## The Floyd County Hesperian $\underset{c}{10 \mathrm{c} \text { ifge }}$



Former Sec. of Ag. To Speak Here Friday
mamin NewSuper Market AndDrug Grid Contest

Palace To Show Floydada Story Next Week
'One Corner Of Heaven' Off Press


## 2141 ENROLIMENT <br> School Board Buys Church; Hires Two More Teachers

$\$ 630,000$ Suit Croshyton Man Opens Super Settled Out Market; Johnson Opens Drug Of Court Here

## m Purchasing Power Lowest Past 25 Years, Says Huff



Winds Open
Conference
At Abernathy


## County Banks

Deposits Top
132 Million


Mayor Ross,
Davis Attend
Water Meet

Almost All Permits In Boll Weevil Area Are Signed
 Gerald Lackey New Farmeis Union Prexy
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## south plans News by Mre Murray Julan <br> Johnsons Retrn From Long Trip

## PALACE

"QUANTEZ"

##  <br> $\qquad$ 

## SPECIAL

 Story'
"Moon Spinners 'The Unsinkable Molly Brown ${ }^{\prime \prime}$

THE FLOVI COINTY HESPERIAN Jemo Bussica, Mems sater


McLains Visit In Dimmitt Sunday

They also met others, old
triends and new, while in Dim.
mint. Almosta anybody can tell you
hy yout should do somehing
$\qquad$
$\qquad$

## "The

## Floydada

 Story'Filmed in beautiful color and sound.

Showing At The

PLUS JOHN WAYI

"Donovan's Reef"

## SUPERIOR MACHINERY

AND
EXPERIENCED GIN CREW

## MEAN

## BETTER SERVICE AND BIGGER PROFITS FOR YOU:

AT THE BEGINNING OF THE 1964 HARVEST, OFFICERS AND DIRECTORS OF THE FLOYD COUNTY CO-OP GIN IN FLOYDADA EXTEND A CORDIAL INVITATION TO USE OUR SERVICES AND FACILITIES DURING THE SEASON. YOU'LL GET GREATER NET PROFITS ON YOUR COTTON.
6 Years' Experience As County Commissioner
Vote for Common Sense and Experience
Vote for J. K. Holmes for County Judge
(Political Adv. paid for by Ben Ayres and friends of J. K. Holmes)

## J. K. HOLMES

The Democratic Candidate for County Judge

## A Successful Farmer

FLOYD COUNTY CO-OP GIN
RAY FERGUSON, Manager


Three Injured F10yD DATA
Mr. and Mrs. Aaron
Mrs. Ann Sevel, Bill
and A. C. Carthel attend nd A. C. Carthel Bittended In 3 Wrecks

Lions Club Carnival Set October 26-31

## ILL BE OPEN SOON



ALL STANDARD BRANDS INCLUDING LIBBY'S AND DEL MONTE.

PLENTY OF FREE PARK NG.
MODERN FN EVERY RESPECT
HENRY ELUSON, MANAGER.
riity Super Market
Corner Mississippi and Lockney Highway


Select for
wear now
LAYAWAY
For Christmas
estron ${ }^{(r)}$ acetate
robes

## - Coach man

 and lace COLLAR STYLES
## $\$ 3^{99}$

COMPARE AT


$$
\begin{aligned}
& \text { SPECLAL CLEARANCE } \\
& \text { LTILE GIIRUS }
\end{aligned}
$$ SCHOOL DRESSES

| 98 to 8.95 Regutarly Now $1^{99}$ to $5^{99}$ |
| :---: |
|  |  |



Girls
Corduroy Capris $\$ 22$


Infants.
Cotton
Sleepers
2.-Piece styles


Womens Pase
CAPROCK DISTRICT BOARD MEEING SLAIED OCTOBER 171 IN SILVERTON

Wesleyan Guild Meets In Tom Burrow Home

Mrs. Oden And Daughter On European Tour

Meets In Home Of Mrs. Ward On 88th Birthday

Rebekahs Will

## WESTER'S

GROCERY \& MARKET

AOUA NET . . . 79c
CORN . . 2 33c
TOMATOES . $3: 43 c$
PINTO BEANS . $2: 29$ :
LUNCHEON MEAT . 43c
CHIL . . . $2: 89$

Salad Dressing . . 29c
Toilef Tisue . . 79c
Pineapple Juice . 33c
market specials
FRYERS . . . 33c
BACON . . . 53c

LDiN Steak . . 69c ROAST . . . 49c

Hold Rummage
Sale Saturday


|  | Dougherty Club | Mrs. Mullins Is |
| :---: | :---: | :---: |
| Ste | Meets In Home | Honored Sunday |
|  | Of Mrs. Ward | On 88th Birthday |

