Barn and Pens Are Readied For JuniorLiveStock Show


120，184 Acres Cotion Alloted


C．C Committee Members Named
IGes Nod
Postmaster
Rodeo Association Elects Johnson


## CLIMAX PUBLIC SCHOOLS WEEK AT HIGH SCHOOL FRIDAY NIGHT

Floyd County Campaign for Red Cross Members Organized；$\$ 3,300$ Goal Announced for County

## Classes and Premiums






## ．

$\qquad$
andmals of the above classes．

This is the estimate of W．G．Rodgers，who said he
did not did not have an exact count on the entries．He and other members of the supervising committee report the show barn at Floydada Rodeo grounds is readied for the two－day event．
The new pens bought lost year for the show through 0


Heart Fund Nears Goal for County zavaz


Community Adult
Discussion Group Will Meet Tonight


## Social Events, Clubs

Fifty Study Club T. E. L. Class Has AnnounceWedding Has Program on Meeting Wedn'day of Marlene Foote Ranch Style Homes


## Center News



Light-hearted but on the alert.
This lean and lovely sheath of Moygashel linen nicely rounded out by a striped cotton jacket with a leather dog collar and peplum-making belt Size 10
Carlye, St. Louis 39.95
Miladies Specialty Shoppe
(by Mrs. J. E. Green)
CENTER, nareh 3- Another
norther has struck $\begin{aligned} & \text { a cold one } \\ & \text { However, it has been cool to cold }\end{aligned}$ Regardiess of the weather church
attendance stays about the same-
a litue less than thirty-morning Bro and Mre Hodges were Sun-
day dinner guests of Mr. and Mrs
Green and Don Clark. Jerry ate


 Hornath, president of Studehaker Lecal 5. UAW-CIO, place the firet quality seal on a car as it comsee
of the inspretion line. Surrounding Mr. Horath are members of the Eisecutive Committee of Loeal

Health Is Subject At Sand Hill Club


## NOTICE

$\cdots$ who have given us their patro Mary Lee Dillard

The same service will be givin
Mr. and Mrs. P. L. ORMAN

## Completely Automatic...



Illustrated above is an O'Keefe \& Merritt automatic gas ronge built to
"CP" standards. This range feetures a step-soving Vanishing Sholf-Cover.

## The Modern Gas Range

Smokeless Broilers
$\checkmark$ Flush-To-Wall Construction

- Simmer Burners
$\checkmark$ Giant Burners
$\checkmark$ Automatic Oven Control

Buy an automatic gas range built to " CP " standards and enioy completely automatic cooking. These modern ranges have automatic lighting of all burners . . . automatic oven heat control and automatic oven clock control. See these modern automatic gas ranges at your dealer's today. There is an automatic gas range built to meet your cooking requirements. No range is more automatic.

More than 20 monufacturers make ranges buile to "CP" standards
Pionor Mataral Ras Compas
d Is Good, Entertainment db, Report on Club Show


## UR PUBLIC SCHOOLS

 RE DOING A GOOD JOBOur Congratuluations to
Floyd County Educators
Our Public Schools are the Strength of the Future of Our Country, and the World.

They are Entitled to the Whole-Hearted Support of Every Citizen.

Our Very Best Wishes for the Continued Growth and Excellent Work of Our Public Schools.

## MARTIN \& COMPANY

International Dealers, Floydada, Texas

Hats Off to Members of the School Board, Too.
on magazines that the club might
use, and Mrat Crigsby Milton gave
the councll report. Mrs. E. P. Smitherman and Mrs.
Otho Sanders gave a demonstration Otho Sanders gave a demonstration
on the care of russ and uphoistery
with pamp




Tips on calling LONG DISTANCE


Keep a list and CALLBYNUMBER

## IT PVIVITTS wime READY TO WEAR




Mrs. McGinty Will Review Book Here For 29 Study Club Hostess of 1934

Mrs. AI Galloway suar Eus Juanorof hat ves Meeting March 2

## 



$\qquad$



Farm Youths Talk Safety


At The PALACE

This Week


POAME GORDON
POWEL M RAE
SAILORS
ANDA GIRL"
GUEN NISON $-\quad-\quad-2$ COMING
FRIDAY SATURDAY
March $12-13$


Edwina Hollums

Couple Who Married 50 Years
Ago Celebrated Event Sunday
ech Field Miller to Head
$\begin{array}{ll}\text { ARE YOU SURE THAT } & \text { this wedding the most popular of lived and the wedding was perform- The Floyd County Hesperian, Floydada, Texas, Thursday, March } 4 \text {, } \mathbf{1 9 5 4} \\ \text { YOU ARE DULY MARRED: }\end{array}$

