













# THE FLOYD COUNTY HESPERIAN

EIGHTH STYLE SHOW  
BENEFIT 1950 STUDY  
CLUB PROJECTS

VOL. LXIV No. 8

Floydada, Floyd County, Texas, Thursday, March 13, 1956

5 Cents

Take a good  
**LONG LOOK**  
at Spring's new  
fashions!

From your very first glance, you'll notice there's a new look of sophistication to spring fashions. Silhouettes are long, lean, and uncluttered! Shock colors and gay pastels are shown everywhere. Prints are provocative. Fabrics—light and luxurious! Yes, looking springward, selecting your new wardrobe will be an exciting adventure!



SEE THEM AT

## 1950 STUDY CLUB

## STYLE SHOW

## MONDAY, MARCH 17

FLOYDADA HIGH SCHOOL AUDITORIUM

CURTAIN RISES AT 8:00 P. M.

AND SEE THEM AT THE SHOW AND ON DISPLAY AT THE FOLLOWING PROGRESSIVE FLOYDADA STORES ----

HAGOOD'S DEPARTMENT STORE

MILADIES SHOPPE

R 'n' R FASHIONS

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## THE FLOYD COUNTY HESPERIAN

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THURSDAY, MARCH 13, 1958

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post office at Floydada,  
April 10, 1907 under the  
Congress of March 3, 1879.

### VIEWSON COMMENT

**Governor Has The Flu.** Let us add our wishes that the governor of Texas will finally get the flu bug whipped and get back to normal health. For weeks the state's chief executive has kept going despite fever and aches. Price Daniel is making the state a good governor despite his critics and political enemies. He needs good health to combat the problems he faces in the conduct of the affairs of his office. This is our unorthodox prayer for his recovery.

**Read the story again,** that one we have on the front page this week about Floydada and Floyd County, the wealth we have produced and the money we have been spending. It is a good tonic to read what the statistician has come up with. He lives far, far away, but he sees what is recorded in the account books of commerce and industry.

**The story goes that the depleted Soil Bank fund may be augmented again and that more row crop land may be put "into the conservation program" before the year is much older.** The idea may come a cropper but it does have possibilities. And if the lists are opened again, unless we are mistaken in the temper of the people, there'll be plenty of "jiners."

**City's New Engine.** We admire the city for the way it is going about the purchase of a new engine generator unit. The bids the boys had back in February have been checked and rechecked. The city was not offered what it needed at the price it needed to pay. They are making another pass at the problem. Demand calls for spending the money and we have confidence the council will be able to do what it needs to do at a price the city should be asked to pay. Incidentally, we presume we should mention that if the new debt is created it will be against "revenue" not property.

**It's Going, Anyhow.** One reason it is so easy to get people in the larger cities to vote indebtedness for various kinds of improvements is that they realize more fully than some of the rest of us that what they put into local improvements is just that much less to go into the maw of the federal government. In Floyd County we flinch when taxation for roads, for paving, for schools, anything, is mentioned. But we nonchalantly paid the federal government more than three and a third times as much income tax last year as we spent for roads, for paving, for schools, water district, city, county and state government. That includes paving bonds, school buildings, waterworks, parks, everything. To go into the matter a little further we also paid into the federal treasury all the many excise taxes such as those on cigarettes, jewelry, furs, gasoline, et cetera, et cetera. So the federal drain on local income may well be said to equal four times what we spend on state and local government, on local improvements of every kind in Floyd County.

**Here Is a Must.** At the moment of this writing we are not informed on the progress of the drive for the Floyd County Chapter of the American Red Cross. But we should be and are concerned to see to the best of our ability that the quota is made up. The fund is or was the other day, several hundred dollars short of what the chapter officials adopted as their reasonable needs. In the united fund drive last fall the communities and committees were beset by numerous things, most of which were health and business worries. Everybody expected to make

a lot of money and all anticipated good health instead of a county full of runny noses and fever from Asiatic flu. Now that we have recovered to some extent from the blue funk a little bit of an effort will get together the money we should provide for the Red Cross.

**We recall when people of Floyd County were really hard up, how they saw to it that the Red Cross quota was met.** It was just that. We know men now living who had all the money borrowed that they could get hold of and were paying that old-time interest of 10 per cent plus, which ran into 12 per cent and 17 per cent, under certain circumstances. But they dug up another \$10 or \$20 for the Red Cross. It was a must "for the boys in the service". We still have the boys in the service, such as disaster. We just need to get some of that old-time spirit that made this country, "get in there and pitch" for the things we need to see that are done.

**Beset By Critics.** The job of a city councilman is a bed of thorns. Why a man would accept such a thankless job, except for duty he feels he owes his community we wouldn't know. At the moment the community's big problem is unclean streets and paving that is going to pot. The council has belatedly bestirred itself as regards the paving. A contract that will furnish jobs for working men and save the paving at one and the same time is in effect. Continued unusual weather has had the work stymied. But we think the council may be said to have this problem "under control." The mess in the streets, however, is another thing. Tons and tons of mud need to be moved from the downtown section and from the streets leading into the area. It's a sin pity. We don't know how to tell the council to do it, and we apologize for speaking up in the public prints concerning the problems of a harassed neighbor, who happens to be a councilman. But toward the city authorities is the only direction we can turn.

**Need for sanitation and cleanliness** was the basis on which the people of the community first bestirred themselves when the town was incorporated. The basic need of the community still lies in that area. The city needs to spend more money on many things, principally on sanitation and cleanliness right now. They have the authority to get the money off the citizens. To cry poverty in the face of the accumulation of filth and unsightliness is not good policy.

**Over At Ralls.** The Security State Bank & Trust Company held open house last week in their new \$200,000 home which has replaced the old one, built in pre-war years. Gleaming glass and aluminum and color replace old-fashioned ideas and bright vinyl plastic covers the floors. Everyone that is anybody in this part of the world viewed the new bank with so many "firsts" you can't count them. Which occasioned the remark by the Banner's Ernest Joiner that he's "right proud of that new bank: It always embarrassed us a bit to have our checks bounce back from a weather-beaten bank. Now we can get our checks turned down and still retain our pride!"

**We Make a Prediction.** Before the end of the year, certainly before next spring, the cotton mills of the United States will be importing cotton from other countries to fulfill the demands of their customers.

### Early Settler, Ed. N. Burrus Buried Sunday

E. N. Burrus, 86, Lamb County early settler, died Friday night at his home in Olton following a lengthy illness. He was widely known as Judge Burrus.

He moved to Lamb county early in 1899 and was said to have built the first house in that county, six miles southwest of what is now Olton.

Burrus was an uncle of M. P. and W. W. Goen and Mrs. Clinton Pyffe of this city.

Born July 18, 1871, in Missouri, he went to Lamb County from this county following his marriage here to the former Miss Van Doney Walling Dec. 11, 1898. She is a sister of Mrs. A. C. Goen of Floydada.

Burrus was one of the organizers of Lamb County in June 1908 and served as tax assessor-collector from 1918 until 1922. He served two years beginning in 1925 as county judge. He was said to be the first cotton grower in the Olton area.

