

THE FLOYD COUNTY HESPERIAN

Most Widely Read
Newspaper in
Floyd County

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, OCTOBER 26, 1950

NO. 39.

FCC Order Approves Broadcasting Station

The Federal Communication Commission Tuesday morning entered an order which gives assurance that Floydada is to have a radio voice.

Holmes, resident of West Texas Broadcasters, incorporated, had a letter from Dorothy Rylander in Washington, secretary to Congressman George Mahon, to the effect that the permit for the construction of the radio station had been approved. A telephone call from the station's Washington attorney confirmed this news.

A 20-day period is given from the date of the order for objections to be raised by any interested persons and the likelihood is that the local corporation will not contract for equipment until the period elapses. However, said Holmes yesterday, the construction of the building to house the new station will be undertaken at once.

The radio station will be located on the B. A. Robertson land in southwest Floydada, on a tract due south of the new Robertson residence. The site will require six acres of land to meet requirements for construction.

Holmes would venture no completion date for the station nor the date when it would go on the air. It will broadcast on a frequency of 900 kilocycles. This frequency is due to have little interference from any station operating in this area, the nearest being on 950.

Associated with Holmes in the new venture are A. B. Robertson of Floydada and Marshall Formby, of Snyder.

News that the radio station has the green signal and that it is due to go into service as soon as the details can be worked out and construction completed, was hailed yesterday by A. M. Standefer, secretary of the Chamber of Commerce as indicative of the growing service which Floydada is due to afford an increasingly large area. "It points up the fact that the area is a prosperous one and is expected to expand commercially and industrially," Standefer said.

Application for a permit for the station was first made nearly one year ago, since which time it has been under consideration by the Federal Communications commission.

Armistice Day Will Be No Holiday For Floydada Retailers

Armistice day, November 11, is going to hit on a Saturday, and right after what everybody hopes will be the beginning of full blast harvest operations.

As a consequence it is doubtful if the day will be observed by many Floydada business establishments. The Retail Trade committee of the Chamber of Commerce, following a survey, report the majority of the retailers at this time are in favor of remaining open. Secretary A. M. Standefer said yesterday. Similar report comes from Richard P. Stovall, secretary of the Retail Merchants Association. Armistice day is usually observed here but the conditions are considered unusual, said Mr. Standefer.

Thanksgiving day will be observed by Floydada schools on November 23 unless otherwise announced, said I. T. Graves, superintendent, yesterday. The governor has proclaimed two Thanksgiving days, but the November 23 holiday was set up in the local calendar earlier in the year.

Second Son Victim of Mine Accident

Mrs. C. P. Huckabay received the sad information that her son, Doug Smith was seriously injured in a mine accident Saturday and died Sunday afternoon in McGill, Nevada.

He was a switchman for a copper mine and the information received here was that there was a cave in or that timbers fell on him. His mother and two sisters, Mrs. Harry Reeves and Lena Smith of Wichita Falls left Sunday night for Nevada. Mr. Reeves accompanied them.

A call from McGill, Monday stated that the funeral would be held Wednesday, there. Mr. Smith is survived by his wife and two children. He had been in Nevada about two years.

This is the second son of Mrs. Huckabay to pass away in the last few months, a son, Clarence, died in the Plainview hospital on July 22.

Six-County Singers at Whiteflat Sunday

You are cordially invited to attend the six county singing convention at the Methodist Church house in White Flat, Texas. It will be held next Sunday October 29, at 1:00 o'clock, seven miles north of Matador on Highway 18.

A goodly number of outstanding quartets will be in the program. We will be looking forward to everyone coming, announcement of the president B. R. Basse.

Fish Hatchery Sends Fifteen Thousand Fish

Fifteen thousand fish, distributed from the State Fish Hatchery at Diversion lake, Dundee, are in new homes in Floyd county since Saturday. They are in the lakes of some 60 farmers, who received the fish Saturday from a hatchery truck in charge of Bill Bagby.

Five kinds of small fry, channel cat, blue gill, brim, crappie and bass were among the species distributed here. All were alive and in good condition.

The demand for fish was much greater than the supply. The hatchery had orders for three times as many fish as they could supply. County Agent Bob Gibson said, and several lake owners were disappointed when the supply was exhausted before their names were reached on the list.

Mr. Gibson said another delivery will not be made this year from the hatchery, he has been informed, but those farmers who want the fish and who ordered them before August 1 can still obtain them by going after the fish.

G. D. Denison Rites Held Here Yesterday

Glen D. Denison, age 59, passed away at the Plainview hospital on Tuesday morning after a long illness. Mr. Denison's home was in Woodland, Red River county, but he had been living in Plainview for his health for the past year. He and his family lived in Floydada and Floyd county for several years having left here 12 years ago. Mr. Denison was born April 18, 1891, in Illinois.

He was married to Miss Dorcia Barham on April 27, 1913 in Red River county. They lived at Woodland for about 20 years. They lived in Lorenzo before moving to Floydada. He was a steward in the Woodland Methodist church and was active in the church work until his health failed several years ago.

Surviving Mr. Denison are his widow and six children; P. E. of Stockton, California, and Ray Glen of Plainview; Mmes. Irene Reeves, Tulsa; Zelma Hackney, Plainview; Tommie Dye of Wayside and Norma Lou Smith of Hale Center; four brothers, P. A. and C. W. of Floydada; Rev. D. D. of Brownfield and Russell of Lubbock; two sisters, Mrs. Sam Ford of Houston and Mrs. Mary Gear of Los Angeles, California. He is also survived by 12 grandchildren. All the family were here for the funeral.

The service for Mr. Denison was held Wednesday at 2:30 p. m. at the First Methodist church, with Rev. Bill Thompson, pastor of the Tulsa Methodist church and Rev. R. N. Hunkabee, Floydada officiating. Interment was in the Floydada cemetery under the direction of the Harmon Funeral home. Nephews of Mr. Denison were the pallbearers, Charles Tracy Denison, Leroy Denison, J. R. Denison, C. W. Denison, Gilmer Denison and Elmer Ford.

Acceptance of Peoples Hospital Into Texas Hospital Association Said Step Forward for County

The Peoples hospital has received notice that it has been accepted as an active institution member of the Texas Hospital association, the activities and programs of which are directed specifically toward "better health for Texans."

The requirements for membership in the association are that a hospital be registered by the American Medical association and that the doctors participating there be members of or eligible for membership in their county medical society.

Being a member of the Texas Hospital association is beneficial to an institution because it indicates to a community that its hospitals are qualified and ethical, and are meeting the high standards of good hospitalization. This adds prestige to an institution and creates confidence. This according to a statement issued this week by Texas Hospital association from Dallas, which says the acceptance of Peoples hospital into the Texas association is a step forward for Floyd county.

Backing Truck Crushes Three Small Children

Two small children of a Corpus Christi Mexican family were killed instantly Tuesday and the third is in Peoples hospital here, reported in a serious condition with a fractured pelvis and internal injuries. She is Cornelia Garcia, aged 5.

Dead are Dubelsa H. Garcia, 4, and Mabel H. Garcia, 2. They are children of Mr. and Mrs. Francisco Garcia.

The children were crushed under the wheels of a truck on the Fulington farm southeast of Petersburg. The family had been here only seven days, pulling cotton. The mother backed a truck over the three small children.

The bodies of the little girl and boy were brought to Harmon Funeral home where their bodies were prepared for burial. Interment was made in Petersburg cemetery Wednesday afternoon. Harmon Funeral home making the arrangements.

Fire Loss \$1,000

Floydada Fire department made a run Monday night at 7 o'clock on the Matador highway to the W. B. Jones home, where a poultry house was afire. Mrs. Jones told a reporter that the loss was in the neighborhood of \$1,000. She had been burning trash in the afternoon and thought the fire was caused from the trash fire.

The fire truck arrived too late and no water being available, both the houses were complete loss.

SISTER OF THE McDONALD BROTHERS DIED OCTOBER 12

Mrs. Martha Ruckman, of Augusta, West Virginia, sister of L. C. McDonald and Homer McDonald of Floydada, passed away at her home in Augusta on October 12, of pneumonia. Mrs. Ruckman was 77 years of age. Mr. and Mrs. Homer McDonald, who have been visiting relatives in West Virginia for the past four weeks, were present for the funeral.

General Election Officials Named For November 7

Hardly a ripple of interest has been indicated in the general election to be held on Tuesday November 7, although elaborate plans for it, as required by the statutes, have been made by the county committee, composed of Judge G. C. Tubbs, County Clerk Margaret Collier and Sheriff Leland A. Hart.

Tuesday it was said at the clerk's office that not any calls had been made for absentee ballots, nor any inquiries concerning pre-election voting, although the absentee voting period began on October 18.

The ballot this year carries only four columns, Democratic, Republican, Independent, and Write in, the latter for the voter who has no affiliation politically and is not willing to be called even by the name of independent.

The Democratic column has candidates from the top of the list to the bottom, the Republican column having candidates for all offices to and including the 19th congressional district.

With this kind of a background it appears the election holders will need to take their dominoes along to polling places and get ready to pass the time away. The voting places have been indicated as the same as in the primary elections this summer. In Almon precinct the ballots will be cast at the residence of Mr. and Mrs. Marvin Shurbit, in Precinct No. 12, Fairview, at the residence of Rev. Joe Wilson, in Goodnight No. 17, at the Fairmount Baptist church, and in Northeast Floydada No. 23, at the Builders Mart store on North Wall. Here are the election judges and

clerks named to hold the election in the respective voting boxes:

Precinct No. 1, Southwest Floydada: Presiding judge, Lon M. Davis, judge, J. M. Willson, sr., clerk, Mrs. J. K. Green, clerk, Mrs. J. D. McBrien, clerk, Mrs. Hollis Bond.

Precinct No. 2, Starkey: Presiding judge, J. K. Holmes, judge, Mr. Edford Parrish, clerk, Mrs. Annie Asister.

Precinct No. 3, Almon: Presiding judge, Marvin Shurbit, judge Denison Thorn, clerk, Mrs. Eula Thorn.

Precinct No. 4, Sand Hill: Presiding judge, Tom J. Thomas, judge, W. M. Knight, clerk, W. R. Billington, clerk, Jim Holmes.

Precinct No. 5, East Lockney: Presiding judge, J. S. Taylor, judge, W. B. Sandefur, clerk, Mrs. Lloyd Wofford, clerk, Mrs. Dee Copeland, clerk, Mrs. C. H. Rose.

Precinct No. 6, Aiken: Presiding judge, H. L. Stowe, judge, W. W. Cooper, clerk, Mrs. Oscar Golden.

Precinct No. 7, Providence: Presiding judge, Charlie Boedeker, judge, Mrs. Ewald Quebe, clerk, Wyatt McLaughlin.

Precinct No. 8, Lone Star: Presiding judge, G. B. Johnson, judge, H. E. Frizzell, clerk, Mrs. Lloyd Readshimer, clerk, Mrs. Clyde Farish.

Precinct No. 9, South Plains: Presiding judge, E. P. Smitherman, judge, H. T. Bradshaw, clerk, G. C. Beedy, clerk, Mrs. R. C. Guest.

Precinct No. 11, Cedar Hill: Presiding judge, J. S. Lackey, judge, E. E. Wells, clerk, Eugene Gilley, clerk, C. V. Lemons.

Precinct No. 12, Fairview: Presiding judge, E. W. Walls, judge, Lee Rushing, clerk, A. T. Swepston, clerk, Edell DuBois.

Precinct No. 13, Baker: Presiding judge, George Stiles, judge, Mrs. W. H. Bethel, clerk, Herschel Green, clerk, W. H. Bethel.

Precinct No. 15, Lakeview: Presiding judge, Milton Harrison, judge, Earl Edwards, clerk, Floyd Wilkey, clerk, Wm. Bertrand.

Harmony No. 16, G. L. Snodgrass, Presiding judge, Hal Scott, judge, Walter Hanna, clerk.

Precinct No. 17, Goodnight: Presiding judge, W. W. Merrell, judge, Walter Cobb, clerk, Mrs. Webb Taylor, clerk.

Precinct No. 18, West Lockney: Presiding judge, T. B. Mitchell, judge, L. M. Hones, clerk, Frank Dodson, clerk, Mrs. Marvin Cox, clerk, Mrs. Henry Hodel.

Precinct No. 19, Northeast Floydada: Presiding judge, J. G. Wood, judge, Clyde Henderson, clerk, L. B. Fawcett, clerk, J. W. Lanier, clerk, Mrs. E. L. Angus.

Precinct No. 20, Dougherty: Presiding judge, Roy Crawford, judge, Mrs. C. A. Caffee, clerk, Mrs. Ralph Johnston, clerk, Maurice Campbell.

Precinct No. 21, Sterley: Presiding judge, Bert Bobbitt, judge, Robert Lee Smith, clerk, Mrs. L. L. Rhodes.

Precinct No. 22, McCoy: Presiding judge, C. L. Bearden, judge, C. S. Payne, clerk, John Shipley.

Precinct No. 23, Southeast Floydada: Presiding judge, John Hopper, judge, Mrs. S. J. Latta, clerk, R. B. Calhoun, clerk, O. L. Stansell, clerk, L. A. Marshall.

Precinct No. 20, Northeast Floydada: Presiding judge, Ernie Widener, judge, Mal Jarboe, jr., clerk, J. L. Frizzell, clerk, Joe Robertson.

NATIONAL ART WEEK EXHIBIT HERE NOV. 4

To observe National Art week in Floydada there will be an art exhibit on Saturday, the fourth of November, at the Southwest Public Service company. There was such a good response last year that the 1929 Study club wishes again to make possible the display of local art work and hobbies. Many people here in our midst possess talent of which we are not aware and the purpose of this exhibit is to bring to light these talents, said Mrs. Kinder Farris yesterday.

Last year paintings, ceramics, basket-weaving, fancy work and China painting were only a few of the artistic displays. One lovely collection of demi-tasses was a main attraction.

The 1929 Study club urges all people, young or old, interested to enter a display.

The club cannot be responsible for any articles on display. Name cards will be furnished by the club to exhibitors for their works.

All-Expense Trip For Troy L. McNeill Courtesy Santa Fe

An all-expense trip to the National 4-H club at Chicago, during which he will be guest of the Santa Fe Railway company, has been awarded to Troy Lee McNeill, son of Mr. and Mrs. Bill McNeill, of Baker, based on his excellent work as a 4-H club boy.

Presentation of the certificate, attesting his good work, was made Wednesday at the Floydada Rotary club meeting by R. I. Crow, agricultural agent of the Santa Fe, from Amarillo. Mr. Crow and Troy Lee and his father were guests of the club for the day.

In Mr. Crow's Santa Fe party were H. O. Wagner, superintendent of the Slaton division, D. P. Tipler, assistant division freight agent, and Herman Hill, of the public relations department of the railway, of Amarillo.

Following the presentation of the certificate to Troy Lee McNeill, a film depicting the progress of transportation from the first introduction of the steam railway to the present day, was screened by Hill.

L. H. Christensen was program chairman for the day. The opening numbers of the program were given by a high school girls' sextette under the direction of Mrs. Christensen.

Rites for James M. Thomas held Friday

James M. Thomas, formerly of Floydada, passed away at his home in Houston on October 19 of a heart attack. Mr. Thomas was born July 15, 1892. He was married to Jessie Brown, sister of Edd and Fred Brown, on September 11, 1910 in Floydada. Mr. Thomas at one time owned funeral homes in Borger, Burkburnett and Wichita Falls, but had been making his home in Houston for the past year, where he was in the employ of the Federal government.

The funeral services for Mr. Thomas were held on Friday afternoon at the First Christian church, Floydada, with Rev. Walter Fullington, of Wichita Falls, a close personal friend of the deceased, assisted by the pastor, Rev. E. A. Powell. Interment was made in the Floydada cemetery.

During World War II, Mr. Thomas was stationed in the Philippine Islands, Japan and Korea with the government in the capacity of funeral director or, preparing the bodies of the U. S. soldiers to be returned home for burial.

Thomas was a member of the Grace Street Methodist church in Wichita Falls, also a member of the Rotary club and was a member of the Masons, and the I. O. O. F. lodges.

He is survived by his widow, two sons, R. Gordon Thomas of Galveston and James B. Thomas of Houston, and one daughter, Mrs. Lanelle Nadrin of Fayetteville, Arkansas; three grandchildren, one brother, Rev. John Thomas of Lubbock, and one sister, Mrs. Cora Hearne of Clarendon.

Out-of-town relatives attending the services were Messrs. and Mmes. H. Y. Logan of Houston, W. B. Hall of Plainview, Model Williams of Clovis, New Mexico, Celia Hall of Plainview, H. R. Brown of Silverton and Mmes. David Plannery of Houston, R. E. Jones of Lubbock, W. C. Williams of Dallas, and Vyrion Williams of Dallas. Nephews of the deceased were pallbearers: Rex and Billy Brown, Vyrion Williams, Model Williams, Celia Hall and Eldon Jones.

Name Officers County Council For New Year

The Floyd County home demonstration council met October 21, in the county court room, with the Council Chairman, Mrs. C. L. King, presiding.

Miss Leila Petty, home demonstration agent, told of achievement day, which will be November 10, starting at 10:30 a. m. at the Harmony club room, to which the public is invited. Each lady will bring a covered dish for the lunch at noon.

Reports were given by Mrs. Don Finkner on finance; Mrs. Lynn Miller on the year book; Mrs. Clyde Henderson on exhibit.

It was voted to have exhibits at the R. E. A. building in the windows. The Center club will have the first exhibit.

Mrs. Orvis Shearer told about the 4-H Rally.

Clubs which contributed to District 2 4-H scholarship were Lone Star, Sterley, Center, Lockney, Sand Hill, Friendship, Sunnyside, South Plains, Lakeview, and Providence.

Officers were elected for the coming year as follows: Chairman, Mrs. Ruth Daniels; vice-chairman, Mrs. J. B. Smithman; secretary and treasurer, Mrs. B. H. Quebe.

Members present were Mmes. C. L. King, Lynn Miller, J. B. Smithman, S. J. Latta, Clyde Henderson, W. B. Jordan, Ruth Daniels, W. E. Grimes, W. H. Bethel, Don Finkner, Orvis Shearer, A. M. Dorsey, B. H. Quebe, L. B. Brandes, C. B. Carmack, E. P. Smithman, Lenon Lanham, Paul Sparkman, W. F. Ferguson, Joe Reeves, Wesley Hay. The visitors were Mrs. Roy Wilks, and Mrs. Floyd Fuqua, and Mrs. J. H. Buchanan.

Earl Young Rites Held at Lorenzo

Marion Earl Young, 49, formerly of Floydada, died in the West Texas hospital in Lubbock on Saturday after an illness of several weeks, and was buried in Estacado cemetery on Monday afternoon after services were held in the First Methodist church at Lorenzo.

Rev. J. Norvel Young, pastor of the Broadway Church of Christ of Lubbock conducted the services, assisted by Rev. Peyton Fullington of Brownwood. Travis Boyd had charge of the music. Pallbearers were Grady Joiner, John Alexander, A. B. Terrell, Cecil McFarland, A. Nettles, Joe Catching, Fred Wells and Bob Brown.

Mr. Young was born November 5, 1901 at Everton, Boone county, Arkansas, son of M. C. and Sarah Young. He was married to Miss Ruth Mitchell of Ralls on September 17, 1927. He is survived by his wife, two sons, Nelms, who is in the navy, and Dale of Lorenzo, three brothers, Russell of California, G. T. of Paris, and Jim E. of Corpus Christi, and one sister, Mrs. G. O. Pryor of Waco.

Mr. Young was a member of the Church of Christ and was a Mason. He and his wife and sons moved to Lubbock from Floydada in 1938 and he was associated with the Baldrige bakery for several years. He and his family moved to Lorenzo a year ago from Lubbock and he was salesman for the Alexander Oil company until the time of his illness, seven weeks ago. The funeral was under the direction of the Harmon Funeral home, Floydada.

His two brothers and sister were present for the services. One brother, Russell of California, was unable to attend. Those attending from Floydada were Messrs. and Mmes. Olan Bryant, A. F. Waller, Mal Jarboe, F. C. Harmon, H. O. Parker, Bill Holladay, Mmes. Phil Steen, W. M. Masse, Ernie Widener, Duncan Hollums, Pete Kendrick, Clyde Henderson, Bill Bishop, Bill Taylor, C. L. Hagood, and Mr. and Mrs. Bob Smith.

WHIRLWIND GAME AT FIELD FRIDAY NIGHT

Lockney is pinning their hopes on the Whirlwinds, who at this time have been undefeated. In a conference before a win in conference the Lockney Longhorns will be ranked fifth in the standings.

Longhorns, considered best by many at the first season, have suffered setbacks at the hands of Spur, always a hard opponent, and Ralls, surprise of the district.

