

EDITORIALS







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$\qquad$ Tran and aderiuiers of the community whose outrageous thing by many wellifforme
generous support has made it possible for men.
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$\square$

 SEE YOUR Electric APPLIANCE DEALER!

## PUBLIC SERVICE

26 YEARS OF GOOD CITIENSBIP AND PUBLC SERYIC

As A Farm Woman Thinks





## INSURANCE

- AUTO • Windstorm - Hospitalization
- LIFE
- FIRE - Casualty
- Public Liability
- POLIO
- TRUCK • Burglary
- Farm Implements - HAIL


## BROWN - HOLMES CO.

nd Profession e Director
w What
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## For the drive



BRASELION IMPLEMENT COMPANY, INC.


## Social Events, Clubs



With Turkey Dinner 2Miz $R \pm$ Natw

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## NEW CASE <br> STALK SHREDOERS

That Really Do The that

These shrederess pulverize stalks
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Comein today and arrane trancin
TERRELL IMPIEMENT CO.

AGAIN . . . WHITE'S makes it EASIER to BUY




Hobby and Art Exhibits Many At Club Show

FIRE
$\substack{\text { Antomoble and Casalty } \\ \text { Lates } \\ \text { G. C. Tubbs }}$

G. C. Tubbs

Prance Agency

Fire, Hail And Tornado Protection On your property, see me for a Farruers Union Mutual
Insurance Policy. Adjustments made protnplys
 311 West Californian
E. C. KING Phone 373-J E. C. KING

## - Give your Car an Extra Lift with Winter-Blended

Phillips 66
Gasoline!
Phillips 66
Gasoline!


Orive RIGHT with Phillips 66 1

| PHONE 66 For PHILLIPS "66 |  |
| :---: | :---: |
| Thee Prillios Retail Serriece Stations arethe kind y youllenjor patronimg. |  |
| HARTLEY'S | Felt Patter |
| Service Station N. Ecomes sume |  |
| Blue Goose | Thorn |
| on e Grioery |  |

Thomas Grocery \& Market
312 South Second on Highway 70


 CUTS COSTS 50

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## A Certificate of Evaluation Rating

 the floyd county hesperian

## AAA

Giving this Publication the Designation of
Onc of the Bet Wecely Newpppers of Amecia After a Comparative Evaluation Study of the Newspaper, Its Circulation, Advertising Rate and the Market Covered
Community research bureau Inouk BNithlanimes

## WE ARE OUITE HAPPY

 and surrounding territory that we are proud oftheere tificate you see reproduced aboveMany of you readers have told us that you find this newspaper has a lot of loeal news. Advertisers have tode us they find it helps them build business and earn pro fits.

The above certificate from an impartial research rranization shows that both are correct. The rating was based on local news, local advertising, evaluated culation and fairness advertising rate

## THE FLOYD COUNTY HESPERIAN

Telephones No. 8 and 888 Floydada, Texas

$=-1$
Ask Your Gas Station Man! WITH SMOOTHNESS, POWER AND EGONOMY OW GASOLINE AVAILABIE EVFRYWHERE TODAY!


ODEN CHEVROLET COMPANY


## for Christmas...

Choose gifts NOW!... Pay little-by-little on Penney's Lay-Away!

Women's Slips
Knit Nylon, . . 4.98
Crepe Nylon, . 3.98
Rayon Crepe, . 3.98
Rayon Crepe, . 2.98
Rayon Satin, . 2.98
Rayon Crepe, . 1.98
Rayon Knit, . . 1.98
Half Slips
FINE MULITFILIMENT
RAYON CREPE SLIPS
Nylon Knit, . . 2.98
Nylon Crepe, . 2.98 LUXURY GIFT TAGGED 298
Rayon Knit, . . 1.98

## Tent Revival

# LACY MUIIFILLAMENT RAYON CRPPE GOWNS 

LUXURY GIFTS ...
THRIFTMETRIC PRICE :
Special gift for someone special. . these really beautiful gowns of fine, smooth multifilament rayon crepe,
elaborately trimmed with deep Chantilly-type lace, elaborately trimmed with deep Chantily-type lace,
with nylon net, with applique and rayon satin inserts. with nylon hite, blue, maize $\ldots 32-40$.
In pink, whit

WOMEN'S GOWNS
Knit Nylon, . . 6.90
Rayon Crepe, . 3.98
Rayon Crepe, . 2.00
Rayon Knit́, . . 1.98

BRASSIERS
Rayon Satin

98 c and 1.49

Womens Und'rwear
Nylons, . . . . 1.49
Rayon, . . 49c \& 69c
Pink, White, Blue or Maize.
3 to 50 , Briefs or XXXXX
Nylon Hose, . . 1.35
60 Denier - 15 Gauge.