## $1 / 2$ Price JEWELRY SALE!

TO MAKE ROOM FOR LARGER STOCK OF COSMETICS AND OTHER GIFT MERCHANDISE HAVE DECDED TO DISCONTINUE SALE OF

from now dnthl jan. it 1965 alle jewelry other than
 9 - Ladies Bulova Watches - Fromi 49.50 to 71.50 Ladies Elgin Watches - From 33.75 to 71.50 -Elgin Men's Watches - From 39.75 to 89.50 Larg arge stock of Ladies and Mens Watch Bands
Ruby Masonic Rings DIAMOND RINGS - All first grade quality Sets - $\$ 65.00$ to $\$ 25.00$ - One Ladies Solitaire $\$ 65.00$ One Diamond Dinner Ring $\$ 110.00 \quad 2$ Ruby Rings $\$ 10$. Tie Clåsps, Cuff Links, Bracelets, Belt Buckles, etc. Two Strand Delta Pearls $\$ 8.95$. Asst. Costume Jewelry ALL SALES CASH -or $1 / 2$ down on Lay-away - Bal. by Jan. 1, 1965.

Drive in window BiShop'S, Hallmark cards
APHARMACXS
"Where Drugs and Prescriptions Come First"

## have you read? <br> "ONE CORNER OF HEAVEN <br> By <br> Blanche Scott Rutherford

THIS BOOK IS NOW AVAILABLE AT THE

## RADIO BOOK STORE

124 WEST CALIFORNIA

You are invited to attend the autograph party for Mrs. Rutherford -- Thursday, October 22 9 to 11 a.m.

ORDER THE WARREN COMMISSION'S REPORT
CALL YU 3-2841


Chili Supper
At Abernathy Friday Night


Brownie Troop Organized For Second Graders

## WHAT IS

MC ${ }^{2}$ ? \%

 | Mrs. Claude Price | 34 Club Meets | The World Of |
| :--- | :--- | :--- |
| Honors Mother | In Barber Home | Americanism Is | On 88th Birthday nigh 56 Club Topic


letter to our Congressman from JOE B. PHILLIPS

George Manon
n, 19th District
House Office Building
Congressman:
concerned with issues which are vital to our particular he country. I have some very definite convictions about It ers, and I would welcome the opportunity of discussing
face to face if your schedule could be arranged to do so
n the economic growth of West Texas has been retarded in investments of our federal government. Through the t, Texas has been forced to absorb a great percentage of while our own wells have been allowed to produce on the
f only 10 days a month. In my opinion, this is not fair to
eve that the cattlemen in our district have a just complaint over an denied support and encouragement to raise sugar beets and crops because of foreign imports.
Concerned that our district has lagged behind in the development ital year Highways, and in industrial development until this

JOE PHILLIPS
ELECT JOE B. PHILLIPS
FOR CONGRESS




[^0]floyd county hesperian thurs., october 15, 1964 page 5
Local Twirlers School System Discussed Win Second In By Jr. Study Club Members






Helms
House of
Beauty
thing new and exciting

TRY "LA REAL OF PARIS" HAIR COLOR PERMANENT WAVES AND COSMETICS

For appointment--Call YU 3-2616 Open for late appointments


MR. COTTON FARMER
MODERN EQUIPMENT IN A FINE
GIN .-. PLUS GINNING "KNOW HOW" MEAN MORE MONEY PER BALE!

You grow cotton to make money. We gin cotton to help make you more money. The best equipment money can buy, experienced gin
 docceatert news by Mr. w. J. Ross
Area Receives Slight Moisture $=$

County CROP Committee Is Organized

Funeral Rites Held For Mother Of Local Woman

## 

FFA NEWS


## See and Hear

## Charles F. Brannan

COLONIAL HOUSE
in floydad
12 gctiock Noon - octorer 16.
Sponsored by the Floyd County Farmers Un

Dinner tickets may be purchased from
the following for $\$ 2.00$ each:


MELLORINE . . . 39
BANANAS . . . $\mathbf{2 5}$
BISCUITS
$S U G A R$ 98

FLOUR 39

TISSUE
friday and SAturday
L\&J FOOD STORE


Health Of Candidates To Be 1964 Campaign Issue

Farm Bureau
Facts \& Faces


ATTENTION, FLOYD COUNTY VOTERS!
G. C. APPLEWHITE write-in candidate for COUNTY JUDGE OF FLOYD COUNTY
> $\underset{\substack{\text { Mre } \\ \text { Hed of } \\ \text { hex Tex } \\ \text { nrinted }}}{ }$
$\qquad$
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$\qquad$ IFied CANidATE FOR COUNTY JUDGE | Quairications: |
| :--- |
| B. S. Derree fre | B.s. Segree from Wayland Baptist College

