

THE FLOYD COUNTY HESPERIAN

10c
20 Pages

No. 39

FLOYDADA (FLOYD COUNTY), TEXAS, THURSDAY, SEPT. 24, 1964

20 PAGES THIS WEEK

Public Invited To City Hall Open House Sunday

City Council Features Light And Power Plant

The public is invited to attend a special open house showing of city hall and the city's light and power plant this Sunday from 2 to 4:30 p.m. According to Mayor S. W. Ross, "The City of Floydada Goes On Parade" as the mayor, city councilmen, city manager and complete staff of employees will be on hand to welcome the visitors.

Highlight of the occasion is the display of two huge new engines and generators that the city's residents recently bought through the voting of a \$350,000 bond. These new power units increased the city's power plant by 2500 Kilowatts.

Visitors are invited to enter the city hall's offices where they will be asked to register for two electric clocks and then city officials will guide them on a tour of the plant and the city's other facilities.

City manager Olen Petty said that a total of 41 employees are now working for the city and the city's total assets are now over two million dollars. City secretary Bill Feuerbacher said that it was evident that Floydada is growing as more equipment and personnel are added each year to take care of the city of Floydada's increasing business.

On the front page of section B of this edition of The Hesperian is a very simple series of three diagrams that show how the city's revenue and expenses have been handled from April 1, 1963 through March 31, 1964.

The charts are big silver dollars cut into percentages according to revenue and how it is disbursed.

A total revenue of \$548,083.51 was received by the city last year. The income was as follows: tax bond sinking fund, \$32,235.71; general fund, \$96,835.78; water revenue, \$134,511.03; sewer revenue, \$19,812.49; sanitation revenue, \$29,754.05; electric plant revenue, \$254,264.45.

In the same year the following amounts were spent for expenses: tax bond interest and principal payments, \$34,762.50; administrative, \$30,590.78; other expenses, \$6,290.76; police expenses, \$19,139.74; fire dept. expenses, \$14,387.82; street expenses, \$19,261.67; park expenses, \$6,110.12; water bond interest and principal payments, \$24,414.00; sewer expenses, \$52,619.16; sewer expense, \$6,715.70; sanitation expense, \$28,057.95; water transfers to general fund, \$22,474.68; electric bond interest and principal payments, \$44,432.52; electric expenses, \$143,016.20; electric transfers to general fund, \$27,325.00.

One of the diagrams shows income for the general fund. It should be noted that the administrative, street, fire, police and park departments are operated (See CITY, Page 5)



JUDGE J. D. MCBRIEN

Final Rites Conducted For Judge J. D. McBrien

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Interment was in Floyd County cemetery under the direction of Moore Funeral Home.

Judge McBrien died at Peoples Hospital Friday following an illness of several months. Judge McBrien went to Houston in April for medical attention,

where he underwent surgery and was later able to return to his office for several weeks. He returned to Houston for additional treatment last month then brought home but was unable to resume his duties thereafter.

He had been a patient in the local hospital for some ten days prior to his death. Pallbearers were Hollis Bond, Kenneth Bain Jr., T. L. Holland, H. O. Cline, Bill Daniel and Lee Burton. Honorary pallbearers were commissioners of Floyd (See MCBRIEN, Page 5)

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The basic items of discussion centered around bringing Santa Claus to town on Friday, December 4th, Christmas lighting and trades promotion. Considerable discussion was given to expanding the lighting from the courthouse to nearby streets and to stringing some lights at the entrance way of each highway entering Floydada.

A lighting committee was appointed composed of Bob Collier, Olen Petty, Don Penberton, Doyle Walls and David Kork.

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Promotions discussed included bicycle, gift certificate giveaways, and a pet parade. The next meeting is set for October 1st when committees will make their reports to the retail group.

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The winner of the first place prize money will go to Bill Black who missed only two predictions of the twenty-five on the page. Hall and Guffee each missed three games and each predicted a total of 28 points which he scored in the Floydada-Rails tilt. A total of 27 were actually scored.

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Others who came close to winning, but missed because of a score prediction or a game prediction included James Norrell who predicted a total of 18 points would be scored in the Floydada-Rails game, and missed only three games. Those (See CONTEST, Page 5)

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A good rain fell last Saturday afternoon about five miles east of Floydada and other scattered showers dotted the area Saturday.

Floyd County ASCS Convention Meets, Elects Committeemen

The Floyd County Convention met Friday, September 18, 1964 at 9 a.m. in the ASCS Office to elect County Committee for the year 1964-65, to take office on October 1, 1964.

Delegates present were: Harold Griffith, A Community; Cecil Purcell, B Community; R. C. Kellison, C Community; James Taylor, D Community; Roy Barber, E Community; J. W. Becker, F Community; Lewis Pyle, G Community; H. L. Porter, Jr., H Community; S. J. (Jack) McIntosh, I Community. Cecil Purcell was chairman of the convention.

The following were elected to serve on the County Committee: J. B. Robertson, Chairman; Leslie Frizzell, Vice Chairman; Ned J. Bradley, Regular member.

Those elected to Community Committees earlier are:

A Community - Harold Griffith, Rt. 1, Lockney, Texas; Jack Frizzell, Rt. 1, Lockney, Texas; J. W. Lee Carthel, Rt. 1, Lockney, Texas. B Community - Cecil Purcell, Quitaque, Texas; C. L. Gilly, Silverton, Rt. 1, Floydada, Texas; Jack Yearry, Rt. 1, Floydada, Texas.

C Community - R. C. Kellison, Rt. 2, Lockney, Texas; Royce Hillman, Rt. 2, Lockney, Texas; Jack Dollar, Rt. 2, Lockney, Texas.

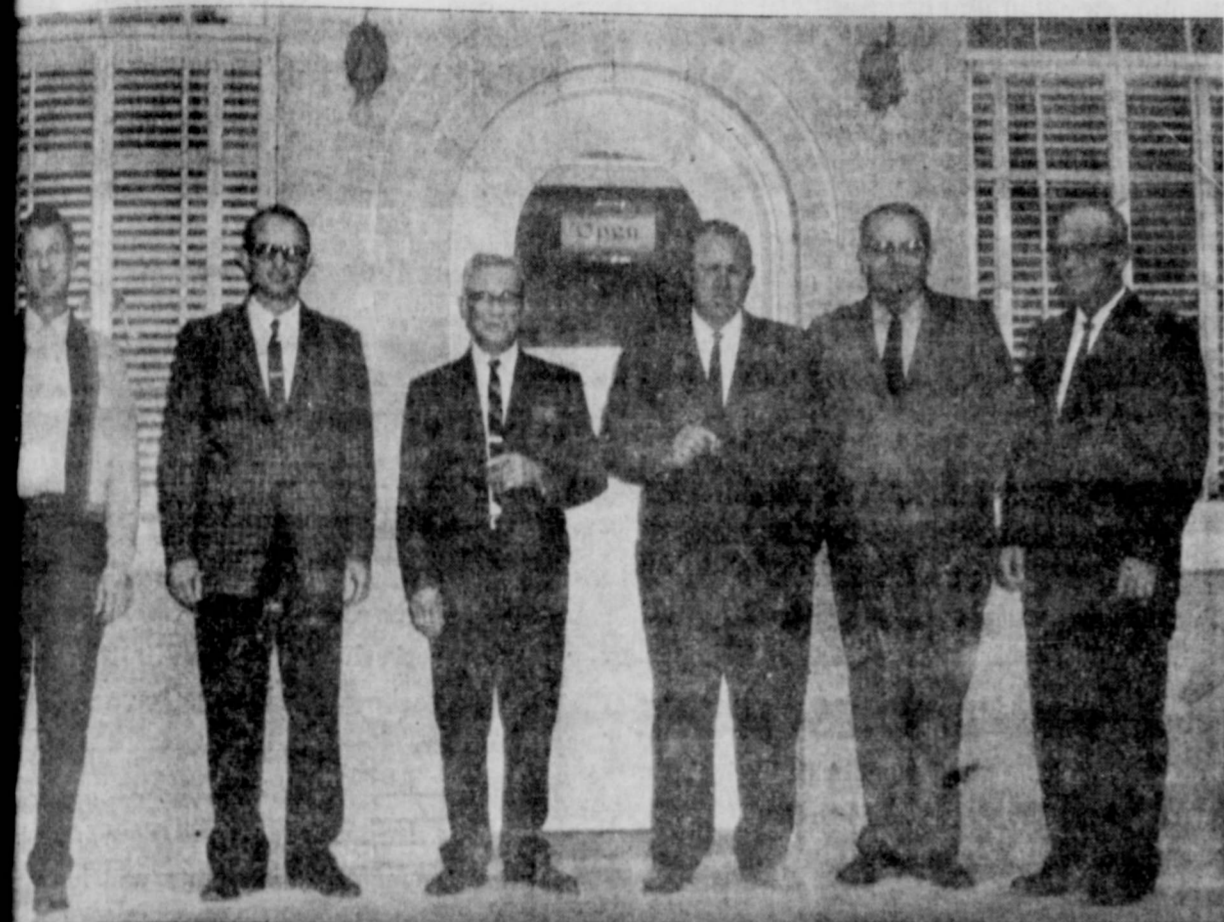
D Community - James Taylor, Lockney, Texas; Pat Frizzell, Rt. 1, Lockney, Texas; Ray Aston, Rt. 1, Lockney, Texas. E Community - Roy Baxter, Box 512, Floydada, Texas; W. T. Conner, Rt. 2, Lockney, Texas; Doyle Sandifer, Rt. 3, Floydada, Texas.

