# The Floyd County Hesperian 

# unty's 21 Gins Report 107,407 Bales of Cotton 



UBER OF COMMERCE DIRECTORS ... Five new board members for the Chamber of Com
elected by the membership Saturday and they are pictured above as they visited together Tues
g. Left to right they are: Dr. Andrew McCulley, Wayne Brown, Howard Gregory, A. L. Wylie,


## Chat

Chamber Of Commerce Members Select Wylie, Reed, McCulley, Gregory, Brown

## Tooley

## Fourth Annual Band Clinic At High School Saturday

|  |
| :---: |
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| 为 |
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|  |
|  |
|  |

Four Night Survival Course At High School Monday


Judge McBrien Appoints County Historical Group


$$
\begin{aligned}
& \text { Floydada School Board Interviews } \\
& \text { PropertyTax Evaluation Group }
\end{aligned}
$$

 Has Lockney Date Jan. 17

New Officers Of Sandhill Club Are Installed
$\qquad$


| Helm's House Of Beauty |
| :---: |
| ANNouvces |
| The Formal Opening |
| January 10 from 10:00 a.m. |
| to $4: 00$ p.m. |
| Speciaizing jn permanent waves <br> hair coloring and hair styling, fea- <br> turing the new trend. <br> Dial YU 3 -2616 for an appoint. <br> ment. <br> Open Thursday evening for the <br> convenience of the working wo- <br> men. |
| DOROTHY HELMS, Operator <br> Located in the Lakeview Community |

THE FLOYD COUNTY HESPERIAN
THURSDA MoLET, Publisher

Plember 1963
TEXAS $\sim$ PRESS ASSOCIATION
Helm's House Of Beauty

The Formal Opening January 10 from 10:00 a.m. to $4: 00$ p.m

Hostess For HB

Caprock Holds Annual Dinner

Tops Club Has New Officers
$\qquad$

[^0]Mealtime Magic Is Club Theme

Recipe Of The Week


Methodist-Christian Churches Plan Sunday Family Fellowship Programs


SOUTH PLAINS NEWS by Mrs. Murray Julian
"Cotton John" Shows Film To Parents And Teachers At Sou'h Plains PTA Meeting

Group Gives Farewell Party To Jack Clevenger Family In Community Center



## PUBLIC NOTIC

## 



Brown's Annual Mid Winter Sale

STARTS
FRIDAY, JANUARY 11
9 A.M.

- OVER 375 DRESSES
- OVER 150 MEN'S SUITS

STOREWIDE CLEARANCE PRICES ON
ALL WINTER MERCHANDISE

Hospital News
Derrel Waldroup Serving With Carrier Group

Welcome

## STUDENTS And PARENTS

TO THE

# FOURTH ANNUAL BAND CLINIC 

## IN FLOYDADA

SATURDAY JANUARY 12
We welcome you to the fourth annual band clinic in Floydada ${ }^{2}$ hope you will enjoy the day here Saturday. We take this opm tunity to invite you to eat with us while you're here... we thinkspou enjoy the food . . . and the courteous service.

$$
\begin{array}{ll}
\text { B \& M Cafe } & \text { Dairy Mart } \\
\text { Leonard's Cafe } & \text { Rogers Restaurant } \\
\text { Tastee Freez } & \text { Winn's Restaurant } \\
& \text { Wither's Cafe }
\end{array}
$$

WELCOME TO:
LOCKNEY
NEW DEAL
RALLS
North American Philips Conspany, Ine.



LAKEVIIEW NEWS by Mrs. Wayland Jones
Formal Opening Of Helms House Of Beauly Scheduled Today From 10 a.m. To 4 p.m.

Will You Share Your Home With A Foreign Exchange Student?

Hospital
Board Meets


BACON| FRYERS . . . 35 c |
| :--- |
| HAMS . . 59 c | HOME MADE - WHOLE HOG

| COFFEE | ${ }_{\text {Preat }}^{\text {Pex }}$ |
| :---: | :---: |
| COCONUT | 49c |
| POPCORN | 19 |



Skinner's
Macaroni or Spaghetii . . 2 boxes 25c ARMSTRONG - ONE STEP $\quad 22$ OZ. CĀN FLOOR WAX . . . 89c PRESERVES . . 49


SHURFINE
SHORTENII
3 Lb. CAN
63 c
SHURFINE
TUNA
CAN
29
SHURFINE-Sour, Yi
CHERRIEJ
303 CAN
19
SOFLIN
NAPKIN
200 CT. PKG.
25.

