## $5863-2$

Floyd Ranks Fourth In Farm
Income And Seventh In Sales



INJURED IN HUNTING ACCIDENT

## Ricky Pernell Remains Critical,

 Unconscious After Shock

Lewd Telephone Caller Nabbed


Bob Murry and Kerry Bearden were honored last week when they were announced as members of the "All South Plains Team,
This is the seocon outstanding honor they have receved as they were earlier selected to the first team of all district. Both are


## Chamber Banquet

 At High SchoolLockney School Files 5265,000 Damage Suit

Post Office Receipts Up


Pete Looney To Preach First Sermon
 Looney will bring his first
message at message at the Bible Baptist
Church, 810 South 3 rd Street, hhurch,
n Floydada on Sunth 3rd eve evening,
January 8th January 8th.
Regular services are at 6:30
p.m.; prayer service 6:00 p.m. Looney has lived in Floydada
all his 1 Ife, and is a well
known barber in the Floydada area.
He recently surrendered to
preach and the Rev. Jones in-
vites and He recentiy surrendered to
preach and the Rev. Jones in-
vittes all to hear his first mas-
sage.


Youth Preaches First Sermon

At Home Church

 reached his first sermon in his Johnston is a sophomore stu-
dent at on aytlor University and
is the son of Mr s the son of Mr. and Mrs.
Ralph Johnston of Floydada. Thumper Morgan, Hardin-
Simmons freshman, gave the
welcome and announcements welcome and announcements
and Baylor students Dana Gal-
loway and Phyllis Bradley gal Travis Hart, church youth
trector, led

gram will be printed in in next
week's Hesperian. Over 200 tickets had been sold Wednes-
day by the "Super Seven Sales-

[^0]
## Don't Miss Floydada's Big January Clearances!

## Womens page




## CLOSING NOTIC:

NEW STORE HOURS

day through frida OPEN 8 A.M

URDAY OPEN 8 A.M
$\qquad$ flowers-by-WIRE

PARK FLORIST



# HALE'S DEPT. STORE PRESENTS THEIR 

## SEMI-ANNUAL CLEARANCE SALE

 SALE STARTS FRIDAY- JANUARY 6-8:30A.M.STORE CLOSED ALL DAY THURSDAY

187 WOMEN'S DRESSES 1/3 OFF

| MISSES, JUNIORS, PETITES |
| :--- |
| AND HALF-SIZES SIZES 3 TO 46 |

17 WOMEN'S SUITS 1/3 OFF 7 WOMEN'S COAT SUITS
1/3 OFF

43 WOMEN'S COATS \& CAR COATS
$\frac{1 / 3 \text { OFF }}{14 \text { ONLY }}$ WOMEN'S ROBES $1 / 2$ PRICE

8 BIG DAYS OF SHOPPING EXCITEMENT - OUR SALE OF SALES SPORTSWEAR
KORET ALL WOOL PANTS



GIRLS-GIRLS-GIRLS
SPORTSWEAR-DRESSES-COATS-SWEATERS-BLOUSES-PAJAMAS-ROBES-GOWNS

## 1/4 to $1 / 2$ OFF

HUNDREDS OF FABULOUS BARGAINS
SIZE 2 TO 6X AND 7 TO 14 AND JR. PETITES

Large Selection From $1 / 4$ to $1 / 20$ ff SPORT SHIRTS
BY ARROW, CAPRI AND BLOCKS - FROM BASIC SOLID COLORS

ASST. SPORTSWEAR $1 / 2$ PRICE

—REFOOI



## HERE'S A BLOCK BUSTER! <br> LP: 69, <br> VALUES TO 4.79

WHY PAY MORE!
POP PACK
20 TOP TUNES
MAMAS AND PAPAS
SONNY ANC
SONNY AND CHER
THE ANIMALS
THE BEATLES
GARY LEWIS
DEAN MARTIN
RAY CHARLES
LIMITED
QUANITY SO....

ONLY 1 BOX
TO CUSTOMER

Johnson

## Whirlettes Win First In Farwell Tourname

Play Best Team Defense This Year




$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Floydada Boys Win One, Lose Two In Farwell Tournament


ANNUAL

## JANUARY

CLEARANCE
FRIDAY DOORS OPEN 9 A.M.

WE WILL BE CLOSED THU PREPARING FOR SALE.

