## 58 Will Be A Toughie For Small Farmers

Interesting Events
Slated In Floydada For Jan.-Feb.-March
$\qquad$

Bustle and Hurry Marks End of Year in Floyd Business Seer Says Business Hinges on Ike

## The Floyd County Hesperian

HarIem Roadkings Coming To Floydada On January 16

Floydada Native Henry Martin Is Claimed Sunday
C. L. Cowart Died Tuesday


Shell Gives Truman Kirk Higher Post


First District Cage Contests Friday Night
$\qquad$

# 8 Will Be A Toughie For Small Farmers 

Interesting Events Slated In Floydada For Jan.-Feb.-March The new year oteres some in.


 teratimenen curng Januar
ruaty nd March orter
rety on octivites to choose rety of ac
Floydan
The
to
$\qquad$


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

Bustle and Hurry Marks End of Year in Floyd
Business Seer Says Business Hinges on lke


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

Floydada Native Henry Martin Is Claimed Sunday


Sonny Mitchell:-Guard, from Louisville Central
High School, playing his third season with the Roadkings is the dribbling wizard and ball handler of the elub besides being a great one hand shoot-
er with a deadly eye. Sonny was selected on high er with a deadly eye. Sonny was selected on high
school All-American team before playing one year at Duquesne University. Mitche will appear here with his teammates on January 16Robt. McGuireHas Accident

[^0]

Frank Sharman Is Organizing Amarillo Bank

Merry Crowds, Watch Parties Welcome 1958

## Center News


$70^{\prime \prime} \times 80^{\prime \prime}$ PLAID SHEET BLANKETS 1.25 ea. Regular 1.49 . . . A Real Buy In Sheet Blankets
$39^{\prime \prime}$
BROWN
MUSLIN 5 Yards 1.00
A Repeat of a Best Seller Miss.

ONE LOT


BY THE YARD $\frac{1}{2}$ PRICE to close out what A buy!


Local and Personal

mevin usis water mivir ovianiats. Wivir friteis... aivir mitos attimiliom

TRACTOR CO.
Floydada, Texas Phone YU 3-2248
Galloway


## Beall's TOPQUALITY LOWERPRICES!

QUAHTY MERCHANDISE
YOU CAN PAY MORE BUT QUALITY FOR QUALITY YOU YOU CAN'T BEAT BEALL'S FOR THE FINEST WORKMANSHIP FOR THE PRICE:

$100 \%$ ACRILAN PILLOWS
acrylic fiber by chemstrand
Yov can feel its the finestSOft AND Clovd like -
PREMEL COMFORTABLE: CO

2.77
sUPERB TICKIN


Extra Special! CARPET RUGS
1.00

cut from regular WIDE CARPETING THAT USUALLY SEll.s for 7.95 SQ. YARD! NON SKID COATED baCK: LOOP TWIST AND CUT PILE: 14 COLORS TO CHOOSE FROM:



Stock Up! Tumbo $22^{\prime \prime} \times 44^{\prime \prime}$
thirsty cannon towels
, num
10 Wash Cloths . . 98c

CHROMSPUN PANELS slub weave with gold lurex threads: lurex
 HEMS: $3^{\text {B }}$ BOTTOM HEMS: YHTE, PRK, CE BLEE GREN
AND GOLD: HEMMED, HEADED READY TO HANG: Reg. 298 1.59 each

> Large curled chicken featuen
> PILLoW

88 c
EXTRA SPECIAL
LADIES NYLON HOSE
51 GAUGE - 15 DENIER
NEW SPRING COLORS
Made to Sell for 98 c
Sizes $81 / 2$ to 11
NOW
ONLY
(4)
(B)
(R)
(3)
10
(3)
(B)
(4)
(B)
(1)
(4)
(1)
(4)
(Q)

NOW WHITE DAN RIVER SHEETS
KNOWN THE WORLD OVER FOR LASTING QUALITY: BLEACHED INCH! TRULY THE OUTSTANDING MUSLIN SHEET OF THIS CON. tryction tode outstanding muslin sheet of this con
1.57 nitam
$1^{77}$