KLEENEX
400 COUNT BoX
25 c

## oUP I -

s, Wools, Blends, Dacron-Wool, Wool-Silks
to $\$ 85.00$
$\$ 59.97$

Wools and Wool Blends
to $\$ 69.95$
$\$ 48.97$
pUP III -
utstanding Values to $\$ 59.95$
NOW \$38.97
$\underset{\text { By STYLEMART }}{\text { RT }}$
Wool and Orlon Blends
to $\$ 37.50$
Now $\$ 29.97$

## CK S

By HAGGAR
on-Rayon Blend - Reg. $\$ 8.95$
Now \$6.97
Wools - Flannels and Worsted
12.95

Now $\mathbf{S 8 . 9 7}$
Now. $\$ 14.95$
ool Hard Worsted Reg. $\$ 16.95$
Now $\mathbf{\$ 1 2 . 9 7}$
RT SAN HEUSENTS
VAN HEUSEN
is and Rayons Values to $\$ 4.98$ Now $\$ 1.97$
ton - Rayons - Dacrons - Knits
s to $\$ 4.98$
Now $\$ 2.97$
All Sizes Values to $\$ 5.95$
Now $\mathbf{\$ 3 . 9 7}$
Cotton - Cotton and Dacrons
s to $\$ 6.95$
Now $\$ 4.97$

ATERS
Sleeve Orlons
Values to $\$ 5.95$
Now $\mathbf{\$ 3 . 9 7}$
ilky Orlons $\quad$ Values to $\$ 8.95$
$\quad$ Now $\mathbf{\$ 5 . 9 7}$

- Lambs Wool Values to $\$ 14.95$
'S HATS
stetson Strays $1 / 2$ Price
Values to $\$ 15.95$
tment of Dress Hats
alues to $\$ 10.95$ Now $\mathbf{\$ 5 . 9 6}$
m Hat Group Values to $\$ 15.00$

KETS
By AMERICAN SPORTSWEAR
Wt., Foam Lined, Hi-Styled
s to $\$ 10.95$ Now $\mathbf{\$ 6 . 9}$
anding Color Selections
sto $\$ 4.95 \quad$ Now $\mathbf{\$ 9 . 9 7}$
s to $\$ 18.95 \quad$ Now $\mathbf{\$ 1 2 . 9 7}$
ss to $\$ 24.95$
Now $\$ 16.97$

## FREE ALTERATIONS

Many - Many Others Too Numerous to Mention on White Elephant Table
$100 \%$ Cotton - Full Sizes
Compare to $\$ 6.95-\$ 4.97$
2 Morgan Jones Val. to $\$ 12.95-\mathbf{\$ 7 . 9 7}$ 3 Morgan Jones Val. to $\$ 8.97$ - $\mathbf{\$ 5 . 9 7}$
MATTRESS PADS \& COVERS
Flats Twin Compare to $\$ 2.98-\mathbf{\$ 2 . 4 7}$ Flat Double Compare to $\$ 3.98-\mathbf{\$ 3 . 4 7}$ Contour Twin Comp. to $\$ 3.98-\mathbf{\$ 3 . 5 7}$ Contour Double Com. to $\$ 4.98-\mathbf{\$ 4 . 5 7}$ Mattress Pads Comp. to $\$ 3.49$ - $\mathbf{\$ 2 . 8 7}$
WASH \& WEAR PRINTS
$100 \%$ Cottons, Color Fast
Values to 79 c yd. $-\mathbf{3 7} \mathrm{c} \mathrm{yd}$.

## SHEETS

Muslin White $72 \times 108$-Twin Fitted Reg. Value $\$ 1.89$ - $\$ 1.64$ Muslin White $81 \times 108$-Double Fitted Reg. Value $\$ 1.98$ - $\mathbf{\$ 1 . 7 9}$ Muslin White Pillow Cases Reg. Value $98 \mathrm{c}-\mathrm{84c}$ Colored Muslin 72x108-Twin Fitted Reg. Value $\$ 2.19$ - $\mathbf{\$ 1 . 9 7}$ Colored Muslin $81 \times 108$-Double Fitted Reg. Value $\$ 2.49-\mathbf{\$ 2 . 1 7}$ Colored Muslin Pillow Cases Reg. Value $\$ 1.19$ - $\mathbf{\$ 1 . 1 0}$ White Percale $72 \times 108$-Twin Fitted Reg. Value $\$ 2.49$ - $\$ 2.17$ White Percale $81 \times 108$-Double Fitted Reg. Value $\$ 2.79$ - $\mathbf{\$ 2 . 3 7}$ White Percale Pillow Cases Reg. Value \$1.49-\$1.15

