Dial Sunday Morning




Air Defense Command Calls For Volunteer Ground Observers

## Former Resident

Takes a Look See


Rites Are Said For Mrs．Emnie Widener Sunday

Jackpot Hit By Onion Men As Fabulous Market Soars

## THIS WEEKS RECREATION

|  | Pony League，Athletics vs，Orioles，North <br> Limits on Highway 70，6：00 P．M． |
| :--- | :--- |
| FRIDAY | Little League，Indians vs，Giants，Cardinals <br> vs．Dodgers，6：30 P．M |
|  | Pony League，Yankees vs．Athletics，6：00 p．m． |
| MONDAY | Sub Teen Youth Center，Weiner Roast，Games <br> and Music，at Napoleon Park，Seventh and <br>  <br> Eighth Grades，8：00 P．M． |
|  | Senior Citizens，Game Night，Dominoes， |
|  | Checkers，other table games at American |
| Hall，7：30 P．M． |  |




VIEWS AND COMMENT Election Time Again. F
day is almost here again day is almost here again. The date is Sat-
urdar, July 28 . Interest has lagged so much
it is difficult at this time to forecast. Wed
say, however, interest this weekend will
pick up and gather volume with a swoosh
by voting day. However, many people are
busy in the irrigation fields. Irrigation
farming somehow, cools off the ardor of
many voters. You have to concentrate on
politics to get "hat up."
We take it as a good political omen for
Senator Daniel that he is the main target of
all of his opponents. And Judge Yarobough
is following the line which defeated him for
attorney general and again for governor two
years ago. The judge is an estimable gentle-
man, evidently a dyed in the wool Democrat,
but when he gets on the stump he deplores
too much or something.
One of Judge Yarborough's weaknesses in
this campaign is that he is backed by a high-
ty vocal minority that dreams of taking over
the politics of Texas. This minority is organ.
izing in the big centers in the same manner
that the bosses organize. This crowd wants
a committee of 60 to run the country from
 KITCHEN AND **POLITICAL*** FIELD NEWS
 kindergarteners of the present day come
along, possibly sooner, when telephones will have three more digits-or is it two or four.
The mew system could be installed now
except that the customers are not up to it not smart enough, in plain words. Two
generations hence the dial system now being generations hence the dial system now being
installed in Floydada will be "horse and It will be horrible in a few days when a It will be horrible in a few days when a dele
phone patron has no operator to snort a
when the patron gets the wrong number when the patron gets the wrong number
Also, the telephone will be no respector Floydada have had the same number on the
$\qquad$

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$\qquad$


$\qquad$




# HALE'S SEMI-ANNUAL LEARANCE SALE 

STARTS FRIDAY JULY $20, \ldots$. ENDS SATURDAY JULY $28, \ldots$ STORE CLOSED ALL DAY THURSDAY
8 Big days of
hopping Excitement!

## RE! FREE! FREE! <br> finket Good For One Pair Beautiful Nylon Hose III be Given to the First 5 Women Making a chase of $\$ 5.00$ or More! Come In Early!!!

ens, Womens, Childrens "Catalina"
ITHING SUITS
$\frac{1}{4}$ OFF
Choice of Entire Stock

$$
\frac{81^{\prime \prime \prime} \times 99^{\prime \prime}}{6 A^{\prime R}}
$$

Garza
SHEETS
$\$ 1.47 \mathrm{Ea}$.
Our Lowest Price!

## BATES

 ISCIPLINED FABRICS 88c Yard 10se Out of Early Spring and Summer Patterns. Regular 1.39 Yd. ALL WOMENS PPORIS WEAR 1 10: 10 FF Shorts, Pedal Pushers, Skirts \& Jac-Shirts monexs $\&$ MISESES SKIRTS $\frac{1}{4} 10 \frac{1}{3}$ OFF bentan New styles Alafitime....sto 18
## HALE'S BRING YOU THE SALE OF SALES

## AT 8:30 A. M. FRIDAY

Only "2" Sales a Year but always "REAL" ones!

The Sale Of The Year, Where Drastic Reductions Are Made On Beautiful And Durable Merchandise In Order That We May Clear Our Stock For The New Season Ahead. A Wonderful Opportunity to Make Drastic Savings From Hale's At a Fraction Of The Original Price. Start Shopping These Departments Friday.