F Community - J. W. Becker, Rt. 3, Box 64, Floydada, Texas; Jim Jackson, Rt. 1, Floydada, Texas; Chijoma Williams, Rt. 1, Floydada, Texas.

G Community - Louis Pyle, Rt. 1, Floydada, Texas; B. A. Robertson, Rt. 1, Floydada, Texas; Doyle Moore, Rt. 2, Floydada, Texas.

H Community - H. L. Porter, Jr., Rt. 1, Petersburg, Texas; J. W. Day, Jr., 802 W. Jackson St., Floydada, Texas; Leon Ferguson, Rt. 1, Floydada, Texas.

I Community - Jack McIntosh, Rt. 4, Floydada, Texas; Henry Hinton, Rt. 4, Floydada, Texas; Otis Anderson, Rt. 2, Floydada, Texas. The first listed in each community is to serve as chairman.



COME TO "CITY ON PARADE" . . . these officials will greet Floydada's public Sunday as they host an open house showing of the city hall and light plant at city hall. Left to right are: Lon Davis, councilman; Olen Petty,

city manager; Mayor S. W. Ross; Junior Simpson, Clem McDonald and Roe Jones, councilmen. Councilman Aldine Williams was out of town when picture was taken. (Staff Photo)

Applewhite Seeks Election

Commissioners Appoint Doyle Moore New County Judge

County Commissioners appointed Doyle Moore as judge of Floyd County on Monday morning. Moore will serve until the November general election and the voter in the county will vote on a man to fill the year's unexpired term of the late Judge J. D. McBrien at that time.

By noon Tuesday county Republican officials said they had selected Goree C. Applewhite of the Lone Star community to run on the Republican ticket and Ben Ayres, county Democratic chairman had announced a special called meeting of the county's Democratic Executive Committee for next Monday at 2 p. m. in the district courtroom to select a candidate for the Democratic ticket.

According to law, when the judge's post is vacated, each party may submit one candidate for election.

Judge Moore took the oath of office Tuesday morning and began work immediately. Judge Moore has been a resident of Floyd County since December of 1951 and has been a farmer since graduation from Crosby high school in 1938. He is a former president of the Quarterback Club and Floydada Teenage Baseball Program, a community committeeman of the ASC office, member of the county committee on the veteran's land program, a member of the Masonic Lodge, and active in the First Baptist Church here.

The Moores have three children: Carolyn, a Junior at Texas Tech; Vernie, a Freshman at Tech and Randall, a sophomore at Lockney High.

Applewhite is a former pastor, school teacher and farmer. He is a veteran of World War I and has served in many areas of community life the past 50 years. He attended Baylor University and received his degree from Wayland Baptist College. He holds the professional high school and elementary school teaching certificates.



JUDGE DOYLE MOORE



GOREE C. APPLEWHITE

Linda Carter Crowned "Miss Floyd County Fair Queen"

Miss Linda Carter, 17 year old daughter of Mr. and Mrs. Lester Carter of Lockney, was crowned "Miss Floyd County Fair Queen" Thursday night at the first annual pageant held during the festivities of the Fair at Lockney.

First runner-up was Miss Jane Thacker, daughter of Mr. and Mrs. Melvin Thacker of Lockney and second runner-up was Miss Karla Smith, daughter of Mr. and Mrs. Robert Lee Smith also of Lockney.

Miss Carter, a senior in Lockney High School, was sponsored by the Aiyah Study Club. She is now eligible to enter the Texas Teen Fair contest to be held in San Antonio in June of 1965.

Gene Linn of KCBD TV was master of ceremonies for the pageant and made the introduction of the eleven entries.

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Yarborough Assistant Speaks Here

An Administrative Assistant to Senator Ralph Yarborough, Alex Dickey, spoke briefly to a crowd of about 60 local residents at a \$1.50 a plate breakfast at the Colonial House last week.

Dickey spoke in place of Yarborough, who had previously canceled his visit to the breakfast, a coffee, and a trip to the Floyd County Fair.

Dickey spoke only briefly on the democratic ticket as a whole. He mentioned he was the speaker at an annual meeting of the Crosby County Farm (See YARBOROUGH, Page 5)



SIGNATARIES . . . Doc Blantate representative at left attorney general Waggoner are pictured in the Floyd

County Fair parade in Lockney last week. Seated are Mr. and Mrs. Hubert Frizzell. Frizzell is fair board president. (Staff Photo)



TWO EXTRA POINTS . . . Floydada Whirlwind Kerry Bearden leaps high into the air and pulls in pass from Keith Teague for two extra

points in the third quarter in a game night. Floydada and Rails Friday night. Floydada won 21-6. (Staff Photo)

Hospital News

(Sept. 8, 1964)

Emergencies

Irvin Jackson, 9-3, hand injury.
Lana Fair, 9-2, ankle injury.
Butch Cross, 9-4, shoulder injury.
J. A. Rogers, 9-5, eye injury.
Kathryn Peck, 9-6, sutures to scalp.
Curtis Jester, 9-7, injury to shoulder.
Kirk McIntosh, 9-4, sutures.
Fred Robertson, 9-3, toe injury.
Archie Sims, 9-8, hand injury.
Wayne Adams, 9-4, sutures of scalp.
William Jones, 9-3, head injury, transferred.

(Patients)

Mrs. Joyce Carson, admitted 9-1, dismissed 9-5, surgery.
Martin Garza, admitted 9-1, dismissed 9-2, medical.
Howard Martin, admitted 9-2, continues medical treatment.
Preston Martin, admitted 9-2, continues medical treatment.
Keneth Martin, admitted 9-2, dismissed 9-7, medical.
Olen Petty, admitted 9-2, dismissed 9-3, medical.
Nora Speck, admitted 9-3, continues medical treatment.
Cora Lee Williams, admitted 9-4, dismissed 9-6, medical.
Heien Veshage, admitted 9-5, dismissed 9-6, medical.
Baby Boy Clifton Niles, admitted 9-6, dismissed 9-7, medical.
Jimm Owens, admitted 9-6, continues treatment, surgery.
Rosa Garcia, admitted 9-7, continues medical treatment.
Jafer Al Kaisi, admitted 9-7, dismissed 9-8, medical.
Mrs. Gracie Riggles, admitted 9-8, continues medical treatment.
Elton Goen, admitted 8-31, continues medical treatment.

(Resident Patients)

Mrs. L. C. McDonald and W. M. Massie.

FROM

(Continued From Page 4)

Floydada will down Rails, a class A team; Morton Indians will scalp the Crosbyton Chiefs, class A; Hale Center will overcome AA Abernathy; Lorenzo will graze Meadow; the Olton Mustangs will kick the Muleshoe Mules; the Matadors will down Crowell; the Blackhawks of Phillips will hand Tulia its first defeat this year; Happy will celebrate a victory over Lefors; Idalou Wildcats will tear the pockets off the Kress Kangaroos; Duhart will down Friona; Petersburg Buffaloes will drop the Lockney Longhorns; Dimmitt will fall to Hereford; Plainview will overcome Littlefield; Leveland should pluck the Canyon Eagles, (but we really hope Canyon wins); Post should be recovering from injuries inflicted by the Whirlwinds and down Hamlin; Turkey will come out on top of Silvertown; Denver City will beat their New Mexico neighbor, Lovington; O'Donnell will rip Spar; the Clovis Wildcats will beat Tucumcari.

In the college circles: Mississippi State plays at Tech, Ohio U. plays at West Texas, A&M plays at LSU, SMU plays at Florida, TCU at Kansas U. and Tulane at Texas. The crystal ball reveals that Tech, West Texas, LSU, Florida, TCU and Texas will be victorious in these campaigns.

Don't forget to go out and support the B team tonight when they host Friendship at Wester Field. Last week the locals downed a Post B team, 6-0.

Letter

science classrooms, a long detail of repairs and several departments of equipment.

6. From the looks of the cracks in the High School I would say that the construction was poor. Architects tell us that the basic structure of the Junior High school building is excellent . . . and that money spent in repairing it would be well spent. True, Junior High like the grade school is overcrowded. A new grade school would include grades through the six grades (which are now in Junior High) and relieve that crowded situation.

7. In 1963 we published a detailed budget and school operation budget . . . outlining the school's operation . . . it's indebtedness. On the front page we urged the school's tax payers to attend a budget hearing for a full explanation of the school's operation. How many attended? . . . the entire sum of no one. This year we urged our people to attend a budget hearing of the 1964 budget . . . again no one attended.

8. The outstanding debts on our school system are as follows: Indebtedness on Junior High and Andrews Ward . . . \$20,000 (Most of this is for additions to both buildings)

Indebtedness on High School . . . \$32,500.

Paving Bonded indebtedness . . . \$33,000.

Della Plains School Debt . . . \$121,000.

There is also an assumed indebtedness of \$1,750 from the Sand Hill school consolidation.

9. Since I have three children who eat in that fire trap of a cafeteria each day. . . I am certainly concerned about the school's problems. I have four reasons for wanting good schools and for editorializing in their favor the last year of tax hassles, etc. . . They are: Wendelyn, in Junior High; Karla, Brad and Keith in the grade school.

10. In the meantime . . . while the suits continue against the school board, tax assessor-collector, or board of equalization . . . the community is being hurt . . . but your children and my children are the victims of the circumstances of same.