Funeral service was conducted in the Olton Church of Christ Sunday afternoon with burial in Floydada Cemetery.

Survivors include the widow, two sons, Roy of Plainview, Paul of Olton; one brother, Harry Burrus of Lubbock; two sisters, Mrs. Jewel Kuykendall, Big Spring and Mrs. Gille Cass, Medford, Oreg.; four grandchildren and two great grandchildren.

Among those attending the rites from Floydada were Mr. and Mrs. M. P. Goen, Mr. and Mrs. W. W. Goen, Mrs. A. C. Goen, and Mrs. Maud Morris.

Among the out-of-town relatives and friends at the funeral were Mr. and Mrs. Homer Gordon of Post, Mr. and Mrs. Harry Burrus of Lubbock, Mr. and Mrs. Elmo Caudle, Hale Center, Mr. and Mrs. O. R. Clark, Rotan, Mrs. Jewel Kuykendall of Big Spring, and Elmer and Alvin Stearns of Matador.

Mrs. Clinton Pyffe was absent from the state and could not attend the funeral for her uncle, James R. Burrus, of Phillips, a nephew, also could not be present for the last rites.

The time has been too short, the parting has been mixed with a bit of sorrow, but our friendship has been deepened and more precious

memories made. Our cup runneth over.

The opening of the Ralls State Bank and Security Company was another added joy to our pleasure. It is indeed a thing of beauty and will be a joy forever. The smiling happy faces, the lovely flowers, the modern art of building with the finest of the newest materials, the handclasp, the good wishes, and the friendly McLaughlin Family.

As I stood and looked at the fine painting of the founder, W. E. McLaughlin, I seemed to see a bit of humor in his face as if he were thinking that in this new grand building, he could tell of the old bank, its only kind this side of Ft. Worth its newest of materials, the faces that came to his opening and the friendly well wishes of his people, and he seemed to say to me, "I gave my best, now I am very proud my boys have given their best."

It is our task as good citizens of Ralls, to make this town a better prettier cleaner place, to show we appreciate the trust the McLaughlins have in our town and our good land, to ever build up, instead of tearing down our community, to give our best as the bank has given its best.

The beautiful wedding was another joy. The church, the bridal party, everything was so fairlike lovely, the music enchanting, the songs of love and devotion sung so beautifully by one of our own young people. The solemn words of the marriage service, the look of love on the faces of the bride and groom made us know that all the world loves the "lovers".

But there were also shadows and grief in our midst, as we heard of the sudden passing of Thelma Mallo's sweet grandmother. We know how she will be missed, the little girl's not having her always around seeing to their needs and loving them. Somehow it seems that grand mother will not be happy in heaven unless she can find some little children to see after until the day when she sees her own again.

"Yes, we'll gather at the river  
The beautiful, beautiful river  
Yes, we'll gather at the river  
That flows by the throne of God."  
And we will find the beloved grandmother and friend waiting for us.

Want Ads pay. Hesperian

### HESPERIAN CLASSIFIED ADS PA

### FARM MACHINERY SALE

MON., MARCH 17

At my place 5 miles west on Sand Hill Road and 2 miles south

Beginning at 10 a. m.

Sand Hill Club will serve lunch

JOHN HOFFMAN, Owner

Kenneth Bozeman, Auctioneer

### KIMBLE OPTOMETRIC CLINIC

Appointments not necessary but for your convenience.

TELEPHONE YU3-2496



**THIS**  
is the world's finest gasoline.

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### ...it will make you proud of your car's performance

If you're not already a Golden Esso Extra user, you can improve the performance of your car by changing to this magnificent motor fuel.

Golden Esso Extra leads all other gasolines in quality. It has highest octane rating. It develops maximum power for maximum performance—in traffic and on the highway. It gives

quickest starting and warm-up. And users say it delivers more miles to the gallon.

It's a better gasoline than "premium," a better gasoline than "super-premium." By every standard, Golden Esso Extra gives you more performance value for your money.

Fill up under your neighbor's Humble sign.

THREE FAMOUS GASOLINES:  
Golden Esso Extra, world's finest gasoline  
Esso Extra, No. 1 "premium" in Texas  
Humble Motor Fuel, second to none among the "regulars"

World's finest gasoline!

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Golden Esso Extra

GET GOLDEN ESSO EXTRA — AND HUMBLE'S OTHER FINE PRODUCTS AND THE BEST OF SERVICE AT —

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Floydada

Phone YU3-58

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# AND OUT MERCURY

Now you don't have to be rich to own a really BIG car. For Mercury is not only the biggest, roomiest car in the medium-price field—it compares in some dimensions with the most expensive cars built.

And you get more power to match The Big M's bigness—up to 360 hp. Entirely new Marauder V-8's with Cool-Power design cut heat and friction, give you more power from less gas.

More styling news, too! Mercury's design is keyed to the style of those modern homes and furnishings you so much admire. We call it Clean Line Modern Styling.

More comfort—this longer, wider, heavier Mercury gives you a ride that feels expensive, but isn't, as you'll discover. Stop in today.

Don't miss the big television hit, "THE ED SULLIVAN SHOW," Sun day evening, 7:00 to 8:00. Station KDUB, Channel 13.

## CLINE & RAINER

201 South Wall

Floydada, Texas



Fill your bare cupboards...for less!

**SUPER VALUES**

**UNTIL MAR 23**



Your Affiliated Food stores in Floydada offer a Wonderful Opportunity to fill your Cupboard at a big Savings. Starting March 13 and continuing until March 23 you Can Buy in Volume Save. That is the policy of your Affiliated Food Stores — Buy in car load lots and get the savings on to you the customer.

**endercrust BREAD** 1 1/2 Pound Loaf **23c**

**Margarine** SHURFRESH Pound **5 for \$1**

APPLE SAUCE No. 303 Can 6 for \$1  
 APRICOTS Halves Unpeeled, No. 303 Can 4 for \$1  
 CHERRIES R. S. P. No. 303 Can 5 for \$1  
 FRUIT COCKTAIL No. 303 Can 4 for \$1  
 PEARS Halves Bartlett, No. 303 Can 4 for \$1

**Biscuits** SHURFRESH, 8 oz. **3 For 25c**

SPARAGUS All Green, Cut Spears, No 303 Can 4 for \$1  
 BEANS AND POTATOES No. 303 Can 6 for \$1  
 MEXICAN STYLE BEANS No. 300 Can 8 for \$1  
 BARK AND BEANS No. 300 Can 10 for \$1  
 GREEN BEANS 2 Sv. Whole, No. 303 Can 4 for \$1

**PEACHES** SHURFINE, No. 2 1/2 Can **3 For \$1**

**BACON** 59c Pound

CLOVERLAKE, 1/2 Gallon **MELLORINE** 3 for \$1.00  
 SUPREME, 1 lb. Box **CRACKERS** 27c