 Amounced lockney C of C


Two Floydada Boys McMurry Students

 from other schools both thanserred
Slark from
Southern Methodist, Dalks rand and
Carmack trom a Kansas school.
Clark plans to major in alt Clark plans to major in art
nith school he was calas president
student council treasurer. Thespian
club president. reporter for the F
club and was alsoo a member of the for the high school paper and yent
$\qquad$
$\qquad$
$\qquad$

Counting Soldiers Was A Tough Job In The Old Army
chers Forsake Possessions Preach, Teach





Day of Prayer Friday, March 5




Practice Gets

 FELTON-COLLINS

Grocery \& Market

## SUGAR. 49 C

 RED PLUM JAM . . 45c FRUIT COCKIAIL 37 c HOMINY . . . 9c

| ${ }_{i}^{\text {rupriw }}$ |
| :---: |
|  |


| PEACH PRESERVES . 19c |  |
| :---: | :---: |
| GRAPE JUICE . . 22c |  |
| NAPKINS |  |
| TISSUE 3 | 25 |



New Highs Are 4 Fioyd Students Set in Year by Southwesiern


## LANDS




WE FEATURE THAT FINE SHAMROCK GASOLINE - Pl - Most Well Known Motor Oils - Quick Courteous

ROY'S Independent Servi
LET US SEBMCG YOUR CRI

## Come in and see them! NEW FORD TRUCKS for '54

 with TRIPLE ECONOMY! Only FORD important new money.soving features in the 3 areas of truck operation.

(1) NOW! Low-Friction, High-Compression, Overhead-Valve, Deep-Block engines in all Ford Truck models!


2 NEW Driverized Cabs, NEW Power Steering,
 NEW Power Brakes, Fordomatic Drive! Ford's new 3-man Driverized Cabs cut
fatigue, conserve energy! New longer-wearing plastic seat upholstery
is woven- "breathes" like coth for
year-round comfort. Pouer Steering. year-round comfort. Pouer Stering
for most Big Jons, Power Brakes* for Pickups! Fordomatic Drive * for all
(3) New Factory-Built 6-Wheelers increase gross up to $48 \%$ !

[^0]
## JOIN YOUR COUNTY <br> FARM BUREAU NOW!

## Farmers have bocome a



Farm Bureau Enables You and Other Farm Families to Speak With One Voice


District ors 'lite
' Program
$+$
8

## vE FREE






## At Annual Meets

## Tr Pins Relieved

 form Mindes


Soil Fertility Day Meeting Shows Way to Better Farning Methods


襄


## COTTON

 planting seedState Certified
LOCKET NO. 1
STORM. PROOF
NORTHERN STAR STORM. PROOF

For sale. ozt fot set of Howe Platform Scales, in Good Condition.

## SCOTT GIN CO

Floydada

## How Mercury's new power gives you greater ease and control



Now 161-Horiopower, overthead valve, V.8 engine is,



 Smoth riding, beterer contol on curves, thant to new
ball joint fron wheel tuspension (only on Mervary io the clase). Youtll love the case, the wond yranty yeevis

New 1954 mercury
LET US SHOW YOU ON THE ROAD HOW IT MAKES ANY DRIVING EASY Don't miss the big television hit, "TOAST OF
THE TOWN" with Ed Sullivan. Sunday ere-