for Christmas...
Choose gifts NOW!...Pay little-by-little on Penney's Lay-Away!

|  |  |
| :--- | ---: |
| Ranger Belts, | $\mathbf{1 . 4 9}$ |
| Dress Belts, | $\mathbf{1 . 4 9}$ |
| Dress Belts, | $\mathbf{9 8 c}$ |
| Broadcloth Shorts $\mathbf{6 9}$ c |  |
| Briefs, | $\mathbf{5 9 c}$ |
| T Shirt, | $\mathbf{6 9 c}$ |
| Vest, | $\mathbf{4 9 c}$ |
| Nylon Socks, | $\mathbf{6 9 c}$ |
| Rayon Socks, | $\mathbf{4 9 c}$ |
| Part Wool Socks, | $\mathbf{4 9}$ c |
| Fur Felt Hats, | $\mathbf{6 . 9 0}$ |
| Fur Felt Hats, | $\mathbf{4 . 9 8}$ |

Cold Weather Needs FUR TRIMMED All Leather Caps, 2.98

Leather Caps, 1.98
Corduroy Caps, 1.19
DRESS GLOVES
1.98 to 3.98


LONGWEARING COLLAR OUTWEARS THE BODY
тоw:craft white
Dress shirts

Robes, . . . 6.90
MENS OUTING

## Pai

House Shoes
1.98 to 3.98

FOR TOTS
COATS, $\quad \mathbf{7 . 9 0}$ Dresses, 2.98
Dresses, 1.98
Rayon Gowns, 1.98
Rayon Slips, 98 c
Rayon Panties, 39c
Socks,
Nylon Socks,
$29 c$
49 c

Deluxe Quality Broadcloth Pajamas 3.98

| FOR GIRLS |
| :---: |
| $\begin{aligned} & \begin{array}{l} 7 \text { to } 14 \\ \text { Coats, } \end{array} \ldots . \quad 10.00 \end{aligned}$ |
| Coats, . . . . 8.00 |
| Teen Age, . . 15.00 |
| $\begin{aligned} & \text { Rayon taffeta } \\ & \text { Dresses, . . } 5.90 \end{aligned}$ |
| Cotton Dress, 2.98 |
| Slips, . . . . 98c |
| Panties, . . . 39c |
| Nylon Socks, 49c |
| Cotton Socks, 29c |
| Head Scark, . 79c |
| Knit Gloves, . 69c |

FOR BOYS
Outing Pajamas 2.98
Flannel Shirt, $\mathbf{1 . 7 9}$
$\begin{array}{ll}\text { Briefs, } & \text { 49c } \\ \text { Vest, } & \text { 39c }\end{array}$
$\begin{array}{ll}\text { T Shirt, } & \mathbf{4 9 c} \\ \text { Sox }\end{array}$
25 c
1.19
Glo


RAYON-ANDNYLON HAND PAINTED TIES 1.49

Every color, every design
brushed on by hand. Superd blended rayon-and. Superd fabric. Every tie fully wool
lined and faced. Original de-
signs. signs

The Floyd County Hesperian, Floydada, Texas, Thursday, November 9, 1950

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| Hiex lioch, $\quad 15 \mathrm{c}$ |  |  |  |
| Dog food $\quad 25 \mathrm{c}$ |  |  | CAN SAVE YOU S100 |
| peas, 35c |  |  | CAN SAVE YOU S.1.00 |
| Giope Jam, 43c |  |  |  |
| Pork B Boens, $\quad 25 \mathrm{c}$ | NOTICE |  |  |
| OLEO, 29c <br> Ribbon Cane Syrup, $\mathbf{7 9 c}$ |  |  | a- |
| Roast. ......39c] | cosio |  |  |
| SAUSAGE: 39C | all ooy |  |  |
| Cheses spead, 30C | Aemsice |  |  |
| BACON, | Saurday November 11 |  |  |
| $\begin{aligned} & \text { NIC HAMS, } \\ & \text { WESTER \& SON } \end{aligned}$ | MaYO MOOOR COMPANY |  |  |
|  |  | MAYOM | motor Compan |