**JELL-O**, 3 for 25c  
 SOFLIN, 4-Roll Pack **TISSUE** 35c

**CORN** Shurfine, No. 303 Can Whole Kernel or Cream Style, Golden **7 for \$1**

**HULL & McBRIEN** GROCERY & MARKET Phone YU 33164  
**POWELL'S** GROCERY & MARKET Phone YU 3-2444

**FELTON-COLLINS** GROCERY & MARKET Phone YU 3-2252  
**STAR CASH** GROCERY & MARKET Phone YU 3-2392

**WESTER GROCERY & MARKET** Phone YU 3-2534

**Shurfine young MOTHER HUBBARD dollar sale**

**FLOUR**  
 10 lb. Bag **75c**  
 25 lb. Cotton Bag **\$1.69**

SHURFRESH **CHEESE SPREAD**  
 2 lb. box **69c**

**MILK**  
 SHURFINE Tall Cans  
**7 for \$1**

SHURFINE, 3 lb. Can **Shortening .. 75c**

SPINACH No. 303 Can 8 for \$1  
 HOMINY No. 303 Can 11 for \$1  
 BLACKEYES Fresh Shelled, No. 300 Can 8 for \$1  
 PEAS Early Harvest, No. 303 Can 5 for \$1  
 SAUER KRAUT No. 303 Can 8 for \$1

**TOMATO JUICE** SHURFINE, Fancy No. 2 Can **7 For \$1**

TUNA Chunk Style, 6 oz. Can 4 for \$1  
 APPLE BUTTER 28 oz. Jar 4 for \$1  
 STRAWBERRY PRESERVES 12 oz. Jar 3 for \$1  
 CATSUP 14 oz. Bottle 5 for \$1  
 GRAPE JUICE 24 oz. Bottle 3 for \$1

**COFFEE** SHURFINE, Pound Can, Drip or Regular **79c**



# Local Classer Does Not Help Cotton Raiser

A recent survey made by the Board of Directors of the Floydada Chamber of Commerce, local ginners, and agriculture officials indicates that an extra cotton classing office established in an area does not improve the cotton classing service to local farmers.

An area which produces 50,000 bales of cotton or over may have a cotton classing office. But first it must be approved by the Department of Agriculture, and local farmers must furnish the facilities. Offices built and recently opened in West Texas have cost around \$50,000.00 and over.

Local gin officials, after calling friends and making personal contacts in area with new office found that cotton classing service was not improved. Classers were moved from office to office in area which gave all farmers in West Texas the same service.

Shortage of trained cotton classers is noted. Cecil Lewis, county agent, pointed out that if Floyd County had a classing office our farmers might be put into a Floyd County "zone" which might not be beneficial.

Financing a \$50,000.00 building without receiving improved service was also an item involved.

W. W. Trapp and John Lanier, Cecil Lewis and the C. of C. office made telephone contacts and personal visits to area to secure information. Survey was made at the request

### HEAR JOE MOSEBOCKER

Proclaim Christ

7:30 p. m.

CALVARY BAPTIST CHURCH



The Queen Teens Matador favorites, have been invited to sing for the group at the Junior-Senior Banquet tomorrow night, March 14. From left to right, Charlotte Campbell, Kay Norman and Frances McMahan.

(Picture Courtesy Matador Tribune)

## 14 Years Ago Floyd County

(From The Hesperian, March 16, 1944)

### News of Harmony

HARMONY, March 10.—Mr. and Mrs. Eimer Williams and Mr. and Mrs. H. Nelson and son of Baker made a business trip to Hereford Monday.

The Womens Society of Christian Service was called off Tuesday on account of bad roads.

Mr. and Mrs. Walter Hanna spent last week end in Albuquerque, N. Mex., visiting with Mrs. Hanna's brother Warren Johnston and wife.

A correction: Rueben Rutherford did not get a new car from the insurance company. We misunderstood.

Everett Miller, Carrick Snodgrass and Chloma Williams spent from Wednesday to Friday at Stamford Lake fishing. They reported they caught some fish but not too many.

Mr. and Mrs. Ted Rutherford left Friday for Stamford and Abilene to visit with Ted's father, and Mrs. Rutherford's father, both of whom are ill. Mrs. Rutherford's father, Mr. Smith, lives at Abilene.

Mr. and Mrs. Steve Trowbridge were honored Friday night at the community center with a wedding shower, with Mrs. Zant Scott, Mrs. Bill Edwards, Mrs. Glenn Pool, Mrs. Sherwood Ramsey and Mrs. Wesley Carr as hostesses.

Mrs. Scott, Mr. and Mrs. Floyd Trowbridge, Mr. and Mrs. Baker of Idalou, father and mother of the bride, and Mr. and Mrs. Steve Trowbridge were in the receiving line.

Mrs. D. S. Battey Sr. was at the register, Sherry and Melda Jo Ramsey served from a beautifully decorated table, with a beautiful umbrella and with sweet-peas. Punch and brella made by Mrs. Glenn Pool cake squares were served the guests as they arrived. The couple received many nice and useful gifts.

Sherry and Melda Jo Ramsey sang "Wedding Bells" accompanied at the piano by Mrs. M. D. Ramsey. Mrs. Rueben Rutherford gave a reading.

Mrs. D. S. Battey was out at a public gathering for the first time since getting her leg broken some months ago. It is still in a cast from just below the knee down, foot and all.

Mrs. Louise Kidd and husband, Mr. and Mrs. Rueben Rutherford of Plainview, Mrs. Pete Clark of Floydada, also Mr. and Mrs. C. O. Spence of Floydada, and Mr. and Mrs. Baker of Idalou attended the Trowbridge shower.

Services were conducted Sunday at the Chapel by Lorin Leibfried. Lorain makes some good talks.

Mr. and Mrs. Marvin Smith and Judy accompanied Mr. and Mrs. R. O. Morris to Plainview Sunday for a birthday dinner in the home of Mr. Morris' sister Mrs. Jack Ingram and family. This was the birthday of R. G. The Smiths reported a nice dinner. A large crowd attended and had a real nice time.

Mr. and Mrs. Everett Miller and Mrs. Ruth Snodgrass visited Sunday evening with Mr. and Mrs. Ed Johnson in Floydada. Mrs. Johnson has been ill for several weeks but is some better now.

Mr. and Mrs. Marion (Bill) Tucker, Patricia and Ronnie and Leon Williams were guests Sunday night after church in the Chloma Williams home.

Guests visiting Mr. and Mrs. Steve Trowbridge Sunday evening were Darlene Baker and Jack Puigraham.

Guests in the Floyd Trowbridge home Sunday evening were Mr. and Mrs. Dutch Hag of near Petersburg.

Mr. and Mrs. Lawrence and children spent the week in Mt. Vernon with relatives. They returned home Sunday night.

## 14 Years Ago Floyd County

(From The Hesperian, March 16, 1944)

J. S. Hale returned home Saturday from Temple where he had been the past week going through the clinic. Mrs. Norman Goen, his daughter, said he was improving.

Randell King, son of Mr. and Mrs. R. P. King of this city, who is in the Navy has just recently completed an advance course in a torpedo man's school.

Walter Travis, Floydada high school superintendent, attended a meeting of superintendents, a national association of educators, last week in Kansas City, Mo.

Mrs. Victoria Asher and Mrs. James Asher and little daughter returned home this week from York, Neb., where they have been the past few weeks visiting with their son and husband, Lieut. James Asher, who is stationed there.

