## Oc $\ldots$..- The Floyd County Hesperian 16 THGES nnualChamber Of Commere Banquet Tomorrow

Grain, Cotion Acreage up February 8-March26

rock Chat
Rites Today For C. L. McReynolds

## New County Agent Will Assume Duties Here Around March 1

Page 2 thursday,
Court Reeords
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William H Dougherty
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Hesperian Publishing
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Gordon Downing To Speak At LCC Chapter Meeting

COUNTY HESPERIAN Harmony Club Has Meeting

1922 Club Meets Dougherty HD With Mrs. Daniel Club Meets


Leadership Developed In FFA
 SERVED FOR 2,000 YEARS

## Introducing...

Bush Jordan
as Sales Representative for

## NK HYBRID SORGHUM



THE FLOYD COUNTY HESPERIAN



## TEXAS $\sqrt{\text { PRESSETM }}$ Assocution

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Crabtree And Mr. Moore
Wed April 15 In Alabama
e Underwood And Dr.
kenry To Wed In June

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| SALMON Honer |  |
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| \%.2. COFFEE . . $\$ 1.49$ | Margarine . 2:35c <br> Maxwell house, Reez 2 Lb. Can |
| $1$ | Stape |
|  | Grape Juice . 3 \% ${ }^{\text {\$ }}$ |
| WE GIVE BUCCANEER STAMPS |  |
| HULL \& McBRIEN |  |
| We Deliv | eliver YU 3-3164 |


 and



VALENTINE'S DAY


Large Assortment Hallmark Valentine Cards Elizabeth Arden Hand Maalox Liquid Lotion, $\$ 4.25$ Value 3.00

COMPLETE DRUG STORE ON Highway



PRICES GOOD THURSDAY FRIDAY, SATURDAY, MONDAY


White Elephant Special
LADIES UNIFORMS

\section*{ | Nailes |
| :---: |
| White Elephat. D Days | <br> \[

\$ 49
\]}

White Elephant Sale
WOOLEN PIECE GOODS

## 99

White Elephant Special
PIECE GOODS PRINTS PRINTS \& SOLIDS
YARDS TO BL NDL , mins mix $\$ 100$

White Elephant Special LADIES SEAMLESS HOSE


White Elephant Special FLANNEL GOWNS \& PAJAMAS

$$
\begin{aligned}
& \text { Reg. } 3.00 \cdot \text { Value - Now } 1.44 \\
& \text { Reg. } 4.00 \text { Value - Now } 2.44
\end{aligned}
$$

## White Elephant Sale

 LADIES VINYLCOATS(teo
s 60
White Elephant Sale GIRLS DRESSES

## \$100\$300

White Elephant Special READY MADE DRAPES IN SHANTUNG, COLORS: BLUE, BEIGE,
ROSE \& APRICOT, SIZES $2^{-9} 5^{00}$ White Elephant Special PIECEGOODS
sbort lengths in beautiful butcher 47:

White Elephant Special BOYS SWEATERS Reg. 2.98 Value ... Now 1.44 Reg. 3.98 Value ... Now 1.99 Reg. 4.98 - 6.95 -.. Now 3.00

## LADIES DRESS HEELS, FLATS, LOAFERS, STACKED HEELS UNLINED BOOTS <br> BUY ONE PAIR AT OUR REGULAR LOW PRICE, GET A SECOND PAIR OF EQUAL VALUE OR LESS FOR ONLY 1c MORE.



October, 196, in Cause
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This inspirational message is offered for your consideration by the generosity of Public Spirited Individuals and Firms

## Reed Ford Sales

## McDonald Implements

Floydada Implement Co.
Fieldan Motel
OK Rubber Welders
Fuqua Farm Supply
Producers Co-operative Elevator FLOYDADA \& DOUGHERTY
Mac's Gulf Service

Parker Studio
Carthel Fertilizer and Oil
Moore Funeral Home
Winn's Restaurant

## Weems \& Weems

Consumers Fuel Association
Martin \& Company
Floydada Real Estate and Insurance

## Farmers Co-op Gins

Collins Implement Co.
Leonard's Cafe
Edmiston Plumbing \& Heating
Solomon Jewelry
Parker Furniture Co.
Wylie Butane
J. F. Patterson " 66 " Station

United Machine \& Supply, Inc.