## BLANKETS

Plaid, 72x90, Rayon-Orlon Compare to $\$ 3.98$ - $\mathbf{5 2 . 8 7}$
Solid, $72 \times 90$, Orlon and Nylon Compare to $\$ 5.98$ - $\mathbf{\$ 3 . 9 7}$
Sheet, Full size, Cotton Compare to $\$ 2.98$ - $\$ 1.97$
DISH CLOTHS
Knitted, $100 \%$ Cotton, 12x15
Compare to $10-\$ 1.29-10-87 ¢$
DISH TOWELS
Printed Terry Cloth, $100 \%$ Cotton Compare to $79 \mathrm{c}-2$-97c

TOWEL SETS
Solid Floral Patterns
Solid Floral Patterns
Bath Towels, $22 \times 44$ Com to $\$ 1.98$ - 97 c
Hand Tow. 15x36, Com. to \$1.19-57¢ Wash Cloths, $12 \times 15$, Com. to $59 \mathrm{c}-27$ c
TOWEL SETS
Multi-Colors, Florals
Bath Towels, $22 \times 44$, Com. to \$1.49-796 Hand Towels, $15 \times 36$, Com. to $98 \mathrm{c}-49 \mathrm{c}$ Wash Cloths, $12 \times 15$, Com. to $49 \mathrm{c}-23 ¢$

Printed Outing, 36 ", $100 \%$ Cotton
Compare to $59 \mathrm{c}-\mathbf{3 - \$ 1}$
Sport Denim, 36 ", $100 \%$ Cotton Compare to $79 \mathrm{c}-57 \mathrm{c}$ yd.
White Muslin, $100 \%$ Cotton, 36 " Reg. 29 c -5-97c
PIECE GOODS
36" Famous Maker Goods Reg. Val. \$1.49-97¢ Yd.
36" Wamsutta Cottons Reg. Value 98c - 66¢ yd.
39" Silk and Air-Basketweave Reg. Value $\$ 1.79-\mathbf{\$ 1 . 1 7} \mathrm{yd}$. 60" All Wool Jersey by Heller Reg. Value $\$ 2.98-\mathbf{\$ 1 . 9 7}$ yd. 54 and 60 " Rayon Suiting Reg. Value $\$ 1.89-51.17$ yd. 60" Botany Wools, 5 colors Reg. Value $\$ 3.98-\mathbf{\$ 2 . 9 7}$ yd. One Group Odds \& Ends $1 / 2$ Price And More

Full Length, Reg. $\$ 9.98$ - $\mathbf{\$ 6 . 6 7}$ All Wools, Reg. $\$ 5.98$ - $\mathbf{\$ 3 . 9 7}$ Car Coats
GIRLS SPORTSWEAR
Many Styles, Reg. $\$ 6.98$ - $\$ 4.66$
2 Pc. Sets, Reg. $\$ 4.98-\mathbf{\$ 3 . 2 7}$
Corduroy Pants, Reg. \$1.98-\$1.27
GIRLS DRESSES
Famous Name, Reg. \$8.95- $\mathbf{\$ 5 . 9 7}$
$100 \%$ Cottons, Reg. $\$ 6.95-\mathbf{\$ 4 . 6 7}$
All Sizes, Reg. $\$ 3.98-\mathbf{\$ 2 . 6 7}$
GIRLS SWEATERS
By Regal, Reg. $\$ 7.98-\mathbf{\$ 5 . 2 7}$
$100 \%$ Orlon, Reg. $\$ 5.98-\mathbf{\$ 3 . 9 7}$
Cardigans, Reg. $\$ 4.98$ - $\mathbf{\$ 3 . 2 7}$
DOTTY DAN
Little Men's Clothes $\$ 7.98-\mathbf{\$ 5 . 2 7}$ $\$ 4.98-\mathbf{\$ 3 . 2 7}$
BOY'S JACKETS
By Campus and Tom Sawyer
Values to $\$ 6.95-\mathbf{\$ 3 . 9 7}$
Short Coats $-100 \%$ Cotton
Values to $\$ 7.95-\mathbf{5 5 . 9 7}$
BOY'S SPORT COATS
Wool and Wool Blends, Reg. \$10.95-\$5.97
Broken Sizes, Reg. $\$ 12.95-\mathbf{\$ 6 . 9 7}$
Plaids and Stripes, Reg. $\$ 16.95-\mathbf{\$ 8 . 9 7}$