Lieut. Ruth Jenkins, assistant Post-Exchange officer of the Laurinburg-Maxton Army Air Base, is one of several women putting in some licks against the enemy as a member of the Women's Army Corps. A brother, Colonel Dan Jenkins, of the Army Air Corps, who was shot down over enemy territory, is a prisoner of war in Germany.

Mr. and Mrs. Calvin Steen have been at the Fat Stock Show at Fort Worth this mid-week.

Just home from a 30 day trip to see her son, Ensign J. Truman Kirk, stationed at Harvard University, Mrs. O. W. Kirk yesterday said she saw no snow the entire stay at Boston and in the New England area.

Mrs. Abigail Elza entertained with a wedding supper Monday evening honoring her son PPC Jewell Elza and his bride, the former Gladys Anderson. The couple were wed in Dallas March 8.

Mr. and Mrs. J. W. Tally of Sunset have a new daughter born on Feb. 23. She has been named Peggy Rueman. She is the granddaughter of Mr. and Mrs. W. H. Finley of Floydada and Mrs. J. W. Tally of Sunset.

Alva Sparks returned home last week from the West Coast where he visited his son, Harold, who is in the Navy.

Mr. and Mrs. E. P. Nelson returned home last mid-week from Mt. Vernon and Mt. Pleasant where they were guests of friends and relatives at their former home and the scene of Mr. Nelson's boyhood days. They were accompanied by their daughter, Mrs. Florence Faulkner of Long Beach, Calif.

Mrs. Wanda Banker, who was here last week-end to be at the funeral of her father, N. A. Armstrong, left Tuesday afternoon returning to Dallas, where she is a teacher in the public school faculty.

Mr. and Mrs. Raymond Stanton attended a birthday party of Mary Ann Milligan in Lubbock Friday. Mary Ann returned home with them for the week-end. The Stantons took Mary Ann home Sunday.

Mr. and Mrs. Oscar Thomas of Cleason spent the day Sunday with Mr. and Mrs. Walter Hanna.

Mr. and Mrs. Ted Rutherford returned home Sunday from Stamford, and said Ted's father would under go major surgery Thursday. They and Rueben Rutherford will go down for the operation. They did not visit Mrs. Rutherford's father at Abilene, as Mr. Smith was in Houston having some x-rays made.

Mr. and Mrs. Walter Hanna left this Monday for Ft. Worth with a load of sheep for the market.

Reda Mae Gary of Lubbock spent the day Sunday in the home of her parents, Mr. and Mrs. R. B. Gary.

## Earnings Must Be Checked By Many by April 15

An annual earnings report must be filed by April 15, by many persons who received monthly social security benefits in 1957. John G. Hutton, manager of the Lubbock Social Security office has announced.

This earnings report is compulsory for all beneficiaries whose earned income was more than \$1200 in 1957 and who were under age 72 during any part of the year, Hutton said. Failure to file this report by April 15 may result in a suspension of benefits and a loss of some future benefits. The report form may be obtained upon request from the Lubbock social security office.

Earnings to be reported include all amounts received for work as an employee and any net earnings from self-employment, whether or not such income is covered by the Social Security Act. Income from savings, investments, pensions, rentals or insurance does not count as part of the \$1200 earnings allowed.

Hutton pointed out that this report of earnings is not required of disabled persons receiving disability benefits. However, if a disabled person recovers to the point that he can perform some substantial gainful work, that fact must be reported to the social security office, or from a representative who visits Floydada every Monday.

A representative of the Social Security office will be in Floydada on Mar. 17, at 9:30 a. m. at the Courthouse, Room 106 and will be glad to assist in all matters pertaining to Social Security.

**HAS INJURED BACK** Chris Morren, employe of the Scott Gin, was a patient last week in Lockney General Hospital, receiving treatment for an injured back sustained at work some two weeks ago.

Mr. Morren was in Lubbock Monday to see a specialist and is reported to be doing better.

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# EVERYONE TALKS ABOUT THE WEATHER --- but

No One Does Anything About It...  
Except The Electric Supplier

The electric supplier furnished "juice" by which you run your heating system, electric fan, air conditioner, refrigerator — that keep you warmer, or cooler and healthier.

And now with rain, wind and snow there is another big job which electricity can do for you and change your weather problem. The electric clothes dryer can handle all your clothes drying needs and save you time and money in the process.

See your Floydada appliance dealer now and find the automatic electric dryer that can serve your family. You can laugh at the weather with an electric clothes dryer and forget about lugging baskets of wet clothes to an outdoor line.

All these add up to one slogan.—

"Live Better — Electrically"

Your City Light & Power Department  
Floydada, Texas

4 reasons why the new **Hotpoint** AUTOMATIC ELECTRIC DRYER IS YOUR BEST BUY!

- 1 for the money**  
New low price gives you more for your money!
- 2 for the show**  
Choose the COLOR, TONE or Classic White that matches your kitchen or laundry decor!
- 3 to get ready**  
Just push a button to select the right heat... turn a dial for the drying time for any fabric!
- 4 to go!**  
Go out and enjoy your self. Your clothes-drying troubles are over!

**BUILDERS MART**  
Phone YU 3-3113 Floydada

**TELEPHONE TALK**  
by J. C. Oakley, Manager

**HEMO THE MAGNIFICENT**  
Remember, almost a year ago we introduced Hemo the Magnificent to you over television. This, as you recall, told the story of blood and its circulation, blending information with entertainment in presenting this complex and fascinating subject. The film "live" actors, cartoon characters, animated sequences, and X-Ray movies in telling the story of blood.

Since this showing last year there has been thousands of showing of this film in our public schools over the nation.

The response has been terrific and the Telephone Company is again giving you the opportunity to see it over Channel 11, Lubbock, Sunday, March 16 at 4:30

**NEED PRIVACY?**  
Have you ever wished you could have a little more privacy on some of your telephone calls? Well, there's an easy way to solve your problem. Put an extension phone in your bedroom or kitchen.

You'll have privacy on your calls and you'll find extension phones are convenient, too. No more running from one end of the house to the other to answer the phone, only to find the caller has hung up. You'll be surprised at the number of steps conveniently located phones can save you in a day.

And an added touch for the housewife with good tastes... a phone in color. We now have phones in nine bright colors plus black to blend or contrast with any colors in your home.

Extension phones are low cost, too. Here in Floydada an extension costs you only \$1.00 a month plus a small, one-time installation charge. Just call the business office and pick your extension telephone in color today.

**ONE-THIRD OFF!**  
No, we're not having a sale "for a limited time only." It's an everyday offer to save you one-third of the cost when you call Long Distance station-to-station.

Long Distance charges for station-to-station calls are about one-third lower than for person-to-person service.

Here's a sample: A person-to-person call from Floydada to Houston costs \$2.15. It's only \$1.35 when you call station-to-station. You save 80 cent. It's like getting one call FREE for every two you pay for. So, why not plan now to make all your Long Distance calls station-to-station?