FAIRVIEW NEWS by Mrs. Clyde Bagwell

## Wilsons Host Oklahoma Folk

Dr. John W. Kimble, O.D.
Floydada, Texas YU 3-2496
AS FOR THE PAST 48 YEARS
Contact lenses - Visual analysis
Thanks Folks!

We want to say "thank you" to the many who attended our Grand Opening celebration last week.

If you were unable to attend please come in at your earliest convenience.

THE WINNERS ARE:
2-B. F. Goodrich Silvertown White Wall Tres - Mrs. C. B. McDonald
Bicycle - Tracy Womack
Piece Set of Teflon Cookware - Mrs. H. L. Rafferty

Hollis Mclain
Mclain's Conoco Service

## CLEARANCE SALE

ENTIRE INVENTORY OF WESTERN AUTO MERCHANDISE
EVERYTHING GOES - NOTHING HELD bACK

| Platform Rocking Chair 16.95 up Good Color Selection | 2 PC. BLOND Bedroom Suit $1 / 2$ PRICE AT 75.00 Small Freight Damage | Reclining <br> Chairs $\$ 2900 \text { tr }$ | 6 Transistor RADIO Reg. 19.95 Now 12.99 |
| :---: | :---: | :---: | :---: |
| SAVE UP TO 50\% AND MORE WHILE QUANTITIES LAST |  |  |  |
| A C SPARK PLUGS 59 с | HAVOLINE MOTOR OIL $29{ }^{6} \text { ar. }$ | Bonded Lining BRAKE SHOES Per Set 3.00 exch. FITS CHEV. 51.58 | Very Good <br> Selection <br> SEAT COVERS <br> Complete Set Front \& Back 5.00 up |
| NOTHING DOWN--UP TO 36 MO . TO PAY |  |  |  |
| $670 \times 15$ White <br> Wall Tires <br> PREMIUM SET OF 4 <br> ${ }^{5} 80^{000}$ Exch. plas | HEAVY COVERS for <br> Evaporative <br> Coolers <br> 3.00 ea. <br> Reg. 7.95 | Heavy Duty 10" Tricycle Reg. 14.95 Now $\$ 888$ | Full Size Adjustable Metal Ironing Board 3.80 <br> Reg. 7.95 |

SLIGHT CHARGE FOR DEIIVERY AT THESE PRICES ALL SALES FINAL -- DEALERS WELCOME

| 1964 MODEL <br> COLOR <br> TV <br> $350^{00}$ with work- | 1964 MODEL <br> 23" Console TV <br> In Beautiful Mahogany Cabinet $199^{95} \quad \begin{gathered}\text { with } \\ \text { ing Tradk } \\ \text { Trade }\end{gathered}$ | Electric <br> Sewing <br> Machine <br> Blond Cabinet Reg. 189.90 <br> Now 99.99 | 15' 2 DOOR FROSTLESS Refrigerator Freezer Comb. $299^{95}$ with Work ing Trade REG. 449.95 |
| :---: | :---: | :---: | :---: |
|  | Auto | ssociat | H90 |
| 117 E. 6TH | PLAINVIEW | EXAS | PH. CA 3-2636 |



## The Floyd County Hesperian



Ralph Wayne Selected To
Bush Jordan
Serve On Five Committees NK Dealer


Floyd County
Achieves 151\%
Of Bond Goal


FREE

## Whirlettes Break Friona Winning Streak; Winds Lose To Chiefs

Boys Hang Onto Game Until Final Quarter, Lose Grip
 GROCERY \& MARKET Save Our Stamps - Exchange for Premiums or W E E WEEKEND SPECIALS Thurs. - Fri. - Sat. - Feb. 4-5-6
COFFEE . . . 73c
FOUR . . . . 1.89

SALAD DRESSING . 59c
SAUURKRAUT . 2:29c
Vienn Suusage . 2i39c
MILK . . . 3:43c
BEEF STEW . . 43c


GRAPE JUCE . . 37 c

| market spectals |  |
| :---: | :---: |
| BACON | 99 |
| franks | 53 c |
| CHOPS | 55 |
| Steak | 73 |

Dee Wilson Della Plains Hornets Win Erases Old District; Girls Finish 2nd



HURRY INTO YOUR FORD DEALER'S BIG SALE-OUR FRICON-FATRTRN: $\rightarrow$ TRADING FAIR"