## For BEAUTY penvar



Castern Nathing take the place of


Double Ring Vows ouple Married Here Christmas Unite Couple On leek, Make Home at Memphis Sunday Afternoon


Armstrong-Hughes Vows Read In Ceremony Friday Evening

Hostesses Honor Wedding Party A Rehearsal Dinner

SPICED PEACHES
BARTLET PEARS
GRAPEFRUIT JÚICE
CRUSHED PINEAPPLE
APPLE JELLY
FLOUR
MEAL, White Cream
CHILI

## BEEF ROAST

Pure Pork Sausage
WISCONSIN CHEESE

## PATTERSON DOLLAR DA

Wed Saturday,
Couple Will Make
Home In Floydada
Local and Personal

> Bitumb


Twenty-Two Study Club's Christmas Party Thursday


".When business is of

## Miscellaneous



$\left|\begin{array}{c}\text { See us for this and all } \\ \text { Automotive Reparir } \\ \text { Service } \\ \text { AUTO CARS } \\ \text { AUPANY }\end{array}\right|$


|  |
| :---: |

Farm Machinery


## Real Estate Loans




## O. BUS SCHEDULE

d Save for Reference

| WEST BOUND |
| :---: |
| 10:30 a.m. via Petersburg <br> To Lubbock, EI Paso <br> 4:00 p.m. via Ralls |
| To Plainview, Amarillo |
| 10:25 a.m. |
| $3: 55$ p.m. |




##  <br> Houses for Sale



Wanted



## :

\section*{| a |
| :--- |
| tru |
| con |
| end |}

## 

## $\stackrel{148}{7}$

## 




## (1)



Mr. and Mrs. Herman Morrts and
Joyce had as their Euusts Chrst-
mas eve day. Mr. and Mr. Wald
Havens of Kalgary and Mr. and














## FARM SALE -Billy Hand Farm-

 Saturday Afternoon January 4th, 1958, Starting at 1 p.m. In Erge barn on premises.
1
1
1
1
1
0
0
0
miles southestof f Racings spings

In Evnt of bad weather, Sale will Be Held In Ba
tatane. Live power
54 Super"M"FARMALL,

2 Two bale Cotton Trailer
One Wheat Drill, 12-8 Mc
One 4-row Go Devil
One 3-row Knifing
One 3-row Knifing rig
One Ferguson 2-disc breaking plow 2 three-row stalk cutters One Nesbit Bug Catcher
One Case Shredder, powe One 4-row Stalk cutter
One 3-row John Deere, too One Tandem Dise Harrow
One 5 -section Spike tooth One s-sect
harrow.

## Many small items too numerouse to mention.

LEVI WILKINSON, Auctioneer


Find Campaign
Due
Now
New Monentitum


STAR CASH Values




TTOOT.)MAKE WAY
mas rood bargall spicil

| $\underset{\substack{\text { FOLGER'S } \\ \text { Instant }}}{ }$ | $\begin{gathered} \text { FOOD KING } \\ \text { Elberta } \end{gathered}$ |
| :---: | :---: |
| COFFEE <br> Large 6 oz Jar | PEACHES |
| \$ 1.15 | 29 c |
| Soflin | FOOD KING |
| tissue | COFFEE |
| 4 Rolls | Pound |
| 35 | 69 c |


| Hemenis |  |
| :---: | :---: |
| SAUSAGE . . 350 |  |
| BACON . . 556 |  |
| GNA 390 |  |
| Fryers |  |
| FELTON | COL |

BAKERITE
FLOUR
CATSUP
shurfresh

Beet Pot Roast Dimes -
BREAD

# SMITH DRY GOODS <br> "BUSINESS IS GOOD" PETERSBURG, TEXAS TART THE NEW YEAR BUYING AT SMITH'S 

##  SALE THROUGH JANUARY 10TH

## ONE LOT MEN'S HATS

 5.50 to 12.50 . . . SALE 5.00 NE LOT OF MEN'S JACKETS SALE $\frac{1}{3}$ OFFNE LOT OF BOY'S JACKETS SALE $\frac{1}{3}$ OFF
MENS CORDUROY SHIRTS
res and Colors 3.95 Val. SALE 2.98 E LOT MEN'S KHAKI SHIRTS eavy Weight - Best Grade