Three and one-half years study at Baylor Un sity
Sevent
Sen
Seventeen years teaching experience
Outstanding experience in working and counciling Baptist Minister since 1924
Forty
Marx
Forty years farming experience
Has credit on imensive courses in government a

Reident of Flosd Comnty for sixty-one years Vice-President of oid setliers Associat ion Flipht Enginerss Instructor in Amarillo
Air Base for three years in World War II Scrach the rest - Write in th

Goree C. Applewhite
动
 SUNRAY FANCY CHOICE
POUND STEAK
SUNRAY FANCY CHOICE-Blade CUT
LB. SUNRAY FANCY CHOICE
POUND STEAK
SUNRAY FANCY CHOICE-Blade CUT
LB.

## Hamburger 3



OXYDOL 69
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5

## $\frac{\cos ^{\text {SHURFINE }}}{\operatorname{FLO}_{5 \mathrm{LB.} \text { BAG }}}$

 HARRSPRAY,
LG. CA

59imperial -- CANe

## Rloverlake MELIORINE

 KRAFTGEORGIE PORGIE
MIRACLE 49 POP WHIP or 49 CORN

2 LB.
BAG

BOX
BAKE-RITE
SHORTENING :".

## WE RESERVE THE RIGHT TO LIMIT QUANTITIES



SIIPER MARKET


## 为 SPORTS

Slaton Stops Flu Plagued Lockney Team


Friona Moves Into First
Place Tie With Whirlwinds

## Tech and West Texas Post Wins This Week

B Team Downs Shorthorns 22.0 Here

COTTON DEFOLIATION TIME!


## RMAN SPRAYING SERVICE

dolgherty.texis
$\square$
$\square$

WHAT YOU CAN DO WITH 100 KILOWATT-HOURS OF ELECTRICITY


Elcctric cooking is clean and so inexpensive. For example,
you can bake 35 four-pound roasts for about $\$ 200$ you can bake 35 four-pound roasts for about $\$ 2.00$ - that's
what 100 kilowatt hours of electricty costs and this would
be enough roast to feed a family of four, every Sunday, for a cear and a half. Or, to put it another way, you can cook ov electrically for about $\$ 2.00$ a month, 3 meals a day .
small token for the all-around cleanliness of modern electic cooking. Clean . . inexpensive - the two big reasons home

elegtric
Company


CONTEST RULES Ansone can miter exepert the emplyyese ot the Hesperan
 nis ther dexision is final.

 Dacaine tor summining entries is 5 p. . . Friay - wineers will be Einer as manay thes as sow with, prift name and adiress plainy
ist Prize $\$ 7.50 \quad$ 2nd prize $\$ 5.00 \quad$ 3rd Prize $\$ 2.50$


DEADLINE FOR ENTRIES - 5 P.M. FRIDAY
IN HESPERIAN OFFICE OR POST MARKED TIE BREAKER - Guess Total Points Floydada - Abernathy Game

| TOTAL SCORE: |
| :--- |
|  |



Since 1911
Tye Drilling
Ralls at Spur


## 

dada Seed \& Delinting
Kress at Farwell


## Welding, Equipment Repair

 ited Machine \& Supply[^1]
## Movies Shown Of Youth Camp



CEDAR HILL NEWS by M. H. Taylor

## Good Attendance Seen At Church

##  




JANICE LACKEY
Classified Ads-Circulation

## THANK YOU

From The Folks At The HESPERIAN

We believe National Newspaper Week is an appropriate time to express thanks to the many persons who have made the Hesperian possible for the past 69 years.

TO OUR SUBSCRIBERS: . . . our sincere thanks for continuing to subscribe to The Hesperian year after year. Your approval of our newspaper is evident as we view our increasing circulation files.

TO OUR ADVERTISERS: . . . the support of the many merchants who place their advertising messages in The Hesperian is very much appreciated. Your loyalty week after week helps our newspaper to progress with the community.

TO EVERYONE: . . . news gathering is our most important asset and every phoned in personal news item . . . every news tip of a major event in this area is appreciated.
'Serving the Floyd County Trade Area Since 1896'


Mail Out Department


Our Community Correspondents
JOE FORTENBERRY MRS. CLYDE BAGWELL MRS. MURRAY JULIAN MRS. W. J. ROSS

## The Floyd County Hesperian

## esperian Editorials

comer . . . Or Old Timer |l| Enjoy Blanche perford's New Book




Vimer can relive and thorouyhly enjo
book ...the neweomer ran learn muci
of this area.
Heaven?
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GUEST EDITORIAL If Every Driver Could

GUEST EDITORIAL TO THE ADULTS
d-with broken bones and stitched up wounds
ractures of the head
nd there endure the agonies that many pople do nd there endure the agonies that many pople do
They'd never need to preach safety anymore to
nd you.