 REED FORD SALES


THE ELECTORAL COLLEGE
That anachronism
is once more under
Scarcely had the
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This is Inothing
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USE YOUR CREDIT CARD AT DEEP ROCK Deep Rock accep
all our many fine all our many fin
$\ldots$ we'll be glad


Maske groun mene to Mercury! Everythinegy is all meve butt the mame and the proice! - мениm


Take the key to a Mercury - be our guest on a five mile test:

## REED FORD SALES

Letters To The Editor

Floyd County Floyd Philosopher Comes Out, Almost, 25 Years Ago With A Drive To Whip The Common Cold

## THEY WANT TO HELP

Sf, JTH PLAINS NEWS by Mrs. Murray Julian


Drought, Floods, Wind, cts, Freezing \& Disease

RALCROP INSURANCE -fTO Your crap lavestment ) Rates You CAN AFFORD

ctured above are the three pump pulling rigs, big drilling rig, test hole dril rig, pump
d parts delivering truck, pump pulling and clean out rigs. You Want Water
or If You Want More WATER THEN SEE THE FOLKS AT SANDERS PUMP \& DRILLING
 a hurry. Makes no differerenee repait what
dor type of pump you may have, San of pumping time to
anders Continues To Offer The Area Irrigation Farmer:
COMPLETE TURN KEY
WELL JOBS
New Western Pumps
Test Holes
Drillíng - Gravel Packing
Test Pümp and Motor
Casing
Pumb Repair and Clean Out OUR WORK GUARANTEED

## Wanta 5 -YEAR GUARANTEE?

Be sure to get a
"CALIFORNAA" Western Pump!

## SANDERS Pump \& Drilling Service <br> OGER SANDERS - YU 3-2883 ATCHARD SANDERS <br> LARENCE BOTELER - CA 4-9727 OTHO SANDERS - YU 3-3669 11 Miles North on Silverton Highway

## 

## Barnharts Attend Ralls Wedding

# - maxay 



JOIN the
FARMERS' Farm Organization




Drive something really new-discover the difference at your Cheurolet dealer's Cheurolet - Chevelle . Chevy II - Corvair - Corvette cmevruit

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

## BOYSCOUTWEEK <br> 55th ANNIVERSARY <br> FEBRUARY 7-13

SCOUTING IS ALWAYS THOUGHT OF AS HIKING, CAMPING AND FUN. BUT SCOUTING IS MORE THAN THIS. IT IS A GREAT FORCE IN BUILDING GOOD AMERICANS, AND DEVELOPING FINEST CHARACTER

Whether at work or at play our dealings with other people are based on trust. If we can't trust people, the great work of strengthening the Am erican way of life would soon come to an end. We want to be worthy of great trust.


Higginbotham Bartlett Lumber Co. L. holland, Mgr.


A Scout is always a gentleman. Good manner always please and attract people. But good man ners, in reality consideration of others, will make a Scout a much finer man. Every day a Scout has many opportunities to show courtes)


LIGHTHOUSE ELECTRIC

COOPERATIVE


Being thrifty doesn't necessarily mean saving money. Taking good care of things is also a way of being thrifty. Protecting and conserving our country's natural resources is a very important way for a Scout to be thrifty.


Floydada
Real Estate

Many Americans have shown their loyalty to their country by giving up their lives. But there are many everyday ways of being loyal. The suc cess of any plan depends on the dedicated loyalty of its planners.
Quality
Body Shop
Johnvy sue


The virtue of kindness may be shown to the entire animal world. We all know how pets respond to kindness. The more a Scout knows and grows, the more he will express kindness


DANIEL AUTOMOTIVE
kelvinator refrigerators

A SCOUT IS.: BRAVE *

The Honor Medal, the highest award a Scout can receive, is given when a deed required real heroism. But there are many other ways to show bravery. To do what is right, to speak the truth and to admit mistakes take bravery, too.


MARTIN

COMPANY

A Scout is always prepared and does a Good Turn daily. The important thing about Good Turns is that they are done for the sake of helping others. A Scout not only knows what to do but does it!


Parker STUDIO

Your Personal Photographer

## A SCOUT IS.: OBEDIENT

All great leaders learned to lead by first learning to obey. A good Scout obeys his parents and his patrol leader. From this obedience the Scout learns how to accept responsibility and how to become a leader, himself.