11. In your comparison of buying a \$30,000 house when you can afford a \$15,000 house, I believe it is evident that this school district can afford a new school building, cafeteria, etc., as outlined in the bond issue.

12. No \$4,000 has been spent for printing of the bonds which can't be sold as long as there is a suit against the school officials, I believe there is an extreme waste in temporary classrooms that have been built to house the increasing enrollment . . . but where are you going to put these children if you can't sell bonds for a permanent type building?

13. I talked to the principal and superintendent about the candy machines. The profits of the machines go to the candy company and to the operation of the schools. The machines are locked up until after lunch each day. Some parents prefer that their children buy candy on the school grounds instead of downtown. Some parents don't want their children to buy candy and don't give them any money to do so.

Again, let me say that I appreciate your letter . . . and your interest in our schools. When more of our people become concerned perhaps the problems can be settled.


NOW!

PIGGLY WIGGLY

DOUBLES YOUR DIVIDENDS!

Twice the Value will be awarded every prize section of Your DIVIDEND CLUB CARD!
Enjoy Piggly Wiggy Savings while you earn more . . .

FREE NYLONS OR CASH
OR **BOTH!**

Now, every Piggly Wiggy customer a DOUBLE DIVIDEND CARD WILL DOUBLE the winnings under the prize. You will receive two pairs of nylons for every pair of nylons you buy. IN ADDITION, you will receive DOUBLE YOUR winnings in the prize section. For example: If the prize section shows that you win two pairs of nylons, you will actually receive SIX PAIRS, for completing your card . . . and DOUBLE your pairs shown in the prize section. Or DOUBLE CASH TOO!
Remember . . . Dividend Cards are FREE at Piggly Wiggy! So join the fun and enjoy the Dividends!

WESSON
MAYONNAISE

PINT JAR 33¢

FLORIENT, Asst. Fragrance LIBBY'S Delic.
DEODORIZERS TROPICAL

7 Oz. 49¢ 3 46 Oz.
Can Cans

BISCUITS Holsum, Buttermilk, Sweetened
4 CANS

ICE CREAM Bell's Qual. Chck. Asst. Fr.
1/2 Gallon

SHORTENING Bakerite
3 Pound Can

FLOUR Sunlight, Fully Guaranteed
5 Pound Bag

FRESHEST FROZEN FOODS

Dough Ranch Oven Bread 2 Lb. Loaves

SWANSON
MEAT PIES Beef, Chicken, Turkey
8 Oz. Packages

TROPIC FRESH, Daiquiri
DRINK MIX Mix & Whiskey Sour
6 Oz. Cans

POTATOES Ore Ida, Hash Brown
2 Pound Packages

BRUSSEL SPROUTS Seabrook
10 Oz.

CAKES Sara Lee, Banana, Chocolate, Lb., Loaf

WORTZ, Salted CRACKERS, 1 Lb. 19¢ Tender Leaf, 7¢ TEA BAGS, 48 Cans

ELGIN, Colored OLEO, 1 Lb. Pkg. 12 1/2¢ Breakfast Orange TANG, 18 Oz. Jar

Lucky Strike Ch. L TUNA, No. 1/2 can 23¢ Sunshine Cookies VAN. WAFERS

SPEARS APPLE JUICE, Qt. 29¢ Wilson's Plain CHILLI, 24 Oz. Can

Sanitary Napkins KOTEX, 12 Ct. Box 35¢ Mission, Sweet GR. PEAS, 300 Cans

Chase & Sanborne 20c Off Label INST. COFFEE, 6 oz 99¢ Campfire White, Golden HOMINY 300 Cans

"SOUP 'N' SANDWICHES . . . BIGGEST VARIETY AT PIGGLY WIGGLY ALWAYS!"

Lunch Meat

Butcher Boy, Bologna, Olive, Pickle or Macaroni 3 6 Ozs. Pkgs. **87¢**

Sliced BACON

Butcher Boy, Thick or Thin 2 POUNDS **\$1.09**

CHUNK BOLOGNA

RODEO, All Meat, Pound 39¢

Two In One Pork Value

Pork Loin Roast, Rib Pork Chops, Approx. 5 Lbs.—Lb. 59¢
or Pork Butt Roast, Pork Stk. Approx. 5 Lbs.—Lb. 49¢

Armour Star Aged, Heavy Beef RIB ROAST Valu-Trimmed, Oven Ready 79¢ POUND

Armour Star Aged, Heavy Beef NEW YORK STEAK Valu-Trim. \$1.69 Boneless, Lb.

Lean, 100% Pure Beef, GROUND BEEF Dated for Freshness 39¢ Pound

FRANKS Butcher Boy, All Meat 49¢ Pound

PORK LIVER Sliced 29¢ Pound

Continental Brand COOKED HAM Extra Lean, Sliced 59¢ 12 Oz. Pkg. 4 1/4 Oz. Pkg.

Kraft's SLICED CHEESE Amer. or Pimiento 49¢ 12 Oz. Pkg.

Blue Morrow's STEAK FINGERS 79¢ 15 Oz. Pkg.

Gulf Gem Tidbits BREADED SHRIMP 69¢ Pound

Booth's, Perch or Catfish FISH STEAKS 89¢ Heat and Eat 22 Oz. Pkg.

Cedar Hill
(Continued From Page 3)
Mrs. Esley Yeary.
Claud Beard of Los Angeles California, has visited part of this week in the home of his brother, Mr. and Mrs. O. R. Beard.
Mrs. Bell Lemons visited Wednesday afternoon with Mrs. M. H. Taylor.
Mrs. Leo Buschur and girls visited Thursday afternoon with Mrs. Bell Lemons.
Mr. and Mrs. Albert Mize were Sunday dinner guests of Mrs. W. B. Wilson in Floydada.
Mr. and Mrs. Albert Mize visited with Mr. and Mrs. Jim Teasler of Plainview in the home of Andrew and Marnie Jetton Wednesday afternoon.

Let's Eat
With . . .
The Lockney Band Boosters
at the
Floyd County Fair

- Sandwiches
- Hot Dogs
- Hamburgers
- Frito Pies
- Home Made Pies
- Coffee and Cold Drinks

BOB JONES

PAINTING
PAPER HANGING
DRY WALL WORK

Phone YU 3-2429

Tomato Soup Campbell's, No. 1 can 10¢

TIDE Heavy Duty Detergent, Giant Box 73¢

PINEAPPLE Spruce, 1/2 Sliced, in Heavy Syrup, No. 2 Can 19¢

MED. EGGS Ideal Grade A 3 Dozen \$1

VELVEETA Kraft's, Cheese Food 2 Lb. Box 79¢

SHAMPOO Head & Shoulders, Dandruff, Regular 69c 2 Med. Size Tubes \$1

WAFFLE WEAVE, Assorted Colors DISH CLOTHS Regular 25c 5 14" x 16" \$1

L.H.T. Medium, Loose or Curly, Regular \$2.00 Plus Tax \$1.47

PLASTIC, White or Egg Shell TABLE CLOTH Regular \$3.95 54" x 72" or 72" \$2

BURRITE, Plastic DUST PAN Regular 25c 2 Full Size Pans 45¢

Tasty Garden Fruits and Vegetables from PIGGLY WIGGLY!

TOMATOES

RED, RIPE, BUBBLE PACK, EACH 15¢

Washington Delicious Apples, Rhubarb, Parsley, Watercress, Mushrooms, English Peas, Fresh Coconuts, Fresh Figs, Fresh Spinach.

Fresh, ROMAINE LETTUCE, Large Bunch

Fresh Snow White CAULIFLOWER, Lb.