Value
SALE 2.99

## League

ANTS
\& Light Tan
's \& Boy's
95 Value
3.99

ONE LOT OF MEN'S SHIRTS Value - Jayson and other National. brands YORK PANTS AND SHIRTS
$2.98{ }^{\text {Khakt or grai }}$ SHIRTS 1.90 MEN'S DRESS PANTS Stock SALE $\frac{1}{2}$ Price Men's
STRETCHIE SOX SALE
3 Pair 1.00
LADIES SQUAW BOOTS to 5.95 Value . SALE 2.98 ONE TABLE LADIES SHOES es to 10.95

SALE 2.98
rens Dresses by Kate Greenaway 107.95 Values, Sale 1.98 to 4.95


## LADIES DRESSES.-CLEARANCE SALE

5.95 to 7.95 Values 8.95 to 9.95 Values 10.95 to 12.95 Values 13.95 to 14.95 Values 16.95 to 17.95 Values 21.95 to 22.50 Values 24.95 Value

SALE 3.99 SALE 6.95 SALE 8.95 SALE 10.95 SALE 12.95 SALE 18.00 SALE 19.75

MILLINERY -- SALE $\frac{1}{2}$ Price ONE RACK DRESSES SALE PRICED EACH Val. 7.95 to 24.95 Sale 3.99 to 14.95 Ladies, Coats Close Out Price Sale 10.95 Girls Sub-Teen Dresses -- Dream Age 8.95 Value . . . . . . SALE 6.95 12.95 Value . . . . . . SALE 9.95

LADIES NYLON QUILTED ROBES
14.95 Value .... SALE 8.95 LADIES BLOUSES
Cotton - Dacron - Jersey Fabrics
Assorted Styles -- Priced Each
1.98 to 4.95 Values Sale $\mathbf{1 . 7 9}$ to $\mathbf{3 . 7 9}$

LADIES TAPERED PANTS
3.95 Value . SALE 2.88
4.95 Value. SALE $\mathbf{3 . 8 8}$
5.95 Value. SALE 4.88

## LADIES SKIRTS

Tweeds \& Wool Flannel -- Gabardine 5.95 to 10.95 Val. Sale 3.99 to 6.99

LADIES PIXIE SHOES Velvet -- Large Size 3.98 Value

SALE 2.99
LADIES NYLON GOWNS 4.95 Value

SALE 3.49

> 5.95 Value

SALE 3.95
8.95 Value

SALE 5.99
Un-Bleached Domestic SALE 4 yds. $\$ 1$ Childrens Wear One Group Corduroy Coveralls, Overalls, Slack Pants 1.99 CHILDRENS FLANNEL GOWNS \& PAJAMAS

SALE 1.88

ubscription Prices: Outside Floyd and adjoining counties-one year $\$ 3.00$; six months, $\$ 1.50$

THE FLOYD COUNTY HESPERIAN

| 122 South Main St, Floydanda, Texas |
| :--- |
| 10 , |

HOMER STEEN, Editor cursoar unvaity an

VIEWS AND COMMENT Our Sputnik Schools. Now the president and
his advisers are deciding to open up some Sputnik courses in the schools and colleges. We are going to smartenup and beat the Communists. But first we spend $\$ 150$ milion. Also the missile program more than we already are spending. We are determined to spend ourselves into success. Lenin's confident pre-
diction was that we would do that way. This diction was that we would do that way. This
also adds to the prospect that we get the federal government into public education. Credit the bureaucrats and the do-gooders.
Private News Note. Contrary to talk on the street and around our private eye tells us
that collections are due to be better by a long that collections are due to be better by a long
shot this first than was expected. Also, contrary to report, fewer farm operators wi have to look elsewhere for something to do than was true last year.