## BOY'S SPORT SHIRTS

$100 \%$ Cottons, Reg. $\$ 2.49$ - $\mathbf{\$ 1 . 4 7}$
Broadcloth \& Knits, Reg. \$2.98--\$1.97

## BOY'S SWEATERS

$\mathbf{1 0 0} \%$ Orlon, Val. to $\$ 5.98$ - $\mathbf{\$ 2 . 4 7}$
Pullovers and Cardigans Reg. $\$ 5.95-\mathbf{\$ 3 . 4 7}$
Solids and Stripes Reg. \$6.95 - \$4.47

INFANTS ITEMS
Coveralls, $100 \%$ Cotton $\$ 3.98$ - $\mathbf{\$ 2 . 6 7}$
Overalls, $100 \%$ Cotton, $\$ 2.98$ - $\mathbf{\$ 1 . 9 7}$
Shirts, Knit and Broadcloth
$\$ 1.98$ - $\$ 1.37$

## BIRDSEYE DIAPERS

$100 \%$ Cotton, doz. to pkg. Compare to $\$ 2.39$ - $\mathbf{\$ 1 . 6 9}$

Boy's P.J.'s $100 \%$ Cotton $\$ 2.98-\mathbf{\$ 1 . 8 8}$
Men's Stretch Belts, $\$ 2.00$ - $\mathbf{\$ 1 . 0 0}$
Men's Cot. Continentals $\$ 5.98-\mathbf{\$ 2 . 9 7}$ By FARAH, DICKEY, Over 200 prs.
Childrens Nylon Caps $\$ 1.98$ - $\mathbf{\$ 1 . 3 7}$
100\% Nylon, all colors
PILLOWS
100\% Dacron, Allergy Free Compare to $\$ 5.95-\mathbf{\$ 3 . 9 7}$
BOY'S BRIEFS
$\begin{gathered}\text { By BETTY BARIE } \\ \text { Novelty, Reg. } 59 \mathrm{c}\end{gathered}-\mathbf{3 7 c}$
CURTAINS
$100 \%$ Nylon Marquisette $\$ 2.98$ - $\mathbf{\$ 1 . 7 7}$ With Valance
Bleached Muslin, Compare 39c--4-\$1 100\% Cottons
BATH SETS
2 pe. $100 \%$ Cottons, Mat \& Lid Cover
Compare $\$ 3.98$ - $\mathbf{\$ 2 . 8 7}$
3 pe. $100 \%$ Cottons, Contour Mat, Mat, Lid Cover, $\$ 3.98$ - $\mathbf{\$ 2 . 8 7}$
Pillow Protectors, $22 \times 46$
Compare to 79 c
Complete with Zipper -2-51

Hagood's Annual 1c Dress Sale! You purchase one dress at Reg. Price then you may purchase another dress of equal or less price for only One Cent (1c) Over 250 dresses to make your selection from. Bring a friend and share the saving. $\mathbf{1 c} \quad \mathbf{1 c} \quad \mathbf{1 c}$
L A D IE By MISS NEW YORKER
100\% Cashmere Reg. \$69.95- $\mathbf{\$ 3 4 . 9 7}$ Some Fur Trim Reg. $\$ 45.00-\mathbf{\$ 2 2 . 4 7}$ 100\% Wool Reg. $\$ 39.98$ - $\mathbf{\$ 1 9 . 9 7}$
6 Colors Reg. $\$ 32.98$ - $\mathbf{\$ 1 6 . 4 7}$
Laminated Lined Reg. \$24.98--\$12.47
LADIES MILLINERY
All of our HiFashion Hats $1 / 2$ Price
LADIES ROBES
Quilted Nylon, Reg. \$14.98- $\mathbf{\$ 9 . 9 7}$
Nylon Jersey, Reg. \$9.98- $\mathbf{\$ 6 . 6 7}$
LADIES JEWELRY
Our Complete Line $\$ 4.00-\mathbf{\$ 1 . 9 7}$
of Fine Jewelry $\$ 2.00-\mathbf{9 7 c}$

## LADIES HOSE

Seamless, Demi Toe Val. to $\$ 1.65-77 ¢$
SPORTSWEAR
SWEATERS
Pullovers \& Cardigans \$12.98-s8.67
Nine Colors $\$ 9.98$ - $\mathbf{\$ 6 . 6 7}$