Whirlwinds should be at top for this contest, while the Longhorns are still licking their wounds from their arch rivals.

The Whirlwinds with an upset victory gleam in their eyes are working on their defense. The Whirlwinds are still working on their offense and have showed improvement along that line in their long suit.

Whirlwinds will go into the game considering the underdog, aggressive, spirited and hard running and

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Floydada Gifts To McCloskey For Christmas

Thousands of veterans will be in the hospitals this Christmas unable to go home.

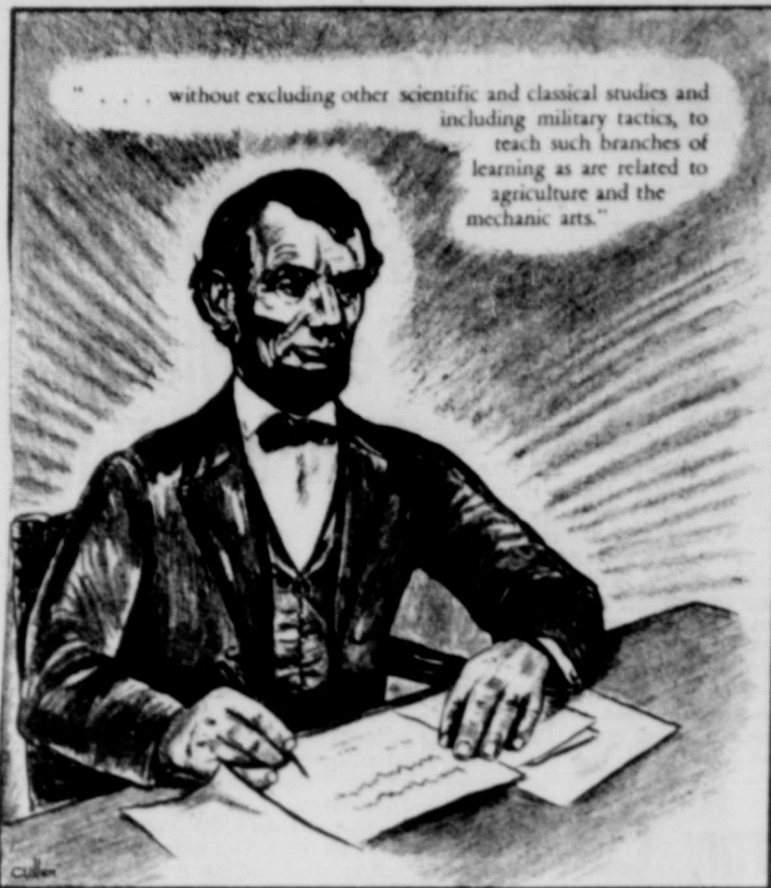
These veterans will be remembering the folks at home during the Yuletide season and will be somewhat saddened—not by the fact that they were unable to buy the little usual Christmas remembrances which all of us exchange at Christmas time. Perhaps their inability to go shopping is not the only hindering factor—the fact that they have been hospitalized for so long may make it necessary for them to use the words "can't afford." Not always; but sometimes this is the case. "Whatever the case may be we must not let down the hospitalized veteran," say women of the McDermott post, American Legion auxiliary.

Your American Legion auxiliary unit here at Floydada has been assigned the McCloskey General hospital at Temple, Texas, to send their gifts for the Christmas gift



Texas Venture

In Education • 1876-1951
Our first state college—Texas A. and M. is now in its seventy-fifth year



July 2, 1862, President Abraham Lincoln signed the Morrill Act, granting to each state 30,000 acres of public land for each of its members of Congress for the endowment of a state college "where the leading object shall be, without excluding other scientific and classical studies and including military tactics, to teach such branches of learning as are related to agriculture and the mechanic arts."

shop. They have asked that our gifts be sent in order for them to receive them by December 1, said Mrs. Harry Morckel this week. "This enables them to get the gift shops set up, let the veteran select his gifts for his family and the gifts mailed in time for his family at home to have the gifts for Christmas. The gifts are displayed in order that the veteran may sel-

ect gifts for members of his family. If he is not able to go to the shop, gifts are taken to his bedside for him to make his selection."

Gift Ideas Are Suggested
Spot checking has shown that gifts made by the unit are preferred to the commercially purchased gifts. A suggested list received from American Legion auxiliary headquarters is as follows:

For ladies and teen age girls: Hand embroidered things, tea towels, pillow cases, dresser scarfs, luncheon sets, boxes of toilet soap, boxes of good candy, pretty lengths of material for dresses, bath towels, face towels, wash cloths, house shoes, boxes of stationery, scarfs, anklets, slippers, nylon hose, cosmetics, hair brushes, costume jewelry, head scarfs, pencil sets, purses, etc.

For men and teen age boys: Socks, handkerchiefs, nice ties, boxes of men's toilet soap, boxes of stationery, shaving lotion, and toilet articles, cartons of cigarettes, scarfs, belts, razor sets, good pipes, hair brushes, house shoes, playing cards, billfolds, etc.

For little girls: Dolls, teddy bears, toys, anklets, hair ribbons, pajamas, dresses, materials for dresses, sweaters, pocket books, woolen mittens and caps, story books, gown slippers, panties, dishes, etc.

Club at Dougherty Names Officers

Mrs. Bundy Campbell was hostess Wednesday to the Dougherty Home Demonstration club, when the club had their regular meeting and election of officers. Mrs. Sam Lide, the past president thanked the officers and the members for their cooperation the past year. The new officers elected were:

Mrs. C. A. Caltee, president. Mrs. Ruth Daniels, vice-president. Mrs. Ned Bradley secretary and treasurer. Mrs. Howard Drysdale, council representative.

The retiring officers are Mrs. Sam Lide, president. Mrs. Claud Ring, vice-president. Mrs. Tate Jones, secretary-treasurer. Council member was Mrs. Ruth Daniels and reporter Mrs. Maurice Campbell.

Mrs. Ned Bradley gave a paper on importance of accessories. Mrs. Drysdale gave "Choosing your hats," and Mrs. Daniels told how to carry gloves and bag. Mrs. G. W. Smith gave a demonstration on setting a spring table, using a lovely center piece of red roses.

Mrs. William Hinton led the group

For small boys: Shirts, sweaters, socks, ties, handkerchiefs, pajamas, belts, western billfolds, pocket knives, story books, building sets, guns, football and toys.

The local unit will send a box of gifts before December 1. Anyone wishing to help out on this box can leave gifts at the REA office in Floydada or leave it with L. D. Britton, at Oden Chevrolet, commander of American Legion post here. (These gifts are given to the veterans in the hospital and mailed for him free of cost to him).

Do not Christmas wrap packages as they will be displayed in the gift shop for the veteran to choose what he wants for his loved ones.



STABBING NEURITIS PAIN EASED FAST!

Use new SURIN Ointment and see what ultra-fast relief it gives from local superficial pains of arthritis, rheumatism, neuritis, bursitis, sciatica, lumbago* as well as fatigue and muscular aches and pains of simple colds. SURIN is brand new—sensational! It is based upon a new application of a principle. SURIN contains a powerful modern research drug that dilates surface blood vessels when applied where local pain is present. SURIN works 2 ways (1) by increasing local blood supply (2) gets faster action by SURIN's selected analgesic and relaxing agents. When you apply SURIN you feel an easing warmth. Then follows joyful relief lasting 1 to 3 or more hours. SURIN treats the pain at the point of pain. It gives absolute, temporary relief fast. SURIN is safe, dependable. No internal dosing—use it locally. SURIN is new! Unlike old-fashioned ointments and liniments! Has a new creamy-white, smooth ointment base. Easily applied and washed off. Does not stain washable fabrics. Money back at your druggist if not satisfied.

*SURIN is not intended as a cure or treatment of above diseases. It is to be used only for temporary relief of local superficial pain.

GET PAIN RELIEF!—GET SURIN!
Arwine Drug Co.

in recreation. Mrs. Raldo James received the attendance prize and Mrs. Blum and Mrs. Drysdale received the game prizes.

The Dougherty club had a wonderful time, when they attended the Center club as guests at the home of Mrs. J. A. Hartsell.

Mrs. Campbell served lovely refreshments, carrying out the Halloween motif, to the following: Mmes. William Hinton, J. R. Tinnin, Sam Lide, Lewis Blum, Claud Ring, Tate Jones, Raldo James, Maurice Campbell, Ruth Daniels, Chas. Fowler, G. W. Smith, Ned Bradley, C. E. Bartlett, and Howard Drysdale.

The next meeting of the club will be with Mrs. G. W. Smith on November first.

A penny saved is a friend indeed.
—Brown-Holmes Co.

PINK AND BLUE SHOWER HONORS MRS. DRUE CUMBLE

A pink and blue shower honoring Mrs. Drue Cumble was given Thursday, October 12 in the home of Mrs. C. O. Gilbreath of Cone.

Mrs. Edmund Crump presided at the punch bowl while Mrs. Lancy Wideman of Lubbock served cookies. The tables were covered with a lace cloth with a centerpiece of a silver tree branch with tiny cradles hanging from it. The words "Rock-a-bye Baby" on a pink and blue satin ribbon lay at the base of the branch.

About forty guests registered between 2 and 4 p. m. The hostess gift was a baby bed.

HOME BUILDERS ENTERTAIN FOR THE FRIENDSHIP CLUB

The Homebuilders Home Demon-

stration club entertained the friendship club October 19 in the home of Mrs. J. P. Moss. Marguerite used for decorations through the house, and each member and present was presented a gift. Punch and cake were served and guests arrived.

Mrs. Moss gave a book review. Mrs. R. Williams and Mrs. Daniel presented a negro mime.

Those present were Mrs. Robertson, R. S. Harless, Mrs. Grimes, Sam Green, Lee Ham Smith, Sr., Harry Moore, George Stiles, D. T. May, Heard, O. G. Mayfield, J. A. Williams, E. G. Norrell, P. F. R. Daniels and E. L. Thomas.

Every Week is Bargain Week in the Want Ads.

Y OIL CO.

For Good Gas
And Oils

and good service

At the turn of the Wye in
Southwest Floydada.

P. Q. HANEY

PROPRIETOR

YOU PAY NO MORE FOR Quality HERE!

KIMBELLS 3 — No. 2 Cans
Grape Fruit Juice, 29c

SARDINES, Tall Can 15c

RED & WHITE COFFEE, 1 Lb. Can 82c

BRIMFUL 28 Oz. Jar
Apple Butter, 21c

JOLLY TIME 2 Cans
POP CORN, 37c

CHOCOLATE COVERED in cream 1 Lb. Box
CHERRIES, 59c

SCOTTIE 3 Cans
DOG FOOD, 25c

VEL, Large Box 29c

PUREX, QUART 17c

SPUDS, 10 Lb. Bag 49c

RED & WHITE SHORTENING, 3 Lb. Can 89c

EHRESMAN BROS. Pure Pork SAUSAGE, Pound 49c

GOOD QUALITY BACON, Pound 55c

FRESH PORK ROAST

FRESH DRESSED FRYERS

WESTER & SON

GROCERY & MARKET

Phone 287

We Deliver

HALF A MILLION "ROCKETS" NOW ON THE ROAD!



More than 500,000 Oldsmobile Owners Now Enjoy all the Power, Smoothness, Quietness and Economy of this Famous High-Compression Engine!

Any "Rocket" Oldsmobile owner can tell you! For every "Rocket" Oldsmobile owner knows: There's a dramatic difference between the "Rocket's" sensational high-compression performance and ordinary driving. The "Rocket's" silken smoothness! The "Rocket's" record-smashing action! The "Rocket's" solid gas savings! Come in today... for your thrilling "Rocket" ride in the brilliant Oldsmobile "88"!

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A GENERAL MOTORS VALUE

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ODEN CHEVROLET CO. 221 South Main Street

Floydada, Texas

Social Events, Clubs

Mrs. Joiner Delegate of 1929 Study Club to State Convention

The 1929 Study Club met in the home of Mrs. Rex Brown. During the business meeting with Mrs. Kinder Farris presiding, Mrs. E. E. Joiner was elected delegate to the convention at Fort Worth November 13 to 16. The club voted to sponsor an art exhibit Saturday, November 4. Mrs. C. B. McDonald is chairman of the committee in charge.

Mrs. R. C. Henry, sr., gave a paper on the many historical buildings and homes in Texas. In anticipation of United Nations week observances, Mrs. J. D. McBrien exhibited a U. N. flag and told of its significance and its message.

Present at the meeting were Meses. J. D. McBrien, S. W. Ross, R. C. Henry, P. A. Dennison, Kinder Farris, C. B. McDonald, S. J. Latta, John Hoffman, Geo. Van Wikel and Rex Brown.

S. S. CLASS MEETING

The Shining Light class of the First Baptist church met at the home of their teacher, Mrs. Noman Hamilton, October 12 at 3:15 to elect officers. Elected were president, Mary Cogdell; vice-president, Karen Goen; secretary, Janice Roberts; reporter, Gail Baxter.

Refreshments were served to Gloria Carthel, Mary Cogdell, Gay Grundy, Billie Ann Goode, Karen Goen, De Ann Newberry, Nancy Thomas, Janet Holmes, Tommie Lois Copeland, Norma Carmack, Janis Roberts, Gail Baxter, and two mothers, Mrs. A. C. Carthel and Mrs. Orville Newberry.

Mr. and Mrs. Peter Cardinal, of Stockton, California, have been in Texas for several weeks while on an extended vacation visit. At the present time they are guests here of their son Gerald Cardinal, Mrs. Cardinal and family.

New Book Is Reviewed For 1922 Study Club

The 1922 Study club met with Mrs. E. P. Stovall on Tuesday, October 19. Mrs. E. J. Morehead, the president presiding at a short business meeting.

"Confident living" was the subject of the lesson.

Mrs. Ed Johnson was leader and she introduced Mrs. James Willson, jr., who reviewed the new book by Margery Wilson, "Believe in Yourself." Miss Willson also wrote "The Woman I Want to Be."

Mrs. James Willson gave the review in a charming manner and all the members determined to adapt Margery Wilson's philosophy to "Believe in yourself," and live a more abundant life.

The motto for the day was from Emerson: "Make the most of yourself, because that is all there is to you."

Mrs. Joe Williams of Roswell, New Mexico, was a visitor of her mother, Mrs. Stovall, and assisted in serving a lovely refreshment plate to the following members:

Mmes. E. J. Morehead, E. A. Powell, J. B. Jenkins, O. P. Rutledge, Lon V. Smith, Glad Snodgrass, Ed Johnson, Wilson Kimble, R. N. Huckabee, E. L. Angus, A. P. McKinnon, and C. K. Arnold, and the guest speaker, Mrs. James Willson.

The next meeting will be for a covered dish luncheon at the home of Mrs. R. N. Huckabee on November 2 with Mrs. Huckabee and Mrs. Wilson Kimble as hostesses.

VISITING IN MONAHANS

Mrs. Ella Johnson left Tuesday morning for Monahans, Texas, to visit her sister and husband, Mr. and Mrs. J. F. Boajan. Mrs. Boajan was pastor of the Nazarene church here several years ago.

Mrs. Johnson will also visit in Pecos with her sister, Mrs. E. L. Cathron.

Mrs. Travis Leader B&PW District Nine

Mrs. Walter Travis of Dumas was elected district director of District 9 for the coming year at the business session of the Business and Professional Womens club convention, which met in Hereford, October 21 and 22, with one hundred and forty delegates, representing 11 clubs, present.

Mrs. Hazel Blackwell of Weslaco, state president was the principal speaker. Dimmitt received the only award made during the convention, for having the largest percentage representation. Clubs were Lockney, Plainview, Dimmitt, Pampa, Perryton, Dumas, Panhandle, Amarillo, Lubbock and Hereford.

Borger will be the convention city for the district in 1951.

Mrs. Travis is formerly of Floydada, having been a faculty member of the Floydada schools. Her husband was superintendent of schools here. She is now a teacher in the Dumas school, where her husband is superintendent of schools.

Sunday School Class Meets at Luncheon

The T. E. L. Sunday school class of the First Baptist church met with Mrs. E. P. Stovall on Wednesday October 25 for their regular monthly meeting and enjoyed a covered dish luncheon. After the lunch, Mrs. C. O. Spence gave the devotional and a short business meeting was presided over by the president of the class, Mrs. C. M. Lyles. Attending were the following members:

Mesdames. E. P. Nelson, C. O. Spence, Fred Battey, G. R. Strickland, J. L. Heim, Earl Rainer, G. C. Tubbs, W. B. Jordan, Roy Patton, Claude Patton, E. R. Borum, C. M. Lyles, J. O. Martin, J. O. McMillan, Miss Nora Speck, and the following visitors, Mrs. Earl Allen and daughter Norma, Mrs. W. C. Sims, and Mrs. Felt Patterson.

Mrs. E. L. Angus was assisting hostess.

WCS Meeting Held

The Women's society of Christian Service met at the First Methodist church Tuesday at 3:30 p. m. with the president, Mrs. Ray McEntire presiding. The meeting was opened with the singing of a hymn and Mrs. J. J. Spikes gave the devotional and prayer. Mrs. G. M. Armstrong, study leader, gave a review of the book, "Judaism and Christianity."

Mrs. O. B. Olson talked on the political life in the Near East and Mrs. C. L. Catlin gave Women in the East. Mrs. W. H. Bethel, gave Economic Upheaval.

District conference will be held in Lockney on November 2, from 10 a. m. till 2 p. m. in the Lockney Methodist church.

The society voted to serve the Rotary club again during November, and they also appointed Mrs. McEntire to act as president with Mrs. W. H. Bethel as vice-president, during the absence of the president, Mrs. John McKinney.

Among the Floydada ex-Baylor university students to attend the homecoming at Waco this week-end will be Messrs. and Meses. Marvin Standefer, Enos Jones, Gayle Mayo, Miss Eddie Muncy and her parents, Mr. and Mrs. Ed Muncy. The Muncys will visit their daughter, Grace.

Mr. and Mrs. B. W. Snell of Lubbock were Sunday guests of their parents, Mr. and Mrs. Will Snell.

Girls Are Entertained At Hallowe'en Party

The Janelle Doyle Girls auxiliary of the First Baptist church was entertained with a Hallowe'en party Tuesday night in the church parlor. A gypsy fortune teller, Madam Isabelle, looked in the crystal ball to tell each girl her fortune. This was followed with several Hallowe'en games. Group pictures were taken by Miss Frances Mitchell.

Refreshments were served to the following: Misses Jo Hall, Jo Lightfoot, Catherine Bolding, Juanita Shearer, Donice Turner, Charlotte Johnston, Roy Nell Hammonds, Darlynn Warren, Carolyn Collier, Ouida Jones, Patsy Hargis, Billy Ann Cantrell, Dorothy Hull, Dorothy Ruth Cox, Linda Hull, Dorothy Dunham, Jerry Graves, Noma Lou Hamilton, Rose La Grone, Winnie La Grone, Ruthie Cantrell, Mrs. Earl Allen and Norma, Myra Mitchell, Frances Mitchell and the sponsors, Maurice Burton and Alene Warren.

Mrs. Smith Speaker For 1934 Study Club

The 1934 Study club met October 17 with Mrs. Raymond Evans. Miss Anne Sweeney, president, presided at the business session. Mrs. Virgie Shaw was appointed chairman of a committee to get needed articles for the negro school. Mrs. Roberta Sevik was elected member of the club.

The subject of the program was "Mrs. John Doe and God." Mrs. Lon Smith was guest speaker and gave an inspiring talk on the subject, "Give your children God." Members present were Meses. Glen Armstrong, H. G. Barber, Fred Cardinal, Jim Cleveland, Bob Gibson, L. T. Graves, L. F. Gresham, J. S. Hale, Jr., Ralph Johnston, Enos Jones, Jack Lackey, M. J. McNeill, John Moss, John Stapleton, J. M. Willson, Jr., Misses Anne Sweeney, Leila Petty and Ruby Lee Bevil.

FLOYDADA NEW RESIDENTS

Mr. and Mrs. H. A. May are the proud parents of a new daughter born in Peoples hospital on October 22, weighing five pounds and 14 ounces. She has been named Carolyn Faushay.

Mr. and Mrs. L. D. Fowler of Sand Hill have a new son, born October 24, weighing 8 pounds at the Guthrie hospital. He is as yet unnamed.

Mr. and Mrs. Troy Wright have a son named Ricky Don, born October 24 in the Peoples hospital at 3:30 a. m. and weighing 7 pounds and 6 ounces. The grandparents are Mr. and Mrs. E. H. Wright and Mrs. Vera McKay.

Dr. and Mrs. A. E. Guthrie are announcing the arrival of a daughter, Suranne on October 18.

Mr. and Mrs. H. L. Millican of Edmondson, Texas, have a new son, born October 25 at the Pitts hospital, weighing 8 pounds. He has been named Billy Gene.