NEW POTATOES

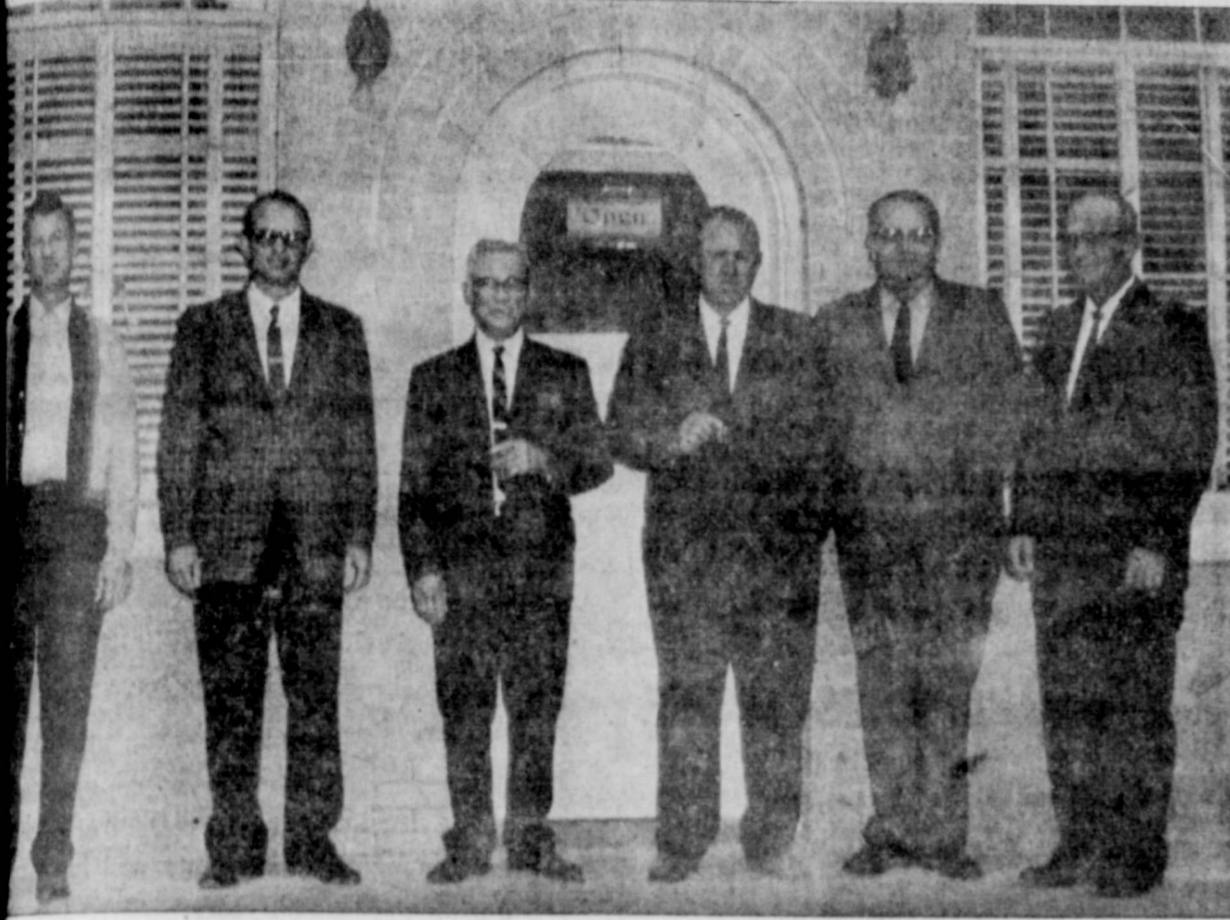
Red Thin Skin POUND

Lowest Prices . . . Greatest Variety . . . always at

Piggly Wiggy

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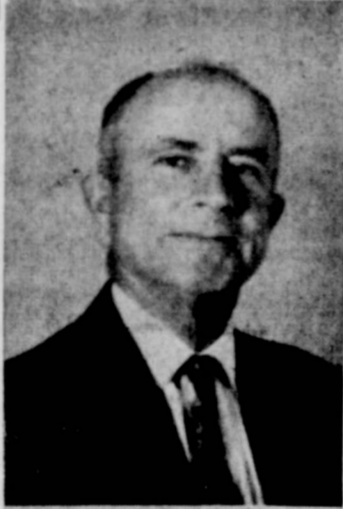
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GOREE C. APPLEWHITE

Linda Carter Crowned "Miss Floyd County Fair Queen"

Miss Linda Carter, 17 year old daughter of Mr. and Mrs. Lester Carter of Lockney, was crowned "Miss Floyd County Fair Queen" Thursday night at the first annual pageant held during the festivities of the Fair at Lockney.

First runner-up was Miss Jane Thacker, daughter of Mr. and Mrs. Melvin Thacker of Lockney and second runner-up was Miss Karla Smith, daughter of Mr. and Mrs. Robert Lee Smith also of Lockney.

Miss Carter, a senior in Lockney High School, was sponsored by the Allyah Study Club. She is now eligible to enter the Texas Teen Fair contest to be held in San Antonio in June of 1965. Gene Linn of KCBT TV was master of ceremonies for the pageant and made the introduction of the eleven entries.

Yarborough Assistant Speaks Here

An Administration Assistant + Senator Ralph Yarborough, Alex Dickey, spoke briefly to a crowd of about 60 local residents at a \$1.50 a plate breakfast at the Colonial House last week.

Dickey spoke in place of Yarborough, who had previously canceled his visit to the breakfast, a coffee, and a trip to the Floyd County Fair.

Dickey spoke only briefly on the democratic ticket as a whole. He mentioned he was the speaker at an annual meeting of the Crosby County Farmers (See YARBOROUGH, Page 5)



SIGNATARIES . . . Doc Blanton representative at left and attorney general Waggoner are pictured in the Floyd County Fair parade in Lockney last week. Seated are Mr. and Mrs. Hubert Frizzell. Frizzell is fair board president. (Staff Photo)

Whirlwinds Head For Childress



With three wins and no losses in the bag, the Floydada Whirlwinds travel to Childress Friday night . . . and take on an AA team with one win and two losses.

Childress beat Wellington 26-12, lost to Phillips 43-0, and last week lost to Vernon 49-0.

Some minor injuries have sidelined four or five of the Whirlwinds, but they should be ready to go. The Whirlwinds are still smarting from last year's Childress contest when they lost the entire game 6-0. In the last 57 seconds of the game a Childress back raced down the sideline all the way for a touchdown and the Childress went home the victor with a score of 7-6.

The Winds will be watching for Childress very outstanding quarterback Mike Reeves. He's the coach's son, weighs 135 pounds, can run, pass, and mix his plays well. Childress is a good defensive club, although the scores do not show this against the strong Vernon and Phillips team.

No advance tickets will be on sale here . . . only at the gate. Floydada fans will sit on the east side.

Chamber Plans Farm Seminar

In a special called breakfast meeting at Rogers Restaurant Wednesday morning a group of men began plans for a farm seminar in January to be sponsored by the Floydada Chamber of Commerce.

It was decided to conduct four seminars on January 6, 13, 20 and 27 from 2 to 4 p.m. at the Lighthouse Electric Cooperative. Specialists will be conducting the series which include the subjects of records and income tax, water management, livestock breeding and feeding, fertilizer and insecticides.

Door prizes and refreshments will be included in the program. Attending the Wednesday morning meeting were: Jim Simpson, Jack McIntosh, Carl Minor, Glen Hale, John Reue, Wendell Tooley and Carl Brock.

Young Men Key To Future Of Agriculture YF's Told Monday

"The young men of America, and particularly the Young Farmers Organizations across the country, hold the key to the future in agriculture," the Young Farmers and Young Homemakers were told Monday night in a speech presented by Weldon Mason of Brownfield, current state president of the Young Farmers organization in Texas. Mason based his statement on the fact that "an older person, set in his ways, perhaps has his farm paid for, isn't willing to try new methods or new crops in an effort to increase his profits, whereas a young man struggling to keep his head above water, that owes on his farm or trying to get enough money to make a down payment on a farm is willing to try new methods (See YOUNG FARMERS, P. 5)

One of the diagrams shows income for the general fund. It should be noted that the administrative, street, fire, police and park departments are operated (See CITY, Page 5)

Floyd County ASCS Convention Meets, Elects Committeemen

The Floyd County Convention met Friday, September 18, 1964 at 9 a.m. in the ASCS Office to elect County Committeemen for the year 1964-65, to take office on October 1, 1964.

Delegates present were: Harold Griffith, A Community; Cecil Purcell, B Community; R. C. Kellison, C Community; James Taylor, D Community; Roy Baxter, E Community; J. W. Becker, F Community; Lewis Pyle, G Community; H. L. Porter, Jr., H Community; S. J. (Jack) McIntosh, I Community. Cecil Purcell was chairman of the convention.

The following were elected to serve on the County Committee: J. B. Robertson, Chairman; Leslie Ferguson, Vice Chairman; Ned J. Lradley, Regular member.

Those elected to County Committees earlier are: A Community - Harold Griffith, Rt. 1, Lockney, Texas; B Community - Jack Frizzell, Rt. 1, Lockney, Texas; C Community - John Lee Carthel, Rt. 1, Lockney, Texas.

D Community - Cecil Purcell, Quitaque, Texas; E Community - C. L. Gilly, Silveston, Texas; F Community - Jack Yeary, Rt. 1, Floydada, Texas.

G Community - R. C. Kellison, Rt. 2, Lockney, Texas; Royce Hillman, Rt. 2, Lockney, Texas; Jack Dollar, Rt. 2, Lockney, Texas.

H Community - James Taylor, Lockney, Texas; Pat Frizzell, Rt. 1, Lockney, Texas; Ray Aston, Rt. 1, Lockney, Texas; E Community - Roy Baxter, Box 512, Floydada, Texas; W. T. Conner, Rt. 2, Lockney, Texas; Doyle Sandifer, Rt. 3, Floydada, Texas.

I Community - J. W. Becker, Rt. 3, Box 64, Floydada, Texas; Jim Jackson, Rt. 1, Floydada, Texas; Chonma Williams, Rt. 1, Floydada, Texas.

G Community - Louis Pyle, Rt. 1, Floydada, Texas; B. A. Robertson, Rt. 1, Floydada, Texas; Doyle Moore, Rt. 2, Floydada, Texas.

H Community - H. L. Porter, Jr., Rt. 1, Petersburg, Texas; J. W. Day, Jr., 802 W. Jackson St., Floydada, Texas; Leon Ferguson, Rt. 1, Floydada, Texas. I Community - Jack McIntosh, Rt. 4, Floydada, Texas; Henry Hinton, Rt. 4, Floydada, Texas; Ollis Anderson, Rt. 2, Floydada, Texas.

The first listed in each community is to serve as chairman.



TWO EXTRA POINTS . . . Floydada Whirlwind Kerry Bearden leaps high into the air and pulls in pass from Keith Teague for two extra

points in the third quarter in a game between Floydada and Ralls Friday night. Floydada won 21-6. (Staff Photo)



Roe Motors Introduces Bigger Polara Dodge Automobile For 1965 Showing

DETROIT, Sept. 22 — Dodge today unveiled a larger Dodge Polara for 1965 with significant increases in passenger space and all-new styling to emphasize its greater length and width.

