# ove to New High School Started This Morning 

 ing Called wald Quebe

Progress lighway 70

FloydadaBusinessmen Appear for TNM\&O






Soil Fertilify 'School' Plans Are Formulated

## The Floyd County Hesperian

Giant Farm Auction Ends Callahan Partnership



Elaborate New Building OK'd

Farm Groups Offer Drouth Relief Ideas To President Christmas Accident
Victim Reaches Home
 $=$

Induct Fifteen On January 21

Burton Thornton Sells Sterley Gin, Plans To Retire

Election Names
C-C Directors

Floydada, Slaton Boys And Spur, Mississippi Mishap Abermathy Girls 2AA Cage Leaders
Iniures Aiken Men
B. F. Jarvis Claimed At 80


Chest Drive Hung On Holiday Snag度
Bd builit tolost pumps
See Your BYRON JACKSON PUMP DEALER

Roaring Springs Oil Test Starts

## G.\&.KPUMP

company

## ATTENTION FARMERS

THERE WILL BE A MEETING

## FRIDAY NIGHT JANUARY 18

COUNTY COURT ROOM
colrt holse in floydada
Price Supports and Other Farm
Problems will be discused by

## WALIER RAY

denton, texas
Field Representative of FARMERS UNION


Training Important In Selection of Good Fishing Equipment
 Of Whale Hunting 23語
$\qquad$


## PROTECTION AGAINST

 FIREG. C. Tubbs Insuranace Agency
Phone YU3-3986


Phone YUT3.386

 . and SEE HOW BRIGHT
YOUR WASHES CAN BE!

You'll be delighted with our laundry service. Every article - garments or flatwork - receives thorough washing. careful finishing.
department to our dry cleaning plant and can take care of all your cleaning needs.
FAMILY BUNDIES - finished
specialize in shirts and work suits.

## ( 1 A B N S

"Tops in Dry Cleaning \& Laundry" Dial YU 3.9540

Floydada, Texas




Amend Bracero

Lakeview News
 Amerions who hhould boproteted ogsinint polio by the soik
 of Dimes to heip (llose for whem the vacino is is too late.

Mahon Reports On Aspects Of Farm Supports


WYLIE BUTANECO.






Female Help Wanted $\qquad$


## r

Illiness Proved Fatal To Thayer Last Thursday

Mrs. Mary Husky, One-Time Resident Buried Saturday at 8 oc

## Funeral  <br> Thayer, 38 morning at Methodis Rev, Tilde . <br> 

 Church. He Heer
cas
death in various
Survivors inel
Doris; one son,
one daughter.
$\qquad$

Panhandle Baptis
Meet Jan

2-AA Basketball
$\square$


FARMERS!

Feed Nu
Cow, and
if you
Nutrena'
per sack a
compare
per sack
compare
day.
HENS
W. wed haw

Charley Berry's Drive-N


Floydada Native Dies in Ft. Worth

Bill Proposes New Approach To Drouth Aid

## 

Olin Harris Pays
Visit to Homeland


STAR CASH VALUES

|  |
| :---: |
| FRUIT COCKTAIL . . $25{ }^{\text {c }}$ |
| PORK \& BEANS |
| APE JUICE . . . . 29 c |
| JELL-O . . . 2 Pkgs. 15 c |
| SLICED BACON . . . 985 |
| MELIORINE |
| CHILLI |
| ANUT BUTTER . . . 39c |
| SHORTENING |
| ASPIRIN . . . . . 59c |
| WAX PAPER . . . 29 c |
| TISSUE . . . . . . 256 |
|  |

hlighth And flights from State Capitol

Mrs. Robertson Is Club Hostess

## $=-=$

$\qquad$

## Hagood's Ladies Sale

ADIES FALL DRESSWEAR REDUCED LADIES DRESSES LADIES SKIRTS Values to $\$ 19.95$ Values $10 \$ 16.95$ LADIES SPORISWEAR Values to $\$ 10.95$ Values to $\$ 14.95$


Plus The Added Bonus of Scottie Stamps-Double on Tuesday. Shop Powells and Save.