The Floyd County Hesperian, Floydada, Texas, Thursday, November 9, 1950

| dary Scou |  | Sand Hill Club |
| :---: | :---: | :---: |
| oop Honor |  | Election Held |
|  |  |  |
| eir Parents |  |  |
|  |  |  |
|  | $\begin{aligned} & \text { The scouts staged an open house } \\ & \text { after refreshments were served to } \\ & \text { parents and visitors. The meeting } \end{aligned}$ | vice-president, Mrs. T. C. Hollums;secretary-treasurer, Mrs. J. R. Tur-ner; and council delegate, Mrs. |
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|  | work on sewer systam |  |
|  | PETEERSBURG-The work on theinstallation of the sewer system isprogressing mighty nice, and S. E. | Send |
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|  | $\begin{aligned} & \text { up in about four more weeks. } \\ & \text { A penny saved is a friend indeed. } \\ & \text {-Brown-Holmes Co. } \end{aligned}$ |  |
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|  | MOTOR MOTOR MOTOR MOTOR |  |
|  |  | home Tuesday of last week, after |
|  |  | Advertise And Get Results |




| gave an Indian dance. A cub scout- <br> ing film was shown to around 100 | III for several months was admitted |
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HUMBOLT Stalk Bhredde

FOR FORD TRACTORS
Available for Other Tractors
READY FOR DELIVERY
Plenty of good used tractors on hand. Will trade for any make or model.

Braselion Implement $\mathbf{C o}$.

Ford-Dearborn Sales \& Service

First National Bank Floydada, Texas


## What makes it work? <br> 

 We here at your bank like healthy curiosity
and are always happy to tell you how our
bank works. how it helps you and the bank works... how it helps you and the And your questions help us. Come in and ask them anytime.

Federal Deposit Insurance Increased from 85,000

## $\mathrm{N}_{\text {ow it can be told. This }}^{\text {clean-lined, smart-sepping }}$

 clean-lined, smart-stepping1950 version is the most popular Buick ever built.

Ever since early in the present year, a value-wise public has as fast as-or faster than-the great Buick factories could roll them out. Within recent weeks, all-time record.

## Only Buick has Dqueaflow-

and with it goest HIOHRR-COMPRESSION firtboll volveln








Count off the distinguished and time-tried features of this win-
har Buick's own high-compression Fireball-which gets its driving power from a combustion chamber found in no other car in the world.
has the bump-smothering softness of coil springs on all four wheels and a torqueube drive-a comfort combination tha
provides. $\qquad$
$\qquad$
thas Dynaflow Drive*-which
shered in a whole new concept
has a brilliant styling which sets it apart from every other car n the road.
And it has prices which say "buy me" to any motorist who's
looking for maximum money's worth.
sn't it sensible, while these great cars are still coming off the fine, to check with your Buick line, to check ealer about getting one to call Servel today. Compare both types and see Servel today. Compare both ty
you'H choose the Gas Refrigerator. TEN-YEAR GUARANTEE

## Correol <br> The GAS Pefrigerato

gor it the new Servel Gas Refrigerator. For it

0 seconds. But that's not all!
All year round you'll be thankful for Ser It stays silent, lasts longer because there's it stays slent, lear, no machinery to grow noisy. You save dollars in wear and repair with the dependable Gas Refrigerator. Come

FOOTE BUTANE COMPANY

[^1]PHONE 87

## CLINE \& RAINER

201 SOUTH WALL STREET<br>FLOYDADA, TEXAS

Poppies Found
Ready Buyers
of 24 Novery Hits Low
Last Saturday Flying Saucers

franut. 15 c
arsup, . . . . 20c
CKLES, . . . . 29ac
RUP, 27 c
RaUT, ACKBERRIES, 98 c
LEOC . 23c
$\mathrm{END}_{1} . \ldots .3^{2 \mathrm{n} \text { nexe }}$

XYDOL, . . . 31c
per Suds, . .73c
filet Soap, . . 19c
APKINS, . . . 15c

bray grapes rounn $\quad 15 \mathrm{c}$
Ranges treas tict

ARYLAND SWEET round. $\quad 6 \frac{1}{2} \mathrm{C}$
ADISHES
OTATOES, . . . . 49c