A "silencing package" to provide a softer and quieter ride, refinements for better steering action, added protection against body corrosion and larger windows for greater visibility have been built into Dodge's new 121-inch-wheelbase models.

The Polara, formerly produced on a 119-inch wheelbase, will be introduced in its new size at public showings in all Dodge dealerships on September 25. Dodge's Dart, Coronet and Custom 880 lines will be shown simultaneously.

Six Models Offered

The six models in the Polara line are a four-door sedan, two-door and four-door hardtops, a convertible and two four-door station wagons — one for six passengers, one for nine passengers, with a rearward-facing third seat.

Buyers have a choice of four engines ranging from a 283-cubic-inch V-8 with a two-barrel carburetor to a 426-cubic-inch V-8 with four-barrel carburetor.

"Each year more and more people who have been buying regular-size cars are moving up to the more deluxe models which offer added size, convenience and comfort," Byron J. Nichols, Dodge general manager, said.

"The Polara has been tailored to meet this demand."

Starting with a new car design has made it possible to give the '65 Polara sedan higher floor openings, more than an inch of additional front seat headroom, half an inch more rear seat headroom, greater front and rear seat legroom, and more entrance and exit space than the largest 1964 Dodge models.

The styling emphasis on the length and width of Polara models gives them a massive appearance.

The convex, vertical-bar grille is housed in a full-width opening, which widens at each end to enclose twin horizontal headlights. The upper edge of the extra-deep bumper follows the line of the grille opening.

Improved contours have been designed into the seats. More springs and more softer padding have been added.

Fresh Air Ventilators

Fresh air ventilators, controlled by push-pull knobs beneath the instrument panel, are built into the basic body structure and interior trim on the left and right sides just forward of the front door.

The top of the instrument panel is finished in a non-reflective suede finish, and the instruments are housed in two deep-dished clusters that prevent reflections on the windshield.

The Polara's improved ride results from several new engineering features which have been incorporated into the front and rear suspension systems.

Among these features are rubber-isolated torsion bar anchors to minimize the transmission of suspension and steering vibrations to the underbody, vertically-mounted front shock absorbers for operating smoothness and lengthened rear leaf springs for a softer ride.

More uniform steering throughout the entire turning range is obtained from a new steering linkage design, and two flexible couplings have been added to isolate engine and suspension vibrations from the steering wheel.

The standard Polara engine is a 383-cubic-inch V-8 with two-barrel carburetor, developing 270 horsepower, for which regular gas is recommended. A four-barrel version of the same engine, rated at 315 horsepower, is an option.

Two other engine options, both equipped with four-barrel carburetors, are a 413-cubic-inch V-8, rated at 240 horsepower, and a 426-cubic-inch V-8, which produces 365 horsepower.

Refinements in the Torque-Flite automatic transmission reduce "creeping" during engine idling, minimize drive line vibrations and provide smoother and quieter operation. The three-speed manual transmission is standard, and a four-speed manual is also available.

Lever-Mounted Controls

The automatic transmission is controlled by a lever mounted on the steering column. The illuminated gear position indicator is located on the instrument panel.

Optional equipment accessories for 1965 include an electric door locking system. All doors may be locked or unlocked simultaneously from the inside by pushing or pulling the button in the door next to the driver, or they may be locked simultaneously from the outside with the door key. Unlocking a door from the outside opens only that door.

A new fresh-air, hot-water heating system responds more rapidly to temperature control adjustments. An air-conditioning unit that combines cooling and heating functions in one package provides more effective and faster cooling than systems available in previous years.

NEW SIZED CORONET ADDED TO DODGE LINE

DETROIT, Sept. 17 — Dodge will enter the 1965 model year with a new-sized Coronet line added to its product line-up between its compact and regular-size cars.

The 117-inch-wheelbase Coronet, significantly larger than competitive nameplates in its class, provides sufficient passenger compartment space to accommodate six adults comfortably.

The 17 models are divided between the Coronet, Coronet 440 and sporty Coronet 500 series with a range of seven engines from a 225-cubic-inch six-cylinder to a 426-cubic-inch V-8, including an economical, light-weight V-8.

At Dealerships on Sept. 25

The new Dodge line, along with the compact Dart and conventional-sized Polara and Custom 880, will be introduced to the public at Dodge dealerships across the country on Friday, Sept. 25.

The previously unfilled slot in Dodge's product line-up which the Coronet will occupy is currently the fastest-growing segment of the American automobile market.

"There is a definite trend, in both individual and fleet pur-

chases, to a lower-price, family-size car like the Coronet, offering more car than the compacts and yet more economical than the conventional-size cars," Byron J. Nichols, Dodge general manager said.

"We believe the 1965 Coronet is an ideal family-size car. It is convenient for suburban driving and at the same time highly suitable for cross-country trips."

The Coronet measures 304 inches in over-all length, 75 inches in width and 56 inches in height.

A wide and massive appearance has been given to the new line in the styling treatment of the entire front and rear ends. The four corners of the car have been noticeably squared off to take visual advantage of the full width, height and length of the body.

Front end styling features a full-width grille surrounding the dual headlights, a deep wrap-around bumper, narrow ridges along the top sides of the front fenders and a flat hood.

The broad rear deck slopes very gradually, and then turns downward at a 90-degree angle to form the deck face. Placed high at the ends of the deck face are the vertically-styled, single-tail light assemblies.

Caprock

(Continued from Page 1)

you have a poor crop year (like this year) that you usually have a good cotton year, and a good crop year means a poor cotton year. Well, Bill, we can already see that our crop is off . . . here's hoping you're right about the cotton!

"IT'S NEW car time again . . . and if you've sorta had the car fever for some time, we predict it will go higher as you look through this issue of The Hesperian at the pictures of the 1965 models.

This year's showing is unusual in that they're all showing in two days . . . today and tomorrow.

We join our Floydada automobile dealers in your invitation to visit their show rooms and get a first hand view of all that's new in the automobile business.

I ENJOYED a visit with Bob Muncy last week at the site of his new home in west Floydada. Bob is building a beautiful new home, it's big and it has many very outstanding features.

One of the most impressive things about the new house to me is the 4,000 pound open beam of lumber that goes down the center of the den.

Floydada just happens to have one of the pioneer lumbermen of West Texas and I asked Jim

Wilson about that big beam of lumber. He figures it is the biggest one piece of finished lumber ever hauled into Floydada.

MRS. P. C. Banks was in the office Saturday morning to renew her subscription to The Hesperian and remarked, "I've been taking The Hesperian for 50 years!"

Of course we get a thrill every time a newcomer comes in the door and subscribes to the paper . . . but, we're just a little more pleased to hear these "old-timers" brag on our paper and continue to subscribe year after year . . . and we certainly appreciate them all.

FLOYD COUNTY mourns the loss of its Judge McBrien this week. He was a wonderful man in so many ways. Although I knew the judge for only a little over a year . . . I learned to love him and to appreciate his place of leadership in our town and county.

His passing leaves a big vacancy in the hearts of his friends and loved ones and to the people of this county and area of West Texas. Our sympathy goes out to his family.

THE CITY of Floydada is to parade this Sunday from 2 until 4:30 p.m. as the city officials invite everyone to attend the open house showing of the new-

ly enlarged light plant. In fact everything from the city hall to the north side of the plant is open for your inspection. If you live in the city limits . . . you're part owner of the city's two million dollars worth of facilities and equipment.

Make your plans now to attend this big event.

THE HOMECOMING committee has already put in hours and hours of work sending out 1700 personal invitation letters to every all over the county . . . and there's a lot of work yet to come in order to make the event a big success.

Len Davis brought me a copy of the letter that went out this

week and we'll reprint it in full for the eyes in our area of circulation next week. Len we just had so much new car and fair news we couldn't make it this week!

Lines of Interest: A straight line is distance between many instances a the more attractive Herald Courier, B

Announcing . . .

the candidacy of

GOREE C. APPLEWHITE

for the office of

COUNTY JUDGE

of

FLOYD COUNTY

(Unexpired Term)

As Republican Nominee

Mr. Applewhite was reared in the Lone Star community, has served as pastor, school teacher, farmer.

He is a veteran of World War I and has his community, his county and his country during the last 50 years.

He attended Baylor University and received degree from Wayland Baptist College. He the professional high school and elementary teaching certificates.

He will appreciate your vote and support important office in the General Election on November 3rd.

Pol. Adv. paid for by friends of G. C. Applewhite

PERRY'S WEEK-END SPECIALS

THURSDAY - FRIDAY - SATURDAY

Reg. 15c

CLOTHES PINS

8c Dozen

(Limit 4 Doz.)

PILLOWS

18 x 24

88c Reg. 1.27

JEWELRY

ASSORTED

66c Reg. 99c +Tax

CANDY

•Maple Nut •Coconut Toasties

49c Reg. 59c

Wicker CLOTHES BASKET **66c** Reg. 77c

Reg. 99c

AQUA NET HAIR SPRAY

14 Oz. **63c**+Tax

(Limit 2)

104 E. CALIFORNIA

Dodge comes on big for '65

'65 DART: The Dodge-size compact. If you'd like to live a little, we'd like to let you in on something big—Dodge Dart for '65. Big beauty. Big comfort. Big ride. And big savings. At your Dodge dealer's now.