## Detergent Soap .. 49c <br> NORTHERN, 80 Count NAPKINS NAPMAS 2 Boxes <br>  <br> catackers. $25^{\circ}$ "Corn $.39^{\circ}$

CAKE MIX :- 63c





 REMEMBER DOUBLE SCOTTIE PRICES GOOD FRIDAY - SATURDAY STAMPS - EACH TUESDAY On All Cash Purchases of $\mathbf{S 2 . 5 0}$ or more

JANUARY 18-19-2



Subscription Prices: Outside Floyd, and adjoining counties one year $\$ 2.50$; six months $\$ 1.25$; four months 90 c in advance.

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South Main St., Floydada,
HOMER STEEN, Editor
Amarillo Stock Show Boosters Visit Floydada

## YU3 3388

FOR BUTANE SERVICE WYLIE
Butane Company


IRRIGATION HEADQUARTERS

957 OLosmobit Golden Rocket $\mathbf{\$} \mathbf{6 3 9}$
C57 CHRYSLER, complete less ${ }^{5} 759$
CITY AUTO PARTS

REAGAN - GIESECKE INSURANO fire -aUto insurance STOCKS - BONDS You will be pleased with our service.
Phone YUS.3270
FUNDS PLACED WITH US ARE:


Open your account by mall



| Addrom |
| :--- |
| Cur |
| -0.0 |

Curre
Current
urrent Annual
Amarillo
407 W. 8th

## MERCURY BOOSTS

 PRODUCTION TO A MERCURY A MINUTE TO MEET DEMANDA record 40,000 Big M's being built in January... a $43 \%$ increase over December. A Mercury a minute, every minute of the day and night! All Mercury assembly plants are working overtime with the largest work force in Mercury history to meet the tremendous buyer demand. The landslide swing to Mercury is solid evidence that the new Big M is the most exciting car value of 1957. Never before has so much bigness and luxury cost so little. Prices for America's most beautiful and advanced car are just an easy step above the low.price three.

## THE BIE MECURM for' 57 <br> with DREAM-CAR DESIGN

CLINE E RAINER
10. Of Texans Under 20 Had Three Salk Polio Shots

## 

## APADA <br> 

 IS WEEKS ATTRACTIONSRSDAY - FRIDAY, JANUARY 17 - 1
NAKED GUNS
CE - Lucky Plate Night is now held on Saturday Night. Watch our esent Saturday, January 19.
Lecky Plate-w've got your number-yes your see number can be of great vatue to you at our
yy Plate show. Come see movielands star studded

SATURDAY, JANUARY 19


AND THE BOY
呬品 who GRew up TOO FAST!
STHER WILLIAMS - GEORGE NADER
UNGUARDED MOMENT

SDAY, WEDNESDAY, JAN. $22-23$


Floydada Needs
Mt. Blanco News
Vegetable Co-op

## 

$\qquad$MRS. WADE WAREE HOME
TRACTOR CABS \$175

Installed \$190

## DARDEN

## WELDING SHOP

## FREEZER MEAT PROCESSING

We now double wrap all packages that are to go into the freezer
$\star$ Inside wrap of wax paper

* Outside wrap poly ethylene coated butcher paper his double protection gives you the best - sturdiest wrap pos-


## STOCK YOUR FREEZER NOW

Lean Fresh Ground Beef, Wrapped \& quick frozen, 2 lb . 75c
or Whole Beef, ..... $36 c$lb. 31 c43c
CHUCK'S MEAT MARKETFore Quarter Beef, Processed, w rapped and quick frozen, lb. 31 cHind Quarter Beef, Processed, wrapped and quick frozen, lb. 43cR. N. MARTIN

bum steer

$\qquad$


DOG OWNERS! DOG LICENSE FOR 1957 IS DUE AND PAYABLE NOW

## \$1.00 PER HEAD

all 1956 Licenses are expired. get yotr tags now before the pound man gets your pet.

