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## REDUCED PRICES!

LADIES DRESSES
Marcy Lee - Nelly Don
al Big Reductions

LADIES SANDALS
\$4.95 Values
$\$ 3.95$ Values
$\$ 2.95$ Values …..... 2.95
Also Special Prices On
Childrens Sandals

All Sheer Cotton PIECE GOODS at
Reduced Prices

LADIES BATISTE GOWNS, VALUES TO $\$ 3.95$
To Close Out $\$ 1.95$
Boys Nylon
Mens and Boys
SPORT SHIRTS

SPORT SHIRTS
Specially Priced
To Close Out
$\$ 1.50$
Marry willett \& co.

## ONY pour FoRD Dealerhas



## Used Cars and Trucks

A-1 value gives you more for your moneyi
for an A-1. deal...get this ford dialer exclusive.
an A-1 used car or truck
A-1 RECONDITIONLD FOR A-1 PERFORMANCE
drive an A-1 bargain hiri... And savi with samety Yes, something new has been added-it's. $\qquad$ USED CARS and trucks Matador Auto Co.

Matador, Texas

BE SURE Trat BE A-I SURE!


Summer, with record breaking heat, arrived thirty days early and I've been working double hard to help you beat the heat? . working to keep you and your family comfortable in spite of the abnormal heat . . . working to keep the food in your refrigerators and home freezers fresh and wholesome . . . keeping air conditioners, room coolers, and fans running full speed day and night.
Yes, when the temperature soars there's much, much more work for me to do in addition to my regular chores around the home . . . work that I'm glad to do so long as it's helping you.

Reddy RUowatt

## Electric Service - <br> Todey's <br> Biscoos Bargain!

## West Tarses Utilities Company

$307^{\circ} 100^{\circ} 105^{\circ} 105^{\circ} 100^{\circ} 105^{\circ} 100^{\circ} 105^{\circ} 100^{\circ} 105^{\circ} 105^{\circ} 101^{\circ} 104^{\circ} 105^{\circ}$

## Now! Power Steering for as low as $\$ 1340$



Shop Early For The Best Values During This Big Summer Clearance Sale!.......Take Advantage Of The Hour Specials! OPENS FRIDAY, JULY 10th; 9 a. m. This Clearance Sale includes many money-saving itoms in addition to those listed in this advertisement

## HOUR SPECIALS

FRIDAY MORNING, 9 to 10 NYLON HOSE

LIMIT: 2 Pairs Per Customer

$$
\mathbf{7 9}_{\text {pair }}^{c}
$$

FRIDAY MORNING, 10 to 11 MENS' KNIT

> Undershirts 3 for $\$ 1$

FRIDAY AFTERNOON, 3 10 4 CHAMBRAY Stripes and Solids 4 yards for $\$ 1$ nenamanamanamananananamanan SATURDAY MORNING, 10 to 11 OUADRIGA PRINTS

80 Square - Fast Color 3 yards for $\$ 1$



5 yards for $\$ 1$

Farm Bureav Strength Shown In Legislature


When You Consider Plans




## Our Terrible Thirst

 you're lucky. A lot of towns do.
Trouble is, some communities never dreamed that they might double and triple in size, that new industries would come to town, that citizens would use more water than ever gailons per person a day in the United States.
Yet why should water be short when 25 times our needs falls from the skies every year?
Unhappily, it doesn't always fall when and where we need it most. Many reservoirs were built with no idea that rely on water from lakes and streams. Today many of thee are polluted and require treatment before use.
. When faced with a shortage, cities suddenly discover to For years General Electric has contributed toward development of better and more efficient water-works equip. ment. This is not so unusual, sunce motors and other electric equipment and large or small. Some of the things we've learned about water supply, and
the related problem of water pollution, have been put tothe related problem of water pollution, have been put together in motion pictures and booklets, prepared in coopera-
tion with the U. S. Public Health Service. Any town fathers who are interested in what's available can write to General who are interested in what s available can write to General
Electric, Room 123-2, Schenectady 5, N. Y.