## SKIRTS

Wools and Orlon \$12.98-s8.67
Skirts, Wools and Orlon $\$ 12,98$ - $\mathbf{\$ 8 . 6 7}$ Corodot - 2 Colors $\$ 9.98-\mathbf{\$ 6 . 6 7}$ Strights Pleats $\$ 7.98$ - $\mathbf{\$ 5 . 3 7}$

Blouses Cot. \& Acetate $\$ 5.98-\mathbf{\$ 3 . 9 7}$ Corordate Colors $\$ 4.98$ - $\mathbf{\$ 3 . 3 7}$ Basic and Frills $\$ 3.98$ - $\mathbf{\$ 2 . 6 7}$

Pants, Solids \& Plaids \$14.98-\$9.97 Famous Maker-Lined \$12.98- $\mathbf{\$ 8 . 6 7}$ Corordates $\$ 9.98$ - $\mathbf{\$ 6 . 6 7}$

LADIES GLOVES
Hi-Style, Colors \$1.98- $\mathbf{\$ 1 . 3 7}$
LADIES HANDBAGS
Black Cloths $\$ 13.98$ - $\mathbf{\$ 6 . 9 9}$
Black Leathers $\$ 12.98$ - $\mathbf{\$ 6 . 4 9}$ Bl. \& Brown Leath. $\$ 11.98-\mathbf{\$ 5 . 9 9}$ Bl. \& Brown Plastic \$8.98- $\mathbf{\$ 4 . 4 9}$ Cloths $\$ 3.98-\mathbf{\$ 1 . 0 0}$
LINGERIE
$100 \%$ Brushed Nylon \$8.95-\$6.97 $100 \%$ Cotton P. J. and Gown

$$
\$ 3.98-\mathbf{\$ 2 . 6 7}
$$

3 Pc. Robe and P. J. Sets
$\$ 11.98-\mathbf{\$ 7 . 9 7}$


Hesperian Editorials
Floydada Needs More Rent Houses


Floyd Philosopher Says 1963 Is Fraught With Dangers, But So Was 1962, 1961, 1800

High Plains Research Farm
Reports On Grain Sorghum


> GUEST EDITORIAL
simple a fact and newser ignores a story because it's
little".
And the obituary, of course, is one of the "bis
stories in every man's life. He won't be reading it
course, but his kids and his grand-kids and his nei
bors and friends will be and it will be important
them. That story will be carefully clipped by so
loving hands, neaty folded and filed away in a famil
Bible or scrapbook or bureau drawer... and if the
are errors in it, they're going to be preserved to.
There's an old saying in the newspaper world th
every man is entitled to have his name in his homevery man is entitled to have his name
town paper on at least three occasions.
born, when he marries, and when he dies.

Here at The Record, we try to see to it that eve body's name gets into the news columns a put pictures with the nam than that... and we put pictures with the namer
whenever we possibly can. Our constant aim is to rem cord, not just the big events which affect our com munity, but the little ones too ... as many of the we can
You see, we think that the people who read o newspapers are all important folks. You're impo
ant to us beause if you ddn't exist, we would
(Canadian Record)

## T. N. M. \& O. BUS SCHEDULE

Clip and Save for Reference

| EAST BOUND <br> To Vernon, Wichita Falls | WEST BOUND |
| :---: | :---: |
|  | 9:50 a. m. via Petersburg <br> To Lubbock, El Paso <br> 3:35 p. m. via Ralls |
|  |  |
|  |  |
| Lv. 8:45 a.m. |  |
| Lv. 3:45 p.m. | To Plainview, Amarillo 9:30 a.m. 3:50 p.m. |

MAGNOLIA SERVICE STATION NO.
Fred Lambert, Agent Phone YU 3-2306

Station Hours: 7:30 a.m. $-5: 30$ p.m.

plus those valuable
GUNN BROS. STAMPS
EREE : "wa





WE HAVE THE BUVE bRING US YOUR LIVESTO sale day each thurs AT 1:00 P. M.
> umes sur Lit mman

FLOYDADA LIVESO saleco.
doyle sull, on

## Vour Money

 Back..FINEST PRINTING SERVICE
 YOULL LIKE
OUR PRINTIN

- Quality Job: Budget
- No Job
- Deadinnes Me

Hesperian Offic
if the NEW Firestone
Fiald \& Padid ractor soes not ouffut any replac

OK RUBBER WELD

Farmers in these parts find our bank the place to come for really economical loan -for any and every worth-while pu


Jdada High School Basketball Teams Will Fairview news by Mrs. clyde Bagwell 4District 2AA Action On Friday Night

Cotton Harvest Reportéd Near The Finish Mark In The Fairview Community


 $\pm=\square=-2$

## ROE MOTORS

Missouri
Floydada, Texas

## NOTICE!

We will be at the office of Lockney Auto Co.