Licenses and Tags Available at the
City Hall
CITY OF FLOYDADA


Buy, Scare or Kill Him - . That's The Duval Ruls For Successful Bossism

KIMBLE OPTOMETRIC CUINIC

Floyd County 14 Years Ago


anm cus
$\qquad$
boys waist stzes, 1 youth waist sizes, men's waist sizes, 3

WAGON
bible
BAPTIST CHURCH WHERE EVERYONE IS SOMEBODY amation tatemene ditamex nome

In class and after. THE SCHOOLBOYS' CHON LEVII
ane

## min

cumere mem
More Eggs Per Hen
If Law Is Passed


Nowe ionat
Name me
an mes

The Chieftain costs less than a lot of the "low-priced" cars yet delivers MORE POWER-MORE WHEELBASE-MORE ROOM

Thin this Chieftain. It's made to orde
lor wishtul thinkers - priced right down there with the strictly budget jobs! Surprised? You'll be even glamorous garb, for example, is a big, rock-rug features in this brilliant newcomer. Und whopping 122 -inch wheelbasel Cushioning each wheel is Level-Line Ride, Pontiac's new dimension in of suspension, bringing you the smoothest, safest ride you've ever known. And up front is the deep-chated ew 347 cu . in., 10 to 1 compression ratio Strato-Streak V. 8 engine -as sweet a performer as 16 तive beautiful automobile'

## Chieftain Pontiac



## PRICE CORRECTION!

On another page of this paper the of Levi's appears incorrectly in eral copies.

Below are the correct prices on these popular items.

## YS WAIST SIZES, $18-26$ UTH WAIST SIZES, 27-29 N'S WAIST SIZES, $30-40$ <br> $\$ 3.35$ <br> 53.55 <br> $\$ 3.75$ <br> WAGON WHEEL <br> The Wye Floydada







$\qquad$


News of Broadway




GOOD LAUNDRY

## Tillison in the Crosbyton hospital Floyd County Hesperian, Floydada, Texas, Thursday, January 17, 1057



Dr. O. R. McINTOSH OPTOMETRIST
OFFICE 211 SOUTH MAIN ST.

## IT'S OUR LOSS YOURGAIN

IN THIS GET ACQUAINTED OFFER CONTINUED DURING THE MONTH OF JANUARY WE WILL REPAIR ANY HOME RADIO SET WITH NO SERVICE CHARGE.

Customer Pays For Parts Only!
Dennis' TV Service


Come in and Marvel! Then Ge the Deal of a Lifetime on the New Appliances You Want!


SPECIALS
Plus Our Profit Sharing Stamps

## EACHES EANS 2 25

 OPPED PORKRK\& BEANS $3=25$

ORN 2 33c
trard Green $2=19 c$

Een beans $2=29$ c
ATSUP :
LOUR $10=98 \mathrm{c}$
LOGNA, . . lb. 47c

AMS. . . lb. 42c ACON, ib. 43c HILLI, . ll. 55c


McCoy News


THIS BANK WILL BE CLOSED
Saturday, January 19
IN OBSERVANCE OF
THIS

## holiday

Please Keep This In Mind In Making Your Banking Plans

FIRST
NATIONAL BANK Floydada, Texas


Preparation Is Made For 1957 Research Crop


## PENNEYS HANLARIXE Always eirsi ovatiry

IS YOUR READ on STRAGH?

## PATZER

CHIROPRACTI CLINIC FLOYDADA

|  |  |
| :---: | :---: |
|  |  |
| mman |  |
|  | SAUSAGE |
|  | VELVEETA |
| STRAWBERRIES 17c | STEAK |
| N8 |  |
| CUT OKRA |  |
| LETTUCE | COCKTAIL |
| GRAPEFRUIT 29c | Orange Drink |
| ORANGES | SkNo |
|  |  |
| (10) | $\begin{aligned} & \text { SALMC } \\ & \text { SHAMPOO } \end{aligned}$ |
| PICKLES $=250$ |  |
| DENTAL CREAM $=33 \mathrm{C}$ | \|u¢cly |
| FACIAL TISSUE $=250$ | shave ox er |