'65 POLARA: Beautiful way to leave the low-price field. Bigger and a lot better-looking than anything near the price. Why settle for less? Why, indeed? Ask for Polara at your Dodge dealer's.

'65 CORONET: A hot new Dodge at a new lower price. An all-new car that's as comfortable as a standard-size Ford or Chevy, yet priced with Fairlane, Chevelle. Refreshing new styling. Oceans of room. Coronet '65—drive it.



'65 CUSTOM 880: If elegance were spelled in numbers, would be it. From exclusive 6-window sedan to elegant convertible, this will wear well with your appreciation of luxury and your sense of good taste.

See all the big new Dodges on display at your nearby Dodge Dealer's

WATCH "THE BOB HOPE SHOW," NBC-TV. CHECK YOUR LOCAL LISTING.

ROE MOTORS

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Dr. John W. Kimble, O. D.

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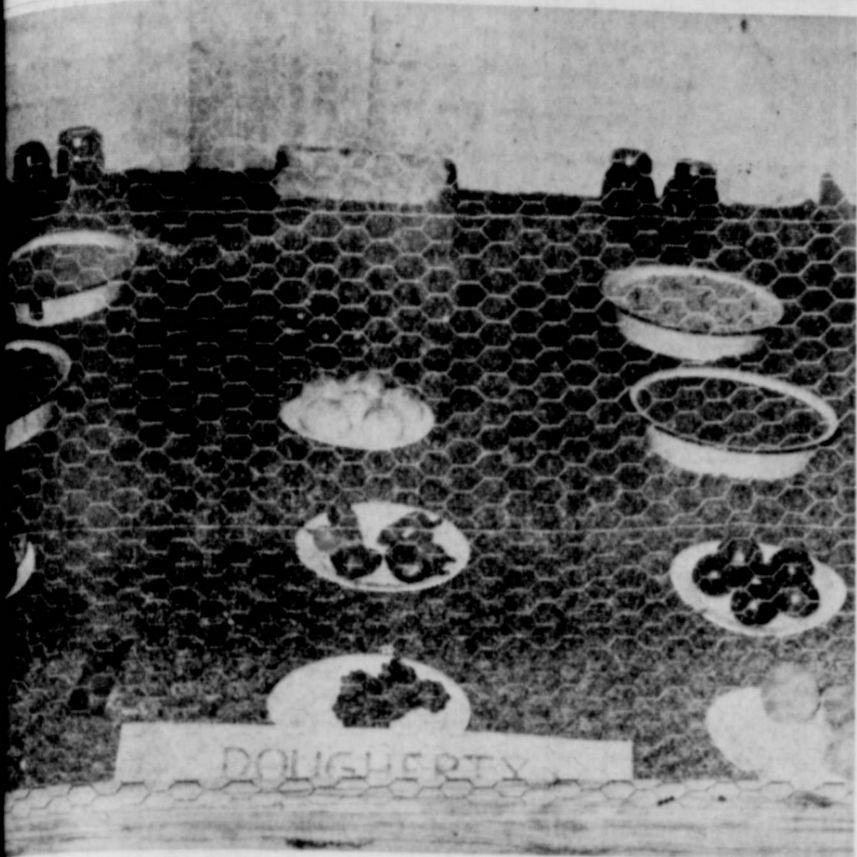
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JOHN BORDEAUX, Mechanical Superintendent

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TEXAS PRESS ASSOCIATION
Member 1964

NOTICE—Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Floyd County Hesperian will be corrected gladly upon its being brought to the attention of the publishers.



AND VEGETABLES . . . shown in exhibit at the Fair, won Dougherty Community (Staff Photo)

TOP NEWS

Boys from 8 to 11 who are interested in joining the Cub Scouts program are asked to be at this meeting accompanied by their parents.

THDA Delegates Return Home

Mrs. G. W. Smith, Mrs. Lynn Miller, Mrs. Leslie Fawver and Mrs. John Shipley returned home last week from Houston where they attended as Floyd County Delegates, the 38th annual meeting of Texas Home Demonstration Association.

The affair was held in the Rice Hotel. Theme for the meeting was "The American Woman—Her Changing Image."

John E. Hutson, director of the Agriculture Extension Service at Texas A&M, was speaker.

Stansell Re-elected To Board

Jack Stansell was re-elected to the board of directors of the Floyd County Co-op Gin here at the annual meeting Tuesday night.

In other business, dividends were paid to members and around 100 attended.

Special guests were C. E. Howls, Dick McClung and Tom Brown from the Cooperative Congress, marketing association and oil mill in Lubbock.

If money were the only goal in life we know some rich people who would be mighty happy.



KAY SNEAD



SPENCE picked up a pretty girls to ride with fair parade at Lockney last Thursday. Left to right they are: Alison McLain and Sarah Puckett. (Staff Photo)



EXHIBIT . . . by Prairie Chapel community won first place honors at the Floyd County Fair in Lockney last week. (Staff Photo)

Showing Delayed On New Tractor

Due to a delay in the Allis Chalmers Factory McDonald Implement will be unable to show the new One-Ninety tractor Tuesday, as announced in an advertisement in another section of the Hesperian.

The showing will be held at a later date to be announced.

Membership Drive On By Toastmasters

The members of the Toastmasters club meet every Thursday at 7:30 p.m. to help each other master the art of public speaking. They stand up to speak about vital business, social, and economic problems.

Profiting by friendly evaluation from fellow members, these men learn to express themselves in a forceful and effective manner. Trained in chairmanship, they become valuable citizens.

If you want to keep abreast of current events and if you want to become more at ease while talking and improve yourself in the ability to conduct meetings or lead groups, then contact a member of the Floyd County Toastmasters Club, or come to a regular meeting at the Rogers Restaurant Thursday evening at 7:30.

Applications are being taken for a new group to start in October. Visitors are always welcome.

Last Thursday evening Don Pemberton made a short talk on Courage. Robert Fitzgerald made a five minute talk about the Automobile Transport Business.

Tonights program: Don Pemberton is Toastmaster. Speakers will be, Weldon Harris, John Moss, Jimmy Powell with Roy Kinard as general critic. Ralph Mardis is president.

RESEARCH GROUP MEETS IN OKLAHOMA

Dr. K. C. Patzer spent the past weekend in Tulsa, Oklahoma, with a chiropractic research group.

The meeting was held at the Tradewinds Motel. A good representation from Texas, Kansas, Oklahoma, Missouri, and Arkansas were present. The next meeting date for this group was set for Mid January, 1965.

Starkey Club Meets In McCain Home

Ten members of the Starkey Home Demonstration club were present when the club met Thursday in the home of Mrs. J. T. McCain.

President, Mrs. S. L. Holmes Sr., called the meeting to order and Mrs. McCain gave the devotion followed by Mrs. O. L. Lowrance leading the song, "America, The Beautiful."

Mrs. J. K. Holmes and Mrs. Clinton Denning reported on the Creative Arts program which was held in the council room recently. Mrs. McCain showed several pieces of her handiwork and patterns were distributed to those interested in making the different articles.

Mrs. H. S. Waller showed a pattern for wall plaques and interest was shown in making these at a later date.

Refreshments were served to Mrs. George Smith, Glen Ferguson, Clinton Denning, O. L. Lowrance, Turner Hunter, L. T. Dycus, H. S. Waller, J. K. Holmes, S. L. Holmes Sr., and Mrs. J. T. McCain.

The next meeting will be on October 1 with Mrs. Leon Ferguson as hostess.

TEXAS SHEEP PRODUCERS RECEIVED \$23.1 MILLION FOR THE SALE OF SHEEP AND LAMBS DURING 1963, ACCORDING TO THE TEXAS CROP AND LIVESTOCK REPORTING SERVICE.

Swine producers of the state last year received \$38.4 million from the sale of hogs.

Showing Delayed 1922 Club Opens With A Coffee

The 1922 Study Club opened their fall meeting with a coffee held in the home of Mrs. Pearl Fagan last Thursday morning. Mrs. Emma Lou Whitaker, Mrs. P. D. Helms and Mrs. R. L. Nichols, who is president of the club, assisted Mrs. Fagan with hostess duties.

Members were served from a lovely table covered with a green cloth and highlighted by an autumn arrangement. Napkins of matching color with "1922 Study Club" imprinted were used along with silver appointments.

Mrs. Nichols greeted members who answered the roll call by telling of an enjoyable summer event.

Following a scripture reading Mrs. D. S. Battey Sr., remarked how thankful all should be to God for the many blessings and gave the beautiful poem, "This Is My Father's World".

Mrs. Fagan commented on the new Yearbooks which contains the club motto, "We Study That We May Serve", and the course of study, "Women of Today".

During the program Mrs. Wilson Kimble gave sketches of noted women.

Mrs. L. H. Pesch was voted into club as a new member during the business session and plans were also made for the October 1st meeting. It was decided club members would visit the museum at Texas Tech and also visit some art exhibits and have lunch.

Present for Thursdays meeting included Mrs. Kenneth Bain Sr., Jim Barnard, D. S. Battey, P. W. Bell, J. V. Daniel, Pearl Fagan, P. D. Helms, W. H. Henderson, Wilson Kimble, Hazel Ko-nen, R. L. Nichols, Glad Snodgrass, Emma Lou Whitaker and Mrs. Jim Wilson.