* TREMENDOUS VALUES THROUGHOUT STORE BROWN'S DEPT. STORE



FLOOR
199
BUY BOTH-SAVE \$1.00


|  |  |  | our |
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McGuire Rites Held In Anton


## OFFICIAL FLOYDADA

 RAIN CHART, 1925 --- 1966CLIP FROM THIS NEW SPAPER AND SAVE


| Wet Years or Dry Years YOU CAN DEPEND ON THE FOLKS A |
| :---: |
| LIGHTHOUSE |
| ELECTRIC |
| COOPERATIVE, Inc. |
| - mas inivil |

## CASH ONLY

CASH ONLY

## CASH SALE

Closed Wednesday Preparing for Sale Sale Starts Thursday, Jan. 5th

## Nuff-Sed

CASH ONLY


Americans In Russia


## Rural Poverty Meetings Set


every year will be a $H_{A} P^{P_{Y}} N_{E W} Y_{E_{A R}}$ when you live in

a modern, convenient ALL-ELECTRIC home!




WATER 4
LIGHT \& POWER

Floyd Philosopher Amazed To Learn That The Russian School System Has Its Share Of Drop-Outs


## PERRY'S <br> Sensational Clearance SALE

 Is Now In Full Swing

BIG VALUES ALL OVER THE STORE

Values up to a dollar. .. good puality
PLASTIC WARES

- half bushel tues - 12 甲t. dish pans - 1

SCAMER RUGS 1 TO 1 13/4 YARD PIECES ... REGULAR $\$ 1.00$ YD DRAPERY MATERIALS

HEAVY BATH TOWELS
.un max 44

WHITE SOUP BOWLS and MUGS ...man mum 9 IRREGULARS OF GOOD QUALITY BIRDSEYE
BABY DIAPERS


regular dollar fully lined
PLASTIC DRAPES
6 FOR 97 ${ }^{\circ}$

7 TO 22 INCH WHITE OR COLORED ZIPPERS

GLADIOLA BULBS beautiful colors $\$ 137$ ...... ach piee $37^{c}$ , sear mumut $57^{\circ}$ SMALL PLASTIC ITEMS Maesuring Cups, Measuring Spoon sets, Tumblers, Funnels, Scoops, Scrapers YOUR CHOICE DELICIOUS OLD FASHIONED
CHOCOLATE DROPS
$2 \underset{\substack{\text { pounvs } \\ \text { For }}}{ }$
${ }^{\text {Ramous aic }}$ BALL POINT PENS


News for
Homemakers

For Job Corps


Phone YU 3-3737

## Vspape'H PLAINS NEWS by Mrs. Murray Julian



Floyd County Hesperian
$\square$

## The BIG Two Inches

THE RULED BOX IS A TWO INCH AD. IT MEASURES ONE COL JMN WIDE BY TWO INCHES DEEP.

0
T LOOKS KINDA LONESOME BY ITSELF
BUT LOOK AT IT THIS W
WHAT YOU GET WHEN YOU BUY A TWO INCH AD IN THE HES PERIAN IS NOT JUST TWO INCHES OF SPACE IN THE PAPER BUT TWO INCHES MULTIPLIED BY 2500 COPIES WEEKLY

SO YOU'RE REALLY BUYING OVER 5,000 INCHES, WHICH AT 168 INCHES TO THE PAGE WOULD BE NEARLY 30 PAGES OF PRINTED NEWSPRINT

THAT'S A MIGHTY BIG CHUNK OF SPACE FOR A COST OF ON \$1.70. AND THAT PRICE INCLUDES DELIVERY. JUST IMAGINE REACHING ALL THOSE HESPERIAN FAMILIES BY POSTCARD IT WOULD AMOUNT TO MORE THAN $\$ 100$ JUST FOR THE POS AGE. BUT THE HESPERIAN DOES IT FOR A MERE $\$ 1.70$ PER INSERTION.
so you Can see that a Little two inch ad is really a PRETTY BIG TWO INCHES WHEN IT IS ADVERTiこ'ING SPACE THE HESPERIAN. AND THE FIGURES SHOW THAT IT'S THE MOST EFFECTIVE AND ECONOMICAL WAY pOSSIBLE TO LET PEOPLE IN THIS AREA KNOW THAT YOU HAVE WARES AND SERVICES THAT THEY COULD USE

CALL YU 3-3737 AND LET A HESPERIAN REPRESENTATIVE SALES FOR YOU


# cewtharce 

AND PEGGY WANT......SO PRICES GO DOWN FOR THE BIG JANUARY

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NEW HON LETTER SIZE STEEL FILE CABINETS, REG. \$37.95, YOUR CHOIC
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REGULAR $\$ 215.00 \ldots . .$.

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NEW SMITH CORO

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DEMONSTRATOR GENERA

Yes... We will rent you an adding machine or typewriter And we invite you to call YU3-3737 for pickup and delivery for repair of your machine. All Work and Parts Guaranteed.

