# The Floyd County Hesperian 

POLL TAX PAYMENTSSLOW ran



$\qquad$ Clinic Sessions Chairmen Meet Monday 4 P.M.
Seventh Annual Soil Fertility
Meeting Feb. 4


Week Adds Slight
Moisture in Area

Pittsburgh Is Erecting TankDimes Drive Aims at \$5,000AlamaryGoal For Polio By February 1

Deposits In Bank Top \$8,700,000


Chest Will 'Squeeze Through' But More Donations Are Needed

Trice Is Elected Water Board Chmn.

> Latta Will Build

On East Missouri

Youth Injured InCar-Bus Chash
court, the school board, the chamber of co
merce- everybody that has anything to merce everybody that has anything to
with speaking or planning in the name of t entire community. The Floydada Chamber
of Commerce is going to try to get some of of commerce is going the try to get some of
this critism out in the open, even down on
paper, if they can in the "Progress Day
Clinic, in February. Most of us find it much Clinic" in February. Most of us find it much
easier not to know anything in particular but easier not to know anything in particular but
at the same time every thing in general about
the community, what ought to be done, what not, and (in a loud voice if there is a crowd
around) why those in aupthority are foll around) why those in authority are failing.
You can't stop street talk and a good thing you can't by law. But, perhaps, the chamber
of commerce can get some of the ideas afloat
directed into directed into a more useful pattern. Who knows that the least of us does not have the
idea that will be a ringer?
It Is Ideas that get people to do things-to
buy, build, eat, sleep. Like, for instance, It Is Ideas that get people to do things-
buy, build, eat, sleep. Like, for instance,
Simmons makes beds, he sells sleep; Carnation produces milk, he sells health to
babies, General Electric makes bulbs. What babies, General Electric makes bulbs. What
does he sell? He sells good eyesight. And the
staple machine maker does not sell stapling staple machine maker does not sell staphing
machines, he sells office efficiency. Now
comes the cattleman. He raises cattle, but comes the cattleman. He raises cattle, but
he is not trying to sell steak, he is selling the
sizzle. And so it goes. People are seized by ideas and act upon them. Same way about a
town. Water and lights and good streets and
cleanliness, stores, churches and jobs, and fun and recreation. If you have
enough of them in your community you can
sell good, wholesome all-around living. That kind of selling will make your town grow. The supreme egotism of the individual is re-
sponsible for more of the wrecks that litter our highways and morgues piled high with
bodies than is casually thought. Mechanical failures, drinking and carelessness play their part. But our belief in the infallibility
of engineers and scientists to build roads and machinery and our own ability to operate
these machines is where the principal fault lies. Science can't rid us of the menace o highway traffic because it can't relieve us of responsibility. Good enough roads with good
enough vehicles won't relieve us of traffic woes. Into this technology of road building and car making we must inject the same human being with the same old reactions, same defects of vision, and the same emotional disturbances and intellectual capacity.
Only difference between the present Only difference between the present-day
driver and the driver of the Macadam road driver and the driver of the Macadam road,
two-wheel brakes and gas headlights is that super man complex. Since we misunderstand our human weaknesses the high-speed road
and the super powered vehicle have come to and the super po
be a booby trap

Minds, like streams, may be so broad that
they are shallow. -Brick and Tile

## GAY GIBSON

does a jubilant trio of jumpers!


Three pert young jumpers! Each one in Avondale Dublin cotton. Each one with its own enchanting shirt of Avondale cotton! Left: in navy, red, purple, brown. Center: in brown, gray or blue. Right: blue and red; brown and orange; gray and pink. All, sizes 7 to 15 . Each. $\$ 14.95$

As advertised in January Seventeen
HAGOOD'S

MASSIE \& BOND
Hollis R. Bond



Most distinctive car of all for 55
 plus the most dynamic performance, too-
"ROCKET" 202 ! and minn
 "Rocket"-202 higt-compression horsepower rea reapond inatantly to your every command! Coir Try an exciting "Rocke

Marshall Talks Of Making Use OF Idle Acres

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disadvantages, however. They pro-
vide the tdeal hibernating place for
the Pink Bollworm. Just a few hundthe Pink Bollworm. Just a few huyd-
red of these worms carried to
farm in gin trash could infest and For Use in
rilding Land

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one season gins equipexpertments shint ith


pound? What is the yeted per acre?
 Out tomatoes would hit the mar-
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IS WEEKS ATTRACTIONS
MRSDDAY - FRIDAY, JAN. 20, 21 lupino, Steve Cochran, Howard Duff, pean Jagger, Dorothy Malone, in "PRIVATE HELL 36"
SATURDAY, JANUARY
DOUBLE FEATURE