KING TRACTOR \& MOTOR, Floydada, Texas


Luncheon Enjoyed Wedding Day Set With Mrs. Caffee

As Club Hostess

| \%) RED \& WHITE (ell |  |
| :---: | :---: |
| SPECIALS |  |
| KRAUT $3^{\text {Cans }}$ No. 250 |  |
| Grape Apple Juice, Quart 27c |  |
| Tomato Juice $2^{\text {Cans }}$ (1900 ${ }_{\text {a }}$ |  |
|  |  |
| CHUNK IUNA $3_{\text {Cans }}^{\text {Fhat }}$ \$7.00 |  |
| BEEF SIEW $2^{\text {cans }}$ (lic $69 c$ |  |
|  |  |
|  |  |
|  |  |
|  |  |
| BEEF ROAST, lb. . . 49c |  |
| FRANKS, Celo . 45c |  |
| PICNIC HAMMS $49 \mathrm{c}$ | VELVEETA 88c |
| WESTER \& SON <br> GROCERY \& MARKET <br> Phone 287 <br> We Deliver |  |

 S


Gifi-Tea Honors

## Mrs. Harold Terry

DUST BOTMERMG YOU
For care-free clothes drying bring your clothes to Boren Furniture or Southwestern Public Service Co. and dry them FREE on a new-

## FRIGIDAIRE AUTOMATIC

 ELECTRIC DRYERand enjoy perfect drying results with just five simple steps.
. Set the heat control
Set the automatic timer
Place clothes in dryer
4. Timer turns off heat
5. Remove clothes from dryer Come in and see them at -
BOREN HARDWARE \& FURNTIURE
North Side Square
Phone 295

YOUR APPLIANCE
DEALER OFFERS YOU A 15DAY FREE trial OF AN ELECTRIC CLOTHES DRYER


Here's your chance to discover clothes dry
tell him you want to try an electric chabe for 15 days. He'll install it in

Don't miss this wonderful oppent ity for electric drying.

Chapter Youth Fete Fathers At FFA Meeting

$\square$
W. E. GRIMES

INCOME TAX SERVICE

LEGAL NOTICE



Hit Both lice And Iicks With One Application

$\qquad$
Fire - Windstorm Auto Insurance Representing Reliable
Stock Companies Reagan-Fiesecke Insurance

$\qquad$ the old Marshall Star State Patrio $\begin{array}{ll}\text { Austin's newspaper. The American } & \text { on June } 8.1933 . \operatorname{but} \text { bistory has } \\ \text { on } \\ \text { Statesman, is belleved to be the sec- } \\ \text { not } \\ \text { recorded }\end{array}$

ONCE UPON A TIME

## CLARK'S

TOPS IN DRY CLEANING

| Dr. O. R. McINTOSH | D. 1964 <br> MePherson Clerk District |
| :---: | :---: |
| OPTOMETRIST | He cotlo be rigit |
| OFFICE 211 SOUTH MAIN ST. <br> Phone 157 - Floydada, Texas | She - There are a lot of couples who don't pet in parked cars. He - "Yes, the woods are full them |

## COTTON- COTTON- COTTON

its here

The New Improved Stormproof for 1954
TWELVE REASONS
stated specifically
Why you should grow NORTHERN STAR COTTON READ THEM!


## PLACE ORDER

With CO-OP GIN

Bloydada, Tereas

NORTHERN STAR SEED FARMS O'bRIEN, TEXAS

## NAMH

ADDRESS

## Pleace Stip

Buohels of NORTHERN STAR SEED
FUZZY SEED 3.50 Bushel
SAW DELINTED 3.75 Bushel
SHIPPED PREPAITED 18e Pound
SALEQMAN LHOYD WA DELIVER

WHITES SUPER SAVER



 Map Is Issued
 Warranty Deeds

## ICE UPON A TIME--



THIS WAS FLOYDADA HIGH SCHOOL

F ARE PROUD OF OUR PUBLIC SChOOL SYSTEM
vtilisdue to this leadership an I genuine interest of our pioneer
veratrs and citizens that the schools of Floydada are among
best.