Fire Insurance Rates. Fire insurance comp
anies, as well as casualty underwriters con anies, as well as casualty underwriters con-
tinue to find their operating costs rising, not unusual condition in most every line o
business. Accordingly they are not overlook ing any good chances to up insurance rates They are cutting the corners and rightl
they should no doubt. So if you are in they should no doubt. So if you are in
position to renew insurance on a long term
basis now-three years or so-it could mean a saving. Rates may start the other way
after a time, but right now they are headed after a time, but right now they are headed
upward. Casualty insurance has already led the way.

About Combustible Roofs. How long until the per centage of non-combustible will be high enough until the charge in it? We look around, find few shingle roofs rate the Texas Insurance Commission puts
out and find the charge still there. Who made the count? Was it acurately made? Or do the
insurance companies just need the money We do not know and we'd like to know. The
added hazard of combustible roofs was recognized in Texas first way back in the Iron Age when the City of Paris burned out brands far and wide and there were no the holocaust was over. The fire insuranc companies the loss many times over. It's quite possible we do not know what a non-
combustible roof is. Perhaps all moderroofs, made of composition material, are combustible the same as shingle roofs. It would
be a technical matter of which we have no bnowledge. But if the roofs that are being
kne put on houses now are "fireproof" like "they"
say, then it takes a mighty few woode shingle roofs in a town to subject it to the charge for the hazard.
Character like embroidery is made stitch by

| Cowboy Band Is Due Home |
| :---: |
| January Sixth |
|  |
|  |
| Unitenty comay Rand |
|  |
|  |
|  |
| Omor mand plase one on- |
|  |
| 䢒 |
| ${ }_{n \rightarrow \text { Jan }}$ |
|  |
| neor jan ber axathont or |
| con |
| 为 |
|  |
|  |
|  |
| ${ }_{\text {na }}$ merad |
|  |
|  |
|  |
| Harris Family Enjoy |
| Anniversary; Xmas |
| Holidays Together |
| mis aderer thiv. D . |
|  |
|  |
|  |
|  |





 and
 Mr. and Mrs. Don Wallace and the direction of Carter Funeral children left Friday of last week
Hor their theme in Los Angeles,
Survivors are three sons, Marsh




Phone YU 3-2170 When you need

- Ready Mix Concrete Ditching for foundations
- Sand or Gravel for

COME IN
and discuss your building problems with Us.

Bennett's Building Material

Norice of dito
TO BE HELD
Tuesday, January III for District Director and County Polling Places in Floyd County

Floydada Courthous
2. Lockney City Hall Dis triet Director
(Vote for One)

County Committeemer
Vote for One)
Jobert Kelleon, Rocue 2. Lseh
ote for One
G. L, Fawver, Route 5, Fordh

BE SURE TOCASTYOU
high Plains undergroum CONSERVATION DISTRICT:

Dang Them Planners. Despite the fact that
Uncle Sam owns vast areas of waste land in the southwest, the army brass is de-
veloping an expansion plan in the vicinity of their installation at Fort Sill that would take
300,000 acres of good land in a big swath across farms and ranches of the southwest er cent ovada, 71 per cent of Utah, 45 und 45 per cent of New Mexico. In some of reservation for artillery and missile training post, do their actual firing where it would not
dispossess a lot of people.

Texas' Murder City. Houston has gained the top rung and brought another first to Texas.
How can a woman with one twist of her

## RESOLVE

 TO LIVE BETTER Elecincally!FOR ELECTRIC SERVICE IS THE BIGGEST BARGAIN IN YOUR FAMILY BUDGET!!



## crepr foulows you

## Retail Merchants Association

|  | FIRST <br> DONT MISS OUR SENSATIONAL <br> NDAY, JAN. 6 |
| :---: | :---: |
| mens ravon ${ }^{\text {ANKLETS }} 3$ for $1^{\circ}$ | LADIES BLOUSES |
| MENS WHITE | LADIES SWEATERS |
| HANDKERCHIEFS |  |
| ree Size | discontinued styles |
| MEN'S SHORTS | LADIES SKIRTS |
| MEN'S BRIEFS |  |
| MEN'S T-SHIRTS | COTION MATERIAL |
| 69c Ea. 3 for \$2* |  |
|  | or Print |
| LADIES HOUSE SHOES | CORDUROY |
| Valuest ta.98 Sizes to9 | Wide wisi variet 77 Y Yd. |
| BATH TOWELS | IRDSEYE |
| $\underbrace{}_{\substack{\text { Sineses } 20 \times 40 \\ \text { soids and Plaids }}} \mathbf{3}$ for $1^{\bullet}$ | DIAPERS 6 for $1^{*}$ |
| Haoood's Dept. Store |  |