## APADA



VISIT OUR SNACK BAR


## Social Events, <br> <br> Clubs

 <br> <br> Clubs}W.M. U. Diamond Jubilee Program and Tea Tuesday

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## HALE'S DEPT. STORE

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 Mm CLASS SHVER TEA
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 Mr and Mrs, Leon Ferguon are
the parents of at new boo, borm

 Mrs. W. F. Ferguson of FFoydad
and Mr. and Mrs. C. C. Lutrell of Maine is bounded by only one




Fifty Siudy Club
Met On Tuesday
Met On Tuesday



## CAITLE

## AUCTION

## Each Wed. 12:30

Careful, efficient handling of your stock Whether buying or selling make
PLAINVIEW LIVESTOCK SALES RING
YOUR HEADQUARTERS
N. E. of City - Box 963 - Phone 4-2357

Byron Bennett - Mgr.









Badgett - Probasco Radiator Service Phone 572


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AND THE HIGHEST STANDARD V-8 HORSEPOWER IN THE LOWEST-PRICE FIELDI



## EDMISTON

 Plumbing Co. Phone 507 PLUMBING repairs - suppliesRubing to Manoum Briuse of his


ASK YOUR NEIGHBOR about
Production Credit Assciaidi $100 \%$ MEMBER OWNED
Crop and Livestock Loans
MENARD FIELD, Manager Phone No. 486
319 South Main St., Floydada, Texas

## FAST STARTING! NO STALLINE GET PHILLIPS 66

New Trop-Artic Motor Oil Can Double Engine Life

- Trop-Artic is the new all-weather motor oil. It flows easily at temperatures below zero, yet at extremely high engine heat, it
retains its film strength. Compared to ordinary oils it can reduce wear $40 \%$ or more. ... can cut oil consumption $15 \%$ to $45 \%$. keeps pistons and piston rings cleaner.


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Why? Because the adequately insured!
Will you be smiling morrow if Fire strikes tonight? Make your answer a
hearty "Yes" by seeing us

Floydada Real Estate \& Insurance Agency Phone 440
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## HELP FIGHT POLO

ME FOLLOWING WORKERS HAVE JOINED IN THE FIGHT
yrolunteering their time and effort in Floyd county handling the import$I$ mission of collecting YOUR DONATIONS to the March of Dimes under leadership of Barry Barker county fund drive chairman.

4 Hester - Chairman Floydada and South Half County.
miue - Mrs. Johnny Miller
weperty - Mris. Carbee
merty - Mrs. C. A. Caffee
George Van Wickel city chairman
Everett Perry, test tubes
Wayne Robison, publicity drive chairman.
Carl L. Minor. jr., Coffee day chairman Lahoma Matsler, Mothers March chm. boy scouts, Troop 57, Jim Word, sco
master, sell balloons Sat January 29.
Joe Wilson, city chairman.
Kelton Shaw, Marvin Sams, Edgar Hays, Joe Wilson - Business District
Mothes March, Business and Professional
Women Con

Sand Hill - L. D. Smith
South Plains - Mre. Murray Julian Sterley - C. L. Henderson, Jim Bert Bobbitt Providence - Helmuth Quebe Lone Star - Mrs. Jack Frizzell Irick - Mrs. Wod Dillard Cedar Hill - Boe Dillard McCoy - Robert Smith
Hormony - Mrs. Everett Miller Harmony - Mrs. Everett Miller Center \& Liberty - Mrs. E. A. Noland
Muncy - Elmer Biggs Lakeview \& Pleasant - Wa lick Rusel Pleasant Valley - Mrs. Forest Mickey Prairie Chapel - Mrs. Hershe
Starkey - Mrs. Lawrence Davis Starkey - Mrs. Lawrence Davis Mrs. Clyde Bagwell Fairview - Rushing Chapel - Mrs. Clyde E. Walls, Mrs. T. L. Perry. Campbell - Cecil Baxter, Mrs. R. M. Stovall
latch For These Workers and Be Ready To Do Your Part.





The Floyd County Hesperian, Moydada, Texas, Thursday, January 20, 1955 ford, as her guest during the past Bia Carryover
Of Wheat Crop CoLLEGE STATION, Jan.
Wheat growers will heap their 1955
production on an estimated nationa




## $1 / 3$ TO $1 / 2$

If you need any of these, I don't. Got More Comming.
SPORT COATS, Reduced WINTER SLACKS, Reduced $33{ }_{3}^{1} \mathrm{Per}$ WOOL \& HEAVY JACKETS, Reduced 33 SPORT SHIRTS, Reduced WESTERN SHIRTS, Reduced KNIT SPORT SHIRTS, Reduced 50 Per FEW WESTERN HATS, Reduced . 40 Per

## Keim's Haberdashery

204 So. Main


Plan Now To Attend The Progress Day Clinic In Floydada Tues February 8.

CITY LIGHT PLANT FLOYDADA, TEXAS