CUB SCOUT MEETING

Pack 37 cub scouts will hold their regular monthly meeting Monday night October 30 at 7:30 p. m. at the American Legion hall.

The project of the month is "Life with the Navajos." There will also be shown a film on cub scouting.

All boys eight, nine, and ten years old who are not cub scouts are urged to bring their parents and attend this meeting. The new scout executive, Charles Wendt, is expected to be at the meeting. W. O. Newberry is cubmaster.

Mr. and Mrs. Sanford Shaw and daughter, Paula Lee, arrived last Friday morning from their home in Eureka, California, to visit his parents, Mr. and Mrs. W. A. Shaw and other relatives.

Center News

CENTER, October 23—Still this wonderful weather. Cotton is slow to open and some grain too green to combine. How thankful we are for the good crops!

We had good crowds at Sunday school and B. T. U.

Grandma Frizzell spent last week with her son and wife, Mr. and Mrs. Leo Frizzell.

Mrs. Ida Welborn visited in the Frizzell home one afternoon last week.

Mr. and Mrs. J. E. Green visited Friday and Monday afternoons in the W. A. Latta home at Mt. Blanco.

Mr. and Mrs. J. R. Robertson and children attended the homecoming at W. T. S. C. at Canyon Saturday. They report more than 5000 people present.

The Clarence Ashton family dined Sunday with his parents, Mr. and Mrs. R. H. Ashton of Floydada.

Clem Galloway of Floydada was a dinner guest in the J. D. Welborn home.

Jimmy Dunn was a dinner guest, of Dub Hartline.

Donna and Jo Anne Welborn were dinner guests of Mary Grace Dunn. The Welborns called for them in the Dunn home Sunday afternoon.

Center Club Entertained

The Center H. D. club was royally entertained last Friday afternoon by the South Plains club in the beautiful home of Mrs. George West.

The house was decorated with fall flowers and in the Hallowe'en colors. A number of delightful games were played, kodak pictures made and delicious refreshments served. There were fifteen Center women and some children present and their hostesses composed a much larger number.

We speak for Center when we say "We had a wonderful time."

Center H. D. club meets Friday, October 27, with Mrs. Clarence Ashton. Our president requests that all meet at the ag building at 2 o'clock and all go together.

Next Sunday will be church day. Let us all be present for both services and bring somebody with us.

Glass Installation

We are completely equipped to cut and install all glass areas of your car, regardless of make or model.

See Us For Prompt Efficient Attention

Expert Workmanship—Reasonable Prices.

Fay Maxey Shop

Phone 166

PEOPLES HOSPITAL NOTES

Medical Patients Dismissed This Week Are: Mrs. J. I. Walding, October 22, Mrs. M. O. Field, October 21, Mrs. W. A. Neff, October 19, Mrs. Bernice Gonzales, October 23, Mrs. Mary Norton, October 20, Mrs. J. H. Farmer, October 19, Davis Harrell, October 22, Gloria Adkins, October 22.

Surgical Patients Dismissed This Week Are: L. B. Stewart, October 20, Joy Lambert, October 18, Mrs. R. F. Finley, October 19.

Accident Patients Dismissed This Week Are: Mrs. Jack May, October 17, Jack Young, October 20.

Medical Patients Admitted This Week Are: Mrs. Maude Hollums, October 17, Wayne Robertson, October 20, Mary Alice Plumlee, October 21, Janice Smith, October 23 and Mrs. D. D. Turner, October 23.

Mrs. A. V. Womack was admitted to the hospital for surgical treatment October 19.

TECH MUSEUM DEDICATED AT CONVOCATION

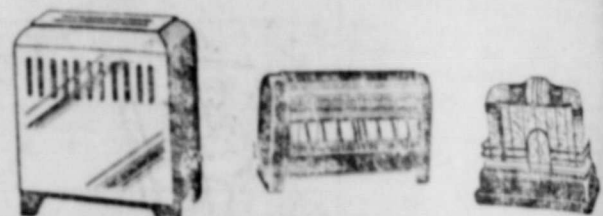
Mr. and Mrs. Hollis Brant attended the formal dedication of the museum at Texas Tech. A ranch dinner was served at 8:30 p. m. in the art gallery of the museum auditorium where Clifford Jones presided.

Dr. Jones is president of the West Texas Museum Association. The main address was delivered by Dr. Carl Coke Ruster, professor of the University of Texas.

Mr. and Mrs. Claude Brant and son Joe Dean of Lubbock were Sunday guests of Mr. and Mrs. P. O. Conner. Mr. and Mrs. Hilton were afternoon guests.

Want ads save money.

Large Selection To Choose From



GET READY FOR COLD WEATHER

We have heaters priced from \$3.95 up in a wide range of sizes and styles. Come in today, we are sure to have a stove for your heating problems.

BOREN HARDWARE

FURNITURE & APPLIANCE

North Side

Phone 295

T., N. M. & O. COACHES

Schedules Effective June 22, 1950

In effect now, make your travel in Air-conditioned buses easier, time-saving.

East Bound

Leave Floydada 8:35 a. m., 1:45 p. m., and 8:20 p. m. making direct connections at Vernon for Oklahoma City, Dallas and all points east.

Connections at Vernon for all points east

West Bound

Leaving Floydada 10:30 a. m., 4:20 p. m., and 10:30 p. m., making direct connections at Lubbock for all points North West and South.

To Plainview leave Floydada, 10:25 a. m. and 4:20 p. m.

Northeast Bound 2:05 p. m.

To Silvertown, Quitaque, Memphis, Childress.

A. J. CLINE, Agent

Elizabeth Arden makes your skin twice as clean... twice as lovely!

A fabulous double-cleansing treatment!

Ardena Cleansing Cream, 1.00 to 6.00

Liquefies instantly; seeps into pores to cleanse immaculately; to unclog pores; to soften. Apply with cotton dampened with Ardena Skin Lotion.

Ardena Skin Lotion, 1.00 to 9.50

Contains refreshing herb essences. The combination of cream and lotion cleanses and softens skin unbelievably!

Bishop's PHARMACY



We invite you to get to know the Merchant and neighbor who distributes new and used automobiles in Floydada, the man who enjoys talking to you as visitor or customer.

You thrill to the sleek lines of his automobiles in his show rooms, so during this week learn to know him and what he offers.

We remind you that "Dollar for Dollar you can't beat Pontiac, and GMC is the best truck in the long pull.

L. C. McDonald

Pontiac - Allis-Chalmers - GMC
Floydada, Texas
210 W. California Street Phone 97

MONTH END SPECIAL FRIDAY, SATURDAY, MONDAY & TUESDAY

Raydene Corduroy IN 14 COLORS

Yes Corduroy is certainly the unanimous choice of campus-wise coeds this Fall! And you will find 14 different shades right here in our store in Raydene Corduroy.

This Corduroy is woven of a unique blend of combed cotton and spun rayon. Raydene will not mar or lint, will not fade. Reg. Price \$2.49 yd.

Special Price
\$1.97 yd.

40 Inch Wide Printed Satin

Floral design. Good for house coats and skirts. Washable. Reg. \$1.98 values.

\$1.67 yd.

LADIES DRESSES

One rack taffeta, crepes, acetate nylons and gabardine.

Values to \$22.95

only \$9.90

NYLON HOSE

51 gauge 15 denier. A good buy for only.

98c

Size 8 1/2 to 11. Irregular

SHOES

Table ladies wedge heel sandals, values to \$4.95.

only \$2.79 pair

2 PAIR \$5.00

TENNIS SHOES

One lot tennis shoes for boys. Sizes 11 to 6.

only \$1.69 pair

12 Colors in PEN WHALE

Cotton Corduroy

Regular \$1.79

for only \$1.47

One Lot Girls

White Satin Slips

Regular \$3.98 value. Size 9 to 15. 1/2 Price at only.

\$1.99 each

One Lot Ladies

White Crepe Slips

\$3.98 values. Size 36 to 40. Regular \$4.48 stout.

Only \$1.99

39 Inch Priscilla

RAYON PRINTS

Washable. Regular 98c value.

for 69c yd.

LADIES DRESSES

One rack cotton wash dresses. Chamber and chords.

Values to \$5.95

only \$4.00

SHOES

One lot low heel black suede pumps. \$3.98 values

only \$2.99

Size 4 to 9

SHOES

Boys oxfords. One lot brown oxfords. Size 8 1/2 to 2. A good buy at —

only \$2.79 pair

HAGOOD'S DEPT STORE

Standard Brands

Priced Right

Matador Ranch Not Been Sold By MacKenzie

MATADOR—If you have been hearing rumors that Matador Land Cattle company is going to sell the ranch, the story is pure "smoke". Authority is given by John Mackenzie, of Matador, who told the Matador Tri-Weekly that he does not know how these rumors got started and you may be as saying it is absolutely untrue.

The company has no thought or intention of selling. The ranch has made money although it has been in the past have often been low because of low prices, drought and other factors affecting the livestock industry. Since the war, however, we have made money like everyone in the business, and the returns have been quite satisfactory.

Oil Prospects Favorable

"It is foolish to assume that we could consider selling now after 68 years of operation when the ranch is paying good returns and prospects for oil are more favorable than at any period in the past. We know by long years of experience the value of the land when operated as a ranch. It is ridiculous to assume we would consider selling it without knowing what is underground."

Mr. Mackenzie said several waves of "Matadors selling rumors" have been circulated in past years. He said the rumors have often been circulated in Amarillo, Fort Worth, and El Paso. Once during the war when Mr. Mackenzie was on his way here he stopped in Amarillo and was informed by a man in the hotel lobby that the ranch had been sold.

The board of directors of the Plainview Hospital and clinic, plans soon to announce replacement for Drs. R. E. Cooper and Edward Driscoll who are leaving for private practice at Midland. Mike Kirk, board secretary, announced today.

Mrs. George V. Smith, Guy Ginn and John Hoffman were judges at the Hale County Home Demonstration chrysanthemum show, which was held at the city auditorium there Friday.

R. B. Gary Honored On His Birthday

The people of the Harmony community gathered at the home of Mr. and Mrs. R. B. Gary Sunday, October 22, to honor Mr. Gary on his 58th birthday. Mrs. G. L. Snodgrass and Mrs. Wesley Carr acted as hostesses.

Many gifts were presented to the honoree and punch and a birthday cake were served to the neighbors and friends who called between the hours of 4 and 6 p. m. The birthday cake was beautiful, white with pink roses around the base and the name of Mr. Gary written in green on the top of the cake. Attending and extending best wishes for a happy birthday were the following:

Messrs. and Mmes. David Battey, Ira Worsham, Mather Carr, E. W. Turner, Sherwood Ramsey and family, Wesley Carr and family, Riley Holmes and family, Charles Smith and family, Zant Scott and family, Monroe Shultz and family, M. D. Ramsey, E. Williams and family, and Mmes. J. R. Turner and daughter, Floyd Trowbridge and son, Charlie Trowbridge, Miss Reta Mae Gary of Lubbock, a daughter, and the hostesses.

Lakeview News

(By Mrs. E. H. Tooley)

LAKEVIEW, October 24—In a baseball game Friday afternoon between Dougherty and Lakeview, played on the latter's diamond, Dougherty was defeated by a score of 29 to 31.

Mr. and Mrs. Fred Jones and daughter, and Mr. and Mrs. Homer Newberry and daughters were at Sand Hill Sunday in attendance of an all day church service and lunch at the church.

Mr. and Mrs. Wayne Russell, Wandell and Patsy Johnson visited in Lockney Sunday.

Mrs. Ernest Emert is recovering from an operation performed two weeks ago. She had an infected jaw.

C. A. Williams is suffering from a painful bruise and fracture of his left foot, caused from getting it caught between a tractor and plough about 10 days ago.

Mr. and Mrs. Blanton Hartsell took her mother, Mrs. J. M. Harrison, to Dallas last Friday for medical treatment.

Mr. and Mrs. Leo Dunford and daughters visited Mr. and Mrs. Wayne Carmickle of Borger Saturday and Sunday.

Roger Hartsell of Texline visited his brother, Blanton Hartsell and family over the week-end.

The Ferris Wheeler family visited in Lubbock Sunday.

Mrs. Charlie Wright accompanied her sister, Mrs. Virgie Smith and family to the Dallas Fair Saturday and Sunday.

L. D. Gollightly and son, Bobby visited Lee Gollightly of Center Sunday.

Mrs. Ernest Emert and little son accompanied her sister, Mrs. Lucile Tyler of North Carolina, to Amarillo, Saturday.

Sunday School Class Meeting

The Hattie Lee class of the Baptist church met in the home of the teacher, Mrs. E. H. Tooley, Monday night. Various plans were made in the interest of the class and church. Mrs. Warner Johnson was elected president, Mrs. Homer Newberry class secretary, and Mrs. Wayne Battey, assistant teacher; and Mrs. Fowler Estep, reporter. A business and social meeting will be held each month in the various homes. Next meeting will be at the home of Mrs. Bill Hambright, at which time the ladies will pack a Christmas box for the Baptist orphanage at Round Rock.

A social hour and refreshments were enjoyed by Mmes. Wayne Battey, Fred Jones, Bill Hambright, Bud Breed, Homer Newberry, Miss Alma Ruth Nelson and the hostess.

Plan For Halloween Carnival

Several ladies of the community met at the auditorium Friday afternoon and planned for a Halloween carnival to be held in the school building Halloween night. There will be the ghost room, fishing pond, bingo table, several booths, a husband calling contest and a number of other things.

The proceeds will go for the interest of the lunch room. Each family is to bring sandwiches, cookies, cake or pie and a drink for themselves. Refreshments will be free. Everyone is invited to come in costume, also with any Halloween idea you might have. No special group is sponsoring this event. It is a community affair and your help will be appreciated. October 31 is the date.

High Ranking Pupils

Following is the list of pupils making a grade of 90 and above during the first six weeks of school: First grade, Larry Hartsell, Charles Owens, Novis Johnson, Lynda Thurston; second grade, Linda Gollightly, Jerry Cork, Dolores Dunford; third grade, Caroline Hartsell, Charlean Wright; Seventh grade, Patsy Johnson, Maxine Hatley.

News of McCoy

McCOY, October 23—Everyone is enjoying the pretty weather, and the crop gathering is in a big swing.

Everyone is proud of the new gin we have this season. Dick Smith is the manager.

Rev. Alvin Chiles filled his pulpit Sunday and there was a large attendance.

The sick list this week includes Mrs. G. A. Tardy and Mrs. O. L. Bearden. They are both improving.

Cleo Fulton was able to be at church Sunday.

Mr. and Mrs. Clarence Reddy had their daughter and her husband Mr. and Mrs. Leonard Harper as guests Sunday.

Rev. Alvin Chiles was dinner guest of the Bob Ratjens Sunday.

Mrs. W. W. Smith and Mrs. Harry Jones were Sunday dinner guests of Mr. and Mrs. George Smith.

Mr. and Mrs. P. D. Helms had their son, J. D., who is in service, home this week-end.

Mrs. Bud Stevens, who was on the sick list, was out Sunday.

Mr. and Mrs. Robert Smith and Harvey Tardy attended the Dallas fair last week-end.

Mr. Albert Parrish of Portales, New Mexico, who has been visiting her mother, who is sick, has returned home.

Mr. and Mrs. L. H. Smith are improving their farm and plan to move on it. Mr. and Mrs. Smith have sold their store. Mr. and Mrs. John Fowler are the owners of the store.

Gloria Ratjen was home this week-end. She is attending school at Plainview.

Mr. and Mrs. C. S. Payne visited their daughter, Ann Sinclair and husband at Portales, New Mexico, last week.

L. A. Pate harvested the first bale of cotton in our community.

LEG IS AMPUTATED

MATADOR—R. H. Tanner of Plomot has undergone amputation of the left leg, just above the knee in surgery performed at Lubbock Memorial hospital, Lubbock.

Mr. Tanner was transferred from Stanley clinic, Matador, to the Lubbock hospital, when it was discovered that a blood clot had developed.

Mr. and Mrs. A. M. Carmack and daughters and Mrs. Oren Cross, spent a few days in Dallas last week, where they visited sisters of Mmes. Carmack and Cross and also attended the Fair.

Mr. and Mrs. George Stiles had as their guests, her father, J. C. Nations and brother and wife, Mr. and Mrs. O. Nations of Wheeler, Texas. On Monday they attended the funeral of a sister-in-law of J. C. Nations, Mrs. Ellen Nations in Plainview.

Mrs. E. C. Henry, in company with her son Kenneth and wife of Vernon have gone to Fayetteville, Arkansas, for a visit. Mr. and Mrs. Kenneth Henry are on their vacation and visiting in Georgia, while Mrs. Henry is with relatives and friends in Arkansas.

Mrs. E. R. Borum spent the past week in Borger visiting her son, Bernard Borum, and family.



We cordially invite you to visit us during National Automobile Dealer Week.

Take a look at both our new cars and the dependable used cars we have for sale, and be sure to notice the complete facilities that we have with which to service your present automobile.



BISHOP MOTOR

THE NEW McCOY GIN IS NOW READY TO SERVE YOU!

Floyd county's newest most modern gin is in operation and is anxious for you to give them a trial.

This all-electric gin has the most modern equipment, is fire-proofed, and is operating with good ginners in charge.

GIVE US A TRIAL

If you live in the area where we can handle your cotton to your advantage we will appreciate a trial.

At your service are our —

- New Murray eighty-saw stands
- Murray Burr Machines and Cleaning System
- Mitchell Drying System
- and Burr Extractors

To give the best sample and the most cotton from your seed cotton.

We would appreciate a generous share of your patronage.

McCOY GIN CO.

R. H. Smith, Manager — Same Location as in Past Years

This Winter

In winter, trying to get someplace can be plenty rugged! Your car takes a beating when freezing winds foul your engine, slow your starts, sap your power. Winter driving creates extra combustion acids that increase engine wear . . . thus reduce gasoline mileage.

But now, at last, you can laugh at cold weather . . . if you protect your engine with the winter grade of new Conoco Super Motor Oil!



Barrel of fun!

Ask Your
Mileage Merchant About:
"50,000 Miles
No Wear!"



Barrel of fun!

IFETUBE
OWOUT PROTECTION
VER POSSIBLE BEFORE

get Super Protection

Change now to the amazing new Conoco Super . . . proved by two winters' testing in the freezing Colorado and Montana mountains to be the new winter wear-fighter! Conoco Super Motor Oil seals, flushes out acids and harmful moisture . . . flushes them out of your engine when you drain! New Conoco Super OIL-PLATES your engine . . . fights winter-rust, inhibits corrosion, reduces sludge!

So, let 'er blow! Get summertime performance, all winter! Get fast starts . . . quick pickup . . . surging power! Keep new-car gasoline mileage! Drain and refill . . . today . . . with the winter grade of new Conoco Super Motor Oil . . . at Your Mileage Merchant's station!



©1950 CONTINENTAL OIL COMPANY
75th ANNIVERSARY 1875 - 1950

Texas Baptists to Gather In N. Texas City

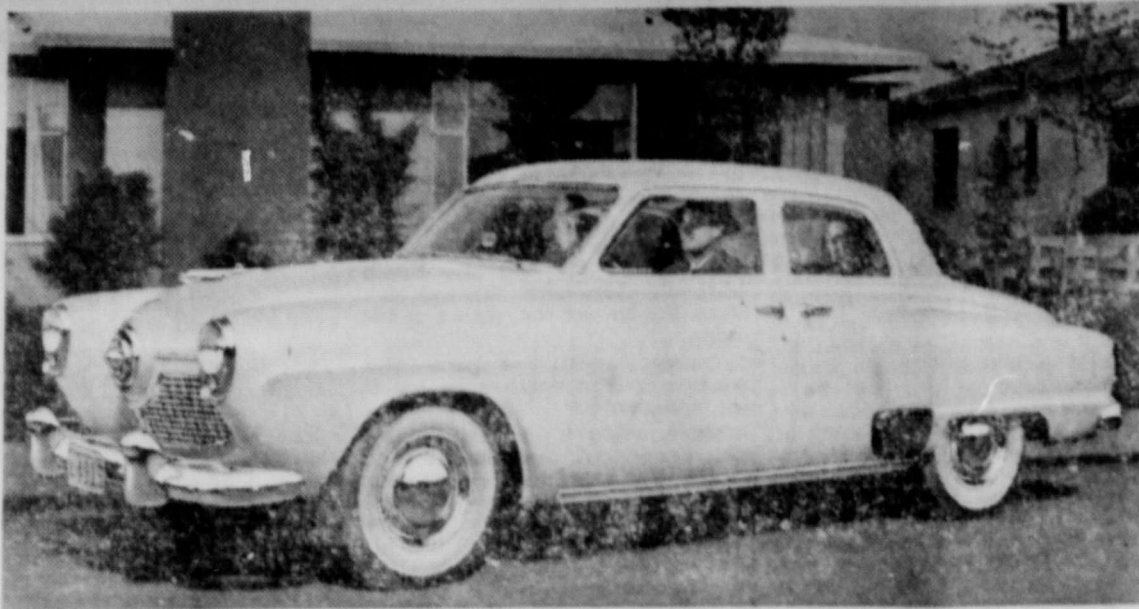
At this year's sessions of the Texas Baptist general convention, in Fort Worth on November 7 through November 9, there will be outstanding speakers to make talks both at the beginning and at the closing of the convention.