> 7 Only SACONY
> Palm Beach Suits $\frac{1}{2}$ PRICE

Ladies Dresses Reduced $\begin{array}{llll}\mathbf{\$ 2 4 . 7 5} & \text { DRESSES } & \text { NOW } \\ \$ 19.75 & \text { DRESSES } & \text { NOW } \\ \$ 17.95 & \text { DRESSES } & \text { NOW } \\ \$ 14.95 & \text { DRESSES } & \text { NOW } \\ \$ 12.95 & \text { DRESSES } & \text { NOW } \\ \$ 1 & 10.95 & \text { DRESSES } & \text { NOW } \\ \$ 1 & \mathbf{9 . 9 5} & \text { DRESSES } & \text { NOW } \\ \mathbf{\$} & \mathbf{7 . 9 5} & \text { DRESSES } & \text { NOW }\end{array}$
$\$ 16.50$ $\$ 13.17$ $\$ 11.97$ $\begin{array}{lll}\$ & 9.97 \\ \$ & 8.63 \\ \$ & 7.30 \\ \$ & 6.63 \\ \$ & 5.30\end{array}$

CHILDRENS DRESSES Buy Now For Back To School ${ }^{1 / 3}$ Off One Lot Boys Sport Shirts \$1.00 Ea. One Lot Mens Sport Shirts \$1.00 Ea. One Lot Better Towels . . $\frac{1}{3}$ Off One Group Lingerie . . . $\frac{1}{3}$ Off All Ladies Summer Hats . $\frac{1}{2}$ Price One Group Womens $\quad 1 / 3$ OFF
and Misses Blouses One Lot Womens Hose
Values to 51.65
50 $\mathrm{C}_{\text {pair }}$ One Group Summer $1 / 3$ off
PIECE GOODS One Group Ladies Summer Handbags $1 / 2$ Price One lot Corsets \& Brassieres Reduced

Many More Items Too Numerous To Mention

Men's Summer Slacks Reduced


## 25 PIECES OF BETTER LUGGAGE $1 / 3$ off

Just in time
For Vacations
$1 / 2$ price
SUMMER SHOE
Little Boys Eton SUITS, Size 1 to 4 MENS WESTERN STRAWS $\frac{1}{4}$ OFF Boys Summer SLACKS $1 / 4^{10} 1 / 3$ off ONE GROUP MENS 1/3
$\$ 6.88$ $\$ 5.88$ $\$ 4.88$
$\$ 3.48$
$\$ 3.48$
$\$ 2.88$
$\$ 2.88$
$\$ 2.18$
One Lot Mens Phoenix Sox $\quad \frac{1}{2}$ Price
One Group Mens SUMMER SHOUS SPORT COATS

## CURLEE SUMMER SUITS <br> $\$ 49.95$ SUITS Now $\mathbf{\$ 3 8 . 8 8}$ \$37.50 SUITS Now $\mathbf{\$ 2 8 . 8 8}$

MEN'S DRESS STRAW HATS
$\frac{1}{3}$ OFF


REDUCED
$\qquad$
$\$ 1.88$

## SPORT SHIRTS

3.68
2.88
2.18
1.48


| MEN'S | DRESS |
| :---: | :---: |
| SIRAW | HATS |
| $\frac{1}{3}$ | OFF |
| Choiceof Entrie Stock |  |



BOYS SHIRTS
2.18
1.88

Don't Miss This Bargain! CURLEE
ALL AND WINTER SUITS $\$ 29.88$ $\$ 55.00$


U. R. Meek Is
Claimed; Rites
Said Saturday
and
...ezer Model And Size For Every Family


News of Harmony
fruit freezing chart


For Modern Living A

## HOTPOINT

 HOME FREEZERA Size for every Family
Models

## BUILDERS MART



Floydada $\underset{\text { YU-3-2831 }}{\text { OUR NEW Tatraner mumer is }}$


## Leisure Living- <br> F FREEZER LIVING! <br> OPEN THE DOOR To

A garden in your kitchen Super Market, too. Vegetables fruits . . . meats and poultry and foods . . Canned Juices Pre-Cooked dishes for whole meal pared in advance.

The new Crosley
Freezer is the Carefree way to the eating you and your family have enjoyed.