## IN LOCKNEY

THURSDAY, JANUARY 11, 193

For the convenience of the Tax Payers to
COLLECT STATE, COUNTY and POLL TAXES ONLY

Office in Court House Will Be Open for Poll Taxes and Automobile Business On This Date

T. T. HAMILTON ASSESSOR--COLLECTOR OF TAXES FLOYD COUNTY, TEXAS




## Cotion Burr Mulch is Aid To Cropland

|  |  |
| :---: | :---: |
|  |  |
| Farmers in the Floyd County Soil Conservation District are apeach year. It's a proven fact that this is a paying practice |  |
|  |  |
|  |  |
|  |  |
| that this is a paying practice <br> Cotton burs are valuable from |  |
|  | low residue crop it is important |
| ent studies have been | and planted to cotton be |
| the value of cotton burs ap. |  |
|  | with a fertilized high res- |
| on the soil surface. Marked in- | ing |
| cresses in . the penetration ofmoisture following rains were observed where the burs were left on the surface. Where the burs |  |
|  | rotation such as this will help |
|  |  |
|  |  |
|  |  |
| were plowed under litle or no increase was observed. |  |
| 4 tons were applied, average dep- <br> th of moisture penetration was 32 inches as compared with 17 inches on listed land. This dif |  |
|  |  |
|  |  |
|  |  |
| inches on listed land. This difference is attributed to a partial elimination of surface sealing due to raindrop splash and to a re duction in runoff, allowing more .ime for moisture to penetrate | or long periods of time with |
|  |  |
|  |  |
|  | ds to prevent wind |
|  |  |
| Surface application produced | here n |
| sizeable increases in cotton yield. On cryland where burs were ap plied and cotton was flat planted. | ly crop land to cotton or other |
|  |  |
|  |  |
| 169 pounds of lint was produced as compared with 103 pounds | iternate trea |
|  |  |
| where land was listed then | of crops and soils. This |
| led The fertilizer content in cotton burs is worth about $\$ 8.00$ per |  |
|  |  |
| ton. A normal application of 3 lons per acre would be worth |  |
|  |  |
| about $\$ 24.00$ in fertilizer value alore. According to figures from the Lubbock Experiment Station |  |
|  |  |
| th.s amount of burs will increase |  |
|  |  |
| the lint production of cotton for 5 years at the rate of 71 pounds per year. |  |
|  |  |
| Wind erosion is virtually eliminated where cotton burs are applied and left on the soil surface threugh the blow season. This also reduces evaporatio. of moisture from the surface. |  |
|  |  |
|  |  |
|  | Conservation Program is availchle the po $\$ 1,00$ per acre |
|  |  |
| A mulch of cotton burs has the value of a high residue producing crop for returning organic matterter to the soil. Organic mater ter to the soil. Organiect on all processes which go on in the soil. | . |
|  |  |
|  | il |
|  |  |
|  | The individual may use the land |
| Moisture penetration, protection from wind erosion, addition |  |
|  |  |
| of organic matter, and return of |  |
| plant nutrients as enter into the picture when you consider the |  |
| real value of applying cotton burs to the land |  |
|  | - |
| Cotton harvest is almost complete but there is still time to get cotton burs from most of the | . |
|  |  |



FARMALL 504 - The biggest 3-Plow Value in the field - by far! -Loaded with convenience featires The most fully-proved power assist built today available on the 504. TA increases the number of ward speeds from five to ten without clu
boosts pull-power up to $45 \%$, on the go
Plenty of operator comfort in the 504 enables Hand grips make mounting one-step easy. You

## MARTIN \& CO <br> international harvester

SALES \& SERVICE

## KEEP YOUR HOME

LOOKING WELL GROOMED WITH
ACMEQUALITY HOUSEPAINT


## Carthel Butane

$\underset{\mathrm{wy}, 70}{\text { and Texaço Service Station }}$ BUTANE

PROPA
TEXACO GASOLINE \& OIL


Call or Come By and let us dis cuss your Needs with you.