Call by number. It's twice as fast.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

## News of Harmony

**4 Reasons Why You Should Buy Case-o-matic Line**

1. DON'T MISS THE WORLD PREMIERE OF THE 1960 Case-o-matic Line
2. SEE—Spectacular TUG-O-WAR MOVIE
3. WATCH—New Case-o-matic Drive Tractors Out-performing Competitive Tractors
4. Witkowski Implement, Dealer 112-116 W. Missouri Ph. YU3-2403

**NOW YOU CAN SAVE OVER \$90**

1958 ABC AUTOMATIC WASHER-DRYER COMBINATION

Regular \$379.90  
No Trade-in Needed... Now **288.88**

- ★ ALL-PORCELAIN TOP, LID AND TUBS
- ★ AUTOMATICALLY WASHES ALL FABRICS
- ★ AUTOMATICALLY RINSES EXTRA CLEAN
- ★ AUTOMATICALLY DAMP DRIES GENTLY
- ★ HAS AUTOMATIC LEG EQUALIZER
- ★ FULLY AUTOMATIC GEARLESS TRANSMISSION

- ★ WITH GENTLE "JET-AIRE" FLUFF DRYING
- ★ BRINGS OUTDOOR FRESHNESS TO INDOOR DRYING
- ★ ONE-DIAL PRE-SET DRYING CONTROL
- ★ CONVENIENT FULL-WIDTH SAFETY DOOR
- ★ NEW, IMPROVED SAFETY LINT TRAP
- ★ EXTRA-LARGE, NON-PERFORATED DRYING DRUM

**YOUR MONEY BACK** if you can buy it elsewhere for less!

**LOOK! FREE DELIVERY!**  
PERSONALIZED CREDIT TERMS...

**WHITE'S**  
THE HOME OF GREATER VALUES

Authorized Dealer  
Owned and Operated by Iwyn Garret

### Troutman Bros. Ferguson For 1958

Troutman Bros. have reached an agreement with Ferguson of Lockney for the 320 acre farm north of Lockney for 1958.

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**CONVERTIBLE CHAIN** is sixty inches long. The three spring rings linked into the chain enable one to make a three strand bib, a two strand matinee length or one long necklace. Maltese cross can be worn as pin or on chain. Comes in ruby, sapphire, emerald or fake diamond. A versatile accessory! By Richelieu

### LEGAL NOTICE

**ORDER AND NOTICE OF CITY ELECTION**  
THE STATE OF TEXAS  
COUNTY OF FLOYD  
CITY OF FLOYDADA  
ELECTION ORDER

I, J. M. Willson, Jr., Mayor of the City of Floydada, Texas, by virtue of the power vested in me by law, do hereby order that an election be held in the City of Floydada, on April 1, 1938, being the first Tuesday thereof, for the purpose of electing the following officers of said City:

Three (3) Aldermen for two (2) year term.

James H. Word, Judge  
O. P. Rutledge, Asst. Judge  
Mrs. Jack Henry, Clerk  
Mrs. E. S. Randerson, Clerk

**ELECTION NOTICE**  
The City hereby has directed and instructed the Chief of Police to post a properly executed copy of this order and notice of election at the City Hall and two other public places. Said notice shall be posted thirty days before the date of said Election.

Signed and executed this 21st day of February, 1938.  
Lewis Norman  
City Secretary  
J. M. Willson Jr.  
Mayor

### STATIONED ON OAHU

OAHU, T. H. — David L. Green, aviation boatswain's mate second class, USN, son of Mr. and Mrs. Walter R. Green of Lockney, Tex., is serving with Fleet Tactical Support Squadron 21 at the Barber's Point Naval Air Station, Oahu, Hawaii.

This squadron performs important supporting tasks for the Pacific Fleet and Far East.

Want Ads save you money

### POLITICAL ★ ★ COLUMN

The following have authorized The Hesperian to announce their candidacies for the offices indicated, subject to the Democratic Primary, July 26, 1938.

**For Representative, 59th District of Texas:**  
THOMAS TOLIVER  
H. G. WELLS

**For District Judge:**  
L. D. RATLIFF

**For County Judge:**  
J. D. MCBRIEN

**For District Clerk:**  
MARY L. McPHERSON

**For County Clerk:**  
MARGARET COLLIER

**For County Treasurer:**  
TROYE W. STANSELL

**For Justice of the Peace, Precincts 1 and 4:**  
P. O. (PAT) STERLING  
ANDY JACKSON  
E. H. BOLING

**For Commissioner Precinct No. 2:**  
ELMER L. BURLESON  
BUCK SAMS  
RAYMOND MARTIN  
HUGH COUNTS  
BOB JARRETT  
RAY CANON

**For Commissioner Precinct No. 4:**  
BILL McNEILL

### LEGAL NOTICE

#### NOTICE TO BIDDERS

The Commissioner's Court of Floyd County will accept bids on equipment meeting the following specifications on **March 21, 1938, at 10:00 A. M.** at a special call session at the Courthouse at Floydada, Texas.

One (1) Rubber tired front end loader with a minimum specifications; 13 x 24 Tires on drive wheels; 7-25 x 24 front tires; 50 Horsepower gasoline engine; 3-4 yard bucket; Electric starting; Hydraulic brakes, and unit must be of current production.

**Optional Bid —**  
One (1) new front end loader meeting the above specifications and Floyd County will offer as trade-in: One (1) used AC Model HD14 Crawler Tractor and One (1) used Gar Wood 4 Wheel Scraper.

The trade-in equipment on the option bid may be inspected at the County Barn in Floydada, Texas.

Payment for the equipment purchased will be made in cash in the event that a used loader is purchased, and if a new loader is purchased, payment will be made in cash, plus the trade-in equipment.

The Commissioners Court of Floyd County reserves the right to reject any and all bids and waive all formalities.

Signed Fred Conner, County Auditor Floyd County, Texas. 7-2tc

Mrs. C. Snodgrass, Mrs. W. A. Savags, and Mrs. Kathleen Hill, were in Floydada recently attending to business and seeing old friends.



# TAKE YOUR CHOICE!

## ELECTRIC CLOTHES DRYING SATISFIES!

SEE YOUR REDDY KILOWATT APPLIANCE DEALER



"My favorite appliance" says Mrs. Wayne Russell of her ABC automatic electric clothes dryer. Mrs. Russell is pictured showing her wash to W. E. Garrett, ABC dealer.



"Even better than the first", says Mrs. Shelby Calahan of her second Bendix Duomatic electric washer dryer. Dealer H. M. Redd adds its two appliances in space for one.



Weather this year makes me appreciate my electric dryer even more Mrs. Lawrence Stovall tells Bob Collier of Collier Home Supply. Mrs. Stovall is a Maytag owner.



More Blue jeans is the cry of young John Willson, and his parents, Mr. and Mrs. J. M. Willson Jr. are ready. Willson is Hotpoint dealer and is "sold" on electric dryers.



Frigidaire dealer Floyd Boren, and Nancy Morekel discuss merits of electric dryers. Mrs. Morekel gives many demonstrations as advisor for Lighthouse Electric.



Just 5 cents a load is the cost of drying clothes electrically. Our home service advisors proved it by actual tests of hundreds of loads.



Ask a friend who owns an electric clothes dryer—and she'll tell you it's the best. Make your own brand choice, but get the best, get an electric clothes dryer.