Speaking on the opening night will be Dr. Robert G. Lee of Memphis, Tennessee, president of the Southern Baptist convention. On the closing night the program planners have scored something of a scoop by getting Billy Graham, young evangelist from North Carolina, who has been creating a sensation in revivals from coast to coast.

The sessions for the convention will be held in the Will Rogers Memorial coliseum.

The Women's Missionary Union will hold their meetings on November 6 and 7 preceding the general convention. Mrs. R. I. Mathis, Dallas, is president of the State Women's Missionary Union.

Attending from the First Baptist church here will be the Pastor R. Earl Allen and Mrs. Allen, Mrs. W. B. Jordan, Mrs. Lon Smith, Mrs. Jess Patterson and possibly others. Rev. R. H. Cagle, Hereford, will preach the annual convention sermon and Dr. John L. Hill of Nashville, Tennessee will be another outstanding speaker.



Increased driving visibility, pioneered by Studebaker in its earliest postwar cars, is carried on even more extensively in the 1951 models. One-piece windshields are now standard on all Champions and Commanders. The increased visibility provided by such windshields will make an important contribution to safer motoring. Also standard on most models are one-piece rear windows. Shown is the 1951 Champion 4-door Regal sedan.

ville, Tennessee will be another outstanding speaker.

Mt. Blanco News

(By Aliene Brown)

MT. BLANCO, October 23—As this is my first news, I hope to satisfy and do justice to our community. Mt. Blanco. And with your help I hope to be almost as good as your former reporter, Mrs. Weldon McClure. Please hand me your news on a piece of paper or make it a point to tell me.

Mrs. Bird Oats of Lubbock and Mr. and Mrs. Oscar Oats of Whiteface were Monday visitors in the A. L. Smith home.

Mr. and Mrs. R. E. Spurgin had as their guests Sunday afternoon, Mr. and Mrs. Wayne Dean and Mr. and Mrs. Leyon Payne and sons of Lub-

bock. Rev. and Mrs. Alvin Hamm were Sunday afternoon visitors in the home of Mr. and Mrs. Brice Allen and girls.

Mr. and Mrs. Holt Bishop and Mr. and Mrs. Howard Bishop of Lakeview were visitors with the Davis Bishop family and children of Slaton Thursday evening. The Davis Bishops are former residents of the Mt. Blanco community.

Frances Money spent Sunday with Margaret McClure.

Mr. and Mrs. R. D. Armstrong visited in the homes of Mr. and Mrs. Frank Moore, Lizzie and Lottie and Mac Latta Sunday afternoon.

Mr. and Mrs. C. A. McClure had as their Saturday night guests, Rev. and Mrs. H. T. Harris. Rev. and Mrs. Harris also attended Sunday morning services at the Mt. Blanco church.

Mr. and Mrs. O. A. Pierce visited with their son and daughter-in-law, Mr. and Mrs. Pete Pierce in Lubbock Sunday.

Mr. and Mrs. Holt Bishop and Shirley were Sunday afternoon visitors with the R. H. Fagundes and the Earl Bishops of Floydada.

Sunday afternoon callers in the Gene Brown home were Mr. and Mrs. A. L. Smith and Scarlett and Choice. Mrs. Barbara Smith of Lubbock was also a Sunday visitor.

Jimmy Barnett, Edmund Brown and Mary Lou Ford were among those attending the performance of Harry James and band in Lubbock Thursday evening.

Mrs. Mary Kirk and Mrs. Louis Caudwell of Donna, were Wednesday afternoon callers in the J. W. Robinson home.

We have a new merchant at Mt. Blanco. To Mr. and Mrs. O. A. Pierce we wish lots of prosperity in the future.

Mr. and Mrs. Weldon McClure and Rev. and Mrs. Alvin Hamm were Sunday afternoon visitors in Lorenzo.

Mr. and Mrs. Floyd Hill had as Sunday dinner guests, Mr. and Mrs. Marshall Money and Shirley, Mr. and Mrs. R. L. Hill of Crosbyton and Mr. and Mrs. Fred Hill of Crosbyton, David and Alvin Wesley Hamm and Larry McCurdy.

Mr. and Mrs. Rudolph McCurdy visited with Mr. and Mrs. Joe Thurston of Lakeview, and Mr. and Mrs. Floyd Hill, Sunday afternoon.

Mr. and Mrs. Wayne Appling, Judy and Jean were Sunday dinner guests of Mr. and Mrs. Gene Hardin and boys.

Mr. and Mrs. Rudolph McCurdy visited with Mr. and Mrs. J. H. Watson of Lubbock Friday.

Mr. and Mrs. C. A. McClure visited in the home of Mr. and Mrs. R. H. Crawford of Dougherty Sunday afternoon.

Mr. and Mrs. Wayne Appling were Thursday shoppers and visitors in Lubbock.

The Mt. Blanco H. D. club visited "Girlstown" Friday. Among those going were Mmes. Frances McClure, H. A. Powell, Mosley, Alvin Hamm, R. D. Armstrong, R. E. Spurgin, Floyd Hill and Mary Wright. Weldon McClure and Floyd Hill accompanied them. The women reported a very nice time.

Mr. and Mrs. I. T. Graves and daughters, Mrs. Marvin Standeford and Mrs. Perry Bell of Canyon, spent the week-end in Stephenville and attended the Texas university vs. Arkansas football game in Austin.

Pfc. Olin Watson, Jr., of Fort Sill spent the week-end with his parents, Mr. and Mrs. O. M. Watson.

Baptist Leadership Clinic Held Tuesday

Fifty women from the various churches in the Floyd County Baptist association attended an all day leadership clinic for the Women's Missionary Union of the Baptist churches at the First Baptist church here Tuesday.

Miss Ruth Thornton, of Dallas, state young peoples secretary, conducted the meeting.

A covered dish luncheon was enjoyed at the noon hour.

Mr. and Mrs. Peter Cardinal of Stockton, California, have been in Texas on an extended visit with relatives. They recently visited their son, Gerald Cardinal and family, and are guests this week of Louis Cardinal at Pleasant Hill.

Mrs. Opal Snodgrass has returned to her home in San Diego, California. She had been here visiting her sister, Mrs. Z. R. Crawford and other relatives.

Better Cough Relief

When new drugs or old fail to stop your cough or chest cold don't delay. Creomulsion contains only safe, helpful, proven ingredients and no narcotics to disturb nature's process. It goes right to the seat of the trouble to aid nature soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or druggist refunds money. Creomulsion has stood the test of many millions of users.

CREOMULSION

relieves Coughs, Chest Colds, Acute Bronchitis

POWELL

Cash Grocery & Market

CRANBERRIES, 25c

Velveeta Cheese, 89c

SHURFINE Sour Pitted CHERRIES, 23c

PURE Ribbon Cane Syrup, 69c

ADMIRAL Quarters Colored Oleo, 29c

Market

Frozen Foods

PHONE 871

Plenty of Parking Space

HESPERIAN CLASSIFIED ADS PAY

DRS.
CLOUGH & CLOUGH
Optometrists & Orthoptists
Clough Bldg. 11 West 7th.
Plainview, Texas
Pho. 236 for Appointment

AVAILABLE SOON A LIMITED SUPPLY OF —

New!
High Speed OLIVER

Leave Floyd making direct to Ctv. Dallas and Cort. 'id

Leaving Floydada 1 m., making direct points North West as To Plainview leave Floyd

Northeast To Silverton, Quita A. J. C.

ed an additional 12 to arrive in about a

EQUIPMENT CO

Sales & Service

313 S. Wall

ARE WE ALL GOING?

TO SEE THE NEW 1951 STUDEBAKER!



COMING SOON!

PLAINS EQUIPMENT COMPANY



this is
National Automobile Dealer Week

We're proud to participate
with forty thousand automobile dealers
who proclaim "National Automobile Dealer Week"

Coast-to-coast, trading with and servicing the automotive needs of more than thirty-five million motorists, automobile dealers serve every state, every city, town and community.

Floydada automobile dealers are important to all Floydadaians. We increase the range of your business and pleasure trips, provide the means to distribute commodities to every corner and door. With good business practices we offer security and opportunity to our employees, support the community we all share.

We cordially invite you to visit
during
National Automobile
Dealer Week . . .



Take a look at both new cars and dependable used cars your reliable franchised dealer sells.

PLAINS EQUIPMENT CO.

STUDEBAKER SALES & SERVICE

313 S. Wall

Phone 356

James P. Hart Victim Of Accident

James P. Hart was crushed to death October 16 between a dump truck and a large tractor. He was killed at the time as a dump truck was on an over-pass construction at Amarillo.

Hart was a brother of Mrs. McLean.

Hart leaves his widow and children, between the ages of 13 and two married daughters. He also leaves two brothers, three sisters, Frank Hart of California, Aaren of Amarillo, Katie McLean of Floydada, Mary Mahgan of Amarillo, Mrs. Annie Brodgen of Matamoros where he was buried by the parents and friends. Nephews of deceased were pallbearers.

The funeral was conducted at the funeral home at Matamoros where he was buried by the parents.

at one time, lived with his parents on the Chatham place at Amarillo and attended school at

the original Harmony school. Four of the McLain children spent a little while Wednesday evening with their parents when they returned to the cemetery before returning to their homes.

Frank Hart of California was unable to come to the funeral because of illness.

CLUB NAMES OFFICERS

A call meeting of the Friendship Home Demonstration club was held Saturday October 14, in the home of Mrs. W. E. Grimes, club chairman, for the election of officers for the incoming year.

Elected were chairman Mrs. W. E. Grimes, vice-chairman, Mrs. A. H. Kreis, secretary and reporter Mrs. F. O. Conner, treasurer Mrs. Mal Jarboe, council reporter, Mrs. J. H. Buchanan. Eight members of the club were present.

HOME COMING NOVEMBER 10

LOCKNEY—Superintendent Sidney Reeves said this week that the homecoming for former students of Lockney schools would be held on Friday, November 10.

Program for the day calls for the homecoming to be Friday afternoon and the football game with the Paducah Dragons on Friday night starting at 7:45.

George Mize, Orb Tye, and Bill Tye attended an oil show in Odessa over the week-end.

United Nations Day Observed by Club

The Sunnyside Home Demonstration club observed United Nations day at a covered dish luncheon in the home of Mrs. S. J. Latta on Tuesday, October 24. A lovely United Nations flag was made by the members of the club.

After the lovely luncheon an hour and a half was spent in visiting. The house was called to order and two flag bearers presented the United States flag and the United Nations flag and stood with them during an impressive program.

The hostess served sherbet and cake to the members and one visitor. Present were Mesdames D. W. Burke, Raymond Irby, W. C. Simms, W. H. Hilton, John Hopper, W. A. Lovell, Fay Hart, S. J. Latta and Alice and the visitor, Mrs. E. L. Norman.

A stitch in time gathers no moss. —Brown-Holmes Co.



IT'S "CHESTY" HIMSELF—Col. Lewis Burwell Puller of the Marines—"Chester" to his beloved Leathernecks—is pictured here as he led the First Regiment of the First U. S. Marine Division against the Communist Koreans at Yong-dunpo for the capture of the capital city of Seoul. The camera caught the fighting colonel in battle trim just as he used to look in the old Banana wars and in the Jap-infested jungles of the South Pacific.

Col. Puller was born in West Point, Virginia, June 26, 1898. He attended Virginia Military Institute and in 1918 enlisted in the Marines. A year later he was enrolled as a second lieutenant in the Marine Corps Reserve and went on inactive duty, but only for one week. He re-enlisted in the Marines for duty as an officer in the Gendarmerie d'Haiti. In 1924 he returned to the United States and was commissioned a second lieutenant in the Marines. Then followed duty in many stations, including service as a major in the Nicaragua Guardia Nacional, and subsequently in China commanded the famous Marine mounted detachment known as the "Horse Marines."

In World War II Col. Puller rejoined the First Marine Division in 1942 and won a second Gold Star in lieu of his third Navy Cross in the hard-fought struggle to defend Guadalcanal. He remained in the South Pacific and fought in its jungles until late in 1944, winning his third Gold Star and the Legion of Merit. He has been awarded many other decorations and medals.

Deeds Recorded

Albert Ruggles, et ux to Tom R. Noland; 50 acres W 5/16 of SW 1/4 Section 17, Block T.

W. H. Ely et ux to Minnie Ada Purcell, Lot 9, block 41, Floydada. Pauline Johnson to Edward Jarrett, Lot 9, Block 42, Floydada.

Chas. Adams et ux to Lawrence Adams, 320 acres W 1/2 Survey 32.

L. A. Hagerty et ux to Dorsey Baker, Lot 1, Block 14, Lockney.

Tom Cope et ux to Ross Cope, 70 acres south side of T. B. Stewart survey.

Larry Baker to L. E. Gross et ux, Lots 11, 12 and 13, Block 9, Lockney.

Callie Darby to A. C. Goen, Lot 21, Block 85, Floydada.

Hettie Parris Elliot et ux, to A. D. Parrish, Lots 12 and 13, Block 128, Floydada.

J. E. Thompson et ux to R. L. Knox, Lot 10 and south 26 feet of Lot 9, Block 19, Lockney.

C. L. Hagood et ux, to R. T. Ayers, west 1/2 of George R. Griggs homestead survey and west 1/2 of the north of the M. J. Thurmond Homestead survey.

Bernard B. Carter et ux to Robert E. Carter, 160 acres NW 1/4 section 93, Block D3.

Owen P. McPherson et ux to Clara W. Kouse et ux, first tract 60 acres, section 104, Block G; second tract 388.7 acres, section 87 Block G; third tract, 160 acres out of survey 87, Block G.

Marvin Stovall et ux to M. P. Goen lots 13 and 14 in Block 3, Bartley Heights, Floydada.

W. H. Hopson et ux to Virgil A. Simpson, Lots 5, 6, 7, 8, Block 1, Floydada.

C. L. Hagood et ux to Joe Jennings, 1/2 interest 20 acres, east 1/2 and N. 1/4 of SE 1/4 survey 61, Block 1.

Mrs. Edna Cristler Rogers et ux to Mrs. Hallie L. Johnson; Lot 12, Blk. 117, Floydada.

David N. Sisson et ux to Hillery Polvadore, Lot 12, Blk. 12, Floydada.

Nelda Fay Fincher et ux to S. R. Jones 87 1/2 acres SW part Survey 105, Blk. D 21.

Glenn B. Treadwell et ux to J. W. Treadwell, first tract 200 acres, sec. 14, Blk. G, second tract, 40 acres NW 1/4 of NW 1/2 section 14, Block G.

Artie Baker et ux to Sterley Grain company, lots 1 to 10 inclusive, Block 13, Sterley.

Tommy A. Byrd et ux to N. L. Fox, East 1/2 of Section 22, Blk. K. H. T. Estes, et ux to Southwestern Bell Telephone and Telegraph company, N. 60 feet lots 11, 12 and 13, Block 4, Lockney.

Cities Service Oil company to R. C. Henry, Lot 4, Block 75, Floydada.

SEVENTH GRADE GIRLS NAME OFFICERS OF 4-H CLUB

The Seventh grade girls met in 6c room to elect officers for the 4-H Club. The officers elected were president, Pat Helms; vice-president, Mary Wilks; secretary, Nita Jo Lightfoot; and reporter, Sue Bullock. Pat Helms, our president, appointed Nelda Pate as game director.

We filled out our membership cards and talked about our reports.

Mr. Gibson and the seventh grade 4-H boys came in. While they were present we had a talk from Miss Petty on the United Nations. We also saw the flag of the United Nations.

The members are Mozell Thomas, Betty Downman, Doris Rape, Nelda Jean Pate, Jane Ann Pope, Darlene Dorrell, Lois June Privett, Carolyn Collier, Wanda Jones, Nita Jo Lightfoot, Pat Helms, Mary Wilks, Barbara Hall, Rena Willis, Joyce Crowley, Nelda Jean Patterson, Sharon Howard, Mary Jones, Sue Bullock, Fontaine Flower, Sherry Simpson, Shirley Johnston, Becky Potts, Peggy Morris, Anna Jo Fawver, Juandell Norvell, Race Rendon, Ouida Jones, Jean Carver, Frances Edwards, Pat Williams, Deligh Smith, Edna Brown, Anita Worshim, Juandell Baker, Joy Ann Porter, Car-

ol Ann Cantrell, and Nellie Joyce Sue.

Mr. and Mrs. O. W. Bartlett of Bethany, Missouri, have returned to their home after a three weeks visit with their daughter, Mrs. Carl Muench and family. They were accompanied to Floydada by another daughter, Mrs. Harold White and Mr. White who were enroute to California to spend the winter.

Mrs. Opal Snodgrass of San Diego, California, who has been here visiting her sister, Mrs. Z. R. Crawford and other relatives in Floydada left Tuesday for her home.

L. C. McDonald and Howard Drysdale left Monday morning for a weeks visit in South Dakota. Mr. McDonald has land near Pierre.

HALLOWE'EN DANCE

AT THE

American Legion Dance

TUESDAY OCTOBER 31

MUSIC BY

MIKE SMITH

ADMISSION \$1.00 Person

FOR NATIONAL Automobile Dealers Week

Take pleasure in renewing our pledge of good Shop Service and enlarged service facilities with —

Mr. F. M. Marquis

and

Mr. Dee Noyes

In charge of the service department. They will be pleased to meet their old friends and new here in our rearranged Shop Service department.

These two workmen, as well as Mr. A. W. Chowning, in charge of our parts department, are veterans in the automobile service business here, and we feel no hesitancy in recommending them to Buick Owners as well as the owners of other makes of automobiles.

Prompt Attention to your needs and Good Service will be given.

CLINE & RAINER

Buick Sales and Service

201 South Wall St., Floydada, Texas

HELP US CELEBRATE

NATIONAL AUTOMOBILE DEALERS WEEK

The week of October 22 to October 28 has been set aside as National Automobile Dealers Week here in Floydada.

Take advantage of this time to visit your automobile dealers and learn something of this Floydada industry that brings to you, the beautiful new cars seen in their showroom today.

We invite you to visit our show room and shop any time during the week where you may see many body styles in both our Chrysler and Plymouth automobiles.

Also you will note that our service shop is well equipped to service your automobiles, and this, National Automobile Dealers Week is a perfect time to let us check your car.

TERRELL MOTOR CO.

Chrysler - Plymouth - Case Sales & Service

Phone 391

Floydada, Texas

Your One Tire Investment ...for many years to come

ROYALTEX

More than 3000 holding fingers per tire
SKID PROTECTION NEVER POSSIBLE BEFORE



Skid Protection, Blowout Protection, Life Protection

...never possible before!

You Get 60% MORE SAFE MILES

With all-weather safety and skid protection, never known before.

You Get COMPLETE TREAD RENEWABILITY—

At any U. S. Royal Dealer's, at any time.

You Get THE NEW PROTECTIVE CURB GUARD—

To end all grinding curb scuff and abrasion.

You Get THE NEW U. S. NYLON LIFE-TUBES—

For blowout protection never known before.

America's Largest Maker of Tires

UNITED STATES RUBBER COMPANY

Tire Rubber Economy

Never Possible Before!

The longer life and greater rubber economy of the MID-CENTURY MASTERS prove them the essential tires of the era!

Every ounce of them is working rubber, without a fraction of waste or excess.

Each of them can give years, instead of miles, of extreme safety, and comfort.

All of their original safety-mileage is continuously renewed and renewable, without recapping or anything of the sort.

With Blackwalls, or Whitewalls, they bring every owner their Mid-Century Cur-guard, to protect their sidewalls and end grinding curb scuff and abrasion.

They also bring their incomparable Safety Tread (ROYALTEX)—for Skid Protection, Stopping Power, and Life Protection never possible before.

These Royal Master qualities are entirely exclusive. They serve and save at the very heart of the National Economy.

AMERICA'S UTMOST IN TIRE ECONOMY

CONSUMERS FUEL ASSOCIATION

404 E. Missouri

Phone 122

Floydada, Texas

Turk Makes Study of Farm Methods in the Southwest

Murettin Madran, a Turk, whose home is near Angora, spent last week in Floyd county as an official guest of County Agent Robert H. Gibson, making a study of Extension Service methods and farming operations in this area.

Madran is one of 28 young Turks who are spending a year in the United States, spread out so that one or more of the party will study methods in every state in the union.