## Show Troupe Winters Near Floydada



OK TAME . . . but just try to ride one! Pictured above are a few of the bucking rodeo stor Hoar Ioydada until the 18th, when they'll behauled to the Fort Worth rodeo which begins the 25 th OLD NLMBER FIVE . . pictured left is one of the wildest meanest Brahma buils in the U. S. He is one
of the 65 rodeo stock owned by "Hoss" Inman of La
mar, Colorado mar, Colorado and is being pastured near Floydada "Old Number Five" Hesperian photographer of the picture from the safety of a pickup cab.

They have been here for the past two or three
monthes, restinu up for another round of shows months, resting up for another round of shows all over
the country. They open this season at the Fort WNoth the country. They opent this season at the Fort Wewh
annual ivestock exposition January 25 through Feb-
rurur ruary 3 .
Thev've been practicing running, in fact iust about
all kinds of capers . . . many are practicing some all kinds of capers.... many are practicing some
mighty dangerous acts. . . some are killers. Sixty-five wild Brahma bulls and some of the
buckinest, saltiest horseflesh in the country aro buckinest, saltiest horseflesh in the country aro an
whont nosture and will be loaded up about the 18th, whaled to Fort Worth, where thev'll attempt to throw some of the nation's best cowboys.
The bucking stock is owned by "Hoss" Inman of
Lamar, Colorado. Inman is a well known quarter horse
Lamar, Colorado. Inman is a well known quarter horse
breeder and also owns some racing stock.
Local grain elevator man, Lon Davis, Jr., has
been watering and feeding the stock for Inman., They
have been friends for several years. Davis has found
the stock to be reasonably tame as they follow his
the stock to be reasonably tame as they follow his
pickup when he's passing out the cake to them each day, however he sticks pretty close to his pickup when
the big Brahmas come around. the big Brahmas come around.

$$
\begin{aligned}
& \text { The famed bucking horse Jesse James is in the bunch } \\
& \text { nd it is reported that he has never been rode. At the }
\end{aligned}
$$


and it is reported that he has never been rode. At the time he was purchased for some $\$ 2500$ he was a very

1962 Good Market Year For $=$ High Plains Underground Southwestern Cattle Feeders
cattie herds are reaching record strength shown late in the mon-
evels. It is expected that the th. Activity is expected to in
supply of feeder cattle and feed crease during January. To Measure Water Levels
-
Man mox
$x=x$
$x=2$

xatw $=$

Patzer Chiropractic Clinic

$\xrightarrow[\substack{\text { nowax } \\ 9.12}]{ }$

## HALE'S <br> DEP <br>  ST <br> ORE

## ANNOUNCES THEIR

SEMI-ANNUAL SHOE SALE BEGINS FRIDAY JAN. 11th AT 8:30 A. M.
IOMENS SHOES --- OVER 1000 PAIR. FLATS -- HEELS -- WEDGES -- STACKED HEELS -- BOOTS -- CUBAN HEELS --V ELV ET STEPS -- ORCHIDS -- DEBTOWNERS -- TRIOS -- JOLENE --LUJANO SIZES 4 TO 10; WIDTHS AAAA TO B (Some Wider)
1/4 TO 1/2 OFF
(SOME MORE)

Mens
CITY CLUB-WESBORO
PORTO-PED DIAMOND BRAND
NOT MANY PAIR
but real values
thildrens $\begin{gathered}\text { HAPPY HIKERS } \\ \text { WEATHERBIRDS }\end{gathered} 1 / 4$ T0 $1 / 2$ 0FF MOSIIY DRESS SHOES
A Real Sale -- True Values -- Proper Fit at hale's semi-annual shoe sale

DOUGHERTY NEWS by Mrs. W. J. Ross
Mr. And Mrs. V. V. Scoit Announce The Birth Of A Seven And A Hall Pound Baby Girl

Survey Shows Grocery Ads Offer 20 Per Cent Savings

Former County Woman Buried
Funeral rites
Stark,
7



RENEW YOUR
SUBSCRIPIION TO THE

HESPERIAN NOW!

EFFECTIVE FEBRUARY 1, 1963 THE YEARLY SUBSCRIPTION RATE WILL INCREASE FROM $\$ 3.00$ TO $\$ 3.50$

## SAVE $\$ 1.00$

SUBSCRIBE FOR FOUR YEARS FOR ONLY $\$ 10.00$

After February 1, 1963 the four year rate increases to \$11.00.
(All Rates, Plus 2\% State Sales Tax)

## THE FLOYD COUNTY HESPERIAN

ATE CApITAL
Highlight's
AnOSidelights HA M, bat lern sonford

SE SAFE --- BUY ALL DRUGS FROM A PHARMACIST AT RWINE DRUG CO


BSHOP'
PHARMACY
(눈 DRIVE-IN a complete
DRUG STORE

New plastic-coated half-gallon carton is virtualy leakproof. spout controls pouring.