## IT'S SO EASY



at March Winds  
April Showers  
Immunate Your Clothes  
Drying Cares.

### BUY AN AUTOMATIC ELECTRIC CLOTHES DRYER TODAY

Yes see your local appliance dealer and pick a model to fit your family's needs, and no longer will you have to worry about the weather in connection with your clothes drying problems.

Electric clothes drying is so easy and inexpensive you'll wonder how you ever got along without this household necessity.

Clothes drying is just one of the chores "Willie Wirehand" can do for you — and save you money.

### LIGHTHOUSE ELECTRIC CO-OPERATIVE INCORPORATED

Copyright by the National Rural Electric Cooperative Association

STATE CAPITAL  
Highlights  
AND  
Sidelights  
By Vern Sanford

AUSTIN—State's fiscal outlook is seen in the report. By the end of the month all probably be approved in one day by the Legislature.

House's Finance Committee has been studying the 1958 budget during the last few days of the session. It is expected that some of the bills will be passed by the end of the fiscal period.

In an Austin speech to members of the Texas Service Stations Association, Calleson said the state will not be just Texas that will suffer if all important industries were to be closed.

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This year Treasurer James predicts increasing revenue will stop the deficit by May or June.

But there's a difference this year. Budget all revenues have checked off a double amount of expected income.

Secretary Robert A. Calleson, the state's chief income collector, said the state's budget is expected to be in the black by the end of the fiscal period.

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Meanwhile state bills are still being passed. The state tax rate is to be raised.

A PRIZE LAYER—With an eye on the state's future...

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HEAR JOE MOTTENBOCKER Proclaim Christ 7:30 p. m. CALVARY BAPTIST CHURCH

Higginbotham - Bartlett Co.  
LUMBER & BUILDING MATERIAL  
Open A Budget Account With Us.  
NEW LONG TERMS — 3 YEARS TO PAY  
Loans Up To \$3,500  
JUST CALL YU 2-2146 — FLOYDADA  
You no longer have to delay your plans for remodeling and improving your home. Our easy Pay-Out-of-Income Credit Plan enables you to make the improvements you want now — for just a few dollars a month and with No Down Payment required.  
You'll be surprised at how easy you can get up to \$3,500. Confidential. No Red Tape. Do-it-Yourself and save the cost of labor or hire the labor — whichever you prefer. Our plans cover the cost either way.



Suits any setting...  
**Bobbie Brooks**  
rayon and silk tweed  
17.95  
Unmistakably BOBBIE BROOKS... the Chanel box jacket suit with the well-groomed detail... done in a rayon and silk tweed with contrasting over collar... High-born colors in sizes 5 to 15.  
See these and Others Modeled at 1950 Study Club Style Show, Monday, March 17  
**HAGOOD'S DEPT. STORE**

1958 Has Been  
Growth Period  
For S. W. Life

Further substantial progress in increasing its insurance and investment services to the southwest during 1957 was reported today by Southwestern Life Insurance Company as it released its 55th annual financial statement.



The company's report shows established a new record in production for the eighth consecutive year, according to President J. E. Fry, Wood of Dallas.

Southwestern Life Insurance Co. reported that the record 1957 total ownership of



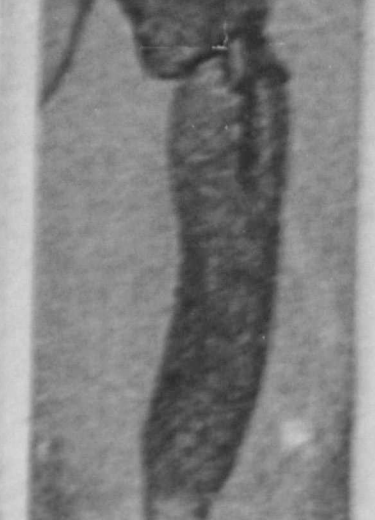
On December 31, 1957, assets amounted to \$418,163,384, the financial statement reveals.

For the protection of policyowners, surplus funds, including capital, surplus and contingency funds, totaled \$312,521,342, equivalent to 74.8 per cent of total liabilities.

Investments by Southwestern Life during the year averaged more than \$4,000,000 per month. Of a total of \$7,702,542 invested in individual, corporate and public enterprises, 66 per cent was placed in real estate loans. Outstanding investment in such loans totaled more than \$320 million, accounting for 66 per cent of the Company's total assets.

In the statement released locally by the company does not give a breakdown showing what investments if any it may have made in Florida.

Southwestern Life is represented in Florida by R. E. Fry and Billy B. Henry.



LACK ENCOURAGEMENT — a warning and large short-circuiting of insurance industry is expected in the country because dependent on oil fields "half a world away."

Several organizations and officials have, for some years, called for an overhaul of the law, charging that small borrowers have been exploited. State Justice Bar of Texas set the "loan shark problem" as its principle target at its recent meeting in Austin.

Sen. William S. Fry of Victoria said the supplement would violate the appropriation bill he helped to write. He said the \$15,000 salary was purposely set below that of several other staff members to reflect that the executive director was "hiring" and not "over" the higher paid staff members.

State committee gave Porter a vote of confidence in a resolution saying that New Dealers had distorted his intent.

State Republican State Committee, meeting in Austin, voted to sue \$100,000 raised by National Committee man Jack Porter for his state budget. National GOP wouldn't touch the money after Eastern newspaper headlines Porter's fund-raising letter which reminded Texas of oil and gas men they needed GOP support to pass the natural gas bill.

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Just out! New, wide and handsome!  
**NEW CHEVROLET FLEETSIDE PICKUPS**

They're as busy as they are beautiful—three new Fleetside pickups with the power and cargo capacity to take tough jobs and look good doing it!

Two body sizes are offered—78" and 96" long—both a full 6 feet wide. And you get the best remedy for overhead worry that's ever been built—Chevy's hustling Thriftmaster 6 engine. Your dealer will fill in the facts, or details about any new Chevrolet model, including America's lowest priced popular pickup!



**NEW** Styling that catches the eye and calls attention to your business name!

**NEW** Extra—big capacity! New Fleetside bodies are wider, longer and deeper!



See your local authorized Chevrolet dealer

**ODEN CHEVROLET COMPANY**

221 So. MAIN STREET

FLOYDADA, TEXAS

**Southwestern Life REPORTS...**

The accompanying statement of condition and other operating results for 1957 tell of another year of substantial progress by Southwestern Life in serving the insurance and investment needs of the growing Southwest.

During the year assets increased to a total of \$418,163,384. For some years the Company has ranked among the top 5% of all life insurance companies in the United States.

Southwestern Life's resources, consisting for the most part of Policyowners' savings, continue to be an important factor in the economic development of the area served. These funds are invested in the construction or improvement of homes, churches, hospitals, schools, roads, farms, ranches and industrial enterprises, all of which contribute to a high and rising standard of living in the Southwest. More than \$7,000,000 of new such investments were made in 1957.

**More Than \$1,615,000,000 Insurance in Force**

Total ownership of Southwestern Life Insurance at the end of the year amounted to \$1,615,486,922. The twelve-month gain was the largest ever recorded by the Company. It was the ninth consecutive year in which the Company's agency organization achieved a new production record.