$\qquad$

## Apology Taken Back

Floyd Philosopher Says Science Fails When It
Can't Make Buggy Wheels Turn Forward

## hen you need your phone

 you can count on iteckle-faced miss invites a playmate over to play dolls . . . Dad tos down a hard-to-find gadget for the workshop . . . Mom gets cipe from a friend.
katever the need, people take it for granted their
pat else that you use so often is so dependable?
a else that you use so often is so dependable?
goal is telephone service that continues to grow
enience and personal value, year after year.
SOUTHWESTERN BELL

## Ready-Mix $\operatorname{con}^{0}$ COMCR $=1=$

Mixed by exact weight to your specifications. Gravel is weighed separately. Sand is weighe
separately.

Don't take chances-have the job done right
Phone YU $3-2170$ or Come In and Discuss
YOUR BUILDING PROBLEMS WITH US, Bennett's Building Material
Phone YU 3-2170


If what yose see moves you, wait'll you talke the wheel One look at those longer, wider lines tells you it's of 400 hp . And the road feels like satin because our the kind of car you just couldn't buy before without engineers came up with a new Full Coil suspension $\begin{aligned} & \text { getting into the higher price brackets. But one drive system, teamed it with a Wide-Stance design, and } \\ & \text { will tell you a lot more. }\end{aligned} \begin{aligned} & \text { made our famous Jet-smooth ride smoother and }\end{aligned}$ You've got your kind of engine going for you, more stable than ever.
There's an even half dozen of them available There's an even half dozen of them available
this year-anything you name from a quieter,
sweeter running 6 to a V8 with the authority See 5 beantifat shapes for ' 6.5 -Cherrolet, Cherelle, Chevy II, Gorvair \& Corretre-at your dealer's

ODEN CHEVROLET COMPANY
221 SOUTH MAIN ST. FLOYDADA
FLOYDADA
YU $3-3787$

# Why Lyndon Johnson Must Be Elected 

EDITORIAL -- SATURDAY EVENING POST -- SEPTEMBER 19, 1964

A healthy, vigorous two-party system is absolutely indispensable to the survival of American democracy. Its proper functioning requires each of the major parties to put man who is unmistakably and unquestionably qualified to be trusted with the incalculably grave and terrible powers of the Presidency.

In the presidential election of 1964, the two-party system has been seriously endangered. One of the great parties, the Democratic, has fulfilled its duty by putting forth a man don B. Johnson, who has many flaws and much to be desired, but who is unquestionably as well qualified to be President as any tried and tested leader the Democratic Party now af

The other great party, the Republican, has shrinked and betrayed its duty by putting forth a man, Barry Goldwater, who is manifestly unqualified to be President and whose ability for this awesome responsibility becomes clearer with every passing day and with every reckless word he utters.

The two-party system has thus been endangered because this misfeasance on the part of the Republican Party has left the enlightened, the rational, the prudent, the resp American voter no acceptable other choice in this election. He is not even given the option of an echo. He is given only the option of a question mark, of a man who is seen congenitally unable to say what he means or even know what he says, to say anything clearly or to hold the same conviction two days in a row. Barry Goldwater's tongue is like silver; his mind is like quicksand.