FLOYD DATA

Recent visitors in the J. T. and Hollis McLains homes have been Mr. and Mrs. John Brogren of Plainview, Mrs. Myrtle Williams of Dimmitt, Mr. and Mrs. Leo Goebel and Cathy of Fort Worth, Mr. and Mrs. Roy Tyler, Betty Jean and Johnny of Amarillo. Mrs. Brogren is a sister of Mrs. McLain. Mrs. Williams a sister of Mr. McLain, Leo Goebel is a great nephew of Mr. McLain and Mrs. Tyler is the daughter of the McLains.

Charity Planning Committee Meet

The Planning Committee of Community Charities in Floydada met Tuesday morning at the First Methodist Church with Ralph Mardis, chairman, in charge. Invocation was brought by Rev. Roy Turner.

Main discussion of the meeting was an adequate place to set up a clothing center for the needy as soon as possible, especially before the onset of colder weather and before the arrival of transit workers.

As soon as this problem is solved the committee then will prepare for clothing which will be donated by area citizens. An 18 foot long rack was donated Tuesday for the purpose of hanging the clothing. A used filing cabinet, desk and sewing machine is also being needed to set up the charity center, according to workers. Squares tables and shelves will be built to house folded clothing.

After the charity center has been located in suitable quarters, a called meeting of the committee will be held at which time additional plans will be made as to certain days the center will be open and at what hours. Tentative plans call for the days of Tuesday and Thursday and hours of 2:30 until 4:30 p.m.

Volunteer workers will also be needed to keep the center open, and club members of Floydada are urged to participate in this project. Pastors of each local church are asked to submit names to the committee, who may be interested in the voluntary work of sorting clothing and assisting those who seek aid.

Persons wishing to donate clothing should make sure items are washed and in reasonably good condition.

Mrs. Ross Chaves was selected personnel chairman over volunteer workers during Tuesday's meeting. Those wishing to donate their time are asked to call Mrs. Chaves or Mary Shaw and Gladys Ruth Badgett, who will be working with the distribution committee.

Attending the meeting were Ralph Mardis, chairman; John Reue, manager of Floydada Chamber of Commerce; George T. Elkins, minister of City Park Church of Christ; Gladys Ruth Badgett, welfare worker; Mary Shaw, secretary of Red Cross; Roy Turner, minister of First Christian Church; Olin Watson County Welfare; Mrs. C. M. Lyles, Methodist Church; Peggy Medley, Floyd County Hesperian; Jean Tollett, Radio Station KFLD; Faris Wilson, Della Plains School; Mrs. Ross Chaves and Rev. Paul Link, St. Mary Magdalen Church and Rev. Charles Lutrick, Methodist minister.

Beall's E. O. M. QUALITY MERCHANDISE CLEARANCE

SPECIAL

NYLON SATIN FULL SLIPS

... in regular and Short Styles

2⁰⁰

... first quality 100% nylon that is usually \$3.99. Select regular styles in white, pink, black and blue; shorts in white, black and ivory.

PIECE GOODS

One big group flannels, gingham and prints. VALUES FROM 39c TO 69c YARD THREE DAYS ONLY

3 yds. 1⁰⁰

VELVETEEN

Short lengths, beautiful assortment of colors. VALUES TO 1.98 YARD THURSDAY - FRIDAY - SATURDAY

88^c YARD

SPECIAL

READY MADE DRAPES

Reg. 5.95 Value 3.99
Reg. 2.98 Value — Sizes 44 x 84

GIRDLES

Many Styles by Magic Form
Criss-Cross Elastic Inner-Belt — Tummy Control
Values to 3.99

1⁴⁴

2 PAIR 5⁰⁰

THURS. - FRI. - SAT.

SPECIAL

WEEK END SPECIAL ONE BIG RACK LADIES DRESSES

Values to 5.95
Regulars and Half Sizes

3⁹⁹

BOYS 13 1/2 OZ. JEANS

BROKEN SIZES
SLIMS - REGULARS
SIZES 4 - 16

Values to 2.39

1⁵⁰ WEEKEND

BIG ASSORTMENT THROW RUGS

VALUES TO 3.98

Many Colors and Sizes

1²⁷

CLEARANCE 10 PAIR ONLY MENS SUMMER DRESS PANTS

Broken Sizes
Sizes 31 - 42
Values to 7.99

2⁰⁰

No Alterations

BRAS

COTTON STITCHED CUP. SIZES 32-42 — A-B-C CUPS ALL WHITE
VALUES TO \$1.00

44^c

MENS SHORT SLEEVE SPORT SHIRTS

1.99-2.99
VALUES ONLY

1⁰⁰

SPECIAL CLEARANCE BOYS SHORT SLEEVE SPORT SHIRTS

Broken Sizes 6-16
Knit and Cut and Sewn Styles
Values to \$1.98

99^c

100% COTTON BED SPREADS

By CANNON and JULIE ANN
TWIN AND DOUBLE
Checks and Solids
Values to \$5.95

4⁸⁸

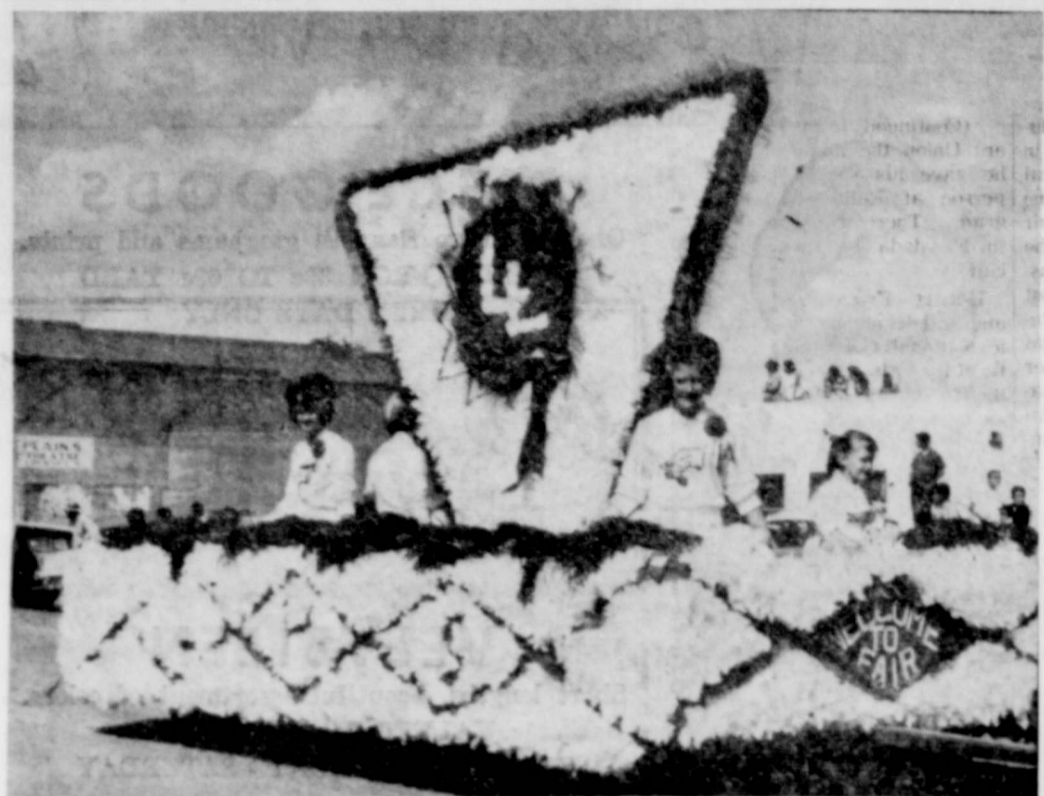
CLEARANCE GIRLS SCHOOL DRESSES

SIZES 3-6X 7-14
One Big Rack in Washable Cottons
2.98 to 10.95 Values

1⁹⁹ to 6⁹⁹

Women's Page

PAGE 4 THURSDAY, SEPT. 24, 1964 FLOYD COUNTY HESPERIAN



LOCKNEY LONGHORN CHEERLEADERS... float won a first place in the Fair parade with the cheerleaders of Lockney Junior High winning second. The young ladies seated on the float were not identified.

Cheerleaders Win Fair Parade First

Lockney High School cheerleaders won first place honors in the parade Thursday afternoon which was the start of the three day Fair. The Lockney senior class was second and the Junior High School cheerleaders won third.

In the bicycle division the three top winners included Tommy Rankin, Tommy Goss and Sarah Schacht. Honors also went to the Hale County Sheriff's posse and the Petersburg Riding Club.

Prairie Chapel placed first in community exhibits. Dougherty, second.

"Red Barn Fertilizer" was first in agriculture exhibits and Paymaster won second. Simpson Jewelry and Wilson Photography won first in commercial exhibits and second went to Matheny Music Co., of Lubbock.

Lockney Young Farmers booth was recognized as outstanding in educational exhibits.

Mrs. Holliday Complimented With Shower

A bridal shower honoring Mrs. Keith Holliday, nee Lavona Carthel, was given Tuesday morning from 9:30 to 11 o'clock in the home of Mrs. Boyce Mosley, Lockney.

Mrs. Mosley received guests and presented them to the honoree, her mother, Mrs. Cecil Carthel and Mrs. Bill Holliday, Floydada, mother of the bridegroom.

The serving table was laid with a white hand-crocheted cloth over blue and centered with an arrangement of white highlighted with a blue ribbon. Decorated petitfours and punch were served from milkglass appointments.