## IHE FIRST NATIONAL BANK

Floydada, Texas
Friendly Service Since 1903

LIKE YOUR SHADOW, YOUR CEEDIT FOLLOWS YOU

## Retail Merchants Association

## WE DON'T KNOW

What they'll do about price supports
what the weather's going to be like What the weathers going to be like
what kind of prices you'll get this year but we do know this You're going to save a pile of money on tractor
fuel if yeu get yourself a fuel if you get yourself a new Oliver Diesel. In
fact. were so sure your fuel costs will be way down that we're going to
you've never heard betore
we pay part of your fuel ourselves: That's right. You come in and buy a new Oliver Disel. wheel tractor, and well pay half
the tractor's fuel bills for 6 months' straight the tractor's fuel bills for 6 months' stralght
on your farm. 6 months, a full half year. on your farm. 6 months, a full half year.
And we mean any 6 monihs you say. Pick your And we mean any 6 monchs you say. Pick your
heaviest work period, work any hours you want. Just bring in your bills to show us what you
spent, and well give you a check for half the how we can make this offer fuel where your gasoline tractor burns 10 and
you know theres But that's only part of it. Your upkeep will be moving parts. So your Oliver Diesel wont need
any more servicing than a gasoline tractor, and OLIVER diesels aren't make-overs and run on diesel fuel. And we mean start,
right away, even in freezing weather, or after a
long hay-up. any power class, two-plow, three-plow, four-
plow, any size you want. And certainly now is
the time to buy yours, now while this ofter

BUY AN OLIVER DIESEL AND
PLANS EOUIPMENT CO.

(Isn't this why more people want - and buy Chevrolets than any other car?)

What you want most Chevrolet gives you first


See how Chevrolet stays ahead of other low-priced cars in all
costs you-it's the lowest-priced line of them all. Come on in and let us show you how you can have the things you
$\qquad$



OUT AHEAD with the highest-
Chevrolet's great engines have the
highest compression rotio of any leading

OUT AHEAD with bigger brakes.
OUT AHEAD with xippy, thrifty Powerglide. It, the first and most od Powerghide. In transmission in the low-price field. Acceleration is instontly responsive and as smooth as silk.

Chevrolet brakes are largest in the low.


$\qquad$
$\qquad$
$\qquad$

OUT AHEAD $\qquad$
controls. Chevrolet is the first low-priced car to bring you all the latest automatic

Bile and Gold LIBRARY NEWS Banquet Held By Cub Scouts


BUS SCHEDULES
Clip and Save for Reference

| EAST BOUND | WEST BOUND <br> To Lubbock, E1 Past <br> 10:35 P. M. <br> To Vernon, W. Falls |
| :---: | :---: |
| 8:00 A. M. | $9: 15$ A. M. via Plainview <br> 1:15 P. M. <br> To Childress, Quanah <br> 1:15 P. M. |
| 4:00 P.M. via Petersburg <br> To Plainview, Amarillo <br> 9:15 A. M. <br> 3:55 P. M. |  |

Thru Bus Service to Lawton, Oklahoma City and St. Louis.
MAGNOLIA SERVICE STATION NO. 1
Fred Lambert, Agent
Station Hours: $\quad 7: 30 \mathrm{a} . \mathrm{m} .-5: 30 \mathrm{p} . \mathrm{m}$

Floyd County
14 Years Ago
J. E. Tivis Passes Following Illness Of Many Months


DRIVE - IN THEATRE Phone 221 This Weeks Attractions

THURSDAY \& FRIDAY, MARCH


SATURDAY, MARCH 6 ROAR OF THE CROWD" ALSO
BORN IN THE SADDLE"


## TEXAS PUBLIC SCHOOLS WEEK

Attend your public school during the week of March 1 through 5

DOUGHERTY COMMUNITY-Thursday, March 4, 7:30 Rythm Band Speaker - Clifford Tubbs

SANDHILL COMMUNITY - Friday, March 5. All Day - Open House with Exhibits

ANDREWS WARD, Floydada - Friday, March 5, 2:00 to 4:00. Open House Exhibits

NORTH WARD, Floydada-Friday, March 5, 2:00 to 4:00 Open House Exhibits
FLOYDADA HIGH SCHOOL - Friday, March 5, 5:00 to 8:00 Open House Exhibits. 8:00 Musical \& Chorus Directed by John Horn

Do you want to see Democracy in Action ? Visit your public schools during the week of March lIst through 5th.

Texas Citizens Committee on Public School Week
OF FLOYDADA, TEXAS


[^0]:    Ford's expanded line of over
    220 models now includes 220 models now includer
    brand-new tandem-axle brand-new tandem-axle
    Bio Joss, up to 60,000 Ibs. GCWH For big legal.
    limit loads in 48 States! Two Now Ford Cab Two Now Ford Cab Forward Glants, Tool