The Turk, a young married man, with a son, 6, and a daughter 1, was a very, very home-sick man when he was here, Mr. Gibson said. His trip itinerary calls for three months in Arkansas, six months in Texas, and three months in North Carolina.

In addition to his trips through the country studying crops, Madran spoke at the Rotary club Wednesday. His command of English was not too good and the speech, very interesting to the hearers, was made with considerable effort. The Turks are in America as a part of the ECA program sponsored through Western Europe by the United States.

Bells of Freedom Carry Story of U. N.

Bells of Freedom rang out over all the nations, celebrating the fifth birthday of the United Nations on Tuesday, October 24. Nearly every city, town and village over the nation had some kind of a bell which was rung at 11:03 on Tuesday.

In Floydada, Mrs. R. N. Huckabee, wife of the pastor of the First Methodist church, played the chimes with bell attachments, exactly at 11:03. She played the national anthem and other numbers.

Some of the clubs of the county had programs on the United Nations during the week and the Home Demonstration clubs in the county made beautiful United Nations flags to fly with Old Glory.

Mr. and Mrs. R. H. Kirchner of Denver, who have been here this week with Mrs. Kirchner's mother, Mrs. A. P. McKinnon, left this morning enroute for Dallas to spend the winter. Mrs. McKinnon accompanying them.

Too Late to Classify

FOR SALE—1,000 gallon Butane Tank. Good as new. See R. E. Fry. 392tc.

GOOD DRY land 160 A. for rent on third and fourth. Have some crop and equipment to buy. First come, first served. E. C. King, 311 West California st., Floydada, 391tc.

We can Point with Pride to these **FOOD VALUES**

HUNTS PEACHES,	2 1/2 Can	27c
CAMPFIRE Pork & Beans,	16 Oz. Can	10c
Cut Green Beans,	No. 2 Can	15c
HI - C ORANGEADE,	46 Oz. Can	33c
TIDE,	Giant Pkg.	79c
GOLD MEDAL FLOUR,	10 Lb.	89c
AMERICAN BEAUTY MEAL,	5 Lb.	39c
ENERGY BLEACH,	Quart	15c
IDEAL Clothes Pins,	1 1/2 Doz. Box	17c
CAMPFIRE Vienna Sausage,	2 Cans	25c
Wrigleys Gum,	3 Pkgs.	10c
Comb Honey,	2 Lb. Jar	65c

HULL & McBRIEN

PHONE 292

We Deliver

Regional Meeting Teacher Sorority

The regional meeting of Delta Kappa Gamma was held at the First Methodist church in Plainview on October 21 where the theme, "Progress through Understanding" was effectively portrayed by an exchange teacher from England, now teaching at Lubbock. The theme was also developed in song by Mr. Shanta of Texas Tech.

Another feature on the program was a skit given by students of Wayland college, which showed the progress made in education from the founding of our nation up to the present time. The impressive reading was given by Miss Roberta Garrett of Floydada.

Other highlights of the day were a coffee and a luncheon at the Hilton hotel.

The climax of the evening was the birthday banquet of Gamma Iota which was held in the banquet room of the Hilton hotel. The speaker for the evening was Miss Edna Graham of West Texas State college, who spoke on security through education. Miss Graham's speech emphasized the need of a greater understanding of ones-self and of other peoples. Through this avenue would come a greater progress, one that would lead toward world peace and personal happiness, she said.

Those attending from Floydada were Misses Vera Meredith and Opal Blankenship; Mmes. Kathleen Stewart, Hal Thomas, and Edna Phillips. Those from Lockney were Mmes. Clay Muncy and Dee Cope-land.

C. E. Wendt, Scout Executive, is Here

Charles E. Wendt, new Field Scout executive serving the Haynes district reported for work on October 20.

He and his wife and six-month-old daughter are making their home in the Davis apartment on South White street. He will serve a five-county area in Boy Scout work.

Wendt's home is at Lubbock. He is a 1949 graduate of Texas Technological college, where he majored in journalism. He has just returned from Mendham, New Jersey, where he attended a 45-day school of specialized training.

Mrs. Wendt is the daughter of Dr. D. R. Foster, of Lockney.

Mrs. Lula Moore visited in Lubbock with her daughter, Mrs. R. V. Smith, last week. Another daughter, Mrs. Ted Barnes and children of Memphis accompanied her home from Lubbock for a visit here. Mr. Smith and Mr. Barnes are in Colorado on a deer hunt.

Mr. and Mrs. Jack McKinney and sons of Gloria, New Mexico, spent Sunday with their parents, Mr. and Mrs. J. J. McKinney.

Sale of Poppies on Novemb'r Fourth

The American Legion auxiliary, Mrs. J. C. Covington, president, will sponsor the poppy sale on November 4, Saturday before Armistice day.

Mrs. L. W. Chapman is chairman of the sale and her helpers are Mmes. John Reagan and W. H. Simpson, sr. The pep squad girls of the High school will also assist in the sale.

Mrs. Clements Has Operation Monday

Mrs. Ray Clements, the former Mabel Willis, sister of Mrs. N. B. Stansell and Norvell Willis, is in a Williams, Arizona, hospital this week, where she had major surgery on Monday. Mrs. Stansell and son Keith left for Williams last Friday to be with Mrs. Clements in her illness. Mr. and Mrs. Clements' home is at Flagstaff.

A report on Tuesday from her hospital stated that she was doing as well as could be expected.

Mrs. Elton Goen reported that her father-in-law, W. S. Goen was much improved Wednesday. He has been removed from the oxygen tent and had visitors yesterday and called for his glasses and asked for the radio on Wednesday. He is still confined to his room at the Peoples hospital, but the family are encouraged over his improvement.

Mr. Goen was injured in an auto accident on the Lakeview road October 12.

Mr. and Mrs. Tilford Taylor, Mr. and Mrs. Riley Teague and Milton Teague were in Wingate, Texas, Tuesday to attend the funeral of Rev. E. C. Mahurin of San Angelo. Rev. Mahurin was the father of Mrs. E. L. Teague, a former Floydada resident.

Mr. and Mrs. Roy L. Hale and son and Mr. and Mrs. Everett Miller spent from Thursday till Sunday of last week visiting relatives in Fort Worth and Waco and attending the fair in Dallas.

Mr. and Mrs. Lon Davis, jr. have returned from a honeymoon trip to New York City. The Davises were married on October 7 in Dallas. They will be at home at 318 West Mississippi street.

Geo. I. Dunavant and Mr. and Mrs. Phil Dunavant, of Plainview, spent a part of last week at Tulsa, Oklahoma, where they were guests of Mrs. Joy Wright and family.

STAR CASH VALUES

Comb Honey,	5 Lb. Pail,	79c
ALL BRANDS Cigarettes,	Carton,	\$1.89
PURE CANE SUGAR,	10 Lb. Bag,	89c
FOLGERS COFFEE,	1 Pound,	89c
NO. 1 SPUDS,	10 Pounds,	49c
Chocolate Covered Cherry Candy,	1 Pound Box,	53c
HI - C Lemon-ade,	46 Oz. Can,	33c
SHURFINE Tomato Juice,	46 Oz. Can,	23c
WHITE CORN,	2 Cans,	25c
FANCY CUT BEETS,	Can,	15c
MUSTARD,	Quart,	15c
Pinto Beans,	No. 2 Can, 2 For,	25c
DIAMOND Matches,	Carton,	40c
BAKERITE SHORTENING	3 Lb. Can,	80c
NU MAID OLEO,	Colored, Lb.,	29c
BACON,	Sliced, Pound,	49c
Mackeral,	Can,	19c

FRESH—FRESH VEGETABLES



"LITTLE JOE"—A South Korean orphan adopted by a medical company of the 25th Infantry Division proudly displays a captured communist weapon to Corporal Joseph Bennice, of Schenectady, New York. "Little Joe" was provided with an Army helmet and wears a uniform cut down to fit a small boy.

GUTHRIE HOSPITAL NEWS

Mrs. J. D. Cantrell was admitted to the Guthrie hospital last Thursday for major surgery and is reported as being much improved.

Mrs. E. J. Womack, who has been a patient in the Guthrie hospital for the past week has returned to her home and is improving.

A. R. Vickers was in the Guthrie hospital for medical treatment Tuesday.

Chuck Manis was receiving medical treatment at the Guthrie hospital Tuesday.

Mr. and Mrs. A. H. Kreis and Mr. and Mrs. W. H. Bethel have returned from a weeks visit in Arkansas. They visited in Newport, where Mr. Kreis has land, and other points of interest, traveling 1600 mi. on the trip.

Ms. J. V. Hamm, mother of Mrs. L. L. Clark, who has been spending the summer with her daughter, leaves today for Fort Worth to spend the winter. Her nephew, Bob Rice of Amarillo will take Mrs. Hamm, and they will be accompanied by Mrs. Clark who will spend the week-end there.

Mr. and Mrs. Ott Glassmoyer and Mr. and Mrs. Tate Jones spent the week-end in Amarillo visiting Mr. and Mrs. Cecil Hart. They attended the West Texas-Sam Houston football game in Canyon Saturday.

George I. Dunavant and Mr. and Mrs. Phil Dunavant of Plainview spent part of last week in Tulsa, Oklahoma, where they were guests of Mrs. Joy Wright and family.

HOMER L. ELLIS REPORTS TO BROOKS FOR ASSIGNMENT

BROOKS A F BASE, Texas.—Homer L. Ellis, 310 Adams street, a Pfc in the Air reserve, has been recalled to active military duty.

With nearly two years of previous military service, Ellis reported to Brooks AF base last week where his records will be brought up to date prior to assignment to a permanent station.

Ellis is married to the former Miss Lou Rita Poteet, daughter of C. W. Poteet, 1121 South Wall street, Floydada.

FLOYDADA ODD FELLOWS HEAR GRAND LODGE MASTER

The grand master of the I. O. O. F. lodge, T. E. Jasperson, paid an official visit to the Matador lodge last Friday night and members of the Floydada lodge attended the meeting, as well as some of the members of the Childress lodge. Attending from here were W. A. Gound, G. N. Shirey, Tom Hart, Fay Hart, Jack Burleson, W. H. Foster, T. V. McClure, J. C. Rape, Otho Sanders, F. W. Fogerson and Floyd Webb.

WILKIE PARRISH LEAVES FOR CHANUTE FIELD, ILL.

LOCKNEY.—Mr. and Mrs. Joe Parrish and daughter, Louise, went to Sheppard Field, near Wichita Falls last Sunday where they visited Wilkie, a son who is in the Air force. Wilkie left Tuesday of this

week for Chanut Field, Illinois where he will receive further training.

CHILDREN OF MRS. WRIGHT ARE HER WEEK-END GUESTS

Mrs. Morgan Wright had children with her over the week-end. There were her sons, George and Clyde of Los Angeles, California, Herman and family of Plainview, Her daughter, Mrs. Addie Crabtree and husband of Tulsa. All of Mrs. Wright's children with her except one daughter, Addie Sanders of San Diego, California.

Mrs. Lula Moore recently visited with her daughter, Mrs. R. V. Smith in Lubbock. Another daughter, Mrs. Ted Barnes and children of Memphis accompanied her home to Lubbock for a visit here. Mr. Smith and Mr. Barnes are in Colorado on a deer hunt.

Pvt. Harold Norrell, son of Mr. and Mrs. L. G. Norrell is stationed at North Fort Lewis Washington with the fifth Engineer corps taking his basic training.

Mrs. J. B. Turner has returned home from a three weeks visit with relatives in Columbus, Mississippi.

Mrs. Jim Barnard has returned home from a visit to Dallas and San Antonio.

Fresh load Colorado Fruit this week - end at —
CANTRELL'S FRUIT STAND

DAY IN... DAY OUT...

Our Prices are Always Low

SHURFINE CRUSHED PINEAPPLE, No. 2 Can 27c PURE CANE SUGAR, 5 Lbs. 48c BAKERITE SHORTENING, 3 Lb. Can 85c	MEAT · POULTRY · FISH GOLD COIN BACON, Per Pound 49c FRESH OYSTERS & CATFISH DRESSED FRYERS MORTON'S SALT 26 Oz. Pkg. 2 For 21c
THRIFTY PEACH BAVARIAN Shurfine No. 2 1/2 Can PEACHES, 29c 3 Tall Cans PET MILK, 37c	FRUITS and VEGETABLES DELICIOUS Apples, 12c Golden Ripe Bananas LUX Toilet Soap 3 Reg. Bars 25c ENERGY BLEACH Quart 15c
JELL-O, 2 For 15c WRIGLEY GUM, 3 For 10c PILLSBURY Hot Roll Mix, Pkg. 28c Scrappy Dog Food, 3 For 25c	SHURFINE HOMINY, No. 2 Can 10c SHIOUX BEE HONEY CREME, 1 Lb. Carton 33c AUNT JEMIMA PANCAKE FLOUR, Pkg. 19c LOG CABIN SYRUP, Small Size 27c

WE GIVE 50% GREEN STAMPS

FELTON - COLLINS

Grocery & Market

Phone 27 122 W. Calif.

WE DELIVER

PEEPERS
PEEPERS
PEEPERS

SHOPPIN' HERE
CHEAPER

CRISCO

SHORTENING

3 POUND CAN

85c

DOLE SLICED

PINEAPPLE

NO. 2 CAN

29c



GROCERY ITEMS

FOLGERS 1 Pound Can
COFFEE, 85c

HUNTS PEACH Pound Jar
PRESERVES, 25c

BAKERS BOX
COCOANUT, 15c

CATSUP HUNTS Bottle, **19c**

CRACKERS HI HO Large Box, **29c**

NAPKINS Diamond Paper 80 Count, **15c**

DOG FOOD PARD Can, **15c**

SOUP Campbell Tomato Can, **11c**

VIENNAS OLD BILL 2 Cans, **25c**

PANCAKE MIX Pillsbury **33c**

CAKE FLOUR Softasilk Box, **41c**

HONEY SPREAD Lb. Box **33c**

SYRUP Vermont Maid 12 Oz., **27c**

FLOUR Gold Medal 10 Lb., **79c**

PEAS HAPPY VALE 303 Can, **14c**



CANNED FOODS

LIBBYS No. 2 1/2 Can
PEACHES, 29c

SARDINES KEYLESS OIL 2 Cans, **15c**

GREEN BEANS GOLD TIP 2 No. 2 Cans, **25c**

FRUIT COCKTAIL LIBBYS No. 303 Can **23c**

TUNA FISH Breast O Chicken Can, **39c**

HOMINY MARSHALL 3 No. 2 Cans, **25c**

SPINACH LIBBYS No. 2 Can, **19c**

NEW POTATOES Del Monte No. 2 Can, **14c**

RANCH STYLE BEANS Can, **14c**

ORANGE JUICE Dromidary 46 Oz. Can, **33c**

MUSTARD LIBBY 9 Oz. Jar, **10c**



FRESH FRUITS AND VEGETABLES

IDAHO RUSSETS

POTATOES 5c

BANANAS Golden Fruit 12 1/2 Pound, **12c**

ORANGES TEXAS 10c Pound, **10c**

LEMONS 14c Pound, **14c**

LETTUCE Firm Head Pound, **10c**

SQUASH YELLOW Pound, **7c**

TOMATOES California No. 1 Pound, **15c**

MARYLAND SWEET, 6 1/2c



PIGGLY WIGGLY QUALITY MEATS

CLUB STEAK, 73c

SLICED BACON Wilsons Corn King, Lb., **49c**

ROUND CHEESE KRAFT Elk-horn, Pound, **39c**

BACON SQUARES Celso Wrapped Lb., **39c**

SACK SAUSAGE, 37c

GRAIN FED, Nice and Tender, Pound, **73c**

WIENERS PINKNEY'S Pound, **39c**

PICNIC HAMS Wilsons 1/2 or whole Ready to Eat, Lb., **45c**

SLICED BACON ARMOURS STAR Pound, **69c**

PINKNEY Country Style Pound, **37c**



FROZEN FOOD FEATURES

SNOW CROP 10 Oz. Pkg.
CUT CORN, 23c

SNOW CROP 12 Oz. Pkg.
PEACHES, 25c

SNOW CROP 12 Oz. Pkg.
GREEN PEAS, 27c



HOUSEHOLD NEEDS

PUREX, 17c

SWIFT 3 Cans
CLEANSER, 26c

TREND, 37c

MODART 75c Size
SHAMPOO, 49c

DUZ, 29c

LUX, 17c



PIGGLY WIGGLY

DAVIS & HUMPHRIE

OWNERS & OPERATORS

EDITORIALS

Your friends, the prairie crawling indigenants, have made it to October 26 and no killing frost or freeze to make their weather predictions false. It is a long way to November 17, however. We see no chance for them to make it that long without having to crawl in for cover. The chartists all say early beginning of a hard winter, at least a killing beginning. The spiders say not so, but instead a gradually increasing coolness, then some morning a light one, then progressively harder until the cold winds break through and there's ice in the hog trough, the cotton turns black and fall's undergrowth on harvested ground of maize and kafficorn wilt and die in the field. That day is not earlier than November 15, not later than November 18. We only voice the little voices of nature that live out on the prairie.

There will be much, much more taxes soon, and there will be tighter and tighter money if the Federal Reserve Bank system has its way. "They" are going to make it that way for the good of our economic system. Nobody has any complaint to make on taxes that actually go to support the increased armament program. Austerity seems to be in the picture for some of us, and you can assume there will be waste. This is inevitable in a country where everybody has some voice in what course government takes. However, nobody should be fooled by the economists and the authorities who say that more taxes will help anybody in a business sense, the way we use the term in this country. More taxes means more expense, more expense means higher costs, higher costs mean higher prices. And higher prices mean you look around to find a way to make the income you have meet the outgo.

Top West Texan for 1950 is an honor that has come to a Floyd county man, J. M. Willson, Sr., who got a plaque attesting as much last week from a group of the big men of the area. And Mr. Willson richly deserved the plaque and the appellation. Were he living in another town and we knew as much as we know about what he has done in the period of the last twelve months for the wide area while carrying on his private affairs as well, we could afford to give way to laudations. However, here is a thing we keep in mind. Too many words from the home boys in praise of a home boy would be doing more harm than good. Remember the man back in ancient times who was so good that the neighbors all got to hating him and finally ostracized him? So we soft pedal. Let Dallas and Fort Worth, Abilene, Wichita Falls and others laud. Mr. Willson is so valuable a man we would dislike to damage him by many kind words. You can do that. A lot of praise, a little damning can spoil things for a man among people with whom he lives. So we record it here in a private, limited circulation sort of way, they gave Jim Willson a plaque the other day.

The Hesperian has outstanding an obligation which we intend to fulfil when the time comes. It is about the population of Floydada. We have been remiss in getting all the material together for it. We have relied on the fact that the government is always about two months behind with everything they do. Meaning that it may be, probably will be, weeks before the Census bureau announces the official population of this community. We are to run the pictures of two women who, along with The Hesperian, are too well sold on Floydada, and of a young man who thinks well of the town but has his feet on the ground and guessed mightily close to the actual population as of last spring. In this connection, however, we wish to record that the figures the women gave (at 6,000) is far too low for 1960. By that time we offer to guarantee the population of the community will be not less than 7,000. Read between the lines that we have warned you and warn you again now: Don't sell Floydada or Floyd county short! Floydada and every community in Floyd county have auspicious futures. And all the people that live therein who strive and think!

If we have plenty of snow this winter to keep the lakes filled with water through next spring and summer there ought to be a considerable bit of good fish in the surface lakes by the time fall comes. Especially will this be true in lakes where the owner furnishes fresh water occasionally from an irrigation well and fertilizes the lake so that the fish have plenty of nourishment. Crappie, perch, bass and channel cat delivered to farmers of this county in considerable numbers from one of the state hatcheries last week-end will begin to get rather sizeable in a year. If the conditions are favorable and the lakes stay full until the spring of the following year there should be a lot of good fish. We are told that game fish do not do too well in surface lakes, the old-fashioned catfish being the best for the purpose as to edibility. Spawning is one of the problems for perch and bass since these practically must have some protection from the sunlight, such as might be afforded by a barrel, tin cans, heavy weed growth or something of the kind. A lake where the mud whips up considerably during seasonal wind periods is not too healthy a place for most of the fish that are available. We'd like to see it proven that this information is not too reliable.

National Automobile dealers week this is. Floydada dealers are joining in the message to the public, giving their angle to the dealer-customer relationship. We have become accustomed to good automobile agencies and take them for granted.

Every war is a national calamity whether victorious or not. — Gen. Von Moltke

I would rather be sick than idle. — Seneca.

Studebaker Is Out With V-8 Type Engine

SOUTH BEND, Ind.—The Studebaker corporation today disclosed what its officials believe to be the most important step taken by the company since the Champion was put on the market more than a decade ago—the introduction of a new Commander series powered by a rugged, compact, V-type, 8-cylinder, valve-in-head engine.