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W We'd like to seat you in a 1953 Buick RoadMastrr and let you be
coddled in the most sumptuous coddled in the most sumptuous What we have in mind is more than just a sampling of the spacious ions that cradle you in opulent and enveloping softness.
It's the magnificent luxury It's the magnificent luxury of
Roadmaster travel that wed like you to know..
The soul-satisfying feel of bossine almost limitless power from the world's newest and most advanced $V 8$ engine.

The casual ease with which you command sparkling getaway from Twin-Turbine Dynaflow-and the sheer comfort of its new quiet and infinite smoothness
The matchless gentleness and level.
ness of ride from all coil ness of ride from all-coil springing.
torque-tube steadiness, smooth power delivery-making you barely aware of motion, of road irregularities, of stopping and starting.
And the consummate caseof.
handling you enjoy from the most
handling you enjoy from the most
maneuverable
Buncuverable Rosidmaster in
hydraulic help of Pow en Sterning.

still finer braking-plus the added convenience of Power Brakes,* you wish.
Surely, you ought to look into this supremely satisfying Roadmaster for 1953 -and see for yourself that the lap of luxury is more than a figure of speech when you take your seat here. Why not visit us
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## Regulations

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## CLOSED ALL DAY THURSDAY MILADIES SPECIALTY SHOPPE

July Clearance Sale. Reductions up to $\mathbf{5 0 \%}$ on Ladies, Misses and Juniors Ready-to-Wear. Sale Starts Friday, July 10th, at 9 A. M., Floydada, Texas.

## SUITS

One Group Rayon and All Wool Suits - Values to $\$ 49.95$ Your Choice $\$ 19.88$

One Group All Wool Suits
In Miron and Gaberdines, Suitable for Year-Round Wear. All Colors and Sizes. Reg. $\$ 49.95$ Suits-Now ................ $\mathbf{\$ 2 4 . 8 8}$ Reg. $\$ 59.00$ Suits-Now …............ $\$ 29.88$ Reg. $\$ 65.00$ Suits-Now $\quad . \quad \$ 32.88$ Reg. $\$ 69.00$ Suits-Now $\quad \$ 34.88$ Reg. $\$ 75.00$ Suits-Now

One Group Suits - All Wool Many are late arrivals-All are of beautiful fabrics. Variety of sizes. Swansdown and Youth More. These are our better suits.

 Reg. $\$ 69.00$ Suits-Now $\quad \$ 52.88 ~$
Reg. $\$ 79.00$ Si..... $\$ 65.88)$ Reg. $\$ 99.00$ Suits-Now $\$ 65.88$

## COATS

Short and Long-Pastels and Dark Shades Values from \$19.95 to \$65.00
$1 / 2$ Price


DRESSES
One Very Special Group, Missos and Womens Dresses-Only \$4.88
One Group Dresses in Cotton, Taffota, Linens, and Cropes - $1 / 2$ Price.
One Group Dresses in all Matorials, Colors and Sizes - $1 / 3$ Off.

One Group Junior Dresses, Coffon, Denim and Rayon. Suitable to Wear Now and Right Into School at 1/2 Price. Also of hers at $1 / 3$ Off.

COTTON HOUSE DRESSES
Fast Color and Sanforized
runch and Wrap-around Styles.
Reg. $\mathbf{\$ 3 . 9 5}$ Dresses - Now …............ $\$ 2.88$

Reg. \$2.49 Dresses - Now …............. $\$ 1.88$


IINGERIE
Gowns, Slips Petticoats, and Panties are included in this Lingerie Group, in Rayon, Crepes, Knitfed Rayon and Nylon. Sizes are broken on some items.




| West Texas Gin We Have Some Extra Good RANGE CUBES At Reasonable Price - If You Look You BUY Joe M. Gaines, Mr |
| :---: |

## DEPENDABILTY <br> Y

is the other name for DODGE!
Drouth Debate Sets Off Battle
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CAMPBELL CHEVROLET CO

## Culumin minis

Pork \& Beans . 37 c
WHITE SWAN, 300 Cans 3 Cans

Blackeyed Peas - 33c
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