## st tasting milk now in ong new plastic carton



YOU MAY WIN UP TO





# IIMIT NUCE <br> PACIFIC GOLD, Freestone's, In Heavy Syrup, No. $2 \frac{1}{2}$ Can <br> STOKELY FINEST, 46 Oz . Can 

## Coca Colam 5

Baby 50 d

| 1 | 1 |  | Freestone's, In Syrup, No. $2 \frac{1}{2} \mathrm{C}$ |
| :---: | :---: | :---: | :---: |
| ONLY THIF | FRESHEST PRODUCE AT PIGGLY WIGGLY! |  |  |
| 10 ? |  |  |  |
| ORANGES |  | ROMAINE | - ${ }^{\text {bunch }}$ 25c |
| PEARS | ${ }^{\text {eeses }} .23 \mathrm{c}$ | FRESH, LARGE BUNCH <br> GREEN ONIONS | NS . $22_{R}^{\ddagger} 15 c$ |
| SW. POTATO |  | TOPS CARROTS. | $\text { . . } 10 \mathrm{c}$ |

Health and Beauty style. Reg. 81.49 site, Puiu Hair Spray, 10 oz cai CURL $\mathrm{N}^{\text {S }}$ SET - Plus 7 T Tax Wave Lotion, Reg. 89e Vo. 5 - 81.75 Retail Shampoo or Cr. Rins Reords - $1 / 4$ off Reg GREATEST VARII LOWES PRICES aluays at Pingly W

## FRESH FROZEN FOODS!

## DINNERS BANQUET, 11 OZ . SIZE

# IRLOIN STEAK 

armour's star, Aged Heavy Beef,
"Valu-Trim", Lb. PICNICS P1/EDQ U.S.D.A. GRADE A, Frozen, Fresh, Whole, Lb
DECKER'S,
Smoked, Whole, Pound

MOUR'S STAR, Lean, Boneless, Cubes YOUR'S STAR, Ayed, Heavy Beef "Valu-Trim" $\mathbf{~ l b s}$ R M R O A S T ${ }^{(1)}$ - lb. 59c HDEO BRAND, Thick or Thin
ICED BACO N
.
lb. pkg. $\$ 1.09$


GOLD HILL, Alaskan Style
BUTCHER BOY, Thic kor Thi
SLICED BOLOGNA
KRAFTSS, Natural Swiss
SRAFTCED N CHEESE
BLEE MORROW'S. THRIF-T
 Blackeye Peas 210 oz . pkgs. 29c Meat Pot Pies. 8 oz. size 19c
$\underset{\text { BAMA }}{\text { FACIAL }}$ TISSUE $\quad \mathbf{2} 400 \mathrm{ct}$. boxes 35c BAMA
RE D MIRACLE WHIP, Corn Ril, With 8c Coupon
MARGARINE 29c without coup. 37e FOLGER'S - Drip, Fine, or Reguar
COF F E E
FUN BATH
SOAK Y


These prices good in Floydada thurs. Noon,
JAN. 10 thru thurs.

| NOO JAN. 17 |
| :--- | :--- |
| WE RESERVE THE RIGHT |
| TO LIIT QUANTITIES. |

PORK \& BEANS • 2 No. 300 can PEANUT BUTTER AR GENE, Assorted Fragrances DEODORIZERS • $\quad 71$ oz PAYETTE VALLEY, In Heavy Syrup
PURPLE PLUMS $\quad$ o $21 / 2 \mathrm{ca}$ PURPLE PLUMS CORN BEEF
PALMOLIVE - TOILET
Reg. Bars pALMOLIVE HOM INY White or Golden $\quad 3$ No. 300 cans $\mathbf{2 5 c}$ K E T CH U P : : 20 oz . bottle $\mathbf{3 5 c}$

| VEL, BEAUTY BAR | VEL, BEAUTY BAR | Detergent for Dishes | All Purpose |
| :---: | :---: | :---: | :---: |
| Reg. Bars | Bath Bars | Liquid 22 oz . bottle |  |
| SOAP 2:39c | SOAP 20.49c | VEL - 6\%c | $F A B$ |





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