The engine has been designed so as to be readily adaptable for any foreseeable boosts in compression ratios when the general availability of higher octane fuels makes such increases desirable, and to utilize the most modern machinery and manufacturing techniques in producing it.

The new Studebaker V-8 engine has a rating of 120 horsepower at 4000 r. p. m.

Tests completed by Studebaker's engineering division indicate that the new Commander will maintain the outstanding reputation for fuel economy that has been established by preceding Commander models. The use of premium gasoline will not be required.

Changes on the 1951 Champion include the adoption of centerpoint steering, a re-designed instrument panel, and steel jacket-enclosed steering column and gear shift lever on all but the custom series.

Studebaker's automatic transmission will be available on all models

as optional equipment at extra cost. Overdrive will likewise continue as extra-cost optional equipment, said Plains Equipment company officials.

FLOYDADA BOY ADMITTED TO SCOTTISH RITE HOSPITAL

Harvey Edwin Allen, 10 year old grandson of Mrs. M. F. Childs of Floydada, was admitted to the Scottish Rite hospital for crippled children in Dallas on October 11.

Serving Texas crippled children by over 37 years, the Scottish Rite Hospital is supported entirely by individual contributions from people who want to see the work and services of the hospital continue.

Mr. and Mrs. E. R. Gibson, parents of Mrs. Robert Gibson and her sister, Mrs. O. W. McWilliams and husband and daughter, all of Lubbock, spent Sunday visiting in the home of the Robert Gibsons.

WEEK LEAVE AT CANNES FOR PETERSBURG SEAMAN

Scheduled to arrive at the French Riviera port of Cannes, October 19 for a week's visit to the beautiful Mediterranean resort section was Alvin Timothy Stewart, seaman,

USN, of Box 213, Petersburg, Va. a crew member of the radar destroyer USS C. P. Cecil.

The Cecil, a member of the fleet, has been engaged in intensive fleet exercises and the crew an opportunity to relax

IT PAYS TO PAY UP!
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ASSOCIATION

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- TRUCK • Burglary • Farm Implements • HAIL

BROWN - HOLMES CO.



This is National Automobile Dealer Week

Coast-to-coast, automobile dealers extend a cordial invitation to visit. This is an opportunity that many will accept . . . and enjoy.

Most of us thrill to the sleek lines, sparkling beauty, mechanical perfection of new cars and are drawn magnet-like to the windows and showrooms where new cars are displayed.

Our Floydada automobile dealers understand and take pride in this appeal.

As franchised representatives of the huge automotive industry they are both merchant and neighbor . . . busily engaged in supplying Floydadaians with automobiles and delighted with every opportunity for a friendly talk about new or used cars.

Get to know your automobile and truck dealer . . . visit now, during National Automobile Dealer Week.

DANIEL AUTOMOTIVE
DE-SOTO — PLYMOUTH

Get set for Fall!
COMPARE BOTH TYPES

You'll choose Servel the GAS Refrigerator

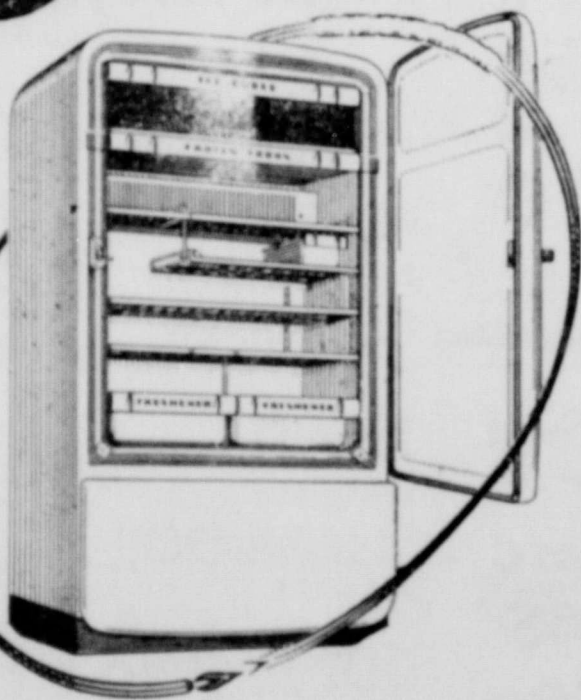
STAYS SILENT, LASTS LONGER

Has no moving parts in the freezing system. Holidays mean entertaining! And you'll be glad for years to come that you chose a Servel this fall. For only the Gas Refrigerator has no motor to wear, no machinery to grow noisy, not a single moving part in the freezing system! It stays silent, lasts longer.

Servel is first for convenience, too. From its big Frozen Food Compartment to its amazing Ninety-Second Quick-Change Interior, it saves time and work. See Servel today.

TEN-YEAR GUARANTEE

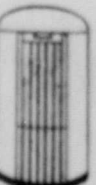
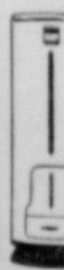
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Servel
The GAS Refrigerator



SERVEL GAS WATER HEATERS!

Choose a name you can depend on—Servel. There's none finer than the Servel Copper Ball Gas Water Heater—faster, more economical.

A model to suit every family. All fully automatic! All backed by Servel.



FOOTE BUTANE COMPANY

HIGHWAY 70 EAST

PHONE 87

New Automatic Transmission

Mercury Implement company, Mercury dealers display the 1951 Mercury in their showrooms and unveil for public show the automobile industry's new automatic transmission — the Merc-O-Matic this week.

The Merc-O-Matic provides the equivalent of a four-speed unit. It has a degree of flexibility, smooth operation, improved high gear response, and a low axle ratio resulting in lower engine speeds during cruising.

The Merc-O-Matic will be one of the transmissions available on the 1951 Mercury — the others being the standard transmission and standard Touch-O-Matic overdrive.

Important improvements in Mercury engines have resulted in an increase in power, giving a rating of 112 hp. Among the refinements are a more evenly balanced crankshaft, selected all main bearings, and a camshaft which incorporates a triple ramp on the exhaust valve for longer quieting ramp on intake.

The local dealers, Braselton Implement company, are holding open house this week to feature National Automobile Dealers week and to show off the new Mercury automobiles.

David Campbell, manager of Braselton Implement company here in Floydada, said Tuesday that in spite of promises from Ford motor company, they will not have a Merc-O-Matic equipped car to show this week, but will have one in the near future, possibly in two weeks.



Featuring the new Merc-O-Matic automatic transmission, the 1951 Mercury combines many styling and engineering changes. The Merc-O-Matic, developed by Ford Motor Company engineers, is a combination of torque converter and three-speed transmission which results in a smoothly operating, pleasantly per-

a new grille and front end trim, new bumpers and an extra-large rear window give the 1951 Mercury an ultra-smart appearance. Added smoothness, quietness and an increase in horsepower are present in the improved 112 hp V-8 Mercury engine. New colors and interior trims add to the distinctiveness of the 1951 Mercury. Shown here is the four-door sport sedan.

minizes any drive line noise transfer. Body styles on the 1951 Mercury are: six-passenger coupe, four-door sport sedan, convertible, station wagon and the customized six-passenger Monterey coupe.

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Floyd County 14 Years Ago

(Taken from the files of The Hesperian, issue dated November 5, 1936)

In an enthusiastic and jovial meeting the Lions club, whose charter had been dormant for the past four years, was reorganized with a membership of 36. J. C. Gilliam was chosen president, T. F. Huggins was named first vice-president, Marvin English, second vice-president, Ben Ayres, third vice-president, W. H. Henderson, secretary and Edd Johnson, Lion Tamer. Woody Guthrie, Tail Twister, J. D. McBrien, O. M. Watson, Odell Winters and Francis Wester were named directors.

A total of 1489 bales of cotton counting round bales as half bales, were ginned in Floyd county up to October 18, according to a report received by Fred Bell, cotton ginner reporter, from the Bureau of the Census, Department of Commerce. Up to October 18 of last year, the report showed that 1849 bales had been ginned in the county.

Mrs. F. C. Harmon honored her daughter Ruth Elaine with a birthday party celebrating her sixth birthday.

Ending an extensive membership campaign last week, the officials of the Andrews Ward P. T. A. announced that dues for 100 members had been accepted, making it nearly three times as many as were received last year. Mrs. Walton Hale is president of the P. T. A. and she expressed great satisfaction with the response of the



JEWELS OF JOY

...are this engagement and wedding ring of the most brilliant diamonds set in 14Kt. gold.

Convenient Payments Arranged

M. L. Solomon Jeweler

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It's round up time



Once again gas range dealers are rounding up those old fashioned cookstoves. Now is the time to trade in that stove of yours. Find out for yourself how easy it is to turn out taste-tempting meals on a new MODERN gas range. Ask your dealer about the FREE Blue Flame Glasses.

OLD STOVE ROUND UP

Time to Buy

A

MODERN GAS RANGE



West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927

Naturally it's GAS

put on the market again beginning this week, was made by J. M. Massie, Hollis Bond and J. M. Massie visited in New Orleans with the Howard brothers this week and also visited the Centennial in Dallas.

Mrs. R. B. Hatley, Western Union manager at Floydada suffered painful but not serious injuries, when the car in which she and Mr. Hatley were riding collided with a car driven by Henry Ford of Matador last Sunday afternoon, just east of Bob's Oil well. Mr. and Mrs. Hatley had returned home Saturday from Dallas and were on their way to Shamrock to visit her mother. After receiving first aid treatment at Matador she was carried to her home here.

Deputy State Superintendent of schools, G. D. Holbrook of Lubbock will spend four days inspecting the county schools in Floyd county. Walter Travis, County school superintendent will accompany Mr. Holbrook on the tour.

erintendent will accompany Mr. Holbrook on the tour.

Passenger Service Stopped on Denver

Passenger train service over the South Plains line of the Fort Worth and Denver City Railway, between Childers and Plainview, Lubbock,

and intermediate towns was discontinued Sunday, October 22. The announcement was made from the office of the Fort Worth and Denver City vice-president Robert L. Hoyt.

The last F W & D passenger train out of Plainview left for the east at 9:30 P. M. Saturday. The line went into operation in January of 1928.

A friend in need is a friend to dodge -Brown-Holmes Co.

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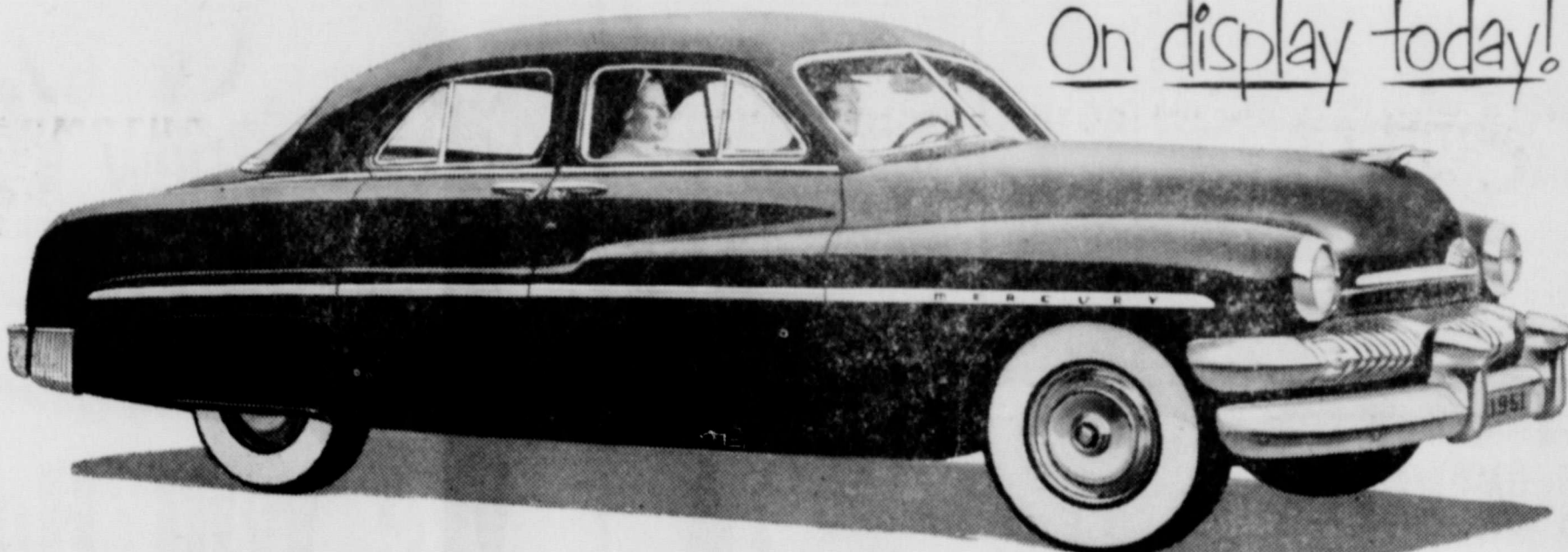
106 W. Missouri

Floydada, Texas

Phone 345

Announcing the New 1951 MERCURY with MERC-O-MATIC DRIVE

On display today!



WHAT A CAR! WHAT A DRIVE! What a combination! New 1951 Mercury with the amazing Merc-O-Matic Drive!

Your first look will tell you that here is a car brimming over with eye-filling features: New styling, new interiors, new trim... new beauty for a beautiful new car!

Your first drive will tell you that Merc-O-Matic

is an automatic transmission with everything: Honeyed smoothness, positive pickup, overall economy, and safety. It does all the work while you sit back and relax.

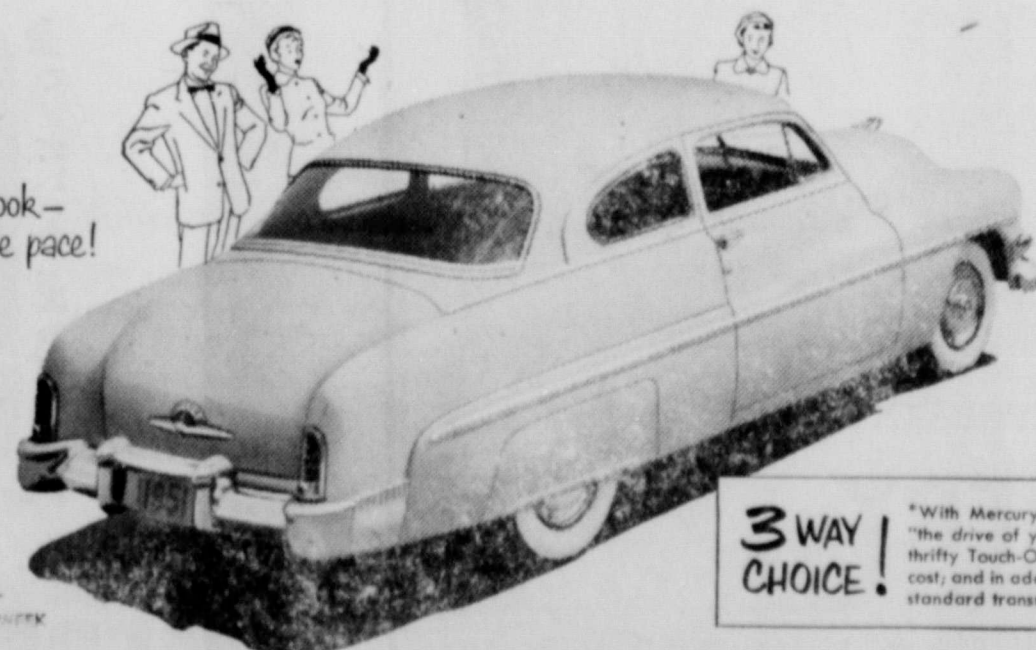
There's new comfort and safety, too. A new improved ventilating system—a new "wide-horizon" rear window with more than 1,000 square inches of unobstructed viewability.

And there are dozens more thrilling new features for you to see and enjoy.

Come on over and see this big, beautiful 1951 Mercury in our showroom. Let us give you the facts about "the drive of your life"! When you consider all of Mercury's built-in quality advantages, we think you'll agree it's "the buy of your life"! There's nothing like it on the road!

for "the drive of your life"

A sweeping new look—to set the 1951 style pace!



Merc-O-Matic Drive is the simpler, smoother, more efficient automatic transmission!

3 WAY CHOICE!

*With Mercury for 1951, you have a triple choice for "the drive of your life"—new Merc-O-Matic Drive and thrifty Touch-O-Matic Overdrive are optional at extra cost; and in addition, there's the Silent-Ease synchronized standard transmission.

BRASELTON IMPLEMENT COMPANY, INC.

Floydada, Texas

THE HESPERETTE

Edited by Pupils of Floydada High School

HESPERETTE STAFF

Mary Ann Wilson Editor
Janet Lloyd Assistant Editor
Ruth Maxey, Eva Waller, Nancy Buchanan, Peggy Lanham Reporters
Margie Herring, Edith Garrett, Pat Frahn Typists
De'Quacker
Mrs. W. Ray Johnson Sponsor

EDITORIAL

YOUR GRADES

Have you turned over a new leaf this six weeks? This would be a very good thing to do if your report cards were not satisfactory. Upon turning over this leaf, you should endeavor to obtain as much as possible from your studies. If you are a failure now, how can you expect to be a success in later life? After each six weeks, you should be richer in knowledge.

No matter what grades you receive, they most certainly should be honest. By cheating you only lose the respect of your teacher and of your classmates. If your grades are high, but dishonest, they are valueless. Remember that you are judged by your character.

When you receive your report cards for the next six weeks, you should be able to look at them and be proud of them, not only because they are satisfactory high, but also because they are "all yours".

Thumbnail sketches of the Seniors

Hershel Irwin has black hair and brown eyes. His ambition is to be the owner of a large ranch. He dislikes "nosy" people. Football, hunting, and pretty women are some of his likes. "Frances" is his favorite movie, and "The Great Speckled Bird" is his favorite song. Herbert Irwin is similar to Hershel in description and his ambition is the same. His hobby is collecting guns. He dislikes "grippy" people, but he likes pretty girls, football, and cherry pie. He says his best liked movie and song are "Twelve O'clock High" and "Goodnight, Irene".

Eva Waller has brown hair and brown eyes. Her ambition is to be the owner of a Cadillac convertible. Her favorite sport is football. "Come to the Stable" and "Mona Lisa" are her favorites. She likes all her teachers.

Pike Hanna has red hair and blue eyes. His ambition is to make a million dollars. He does not like "stuck-up" people. His favorite subject is biology. He likes women, football, and money. "Broken Arrow" is his favorite movie.

Mary Parrish has brown hair and blue eyes. Her hobby is collecting poetry. She dislikes hateful people and eggs. Her likes are "Pete" and chicken. Her favorite movie is "My Blue Heaven," and "You are the One" is her best-liked song. Estelle Richardson has blonde hair and brown eyes. Her ambition is to see Al Jolson and Vaughn Monroe in person. She doesn't like western music and "stuck-up" people.

Bobby Patterson has blue eyes and black hair. His ambition is to be a great singer and own a ranch. His dislike is "nosy" people. Among songs he likes "Remember Me", and among movies he likes "Roseanna McCoy". Rodney Hinkle has red hair and gray eyes. His ambition is to be an engineer. His hobby is collecting rare coins. His favorite movie is "Gone With the Wind". Some of his favorites are cars and hunting.

Elayne Snodgrass has brown hair and blue eyes. Her hobby is collecting records. Her ambition is to be a journalist. She dislikes hateful people and chemistry. She has many likes, but here are only a few of them: dancing, "sweet" people, cherry pie, and pep rallies. "Little Bit Independent" is her favorite song.

Jimmy Powell has black hair and brown eyes. Some of his likes are: movies, baseball, boots, Spanish, and "My Foolish Heart". He doesn't like hill-billy music. His ambition is to see a world series baseball game. Don Probasco has black hair and gray eyes. Some of his likes are: sleeping during the day and staying out late. He dislikes people who talk too much. His ambition is to be a "loafer".

Buddy Sanders has brown hair and gray eyes. His ambition is to be a great baseball player. He dislikes stewed cabbage and popular music. Among his likes are: baseball, football, and pineapple pie. His favorite movie is "Sands of Iwo Jima" and his favorite song is "I'll Sail My Ship Alone". Wanda Reed has blonde hair and brown eyes. Her ambition is to be a journalist. Among her dislikes are hateful and unfriendly people. She likes convertibles. Her favorite subject is shorthand. Her favorite movie and song are "Random Harvest" and "Mona Lisa".

Lavon Shearer has black hair and blue eyes along with an ambition to have a herd of registered cattle. He dislikes conceited people and spinach. He likes Ag. farming, and teachers that give short assignments. His favorite movie is "Sands of Iwo Jima", and his song is "Mona Lisa". His "pet" subject is typing. Lawrence Stovall has brown hair and brown eyes. He has an ambition to coach football. He dislikes "nosy" people, spinach, and study halls. He likes pretty girls, steak, coconut pie, ice cream, and football. His favorite movie is "The Best Years of Our Lives", and his favorite song is "Mona Lisa". His favorite subject is English IV.