CITY AUTO
Incorporated BUICK - PONTIAC

A SCOUT IS. CLEAN *

When a Scout plays hard and works hard he can not help getting dirty. But afterwards this dirt washes off. There is another kind of dirt, in a mind, that is not easy to get rid of. Only with persistence is a Scout's clean outlook maintained.


ODEN CHEVROLET
CHEVROLET - OLDSMOBILE CHEVY PICKUPS

## McDONALD

IMPLEMENTS

HAL mers
he enters into a brotherhood. Boys from
mations and religions are brothers together he Scout Oath. A Scout's friendship is a es of this brotherhood.


A SCOUT IS... CHIEIERFUL*

There afe many people who always see the side of all things. Then, there are others wh ways seem to be happy. By learning to overce difficulties with a smile, a Scout grows up come a real man.


HASLEY MOTOR SERVICE

Reverence is shown when a Scout serves $G$ his everyday actions and is faithful to his ious obligations. A Scout also respects on whose religions may differ. All Scouts are mitted to reverence.


SUPERIOR CLEANERS

JEWELL ELZA

## TM CLASSIFIED ADS] Mis

Yy CoUnty hesperian thursday, huertion 3 cents each subsequent insertion.
charge 50 cents. Clamified Display Rate: 70 cents per colomn


| DANIEL AUTOMOTIVE <br> Your Authorized <br> KELVINATOR Kelvinator Refrigera <br> tors and Appliances <br> Rood Used <br> Refr'geration Service <br> $\begin{array}{cc}\text { by L. D. BRITTON } \\ \text { YU } 3-2382 & 123 \mathrm{~W} \text {. Cal }\end{array}$ |
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3C)
Your Authorized
KELVINATOR
Dealer For
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tors and Appliances
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Refrigerators
Refr geration Service
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AUTO, FIRE \& FARM INSURANCE







Musical


| REAL ESTATE | K |
| :--- | :--- |
| Acreage For Sale | K. |



Farms \& Ranches K.

wanted Salesman
portunity

Apply in per
Oden Chevr
we clean avd tine
ELECTRIC
SHAVERS
REPAR ALL MAKES
SELL AND TRADE
GOLL MAKES
GOE DRU
GOEN DRU
$\qquad$

CENTER NEWS by Mrs. J. E. Gree
Gideon Representative Speaks

Senior Citizens Meeting Slated


9.B. Knight

Designers, Engineers \& Manufacturers Of


Frights Tri-Matic SELFPROPELLED WITH MULTI-LINE SPRINKLER IRRIGATION SYSTEM

PROUDLY ANNOUNCES THE APPOINTMENT OF

## GIFFORD-HILL-WESTERN

AS DISTRIBUTORS OF THE TRI-MATIC SYSTEM FLOYD COUNTY

apro


| Tide $=$ | $63^{c}$ |
| :--- | ---: |
| Soup | $10^{c}$ |
| Corn | $12^{1 / 2}$ |
| Salmon | 39 |
|  | 3 | Juice $=\quad 3=1$ HEALTH AND BEAUTY AIDS HAIR SPRAY - 66 TOOTHPASTE $\begin{gathered}\text { Stripe, } 7 \text { ce off Label } \\ \text { Giant Size }\end{gathered} \quad 39^{\text {c }}$ NOSE DROPS 79 ASPIRIN $\begin{gathered}\text { Bayer's, Regular } 79 \mathrm{c} \text { Retail } \\ 100 \text { Count Bottle }\end{gathered} \quad \mathbf{6 2}^{\text {c }}$

VAPORIZER
$99^{\circ}$


FROZEN FOODS

## DINNERS




CRACKERS
GREEN BEANS
PORK \& BEANS

PEANUTBUTTER

CAKEMIX

## TUNA

STRAWBERRY PRESERVES


CUCUMBERS
ROMAINE LETTUCE $\underset{\substack{\text { Fresh. Green } \\ \text { Larce Pench }}}{\text { Run }}$

## Grapefruit: $5=3$

PAPER TOWELS
DOG FOOD
OLEO $\begin{gathered}\left.\text { Fleischmants, } \begin{array}{c}\text { solden } \\ 2 \text { Pound } \\ \text { Partons } \\ \hline\end{array}\right)\end{gathered}$


## Piggly 웅 retgat