CRISCO 3-lb. Can
$\frac{89 \mathrm{c}}{\substack{\text { shurrine } \\ \text { PEACHES }}}$

Heary syrup No. $21 / 2$ Can 25 SHURFINE Orange Juice Frozen 6 oz Can 29 c

SUGAR
5-lb. Bag 49c
KLEENEX 400 Count 25 NABISCO
PREMIUM CRACKERS POUND BOX 27c

SUPREME - Potato Snax, 12 oz. Box
CRACKERS 29

SHOP POWELL'S -.. Highest Quality LOWEST PRICES - Plus Scottie Stamps - Double and MONDAY $\begin{array}{llll}\text { Good January 3-4-6 FRIDAY - SATLR } & & \text { Lb. } & \text { Save } 6 \mathrm{c} \text { Tendercrust } 1 \frac{1}{2} \mathrm{lb} \text {. loaf }\end{array}$

 12 Bottle Carton Plus Bottle Deposit

FHS Graduates Renew Old Ties At Chrismas

\section*{CAPADA drive-in theatre <br> COMING ATTRACTIONS <br> Thursday - Friday <br> | mita |
| :---: |
| ROCK AROU |
| Imw WORED | <br> }



Visit Our Snack Bar

 Hostess For HD Club


John H. Williams Claimed at Kress


WEDNESDAY, JAN. 1 THROUGH MONDAY, JAN. 6

## Dollar Day Specia <br> WE REDEEMTI

SAVE OUR STAMPS

## FLOUR $25^{\mathrm{bm}}$

Apple Butter,4for $\$$ CHILLIAfor $\$ 1$ Fruitcodie BALLARDS - CANNED SWEET MILK
BISCUITS
9
Cans
Blackeye Peas, 9 -- $\$ 1$ CORN 1 for \$1 Pineapple -
COFPEE
LB. CAN
BEANS Sfor $\$ 1$ HOMINY 11 for $\$ 1$ MILK PEACHES 4 Nici
Pork-Beans 10 fors $\$$ SHORTENING 79c SPNMCHI OLEO

TUNA 4for $\$ 1$ Cheese Spread $\$ 1$ lrisish polatay
 WESTERS GROCERY

MAR
TEL. YU-3-2534



Because it saves your time.
Because it aids your finan-
ial standing at the bank.
$\qquad$


ROSSONS WERE TN DENVER
FOR A WEEK WITH BAREY
 of the Rosson family.
FUQUA FAMILY GATHERS
Vlating in the M. . Fuqua b
durng the Christmas. in .

then home | and children, Ms. |
| :--- |



 Dr. O. R. MaINTOSH OPTOMETRIST OFFICE 211 SOUTH MAIN ST.
$\qquad$
FOR PROTECTION ALL kinds of insurance -SEE-
REAGAN-GIESECKE

## The Most Exciting JOHN DEERE PROGRAM Yet <br> JOCIM DEER: DAY

\section*{TUESDAY JANUARY 7} PALACE THEATRE | flosadas |
| :---: |
| Texas |
| Show Startsat $1: 30$ |



## Man

 nd labor-saving equipment now available to the na-new machines which will be shown to farmer guests on

## FREE!

## No Tickets Required

## ALSO FREE COFFEE \& DOUGHNUTS

whuns serken aro oun sone
9:00 A. M. TO 12:00 NOON ON SHOW DAY JAN. T Come and Stay All Day EVERYONE IS INVITED-BRING THE FAMILY 1. Stansell - Collins Co.

Your John Deere Dealer



[^0]:    Robert A. Fields
    Died Of Injuries Saturday Morning