Bobby Smith has brown hair and brown eyes. He is 5 feet 6 inches tall. His ambition is to be a baseball player; and he likes civics, cherry pie, pretty girls, and baseball. He dislikes staying at home. His favorite movie is "The Strat-

ton Story" and his song is "I'm Moving On." Algebra II is his favorite subject.

INTER-SQUAD GAME CLOSE

The Whirlwind squad, divided into two teams and had a rough intersquad game Friday. They game was played under regular game conditions. Coaches Watson and Read were the referees. Carroll Fulton was chosen captain of the "Whites" and Aubrey Guthrie, captain of the "Greens".

The teams were very evenly matched, with the Green pushing over

a touchdown in the last 5 minutes. Connie Beardon scored the T. D. from the 1 yard line. The game was good experience for all.

BEAT LOCKNEY!

SAFETY GRAM

The Texas Safety association states that more accidents are caused because of excessive speed than for any other reason. A few seconds of time saved do not merit the risk of our life. In a traffic accident, you have everything to lose and nothing to gain. Drive more carefully and live.

DE 'QUACKER

The gossip can was not very full this week, but here I come to give you the juicy tidbits that I found in the container.

Bob Hargis and Winnie La Grone surely do enjoy third period English class. Could this be a new romance?

Why is it that every time you see Mack, Connie, and Franklin they are still in a daze over Algebra period? Now, Carolyn, let's not do that to the "poor ill boys."

Who was that with Troy McNeil

Saturday night? Could it have been Karen B. Troy, what will you say?

What's this I hear about Bob Harrison not keeping his long will girls stand for him?

What's this about La Fawn and Bobby H.? Tell us more. It looks as if La Fawn Parrish and Floyd Sue really get around. It up, kids. We like to see little romances all around us. Why does Francis Vickers look depressed? Could it be because is gone? Cheer up, kid!!! (See De'Quacker, next page)



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Faster Freight Facts.....

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A COMPANY IS KNOWN BY THE MEN IT KEEPS

When you must make your most important financial decision... involving life insurance for the protection of your family... you are well advised to choose a sound company, represented by an able agent.

The men and women who have chosen to represent Southwestern Life are public-spirited citizens, often working unselfishly in community welfare or civic improvement projects. They work, too, in life underwriter associations, making life insurance do a better job for the people of their towns and counties. In many ways they help to make their communities better places in which to live.

Yes, a carefully selected, well-trained and responsible Agency Force represents Southwestern Life, now in its 48th year of service to Texans.

FLOYDADA REPRESENTATIVE
R. E. FRY

Southwestern Life Insurance Company
JAMES RALPH WOOD, PRESIDENT HOME OFFICE • DALLAS

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



☆It's new! ☆It's different! ☆It's wonderful!



It's the new **1951 MERCURY** with **MERC-O-MATIC** drive

And to discover just how pleasure-packed this new... different... wonderful ride in the beautiful new Mercury with Merc-O-Matic can be, visit our showrooms today and enjoy "the drive of your life." It's a thrilling motoring experience you'll never forget. Make sure you don't miss it!

WE WILL HOLD OPEN HOUSE
THROUGH OCTOBER 28 IN CELEBRATION OF NATIONAL AUTOMOBILE DEALER WEEK AND TO GIVE YOU THE OPPORTUNITY TO SEE THE NEW 1951 MERCURYS ON DISPLAY.

YOUR AUTOMOBILE AND TRUCK DEALER
NATIONAL AUTOMOBILE DEALER WEEK October 22nd thru 28th
NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Braselton Implement Co.
LINCOLN - MERCURY SALES AND SERVICE
PHONE 29 Lockney Highway

HESPERETTE

De Quaker, continued

Who was with Dale R. Sunday night? Could it have been Clara? What about this, Tanya.

Looks as if Norman Muncy and Barbara Perry are going together again. They surely looked as if they were having fun Saturday night.

Well, "so long" for now. I'll see you next week.

BEAT LOCKNEY!

Roving Reporter

Question: What do you think would improve our school more than anything?

Mr. Baker: "The students need to have better school spirit in everything."

Billie Newberry: "More co-operation is needed among the students."

Layne Snodgrass: "I'd like shorter assignments, better co-operation, and a dance after every home game."

Nina Copeland: "We need an inter-communication system. Then we wouldn't have to run our legs off."

Dale Roberts: "There should be prettier girls and smarter students."

Doris Foster: "We should be more business-like in our studies."

Dorothy Foster: "People should be quieter in the study hall."

Lawrence Stovall: "More easy subjects would help."

Conray Johnson: "There is need for a better chemistry laboratory."

Anita Tooley: "Better variety among subjects would be helpful."

Darlyn Warren: "We should be more orderly in the halls before and after noon."

Juanita Huckabee: "More school spirit is needed."

Marlene Raley: "The juniors need to win the queen's race."

Luella Irwin: "High school needs to have recreation for the girls."

Eva Waller: "The pep girls should yell at football games, and the boys should win some games."

Don Probasco: "Less homework by all the teachers would be nice."

Hershel Irwin: "I'd suggest more assemblies and holidays."

Carrol Fulton: "I'd enjoy more fun in classes."

Allan Gross: "School should be out about two hours earlier."

Billy Carmack: "It would help to beat Lockney in football."

Mary Parrish: "There should be shorter assignments and easier subjects."

Jenny Hennessee: "We should have better school spirit and better band stunts."

Herbert Irwin: "There is a need for more interesting library books."

Duane Lemons: "We need more class meeting and assemblies."

Peggy Parkey: "The girls could play basketball."

Estelle Richardson: "My suggestion is for more assemblies and shorter periods."

Nothing that was worthy in the past departs; no truth or goodness realized by man ever dies, or can die; all is still here, and, recognized or not, lives and works through endless changes.

—Thomas Carlyle

If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with a success unimagined in common hours.

—Henry David Thoreau

There are a thousand hacking at the branches of evil to one who is

striking at its roots.

—Henry David Thoreau

From the lowest depth there is a path to the loftiest height.

—Carlyle

SPUR B-37 FLOYDADA B-7

The "B" squad lost its second game of the year to Spur by a 37-7 score.

The "B" boys were out played all through the game and did not cross the 50 yard line all during the first half. Spur scored four touchdowns and made two of her conversions to lead at the half 26-0.

In the third period, the Whirlwinds scored their first and only touchdown. Dane Clark, hard driving back for the 'Winds, drove the ball down to the two yard line starting on Spur's 40, and then plunged the ball over from there. Again Clark did the scoring by driving over for the one point which gave the "B" boys all their scores for the night.

So the Winds lost their second game, but on the whole, they played good football.

BEAT LOCKNEY!!!

CLASS RIVALRY RAMPANT

The race among the classes for the selection of a queen has caused many discussions about "ways and means" of making money.

The classes have devised ingenious schemes or raising money, and have utilized the week-end to advantage. They have held rummage and cake sales. Much secrecy is apparent among the groups, and the pupils are trying hard to raise funds for their candidates.

Mr. and Mrs. Willie B. Eakin of near Petersburg were in Floydada on business Saturday.

FERTILIZERS

Dry or Liquid
a formula for every need.

MORCKEL FARM
CHEMICAL CO.

Phone 539
Floydada, Texas

TSOW HONOR ROLL INCLUDES BETH HINSON OF FLOYDADA

DENTON.—Among the approximately 300 students at Texas State college for women who maintained a "B" average during their last semester at the college is Miss Beth Hinson, daughter of Mr. and Mrs. E. E. Hinson.

One of the privileges of being named to the "B" average list is class attendance exemption.

Mr. and Mrs. J. O. McMillan spent the past week-end with their son, Pvt. Gerald McMillan, who has been stationed at Sheppard field at Wichita Falls. Pvt. McMillan has since been transferred to Biloxi, Mississippi.

AT O. E. S. GRAND CHAPTER

Mesdames Sam Thurman, Jess Patterson, Sam Green and Herschell Green left Saturday morning for Galveston to attend the meeting of the Grand Chapter of the Eastern Star. Mrs. T. L. Gilley accompanied them to Houston to visit her brother, Volley Hanks.

To Relieve Misery of

COLDS
take 666

LIQUID OR TABLETS—SAME FAST RELIEF

Floydada Real Estate & Insurance Agency

BISHOP BUILDING
ALL KINDS OF INSURANCE

FARM LOANS REAL ESTATE

Jim Word O. M. Watson

R. H. JONES M.D.

Doctor

Lawyer

BANK

Banker

Farmer

Merchant

Railroad



Santa Fe is a part of Your Community
and wants to serve you

A doctor needs his patients . . . a banker his depositors . . . a farmer his harvest just as much as a railroad needs your freight shipments to keep in business.

Santa Fe is a local business

We serve and help support your community so call your Santa Fe agent when you have freight to ship. If you don't have freight to ship remind your grocer, your merchant, your farmer neighbor and your automobile dealer to ship their freight via Santa Fe.

Remember Santa Fe taxes help support your community.

For facts about Santa Fe freight service, just call
YOUR LOCAL SANTA FE AGENT

TUNE IN Uncle Jay

DIAL 710 KGNC
RADIO STATION AT

100 a. m. Tuesday

125 a m Thurs. Sat



Let Him Tell You About The

FLASH-O-TRAC SYSTEM

Low in First Cost
Fits All Tractors

CUTS COSTS 50%
(Fuel, Oil, Repairs)

Baker FLASH-O-GAS CO.
SALES BY THE DEALERS IN THE FARM AREA

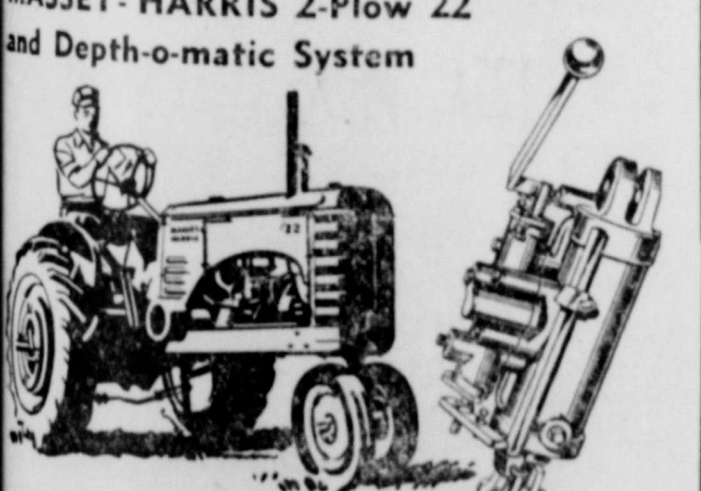
Lockney Plainview

Prove THE DIFFERENCE AT THE WHEEL... TODAY!

ACCURATE...POSITIVE

2-Way Hydraulic Control with the MASSEY-HARRIS 2-Plow 22

and Depth-o-matic System



Depth-o-matic 2-Way Hydraulic System gives you depth control of both mounted and pull-behind tools anywhere in your field. It's accurate, positive . . . completely safe. Depth-o-matic is but one of many better farming advantages you have with the 22. Others like 23.91 maximum drawbar horsepower; full-width operator platform; clear unobstructed vision; big 10-34 tires; the weight and power to handle both mounted and pull-behind tools mean the 22 does more work faster, easier, at less cost. And remember, the 22 is the lowest-priced tractor per drawbar horsepower in the 2-plow field.

Stop in for complete details . . . see us today. Be one of the first on our demonstration schedule.

FLOYDADA IMPLEMENT CO.

MASSIE - HARRIS SALES & SERVICE

Highway 70 North

ASK FOR A DEMONSTRATION

Judge it on RIDING EASE...DRIVING EASE



Your Best Buy—by All Odds

It rides more smoothly
You'll glide smoothly, steadily, safely over most roads in a Chevrolet—only low-priced car combining the Unitized Knee-Action Ride and airplane-type shock absorbers.

It operates more economically
You'll enjoy extra-fine performance and save money, too; for Chevrolet is the only low-priced car with a Valve-in-Head engine—trend-setter for the industry.

It's better looking—all around
You'll know it's more beautiful from every angle, inside and out; for Chevrolet is the only low-priced car with Body by Fisher—the standard of styling.

It drives more easily
You'll enjoy finest no-shift driving at lowest cost with Chevrolet's famous Powerglide Automatic Transmission* . . . or finest standard driving at lowest cost with Chevrolet's Silent Synchro-Mesh Transmission.

It lasts longer, too
Chevrolet is built to outlast other cars. That's one reason why there are over a million more Chevrolets on the road than any other make—and why Chevrolet is America's most popular car, year after year. Come in and look it over.

It offers more for less—throughout
Think! Center-Point Steering; Curved Windshield with Panoramic Visibility; Fisher Unisteel Body-Construction; hydraulic brakes with Dual-Life rivetless linings. You get all these and many other fine car features in Chevrolet at lowest cost.

AMERICA'S BEST SELLER!

AMERICA'S BEST BUY!

ODEN CHEVROLET COMPANY

221 South Main Street

Floydada, Texas

Dealers Loan Schools Cars Worth Millions

Thousands of high school students are being taught this year how to drive an automobile correctly and safely, thanks to the co-operation of the nation's automobile dealers and school authorities. In addition, the nation's dealers, who are celebrating National Automobile Dealer Week, October 22-28, are making other important contributions to highway safety.

During the 1949-1950 school term, the Inter-Industry highway safety committee announced that the nation's automobile dealers loaned cars valued at nearly \$9 million to their local high schools that have approved driver education and training courses. This represents an increase of some 1500 new cars, most of them equipped with dual con-

trols, over the number supplied by dealers during the previous school term.

Car Loans Increase

Present indications are that new car dealers will increase the number of new cars loaned to high schools for this purpose to nearly 6,000 during the 1950-51 term. More and more high schools are adopting the courses as the most practical and efficient method of improving the safety driving records of teenagers.

More than three million "Man-to-Man" and "Dad-to-Daughter" good driver agreements and club cards have been distributed under sponsorship of the Inter-Industry highway safety committee. The National Automobile Dealers association is one of the sponsors of the Inter-Industry committee along with automobile and tire manufacturers and its members have been largely responsible for distributing driver agreements and club cards directly to customers and through other co-operating groups.

Dealers have also been the principal sponsors of annual "Check Your Car—Check Accidents" programs, the 1950 observance of which was held throughout the month of May. Thousands of dealers inspected cars for safety free of charge during the event and the

program resulted in uncovering and correcting many dangerous defects. The program stressed the importance and value of periodic, safety inspections for all motorists.

As A Farm Woman Thinks

(Nellie Witt Spikes)

These are golden days with nights of pure silver. Heavenly blue morning glories wave in the soft warm breezes. Mustard spreads its broad leaves near the frilly lettuce. I imagine the tall, tall castor beans or Palma Christi, are tall, tall, palms on an island shore. Roses bloom near my neighbor's door and the scent is that of famed Araby. There is so much to be done, a hundred red, red tulips to set deep beneath the ground, some lilies and bulbs to plant. But these are such lazy feeling days, seems there should be time to loaf and dream before the winter settles down. They, tho, are times to be busy. Crops to be gathered, children to be kept in school, meetings of clubs and societies. I feel like an old worn-out horse turned to pasture as I look upon the busy farmers and their families and know my hands will not gather and reap this year, only the little bit of canning from our own little garden to finish up the season.

Clipped from the Salvation Army War Cry: "Kind words do not cost much. They never blister the tongue or lips. Though they do not cost much, yet they accomplish much.

"They help one's own good nature and good-will. Soft words spoken soften our own soul. Angry words are the fuel to the flame of wrath, and make it blaze more fiercely.

"Kind words make other people good-natured. Cold words freeze people, and hot words scorch them, and sarcastic words irritate them, and bitter words make them bitter, and wrathful words make them wrathful.

"There is such a rush of all other kinds of words, in our days, that it seems desirable to give kind words a chance among them.

"There are vain words, and idle words, and hasty words, and spiteful words, and warlike words.

"Kind words also produce their own image on men's souls. And a beautiful image it is. They soothe, and quiet, and comfort the hearer."

When I see a young mother clasping her first born son to her bosom, I smile and think of the young son I had given me. How beautiful and sweet he was and how much happiness he brought our lives then. And now as he tenderly sees after our welfare, October is a special month in our lives as our three children have birthdays in the Golden month. We feel a special thanksgiving for them this month. Wilson, Wilma and Wilda, God bless you all three. And Joe Ellis and Dale also were born this month. You make our days happy with the sweetness of your young lives.

Mrs. Powell slipped in the other morning bringing me a new friend, James J. Metcalf of the Dallas Morning News. That is she brought copies of his fine poetry and how

much I have enjoyed it. I am sure he will not care for me to use one of his poems in this column so you, too, may get acquainted with a fine writer and a Christian gentleman. He calls his column, "Portraits" and the following is

Be With Me God

Be with me God, when I am glad
And all the skies are blue.
And never let me fail to give
My gratitude to You.
Be with me when the night is dark
And shadows cross my heart
That I may always keep the faith
And never grow apart.
Let not my mind be lonely, or
My footsteps go astray.
But teach me how to live my life.
According to Your way.
Be with me when I am home
And when I travel far.
And help me to appreciate
The beauty of a star.
Be my companion everywhere
In happiness and tears
Be with me, God, and give me grace
Through all my earthly years.

Birthday greetings to Mrs. Jahnke whom I have learned to love. Hello!

A happy birthday... Congratulations, too... May all day every minute... Be filled with joy for you... And when the day is over... Like some remembered song... May all its memories linger... To cheer you all year long.

Mr. and Mrs. G. V. Hall and son Johnny visited Thursday through Sunday, with Mrs. Hall's parents, Rev. and Mrs. Haines and family at Bethany, Oklahoma.

TAKE IT EASY TAKE A BOOK

Latest Best Sellers
Enjoy a good book from our modern Rental Library.

Call at

**BISHOP'S
PHARMACY**

LANDS

Farm and Grazing Lands in Floyd and other Counties

Town Lots in Floydada.

MASSIE & BOND

(Successors to W. M. Massie & Bro.)



KIBITZERS WELCOME!

A little help from the sidelines is always welcome from our point of view. Your suggestions and recommendations help increase our skill at serving you.

You, as one of this bank's many customers, can take active part in creating better service for yourself.

Friendly kibitzing helps make our many services even more valuable.

First National Bank

Floydada, Texas

Federal Deposit Insurance Increased from \$5,000 to \$10,000 for each depositor.



SLEEP!

IT'S WONDERFUL,

with an Electric Blanket

There's no suffocating feeling from an overload of blankets, when you sleep (and folks, we mean SLEEP) under the soothing warmth of a light-weight electric blanket. It's the modern, healthful way to a restful solid eight hours. It's economical, too! First cost is not expensive and the operating cost? ... about a penny a day.

What else gives you so much comfort for so little? Electric blankets come with single or dual controls. Get yours and enjoy your sleeping hours. See your electric appliance dealer ... he's a good man to know.