**New Record in Policy Benefits Paid**

Benefits paid to policyowners and their beneficiaries reached a new calendar-year high of \$25,215,156, and such payments by the Company since it was organized nearly 55 years ago amounted to \$260,832,104.

**55th ANNUAL STATEMENT OF CONDITION**  
DECEMBER 31, 1957

ASSETS	
United States Government Bonds	\$ 42,725,504.04
County and Municipal Bonds	31,706,671.44
Public Utility and Corporation Bonds	44,590,825.65
First Mortgage Loans on Real Estate	200,861,332.43
Collateral Loans	8,328,976.54
Home Office Building	1,600,000.00
Preferred Stocks	8,517,253.41
Bank Stocks	7,677,957.00
Other Common Stocks	17,753,956.00
Cash	6,813,850.40
Loans Against Cash Values of Policies	30,089,733.38
Accrued Interest and Miscellaneous Assets	2,292,490.47
Net Premiums to Complete Policy Years	15,402,528.14
TOTAL ASSETS	\$418,163,384.83

LIABILITIES	
Policy Reserves	\$351,966,574.51
Premiums and Interest Paid in Advance	3,518,972.77
Reserve for Taxes and Other Liabilities	4,218,578.58
Mandatory Valuation Reserve	9,929,842.48
TOTAL LIABILITIES	\$369,633,968.44
Surplus Funds for Protection of Policyowners	19,030,216.39
Reserve for Contingencies	7,500,000.00
Capital Stock	22,000,000.00
Surplus	48,530,216.39
TOTAL LIABILITIES AND SURPLUS FUNDS	\$418,163,384.83

Bonds and stocks in this statement are valued as prescribed by the Committee on Valuation of Securities of the National Association of Insurance Commissioners.



**Southwestern Life INSURANCE COMPANY**  
JAMES RALPH WOOD, PRESIDENT HOME OFFICE, DALLAS

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE

Floydada Representatives  
**R. E. FRY**  
**BILLY B. HENRY**

# Agriculture

Department of Agriculture

## Legislation Being Passed by Law

... Texas and the nation through a dramatic change in the way we are experiencing farm life were physically violent in some instances, not to mention the emphasis and technical concepts have been out-

## WILSON'S BOMBING AND HEATING

Supplies YU3-3360

## King Size COKE'S

32c

... Mr. and Mrs. V. D. Turner, accompanied by Jim Wilson, returned home Friday from a business trip to Oklahoma City.

... man ads Pay

## New Size Coca-Cola Bottle Is Making Debut

Beginning this week shoppers in the Floydada area will find that the familiar Coca-Cola bottle has a "big brother".

New king-size bottles of the famed soft drink go on sale in local food and beverage stores, Howard Billingsley, manager of the Plainview Coca-Cola Bottling Company announced. This is the first packaging change this plant has made in over forty years.

Billingsley explained that a shift in the public's consuming and buying habits has brought about the need for new bottle sizes. "Only ten years ago, most soft drinks were sold in drug stores, restaurants, ball parks, offices, and factories", he said.

"Today all that has changed. Now people are drinking more soft drinks at home than anywhere else. And the trend is growing. Take home sales, for example, has increased every year since 1948. Five years ago, 40 percent of the soft drinks were consumed at home, now it's over 50 percent."

The introduction of the king-size bottle -- still of the traditional "pinch-neck" shape -- doesn't mean Coca-Cola intends to neglect regular 6 1/2 ounce bottle, which traces back to 1915.

"Surveys show the majority of the public prefer the regular size, since it is ideal for individual drinks. In fact, a million cartons of it are sold every day. But we also think there are many people who will want the convenience of another size, depending on the occasion."

Billingsley said the new bottles will not be in all food and beverage stores by today. Complete distribution through the area will take several days.

## Hesperian ads Pay

## FARM SALE

Anyone having items they want to sell leave listings at Carthel Oil & Butane or Carthel Garage.

Sale Date Will Be Set TOM WORD and VIRGIL BRASHER AUCTIONEERS

## CHAT with PAT

Hi there, "Don't strike me! I promise I'll make better grades next six weeks. Please put down the razor strap, spare me. I'll reform honest I will."

These pleas of mercy could be heard last week when we poor little ole P. H. S. people received those sneaky report cards. Oddly enough some people escaped this brutal punishment. Why? Because they are brainy.

We are really proud of Bill Patterson (a junior) for making Honorable Mention on All State Basketball Team. Congratulations, Bill.

It seems like only yesterday that the Juniors and Seniors were in grade school but time goes by so fast, and here it is time for the Junior and Senior Banquet. That's tomorrow night in the V. F. W. Hall. The juniors have really been working hard on this banquet -- it will be real nice and something to cherish in your memory book in the years to come.

Have you noticed -- Billie and Richard are going steady? girls in boys cars during Twirp Week -- you will have to pay a fine; Don's secret; Grace Ann was really mad (wonder why); Sadie Hawkins Dance; Addie, Mary Grace, Grace Ann spent the week end in Lubbock; more late phone calls; The Fat Stock Show; Twirling contest on Saturday at Lubbock; Edwina went to Military Ball at Texas A & M; Ann Word's daddy had a wreck; the play cast practicing like crazy on the One Act Play.

Boys seen with girls in the girls cars and spending the girl's money were: Bill Patterson and Olea Adams, Ray Walker and Darlene Johnson, Johnny Fred Brown and Mae Belle Johnson, Wayne Adams and Pleeta Carthel, Richard Graves and Billie Holmes, Billy Gilliland and Leora King, Button Beedy and Kay Robertson, Weldon Pruitt and Jane Tye, Edward Whitehead and Mary Cogdell, Laron Fulton and Joy Sparks, Bill Day and Sally Reidd, Jerry Cardinal and Sally Parks, Bill Orman and Judy Jackson.

Marvin Wells and June Marble, Kearney Edmiston and Kay Robertson, Johnny Witkowski and Sharon Edmiston, Randy Hollins and Jan Cates, Henry Self and Judy Williams, Henry Self and Sue McClung, Donnie Taylor and Shirley Gregory, Mike Carver and Nelda McCarey, Dale Brown and Carolyn Cates, Keith Reeves and Fredia Smith, Kennedy Lightfoot and Darlene Johnson, Mike Shurbet and La Juana Womack, Price Pritchett and Ed Womack.

Joe Viney and Sherry Alexander, Norman Ferguson and Addie Adkins, Bobby Grundy and Joan Meek, Leon Williams and Sue Williams, Elmer Williams and Martha Smith, Roger Trapp and Anella Thurston, Kelly King and Snow Drop Denn, Don Garrett and Sonja Guffee, Larry Coltharp and Judy Williams, Button Beedy and Leora King, Buddy Watts and Nelda McCarey, Alton Higginbotham and Kay Robertson.