VIENNA SAUSAGE,

| HESPERETTE <br> (Continued) |  | Senior Candidate <br> Is Crowned Queen |  | News of Harmony <br> By Mrs. Roy Hollums <br> HARMONY, November 7-Mr. an |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 'Winds Take Downs | Rotary Entertains |  |  |  | finished the study on the Near Eist, Ten adults were present and five children. |  |
| But Hornets Sting | Rotary Entertains The Football Boys |  |  |  | Next Sunday is regular preaching nounced that Brother Marvin Boyd |  |
| For Score 13 to 0 <br> The Tulia Hornets scored in the | The Football Boys | Kayte Collier and Billee Newberry, escorted by Dan Hagood and Loyd Allon. Other attending her were Loene |  |  |  |  |
|  |  |  |  | $\begin{aligned} & \text { trobus. } \\ & \text { David Battey, in company with } \\ & \text { Brian Oollins attended the } \mathrm{S} \text {. M } \\ & \text { II and. Texas University football } \end{aligned}$ |  | Mr and Mr w |
|  |  |  |  |  | and tamily sunay Mamey, Mather of |  |
| The "Winds received with Bill Carmack carrying to the 30 yd . line. |  | Hutchinson, Conray Johnson, Dane Clark, Bert Grimes, Charles Car- mack, Norman Muncy, Jerry Bob | - Swecty. Maney |  |  |  |
|  | ot the mea mat eateh shool in | Hartion and pan arber or. | Daffy - nitions |  |  | Woke mer on mathat |
|  |  |  |  |  | will meet at the church this after- | modimen |
|  |  |  | Perpetual Motion: A cow drinking Champagne: French 7-up |  | monthly meeting. Eighteen members of the Har- A mony Home Demonstration club - |  |
|  | ned be une crach of the Morsidat |  | Duak: $\hat{A}$ checen on mow shose | tothant samestlil have two more |  |  |
|  |  | Minem |  |  | Floydada Real Est | state \& Insuran |
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|  | tunty to my thank You |  |  | Last wers pep rill wes hela in: |  |  |
| , mheol whatan outran them |  |  | Plans for FHA Week |  | Jim Word | O. M. Watson |

INSURANCE REAL ESTATE \& LOANS

WE'RE GLAD

## Modern Gas Rang

## -



## Ask Your Dealer About the Free Blue Flame Glasses

## Matureally its Gis

BED ROOM SUITS FOR YOU


Beautiful Finishes - Many Selections

Liberal Trade-In On Your Old Suite
Boren Hardware Furniture \& App.
North Side
Phone 295

The Floyd County Hesperian, Floydada, Texas, Thursday, November 9, 1950


PLAINS EQUIPMENT CO.
Oliver Sales \& Service
$\qquad$ 313 S. Wall


PLAINS EQUIPMENT COMPANY

## Ane Our Texas Highways

 Being Destroyed by 1\% of Highway Users?This question is presented squarely for the first time by the Texas Tax Journal in its booklet, "The Case of the One Per Centers.'

Every Texan who wants good highways, adequate for 99 of every 100 users, should write for a free copy of this revealing booklet.

Approximately $99 \%$ of all Texas motor vehicles are registered for a gross weight of 20,000 pounds or less."*

All Texas taxpayers, including your Texas Railroads, have reason to be concerned about the high cost of constructing and repairing our highways and the prospect of building more costly roads made necessary by the operation of highway "box cars."

No one has any desire to bar vehicles of reasonable size from our highways, so long
reasonable size from our highways, so long
as each pays its fair share of construction and repair costs.

Other Texas taxpayers should not be required to shoulder the burden of a roadway system for highway "box cars", representing only $1 \%$ of highway users.

Every Texan interested in good highways without increasing the growing tax burden should fill out the coupon below and get a copy of this valuable booklet.

Whirlwinds Put Up Stout Battle Against District Leading Tulia


## SPACE HEATERS

Folks we have another shipment of the famous ROYAL Heaters Come in and see them
FIRESTONE - Always the Best Buy.

BRYAN HOME \& AUTO<br>DAY -545<br>PHONE<br>NITE 130R



From Common Colds That HANG ON
为

CREOMULSSION

|  |  |
| :---: | :---: |
| PORK CHOPS, 59c |  |
| Mopisons canned meat |  |
| MOR BEEF, $\quad$ 59c |  |
| Deviled ham 21c |  |
| Potred meat, Dried Beef Sliced | Chees |
|  |  |
| whisoss | HEESE, |
| Bacon Squares, 30c |  |
| Slab Bacon, 53c |  |
| Bring Us Your Eggs. Top Price Every Day |  |
|  |  |
| Pork\& Beans, 10 c |  |
|  |  |
| Toilet Soap, 5c ${ }^{\text {c }}$ |  |
|  |  |
| Orangeade, ${ }^{4650} \mathbf{C a n}$ | Hortening, 71 ${ }^{\text {c }}$ |
|  |  |
| Grapefruitade, 25c | Racker |
| Pineappleade, 25c | Racker |
| $\begin{array}{ll}\text { Punity } & \\ \text { OATS, } & \\ \text { LLb Box } \\ & \mathbf{3 8 c}\end{array}$ |  |
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|  | Ers |
| SORGHUM, |  |
|  |  |
|  |  |
| PHONE 24 Preming is | a pleasure |


[^0]:    HAGOOD'S Dept. Store andard Brands

[^1]:    HIGHWAY 70 EAST