Better eating - - easier meals your Crosley Freezer can mean Sa that will pay for its cost in a sho

See them at
REDD'S TV \& APPLIAN CENTER
STARTING JULY 22 OUR NEW SER TELEPHONE NUMBE

## Higginbotham - Bartlett Co.

ATTEND THE

## HOME FREEZER SCHOO



AT THE HIGH SCHOOL AUDITORI

FLOYDADA, TEXAS THURSDAY JULY 76

AT 2:30 P.M.

## VALUABLE FREE PRIEE

Hear Nancy Morckel, Lighthouse Electric Cooperative Home Service visor, and Yreva Mai Ellis, Southwe Public Service Company Home S Advisor

Be ready to convert this years ha into good eating and big saving your family by using an electric freezer

Freezing tips and information 0 paration of foods for the home $f$ will be given on most all popular of the family menu.
See several makes and models of home freezers on display ---See the electric range in in preparing freezer foods -- - See how you can live better electrically.


SEE WHAT YOU GET WITH THE
ING:E I8-CU:FT. MSHHELE FREEEER!




ER AUTO \& ELECTRIC


The Floyd County Hesperian, Floydada, Texas, Thursday, July 19, 1956
Mr.and Mrs. Roy N. Tyler. Betty McLain on sunday they were ac-
Jean and Johnny of Amarillo spent companied by Mrs. Peari Fagan



Preserving food with the Wizard home freezer is much quicker and easier than

CLINE \& RAINER


Any Doubt?


LISTEN TO THIS!


You'll be Amazed!
 BRIGHT IDEA

IS THERE ANY DOUBT ABOUT HOW YOU CAN MAKE THE FAMILY FOOD BUDGET DO THE JOB Y OU HAVE PLANNED FOR IT... HOW YOUR FAMILY CAN EAT WELL AND STAY WITHIN THE FOOD BUDGET

ATTEND THE

## home freezer school

AT THE
HIGH SCHOOL AUDITORIUM Floydada, Texas
THURSDAY JULY 26
At 2:30 P. M.
Valuable Free Prizes Will Be Given.
Yes you will be amazed at the savings that can be yours with the use of a home freezer. Learn how quickly and easily foods can be prepared in this modern manner ... How much more your food dollar is worth when you do harvest time bargain buying.

You can pat yourself on the back for your decision to make full use of home Freezer. If you don't have a freezer yet see your appliance dealer in Floydada. You'll find you can live better electrically.
aighlights And Sidelights From the State Capitol

## 



## ARWINE'S DRUG STORE Rtauscantions





| RED \& W |
| :---: |
| SPECIALS <br> Plus Our Profit Sharing Stamps |
|  |
| PEACHES $\quad 2$ |
| SPINACH 1 |
| Green Beans 1 |
| CORN $l^{\text {comam }} 29$ |
| Vienna Sausage 3 cimer 49c |
| CATSUP $l^{\text {man }}$ 31c |
| COFFEE, lb. 93 |
| PRESERVES ${ }^{\text {a }}$ |
|  |
| HAM, 4 to6lb. lb. 39e |
| FRANKS, lb 47 s |
| BACON, . lb. 39s |
| CHARCOAL, 5 lb . Bag . 51 c |
| WESTER \& SON <br> GROCERY \& MARKET We Deliver |



## Good Management <br> 


first national bank
Floydada, Texas

Home Freezer Benefits Outlined


Former Floydadans Observe Fiffieth Wedding Day at Menard


Charlene Perry Becomes Bride Of Mac Smitherman


Redd-Daniel Vows Taken Saturday In Clovis Ceremony


Re-Elect
JOHN B. STAPLETON
 Two Are Honorees
at Pink and Blue
Shower Saturday


For Lieutenant Govern

and Resp

BEAL
BIG BRABUS


Stock-Up Underwear

69
49 c



Mens 3 Bar B Western Style Jeans


nat
from


DISTRICT ATIORNEY


HOW TO USE MOUR NEW Niial Telephonie

July 22 is "Dial Day" Until then, condinue to give your calls to the operator YOU'LI FIND ITS EASY TO DMAL - HERES HOW 1. Place the receiver to your ear and listen to 2. Suppose you want to ca your finger in the dial opening dhere around untit your finger strikes the finger stop.