Ray Walker and Verna Pate, Kendis Julian and Janis Roberts, Spencer Hatley and Thelma Ferguson, Jackie Myrick and Joellen Jackson, Larry Orman and Shirley Gregory, James Teague and Juanelle Wood, Frank Potts and Marisue Burlew, Rennie Vickers and Sue Kendrick, Harvey Allen and Judy Wilson, Elwin Prewitt and Gaynell Booklin, Vaughn Ginn and Linda Welborn, Rex Jones and De Ann Newberry, Arlis Powell and Donita Milton, Gary Huckabay and Carol Lawson, Dale Lawson and Glenda Morgan, Douglas Welding and Beth Scott.

Bye PAT

Mrs. Lois Burleson of Lamona was guest one day last with Mr. and Mrs. L. J. Welborn.

Be Wise And Save Use Want Ad

## STATE PARK FILM READY

AUSTIN — A color film of Texas State Parks is now ready for free distribution to schools and colleges, club and civic organizations, the Texas State Parks Board announced here today.

It is a 16 millimeter, 34-frame, color film with explanatory sound track showing the main features of the state's public parks condensed into a half-hour running time. Applications for the film may be made to the Texas State Parks Board, Drawer E, Capitol Station, Austin, Texas. Those wishing to show the film will need to make projector and screen.

## Second Annual WEST TEXAS - NATIONAL AUTO SHOW

FOR THE RED RAIDER CLUB

MARCH 26 thru 30 LUBBOCK MUNICIPAL COLISEUM

\$1.00 Adults 50c children under 12

AUTO SHOW WILL BE OPEN WED., THURS., FRI., 5 p.m. to 11 p.m.

SAT. 1:30 to 11 p.m. SUN. 1:30 to 7 p.m.

3 Stage Shows Nightly at 6:30-8:00 and 9:30 Sun. at 2:30-4:00-6:00 p.m.

Futuramic DREAM CARS!

- FREE 1958 RAMBLER AMERICAN AND OTHER PRIZES!
- FEE WEE HUNT AND HIS FAMED "12th STREET RAG BAND"!
- WEST TEXAS' MOST BEAUTIFUL GIRLS!
- AND ALL THE NEW 1958 CARS UNDER ONE DAZZLING ROOF!

Exhibits valued at more than \$2 million!

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ODEN CHEVROLET COMPANY, 221 South Main.



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F. Walter, who farms 1,100 acres near Kress, says: "I put down 100 pounds of Phillips 66 Agricultural Ammonia on irrigated maize and got a 2,000-pound increase in grain per acre. I also made 50 bushels of wheat per acre using 100 pounds of Phillips 66 ammonia."

Southwestern farmers have discovered that nitrogen in top quality Phillips 66 Agricultural Ammonia helps them get more profit per acre through higher yields. They get more cotton that classes higher in yield... yields of grain sorghum and ensilage are increased... more marketable vegetables are harvested... and profits on wheat are increased through higher yields and higher yields of grain.

Phillips 66 Agricultural Ammonia contains 82% nitrogen and gives you more nitrogen per dollar than any other form of commercial fertilizer available.

Order Your Supply Of Phillips 66 Agricultural Ammonia Today!

CARTHEL OIL & BUTANE  
FLOYDADA, TEXAS



# Announcing Coke in Big New King-Size

Just what you've been waiting for... that real great taste of Coke, that famous quality of Coca-Cola in a handy new size. Now you get more to pour at parties and mealtimes... or whenever family or friends get together. Always keep both sizes in the refrigerator.

Bring home both sizes today  
PLAINVIEW COCA-COLA BOTTLING CO.

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## HAWAII

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 Division of the Year Award  
 Sponsored by Super-Market, Inc. and National Cash Register Co.

- WELCHADE Welch's Grape Juice
- PEACHES Dreyfus, Yellow Glines; D. Heavy Syrup, No. 2; Can
- BEANS Bunch Style, No. 300 Can 2
- HOMINY Marshall, No. 300 Golden 3
- PEAS Rosefield, No. 300 Can 2
- POTATOES Allen's New, No. 300
- SPINACH Allen's, No. 300
- POP CORN Arrow, White or Yellow, 10 oz. Can
- CHILI Patis, Plain, No. 300 Can
- CAKE Leaf, Pillsbury, White or Yellow, Yellow or Marble, 2 Boxes
- DOG FOOD Purd, 10 oz. 3; Off Can, Net Price 2 for
- NAPKINS Paper, Northern, 60 Count, Child, Adult, Children's Box
- SPIC & SPAN Economy Size, 60 off Net Price

# 1-Stop Shopping

Prices Good Thursday Noon, March 13 Through Monday Noon, March 17.

Maxwell House, 1 lb. Can  
**COFFEE ... 79c**

Win All, No. 300 Can  
**Apple Sauce .. 10c**

Rosefield, Elite Lake, Cut, No. 300 Can  
**GREEN BEANS 2 for 29c**

Libby's Fancy Crushed, No. 2 Can  
**PINEAPPLE .. 25c**

Suzan, Full Qt.  
**Salad Dressing .... 37c**

Ma Brown, 12 oz. Jar, Your Choice, Apricot, Peach, Grape Jam  
**PRESERVES Blackberry or Pineapple 25c**

## Lower prices

- CANDIED YAMS Hills-G-Rome, Process, 16 oz. Pkg. 29c
- BABY LIMAS Patis, 10 oz. Pkg. 19c
- CREAM PEAS Hills-G-Rome, Process, 16 oz. Pkg. 19c
- Libby's 8-oz. Can 2 for

**ORANGE DRINK 25c**

**PIES** Chicken or Turkey Sparetime, Frozen 8 oz. Pkg. 19c

**Lemons** Calif Sunlight, lb. 12½c

**ENDIVE** Patis & Crisp, Butch, Each 12½c

**AVOCADOS** Calif California, each 12½c

**ONIONS** Green Patis Butch 7½c

Texas, Large, Bunch  
**CARROTS 5c**

Washington Double Red Delicious, lb.  
**Apples 12½c**



## HAM



**FRANKS** All Meat, Bulk, lb. 45c

**BACKBONES** Fresh, Country, Style, lb. 59c

**LOIN STEAK** U. S. D. A. Good Beef, lb. 89c

**RIB STEAK** U. S. D. A. Good Beef, lb. 79c

E & R Brand Butt end lb. 53c  
 Shank end lb. 49c

**FISH STICKS** Booth's 8 oz. Pkg. 33c

**VEAL CUTLETS** Lean, Tender, lb. 98c

**CHEESE SPREAD** NIT-TANG, Patis, 2 lb. Box 69c

**BACON** E & R Thick Sliced 2 lb. Pkg. \$1.29

**TISSUE** Northern 3

**KLEENEX** 400 Count Box

**FEMS** 12 Count Box

**HAIR ARRANGER** Large, 30 off Box

**OXYDOL** Net Price

**DISH TOWELS** Cannon in Colorful Stripes & Checks 18" X 30" 4 for \$1

**NOTE BOOK FILLERS 50c Pkg. 33c**

**ZEST** Bath Size 7 Price Sale, 2 Bars 53c

**Shampoo** HALO, 59c Size 37c

**BABY MAGIC** 60c Size ... 37c



**A.H. GREEN STAMPS WITH EVERY PURCHASE DOUBLE TUES.** WE GIVE 10 GREEN STAMPS