The Post therefore urges the election of Lyndon B. Johnson as President.
It urges, even more strongly, the defeat of Barry Goldwater.
We are confident that Johnson will make a good President because he already is a good President. In the 10 brief months he has held the highest office, he has shown an unmatched in this century to bring all the diverse and warring factions of Congress behind the enactment of positive, progressive and needful legislative programs. In his gr test as Commander-in-Chief - the attack on our Navy in the Gulf of Tonkin - he has acted with both the forcefulness and restraint which is required in the man who alone contı ultimate weapon and bears all the fearful responsibility which that entails.
We are equally confident that Goldwater would not make a good President. He has not even made a good Senator. Hé has been in the Senate 11 years and not one piece of $m$ able legislation attaches to his name. He has been in its councils through the most momentous and revolutionary decade in the history of this Republic as we have strained ev and fabric of our traditional habits and thinking to keep abreast of an age when all the supposed boundaries of man's environment are being broken, gravity defied, space pen the moon reached, the riddle of the human cell being unraveled. Merely to understand, much less to master, this surge and change, heavy with unguessed new treasures of tech to increase man's wealth, has required and will require government entry into areas never before imagined. But Barry Goldwater has managed to live through this whole tren epoch with his face turned squarely to the past, his eyes closed, and his mind preoccupied with one - and only one - idea; somehow to shrink the Goverment back into the famili comfortably small proportions of his Arizona youth. Barry Goldwater has left no mark in the Senate because, he has truthfully declared, he sought to erase marks rather than th them: "I have little interest in streamlining government or in making it more efficient, for I mean to reduce its size. I do not undertake to promote welfare, for I propose to exten dom. My aim is not to pass laws, but to repeal them. It is not to inaugurate new programs, but to cancel old ones ..." He is like the Cincinnati kettlemaker who, when first hea Kentucky ironmaker William Kelly's use of air to make steel, exclaimed, "I want my iron made in the old way or not at all." His mind is surely not in phase with today's world. Goldwater changes his "convictions" almost as often as his shirt. One day he is for abolishing Social Security, the next day for strengthening it, one day for giving field con all government expenditures, while expanding defense (which already takes more than half of every tax dollar spent) - like advertising a car that is bigger on the inside but on the outside. Some of his statements, if they have any meaning at all, are rather frightening in the subconscious thoughts which seem to lie behind them, particularly those co ing his strange love affair with German prowess: "With all due respect to American military leaders, Germany would have won both world wars if she had not been badly led." it was the Germans who originated the modern concept of peace through strength." This last remark prompted Hamliton Fish Armstrong, editor of Foreign Affairs, to ask Th York Times to clarify whether it was Hitler's or the Kaiser's "peace through strength" that Goldwater had in mind. However, it is always possible that he really had nothing in mi when he told reporters who briefly boarded his cruising Sundance, "I've thought for some time that talks with the Red Chinese might be profitable." He later radioed ashore that he really meant was that the U.S. should be ready to threaten the Chinese, telling them that "if they didn't stop, then you would blow up a bridge or show other sort of force." ally cleared everything up by adding, "I'm not really recommending this, but it might not be an impossible idea."

Goldwater is a grotesque burlesque of the conservative he pretends to be. He is a wild man, a stray, an unprincipled and ruthless political jujitsu artist like Joe McCarthy, last-ditch defender he remained even when three fourths of the Senate had voted to condemn their Red-hunting colleague. He still defends McCarthy, well knowing that he im treason to General Marshall and to President Eisenhower. He will not condemn the John Birch Society, though knowing that its leader, Robert Welch, has called Eisenhowera Co ist agent. Yet, in order to get Eisenhower's vacuous blessing, Goldwater was capable of a tongue-in-cheek erasure of his infamous "extremism" slogan, a statement that was n ten in haste but with extreme care, and gone over time and again by Goldwater before he uttered it. These words can, and should, forever symbolize the total fraudulence of his to be a true conservative: "Extremism in the defense of liberty is no vice, and . . . moderation in the pursuit of justice is no virtue." That statement deserves to be the "Rum, Rom and Rebellion" of this election, and Barry Goldwater deserves to be defeated for it alone, no matter how much he tries to clown it away. He knew what he meant by it, and so does John Birch fanatic and Klu Klux vigilante.

For the good of the Republican Party, which his candidacy disgraces, we hope that Goldwater is crushingly defeated. It was clear, from poll after poll, that the rank and file o publican voters overwhelmingly preferred other leaders to Goldwater. It was equally clear that the fanatical Goldwater bias of a majority of convention delegates revealed the caf of the Republican Party by a new breed of so-called "leaders" whose selection had been steam-rollred by extremist, well-heeled types. The men who have most deserved to lead th publican Party, by virtue of their long, distinguished and responsible service in it, and to the country, have been made to feel unwelcome, hissed and hated in it, as they were repu ed by it. A crushing defeat for Goldwater will drive the fanatic saboteurs of the Republican Party back into the woodwork whence they came. It will provide the opportunity fo party's true leaders to build anew from the wreckage that these heedless, reckless, ill-mannered and arrogant men are sure to leave. Then the two-party system can be restored, the voter will again have a choice, not a calamity.

# VOTE FOR PRESIDENT JOHNSON NOVEMBER 3 - the stakes are too high to stay at home! 



aUTO, FIRE \& FARM INSURANCE

$\qquad$


Aurizew news by hro chide baywell
Mrs. Rushing Home From Hospital

"PIGGLY WIGGLY TURKEYS! Put One On Your Table One In Your Freezer!'




[^0]:    (Pd. Pol Adv by Leon Harris, Chairman)
    Harris, Chairman)

[^1]:    Petersburg at Idalou