. Remove your finger and let the dial spin
4. Do the same for the letter "U," then for each
of the numerals, in order - 3-3-1-0-
When you have finished dialing, you should hear a burr-rs, the ringing sound. If the line is busy, you will hear a fast buzz-buzz.
If you hear the busy signal, or if you hear neither sound, hang up. Wait for a few moments,
then try the call again.
When the new dial system goes in operation here at 12:01 a.m., July 22, Floydada will have fine, modern telephone service. You'll like its speed (a) PROVEN BY ACCOMPLISHMENT

JOHN B. STAPLETON
for
DISTRICT ATTORNEY

- La outur, whem

Hew Telephone Sysitem/s from Exchange in 1912

## $1 \cong$

South Plains New

REAGAN - GIESECKE INSURANCE spechalizing in crop insurance Floydada

[^0]RN FRROM HISTORY'S PAGES
yof boundless
Faith and Vision!
DRIVEGEIN THEATRE

;WEEKS ATTRACTIONS

## PRाGE DANIEL <br> for Governor

## HE WILL FIGHT FOR:

$\star$ Best of the siate and local governments

* Teacher pay and old age pension incresses
* Action against narcotics racketeers
* Better hospitals for the retarded and the mentally ill
$\star$ Better highways and highway sofety
* Better highways and highway stotery

The PRICE DANIEL Record
Attornoy General of Texas, 1946-52, crime-buster and
leader of fight to save the Tidelands: Speaker. Teras
House of Representatives before waiving exemption Ho enlist as private in World Wor II; as U.S.S.S.enator, author of the toughest narcotics control law in history:
martied 4 children; active in church and civic affairs: married, 4 children;
tarmer and member of REA.

## Best for Texas



## FOR COTION INSECT CONTROL

## NORMAN \& WHITE AERO SERVICE

Don't risk your cotton crop with unknown transients. Deal
with a firm that's represented in Floyd County the year-round.
We use air planes of sufficient size and horse power to do the job properly

## OUR FIFTH YEAR AT

MORCKEL FARM CHEMICAL CO.
Floydada, Texas
Phone 539 Our New Number Starting July 22 is YU-3-3492

## MR. COTTON FARMER!

## CALL



DIAL telephone directory been delivered?

Approximately 2,000 new DIAL telephone directories have been delivered to telephone subscribers in Floydada.<br>These books contain the new dial telephone numbers that will go into effect on July 22, when Floydada's new dial system comes to life<br>IF NOT, PLEASE TELEPHONE 110 NOW

All the numbers in the old directory and all the numbers you have jotted down for easy reference will be wrong numbers on Sunday July 22.

## Sivil AND PIGGIY WIGGLY OFFER YOU...

 $\rightarrow \infty$ axina *) CCOD OW THESE MLHS… Satubarr-monoar DOG FOOD APPE SAUCE .... 1 2 Cans . . 29c DELUXE PLUMS 33c COFFEE CHARCOAL.
## Pie Sliced Apples

## $\underset{\substack{\text { Lotus } \\ \text { No. } 2 \text { Can }}}{ } 16$

Hot Roll Mix . 28c

## TEA

CHOC. SYRUP 250
STARCH . .19c
Spanish Rice 19a Lima Beans. 19c Cleanser ... 19c
Spaghetti ...15c
Wesson Oil . 72c
Blackberries . 27 c TOMATOES - 13c HAMBURGER . 47c
BEEF STEAKS

55c

PEANUT BUTTER . 37 c
PEACHES ..: 150

Hus or Oke ion
CAULIFLOWER
Libby's, Frozen, 6 oz, Can
Grape Juice . . 18C

## Orange Drink .. 19c

 Pork Sausage .. 43c VIENNAS ... 10c APPLE JUICE . 29 c Pineapple Juice 27 c SKINNERS . 13 c SYRUP . . 3lc SAUER KRAUT 17c PEANUTS . . 39c SPINACH . . 15 c TUNA .... 19c APPLE JELLY . . 10cCARROTS 10 C GREEN ONIONS $71^{\circ} \mathrm{c}$ CELERY ... 15c PLUMS

## BANANAS ... $122_{2 c}$

 VINEGAR . . . . . 49cTOMATO SAUCE . gc

## - $33^{\circ}$ <br> Margarine

 Pork\&Beans. 2 DentalCream
## HAMS $=$


U.s. Standard CLUB STEAK lb. 53c SIRLOIN STEAK, lb 53c CHUCK ROAST, Fresh Ground
Hamburger, Ib FRANKS

Cello Pkg.
D
BACON

Cello Pkg.
Pound


[^0]:    NDAY, MONDAY, JULY 22-23