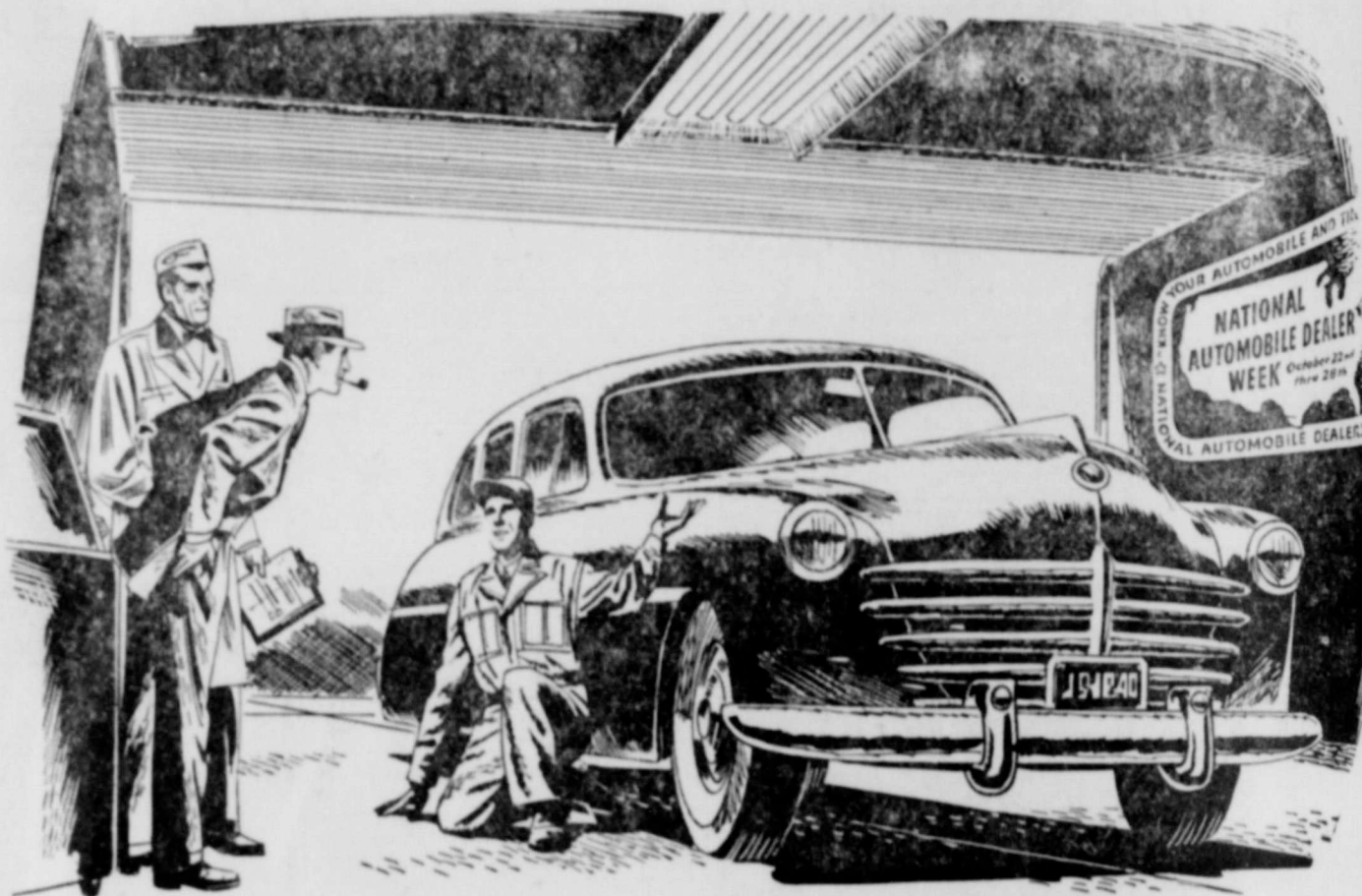


I Even Make You
Sleep Better!

Of course - it's Electric!

**SOUTHWESTERN
PUBLIC SERVICE
COMPANY**

26 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



Best All Ways

The franchised new car dealer is always best qualified and best equipped to service the cars he sells!

Franchised dealers have what it takes to do the best job... factory-trained mechanics, the right equipment, necessary parts in stock and, most important, know your car best.

CHECK THE SERVICES YOUR CAR NEEDS:

1. Complete motor tune-up
2. Adjust brakes (hand & foot)
3. Lubrication
4. Body and fender repairs
5. Ignition overhaul
6. Adjust clutch
7. Tighten body and chassis
8. Check radiator connections and cooling system
9. New paint job
10. Adjust all lights
11. Check all instruments
12. Check starter
13. Check generator
14. Switch tires
15. Adjust windshield wipers
16. Wash and polish
17. Align front wheels, check and adjust steering for Safe Driving.

and see your dealer
now is a good
time, during...



ODEN CHEVROLET CO.

221 South Main St.

Floydada, Texas

Phone 400

For Buyers Big Values 1950 Autos

Automobile buyers are getting far more values today for both their new and used car dollar than they did in the so-called good old days. It takes only 34 1/2 weeks to earn the price of today's streamlined models, where it took 91 1/2 weeks for one of the 1929 variety. Moreover, horsepower has been more than doubled. In fact, even the most expensive models, which were selling at more than \$5,000 back in 1929, had less horsepower than the lowest priced cars on today's market.

Three Days' Trough Is Your Danger Signal

Creomulsion relieves promptly because it gets right to the seat of the trouble. It loosens and expels germ laden mucus and aids nature to soothe and soothe, inflamed bronchial passages. Guaranteed to please you money refunded. Creomulsion has been the test of millions of users.

CREOMULSION

Coughs, Chest Colds, Acute Bronchitis

The review reveals that the price of four-door models today averages nearly \$900 less than in the so-called good old days. In terms of industrial wages, this price decline is far more impressive. It takes only 34 1/2 weeks to earn the price of today's streamlined models, where it took 91 1/2 weeks for one of the 1929 variety. Moreover, horsepower has been more than doubled. In fact, even the most expensive models, which were selling at more than \$5,000 back in 1929, had less horsepower than the lowest priced cars on today's market.

"Hundreds of refinements have been added to all makes during this period. They include the all-steel body, four-wheel hydraulic brakes, safety glass, built-in luggage compartments, coil spring suspension, automatic spark advance, sealed-beam headlights, weather-insulated body constructions, windshield wipers and many others.

Life Span Quadrupled
"Finally, the life span of cars—the best measure of value—has been more than quadrupled, thanks both to better construction and improved maintenance and repair service by factory-franchised dealers.

"But that is only part of the story. In addition to getting four times as many miles of service out of recent model cars as they did in 1929, motorists are getting today far better cars in every way—in riding comfort, ease of operation, safety, beauty, power and economy of operation. The progress of the automotive industry thus has benefited everyone so everyone has reason to celebrate during Floydada's Automobile Dealer Week.

Used Car Values
"Excellent values in dependable used cars are also available at fac-

Local Dealers Payrolls Near \$20,000 Monthly

Steady year-round employment for many residents of Floydada is furnished by the new car and new truck dealers of the city, said Tom Daniel, of the Floydada Automobile Dealers association this week.

Following a survey Monday he said the dealers' monthly payrolls, total \$19,558.00 which flows regularly into local trade channels. In addition to this large sum monthly, substantial purchases are made through these dealerships from local retailers handling other kinds of merchandise.

Facilities Improved
"Many local new car and truck dealers have enlarged and improved

their buildings since the war and have installed new, modern equipment in order to provide local car and truck owners with the best possible maintenance and repair service. These expansion programs have been done by local contractors employing local workers.

"Obviously these local dealers' payrolls and other expenditures contribute greatly to the business volume and prosperity of our city and county.

"The dealers' employees and their families are substantial local residents. Their taxes as well as those paid by the dealers themselves help support our city, state and schools.

"As dealers, we realize, of course, that our progress and payrolls have been made possible by the patronage that we have received over the years from our customers. Naturally, they are entitled to good, dependable

and courteous service throughout the years and that we strive to give at all times. But, National Automobile Dealers Week, October 22 to 28 inclusive, offers us an opportunity of showing our appreciation to our customers in a special way and of becoming better acquainted with all residents of our trade area.

Dealers Participating
The following factory-franchised automobile and truck dealers are sponsoring the National Automobile Dealer Week program here.

Mayo Motor company, Terrell Motor company, Oden Chevrolet company, Bishop Motor company, Daniel Automotive, Plains Equip-

ment company, Braselton Implement company, Cline and Rainer, and L. C. McDonald.

The total monthly pay roll of the new car dealers named above does not include another several thousand dollars per month spent in the community to maintain its homes and institutions by several capable independent garagemen and establishments in allied lines. It was pointed out by Mr. Dainel. These businesses represent a substantial segment of the community's business life and their worth in service to the area is not intended to be minimized by the organized dealers association, he said.

Professional Directory

People's Hospital

Wishes to announce to the public the visiting hours and clinic hours for

Hospital Patients:
10—11 a. m.; 2—4 p. m.
7—8 p. m.

Clinic open Monday through Saturday 9 a. m. to 12 noon, 1 p. m. to 5 p. m. Closed Sunday.

Peoples Hospital Clinical Laboratory
And Department Of X-ray
Approved Clinical Laboratory Tests.

Emergency work done at any hour
Elective Work done by Appointment suitable to patient and Technician.

Visitors wishing to inspect the hospital are welcome at any time

Kimble Optometric Clinic

Dr. J. W. Kimble
Dr. O. R. McIntosh
Optometrists
FLOYDADA, TEXAS

FINE CLEANING

the trademark of our business — —
A business built on friendly service and special care.

- PRESSING
- ALTERATIONS
- REPAIRS

DAY'S CLEANERS

A Message To My Friends

& Customers



Z. A. BURGETT

I will appreciate your visiting my department in Sears when in Lubbock, or your call or letter if I can be of any service to you.

Z. A. BURGETT

Box 583 Floydada or 2414-A 21st St. Lubbock, Texas

I am happy to advise you of my connection with Sears, Roebuck & Co., in Lubbock, Tex. I am selling their Kenmore line of sewing machines and appliances. I can sell these items with the greatest of confidence and know that I am offering my friends the finest values in sewing machines, vacuum cleaners and floor polishers.

Because of the large percentage of old cars still in service today, it is particularly important for the safety of all motorists that every car owner should keep his automobile in first class mechanical condition. The fact that a car is old does not necessarily mean that it is unsafe. It is vital however, that both new and old cars should be checked periodically because accident statistics show that unsafe cars are involved in a substantial percentage of traffic accidents. Naturally, old cars should be checked more frequently than the new models.

It's good business also for motorists to have minor repairs and adjustments made promptly rather than wait until costly, major repairs are required.

Floydada's dealer members of NADA, who are sponsoring local observance of the "National Automobile Dealer Week" event, October 22-28, are extending a special invitation during the week to all car owners throughout this trade area to bring in their cars for a thorough check-up. In addition, some of these dealers are offering attractive service package specials during their big week as a special inducement to motorists to co-operate in a voluntary inspection program designed for the car owners' own protection and benefit.



National Automobile Dealer Week

spotlights us, the franchised automobile dealers, as the important link between a huge, roaring automobile-producing industry . . . and you.

Through us industry can know you better, produce the cars you want. Through us industry speaks to you . . . of performance, comfort, style, mechanical achievement.

We're the vocal link in the automotive industry.

There's a lot of sense in talking automobiles, both new cars and the dependable used cars we sell. We enjoy it . . . chances are you do, too. Why not visit during National Automobile Dealer Week . . .

Come to our show room and see two great cars . . . Dodge and Plymouth and Dodge Job Rated Trucks.

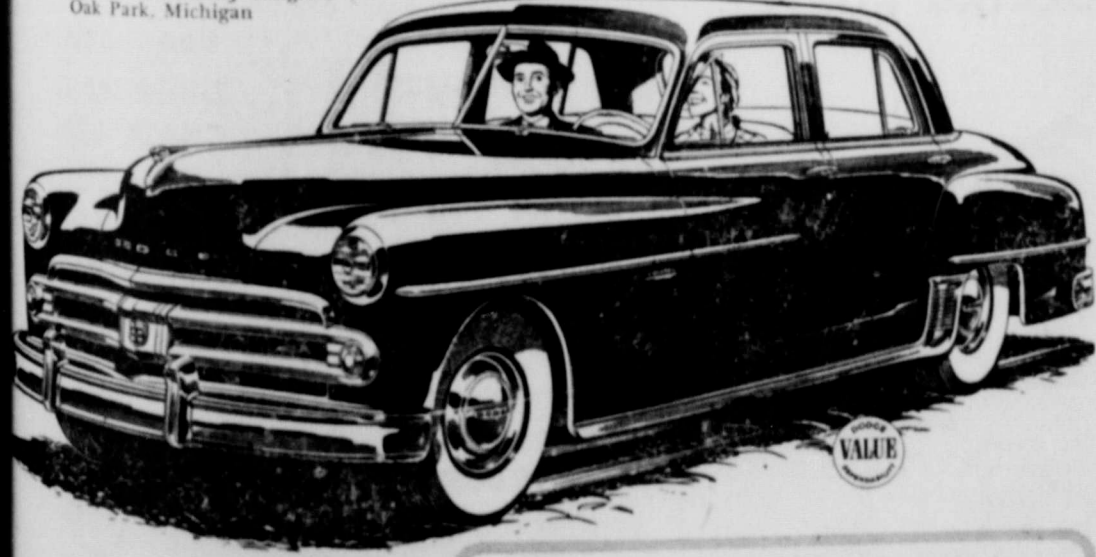


MAYO
MOTOR CO.

IMAGINE! IN JUST
5 MINUTES TIME
WE SAVED \$1,000!



Mr. & Mrs. Franklin J. Knight
Oak Park, Michigan



YES, ANY OTHER CAR
THAT PLEASED US BOTH
COST \$1,000 MORE!



New Bigger Value
DODGE

Just a few dollars more than the lowest-priced cars

MAYO MOTOR COMPANY
Floydada, Texas

Cox Estimates 500 Million Colds a year

AUSTIN.—Dr. Geo. W. Cox, state health officer, estimates that there are 500 million colds a year in the U. S. A. and they take an economic toll of two million dollars. This does not take into consideration the inconvenience suffered, or the fact that following or during a cold, other serious illness such as pneumonia, tuberculosis or mastoiditis gain foothold. And the common cold is only one of the many winter enemies that encounters everyone from the crib to the coffin; some of the other are influenza, bronchitis, ear infections, sinusitis, and pneumonia. These are all respiratory diseases and they are caused by many different germs. Some of these germs are called bacteria, and some are called viruses.

Just because you have had a cold is no reason you won't catch another. Two out of three people have three colds a year. Wet feet, drafts, chilling, exposure to bad weather, etc., do not cause your cold but they do weaken the body's resistance to a cold. So we say that there are favorable conditions for germs, one is the strength and number of germs, and the other is body resistance which includes undernourishment, fatigue, irritation of the nose and throat by air borne substances, or chilling of the body.

The best way to avoid catching cold is to:

1. Avoid people with colds as much as possible.
2. Beware of fatigue, avoid overwork, get plenty of rest, exercise moderately out-of-doors.
3. Keep feet warm and dry.
4. Keep out of drafts.
5. Eat a well balanced diet.

If you have a cold, help yourself and others by staying home, eating light foods and calling your doctor if necessary.

South Plains News

By Mrs. Raymond Upton

SOUTH PLAINS, October 23.—Mr. and Mrs. Odell Mulder of Albuquerque, New Mexico, are visiting his parents, Mr. and Mrs. Oscar Mueller.

Mr. and Mrs. Ralph Childress and Mr. and Mrs. Billy Brady of Columbus, Georgia, visited in the Raymond Upton home Tuesday night.

Miss Carol Reeves of Brownfield spent the week-end visiting her parents, Mr. and Mrs. Sam Reeves. Guests in the H. R. Hartman home Sunday were Mr. and Mrs. J. H. Hartman of Lockney, Mr. and Mrs. Ray Daniels and family of

The Floyd County HESPERIAN

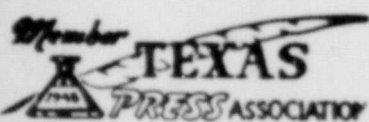
HOMER STEEN, Editor

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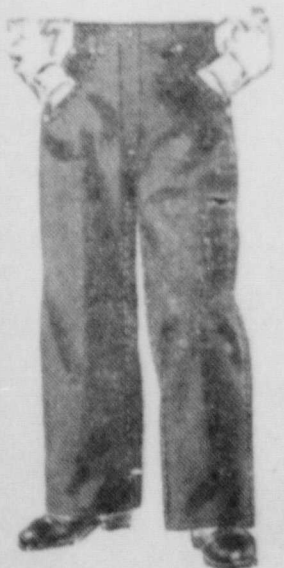
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At Penney's



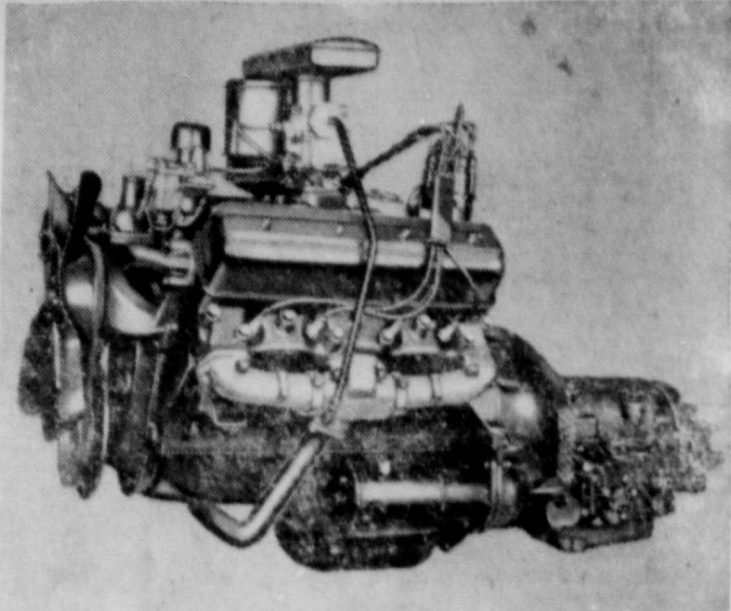
BOYS' 8 OZ. STURDY

Blue Denim
Jeans 1.49

Size 10 - 16

Sanforized to fit right even after repeated laundering. Double stitched, riveted and bar tacked at strain points.

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Side view of Studebaker's new 8-cylinder, valve-in-head engine which powers the 1951 Commander series. Rated horsepower of the new V-8 engine is 120 at 4000 r.p.m. Taxable displacement is 232.6 cu. in. Bore and stroke, 3 1/4" x 4 1/4", respectively. Compression ratio as released.

Amarillo, and Mr. and Mrs. Lloyd Horn and family of Lubbock. Dinner guests of Mr. and Mrs. H. S. Calahan, Jr., Saturday evening were Mr. and Mrs. Garvin Beedy and Larry, Mr. and Mrs. Ralph McGuire and Martha, Mr. and Mrs. Rex Smithman, Mr. and Mrs. Douglas Beedy, Mr. and Mrs. Ernest Huckabee and Judy, Mr. and Mrs. Sterling Cummings, Dick Guest and Carol Reeves. After dinner, games of 42 and 84 were played. Mrs. E. P. Smithman accompanied Mr. and Mrs. Virgil Orman

to Haskell, where they visited relatives Thursday night and Friday. The picnic held at the Baptist encampment Friday evening was well attended. Those who attended were Rev. C. A. Joiner, Rev. and Mrs. R. C. Guest and Dick, Mr. and Mrs. Jno. Smithman, Mr. and Mrs. Rex Smithman, Mr. and Mrs. Arthur Brown and Karen, Mr. and Mrs. Arby Mulder and Nathan, Mr. and Mrs. Doodle Milton and Donita and Barbara Sue, Mrs. Bill Beedy and Eugene, Mrs. H. R. Hartman, Winnie, James, Roy, and

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Girls Gowns and Pajamas

Edward, Mr. and Mrs. Raymond Upton, Ronnie, Bonnie and Jimmie, Mrs. H. L. Marble and June, Mrs. Gilbert Bean, Mrs. George West, Mrs. S. H. Ham, Mrs. Billy Tye and children of Floydada, James, Alton Higginbotham and Rex Willis.

Mrs. Bryan Karr, Mrs. E. A. McLeod and Mrs. Arthur Brown visited with Mrs. H. S. Calahan, sr., Thursday afternoon.

Mr. and Mrs. Raymond Upton and children visited relatives in Plainview Sunday.

Mr. and Mrs. Ralph Childress and Mr. and Mrs. Billy Beedy visited relatives in Happy Wednesday and Wednesday night. While there they did some shopping in Amarillo Thursday.

There will be a community 42 party at the school house Thursday night. Free coffee will be served. Each lady is to bring cookies. Every-

one is invited to attend. Attend the Halloween Carnival at the South Plains school on Tuesday night, October 31. Come one, come all, in your halloween costumes. Lets have the other fellow "guessin'".

The South Plains club entertained the Center club Wednesday, October 13 in the home of Mrs. G. F. West. Games were played and snap shots taken. Members of the Center club present were Mmes. Clyde Henderson, Oliver Allen, Woodrow Wilson, R. C. Ross, H. B. Mankins, M. J. McNeill, Frank Dunn, J. L. Heim, O. C. Vinson, J. A. Hartell, W. J. Rhodes, J. L. Montgomery, James E. Green, and W. P. Sims.

Our members present were Mmes. E. P. Smithman, L. T. Wood, Bill Beedy, Doodle Milton, Carl Daniel, Sim Reeves, Wade Davenport, H.

WCS DISTRICT EXECUTIVE MEETING AT PETERSBURG

A district executive meeting of the Womens Society of Christian service was held last Thursday at the home of Mrs. William Pinkner in Petersburg.

Mrs. George Stiles and Mrs. Joe H. Smith of Silverton were among the 18 ladies present, representing the Plainview district. It was an all day meeting and a covered dish luncheon was enjoyed at the noon hour.

B. Thornton, H. L. Marble, Art Willis, R. C. Guest, Burton Thornton, H. R. Hartman, George Beedy, Otho Sanders, Jno. Smithman, J. K. West, Albert Stewart, Lenton Lanham, Rex Smithman, Earnest Huckabee, and the hostess, Mrs. G. West.

Plans were made for a meeting of the society to be held at the church on November 2, at 10 o'clock. All members are invited to attend.

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