## St. Mary Magdalen

 Catholic ChurchFather Paul A. Link, Pastor Sunday: 11 A.M. Holy Mass and Communion
Monday: 8 p.m. Holy Mass and Friday: 8 p.m. Holy Mass and
Communion 9:00 p.m. Apostolic Hour

West Side Church of Christ Sunday Morning Worship _10: Evening Services

Sandhill Baptist Church Dale Dozier, সinister Sunday Sundal Sunday School Mraining Union $\begin{array}{rr}1 & \text { Evening Worship }-\quad 7: 00 \\ -\quad 8: 00\end{array}$ First Methodist Charch
HERSCHEL THURSTO, PASTO Sunday
Sunday School
Worship Service Worship Service Evening Worship
Methodist Spanish Mission
JUAN SALIAS Juan Salinas, pastor Sunday School
Morning Worship 11:00 First Christian Church Darrell Faires, Pastor

Sunday Services | Sunday Services |  |
| :--- | ---: |
|  |  |
| Sunday School | $9: 45$ |
| Worship Service | $11: 00$ |
| Youth Meeting | $6: 00$ |

First Baptist Church
F. C. Bradley, Pastor F. C. Bradley, Pastor Sunday Sunday School
Morning Worship Morning Worship

Calvary Baptist Cher HERBERT ROW, PASTOR Sunday
Sunday School
Morning Worship Training Uorship

Bible Baptist Church Sunday Services
Singing
Sunday Sunging Sch Sunday
Singing
Preaching ${ }_{\text {Prayen Ming }}$ Singing
Preaching Preaching
Mid-Week
 New Hope Primitive Baptist Church Baptist Church
Beathel Jeffrey, Pasto
Sunday Services Sunday Services 2nd Sunday
$\begin{array}{lr}\text { Morning Worship } & 11: 00 \\ \text { 2nd Saturday Afternoon } \quad 2: 00\end{array}$
2nd Saturday Af
2nd Saturday
Evening Worship
Cedar Hill
$\qquad$ Robert G. Slaton, Pastor Sunday School
Sunday School
Morning Worship
Evangelistic
Cedar Hill Baptist Church Sunday School Services Sunday School
Morning Worship
Evening Worship



Devotional of the Month

## War Or Peace?-Division Or <br> Unity?-Hate Or Love?

At the beginning of the New Year many thoughts run through our minds. We think of the Old Year with its successes and failures, with its blessings and misfortunes. We thank Our Heavenly Father for His favors, we beg His pardon for our sins, and we ask for His continued blessings in the year that is beginning. We
hope that in some way this year may truly be a NEW one and a HAPPY one. We greet one another with these sentiments, and we feel obliged to do our part to make it both new and happy by our beautiful custom of making New Year's Resolutions.
All this is as it should be, but- - -will 1967 truly be new and happy for us? Will mankind continue down the road of war and strife which ultimately will bring us to destruction? Will there be peace? - in Vietnam? - in the Middle East? - in the other many trouble spots both here in our own beloved country and throughout the world?
Almost Alorious appearance of our great God and Savior, Christ Jesus." (Titus, 2:13) We speak of 753 Belation to "the Christ); we speak of 1967 A.D. (Ano Domini - In the Year of Our Lord). Yes, "God's favor has appeared, bringing Salvation to all men." (Titus, 2:11) Christ Jesus has entered into our history, into our lives, with the promise of "peace on earth." With January 1st we began the New Year of Salvation 1967 A.D. Nevertheless, not all men have accepted this salvation. Oh, the world knows about the Christ born at Beth-
lehem, but it does not know the Living Christ And so it lehem, but it does not know the Living Christ. And so it does not know "peace on earth." Like the false prophets of Israel, we can shout "Peace! Peace!"' But there can be no peace without knowing Him, the Living, Christ, who alone is the source of peace. And no power in this world can bring about "peace on earth" War, - whether it manifests itself openly as in Vietnam, or whether it shows itself less clearly as in the racial and social conflicts here in our own beloved country, - it is still the same! War is the consequence of that great sin of the world, the failure to know the Living Christ - the failure to know the Christ living in all men, be they black or white, be they Viet Cong or Vietnamese, be they Communists or our Allies - "for whatsoever you have done to these the least of my brethren, you have done it unto me!" (Matthew, 25:40) New Life in Christ is the answer! He is our Only Hope! He can bring us true "peace on earth," but- -
only if we come to accept Him as Savior and Lord, only if we come to know him in low man, only if we learn to love not to hate, to "love one another as Inow him in each other and in our felonly then, united together in the love of Christ, will we enjoy "peace on earth." you." (John, 15:12) Then, To make this year truly a new one and a happy one, let us rededicate oursel
Christ! Let us all then together makethis New Year's Resolution- - -to accept Christ Jive the New Life in and Lord for 1967 and to come to know, love, and serve Him better in our fellow mant Jesus as our Savior

This Inspirational Message Is Sponsored By The Following Civic-Minded Firms:

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| business or occupation, as | BOOTHE BUILDING |  |
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[^0]:    FARMERS UNION STAE LE PRESIA morning. Lawrence Davis, (left) Aldine Williams (center) visit with state president Jay Naman