Hostesses were Meses R. H. Ford, Ray Canon, Lena Brotherton, Leonard Strickland, Thurman Davis, Kenneth Moody, Arthur Nigh, Maso Davis, John L. Hooten, Leonard Griffith, Walter Reeves, Louis Ray Stapp, Durdard Jack, Boyce Mosley and Harold Griffith.

Their gift to the honoree was coming cookware.

SISTER OF J. D. NASH SUCCEEDS

Mr. and Mrs. J. D. (Pete) Nash and family returned home over the weekend from Calvert where they attended the funeral Friday for his sister, Mrs. C. T. Rushing Jr., 53. Mrs. Rushing died at her home in Calvert Thursday after a lengthy illness.

Survivors include her husband; one son; her parents, Mr. and Mrs. J. C. Nash Sr., of Calvert; two sisters and five brothers.

FLOYD DATA

Mrs. E. B. Chesnut is reported doing nicely in Methodist Hospital, Lubbock where she underwent major surgery Friday. Mrs. Chesnut is in room 206E. She is expected home by next mid-week.

If you are ever in doubt, about saying something, don't say it.

Flower Show Winners In Floyd Fair Announced

"Flowers: Pathway To Loveliness" was the theme for the annual flower show held in conjunction with the Floyd County Fair.

Mrs. Dale Laceywell of Lockney won the Tri-color Award for having the most first place entries in the arrangement division, and was sweepstake winner. Mrs. R. C. Mitchell received the award of distinction.

Winners in respective divisions include:

DIVISION B (Arrangements)

Horizontal: Mrs. Tom Porter, second; Mrs. Byron Robertson, third.

Vertical: Mrs. R. E. Patterson, third.

Crescent: Mrs. Austin Meriwether, third; Mrs. L. T. Wood, honorable mention.

Church arrangement: Mrs. B. A. Robertson, second; Mrs. T. B. Mitchell, third.

Mass arrangement: Mrs. Clyde Briley, first; Mrs. B. A. Robertson, second; Mrs. L. T. Wood, third; Honorable mention.

Rose: Mrs. Dale Laceywell, first; Mrs. Grady Walker, second; Mrs. R. C. Mitchell, third.

Kitchen arrangement: Mrs. Clyde Briley, first; Mrs. Dale Laceywell, second; Mrs. R. E. Patterson, third; Honorable mention. Mrs. Grady Walker.

Bedside arrangement: Mrs. Clyde Briley, first; Mrs. B. A. Robertson, third.

Vegetable: Mrs. Dale Laceywell, first.

Fruit: Mrs. R. C. Mitchell, first; Mrs. Dale Laceywell, second.

Basket: Mrs. R. C. Mitchell, second; Mrs. Dale Laceywell, third; honorable mention. Mrs. R. E. Patterson.

All dried, no accessories: Mrs. R. C. Mitchell, first.

All dried, with accessories: Mrs. Dale Laceywell, first; Mrs. Grady Walker, second.

Weathered wood, dominant interest: Mrs. Dale Laceywell, first; Mrs. B. A. Robertson, second; Mrs. R. E. Patterson, third.

Weathered wood, subordinate interest: Mrs. Dale Laceywell, first; Mrs. Clyde Briley, second.

Miniature arrangement: Mrs. Grady Walker, second; Mrs. Austin Meriwether, third.

Thanksgiving arrangement: Mrs. B. A. Robertson, honorable mention.

Christmas arrangement: Mrs. R. C. Mitchell, first; Mrs. Dale Laceywell, second; Mrs. B. A. Robertson, third.

Unscheduled, Mrs. T. B. Mitchell, Mrs. R. C. Mitchell, Mrs. Dale Laceywell and Mrs. B. A. Robertson, first; Mrs. L. T. Wood and Mrs. Grady Walker, second; Mrs. B. A. Robertson, honorable mention.

DIVISION A (Horticulture)

Group 1 Formal decorative, pink: Mrs. T. J. Cardinal, second; red: Mrs. L. T. Wood, second; Mrs. L. J. Cardinal, third; purple: Mrs. H. Cunningham, third; blend, Mrs. Frank Gonzales, Mrs. Cunningham, honorable mention.

Group 2 Informal Decorative Red, Mrs. Cunningham, third.

Group 3 Cactus Pink, Mrs. S. D. Hunter, second; white, Mrs. A. H. Chappell; bi-color, Mrs. Royce Latimer, second.

Group 4 Semi-Cactus Pink, Mrs. Harmon Handley, second; yellow, Mrs. Frank Gonzales, second.

Group 5 Ball Blend, Mrs. Harmon Handley, third.

SECTION II Roses

Group 1 Hybrid Tea Roses Pink, Mrs. Kinder Farris, first; Mrs. Lavon Johnson, second; Mrs. S. D. Hunter, third; Red, Mrs. Clyde Briley, first; Mrs. L. T. Wood, second; Mrs. Clyde Baxter, third; Mrs. Raymond Teeple, honorable mention.

Multicolor, Mrs. Clyde Briley, first; Mrs. Clyde Baxter, second; Peace, Mrs. Clyde Baxter, first; Mrs. Lavon Johnson, second; Mrs. J. P. Moss, third; Mrs. Kinder Farris, honorable mention.

Group 2 Florabundas Pink, Mrs. Kinder Farris, second; red, Mrs. B. A. Robertson, first; Mrs. T. J. Cardinal, second; Mrs. Clyde Baxter, third; white, Mrs. Kinder Farris, second.

Group 3 Grandiflora Red, Mrs. Austin Meriwether, second; Climber, red, Mrs. Clyde Baxter, first; Mrs. Austin Meriwether, second; Mrs. Clyde Briley, third; Climber, multi-color, Mrs. Frizell, second.

Single, ruffled or fringed, Mrs. Kinder Farris, first.

SECTION V Marigolds

Large varieties, Mrs. B. A. Robertson, first; Small flowered, Mrs. A. H. Chappell, second.

SECTION VII Zinnias

Large flowering, Mrs. B. A. Robertson, second; Any others, Mrs. B. A. Robertson, third.

SECTION VIII Gladiolas

Any specimen, Mrs. Harmon Handley, first; Mrs. Litch, second.

SECTION IX Other Annuals

Celasia, Cockscomb, red, Mrs. Lashie Anderson, first; Mrs. Royce Latimer, second; Karen Latimer, third.

Aster, double, Mrs. Clyde Baxter, second.

Geranium, Mrs. A. H. Kreis, second; Mrs. Raymond Rucker, third.

Any other annual not listed, Mrs. Harmon Handley, second; Mrs. Harmon Handley, third.

SECTION XII Perennials

Shasta Daisy, Mrs. L. T. Wood, first; Gaillardia, Mrs. T. B. Mitchell, first.

Home Tour Report Is Given

The 1934 Study Club met September 15 in the home of Mrs. M. A. Yancey. The president, Mrs. J. P. Moss, called the meeting to order. Roll call was answered by a verse from the Book of Ruth, and the minutes of the last meeting were read. Mrs. G. W. Switzer, chairman of the Finance Committee, was called on to give a report on the Home Tour the 1934 Study Club is sponsoring.

The Home Tour is to be held Sunday, October 4, 1964, from 2:30 to 5 p.m. Tickets are priced at \$1.00, and can be purchased at any of the homes listed, or from any member of the 1934 Study Club. Money made from the tour will be used for civic projects the club is interested in.

The homes to be shown are those of Mr. and Mrs. Aaron Carthel, 820 W. Missouri; Mr. and Mrs. Allen Bingham, 710 W. Missouri; Mr. and Mrs. A. W. Coltharp, 818 W. Mesquite; Mr. and Mrs. W. O. Newberry, 814 W. Mesquite; Mr. and Mrs. David Eaton, 131 W. Ollie; and Mr. and Mrs. Travis Jones, Matador Highway.

The program for the club was "What Is a Protestant?" given by Mrs. G. W. Switzer, and "What Is a Jew," given by Mrs. Dennis Dempsey.

Refreshments were served to Meses. H. G. Barber, Allen Bingham, Wilson Bond, W. H. Bunch, A. W. Coltharp, Dennis Dempsey, R. G. Dunlap, W. M. Fowler, Ralph Johnston, Joe



Hello World

Mr. and Mrs. Jim S. Dixon of Hamilton are parents of a baby daughter, who was born on September 15. The couple have four other children, Moss, Gregory, Tavia and Vivian. The mother is the former Barbara Moss.

Grandparents are Mr. and Mrs. J. P. Moss of Floydada and Mr. and Mrs. Harve Dixon of Texas. Great grandparents are Mrs. L. E. Cooper, Rosaring Springs and Mrs. J. A. Goodwin of Lubbock.

Mr. and Mrs. Mike Carver of Floydada are parents of a daughter born at 8:45 a.m. September 18, in Lubbock Methodist Hospital. The mother is the former Sue Kendrick. The baby named Shanna V'Ann, weighed seven pounds and two ounces at birth. She has an older brother, Brad, who is two.

Grandparents include Mr. and Mrs. B. V. Carver and Mrs. Dovie Kendrick all of Floydada. The father is employed by Lighthouse Electric.

50 Club Meets With President

Members of the 1950 Study Club met Tuesday night of last week in the home of Mrs. Lane Decker, president, for a study on Cultural Capital. Mrs. Claude Estes was co-hostess.

Mrs. Ralph Rucker led the pledge to the flag and members answered roll call with the things they would like to view or visit in Washington, D. C. Yearbooks were also distributed.

Slides and narration by Mrs. Charles Craig were shown on "Presenting The 1964 - 65 Theme".

Present for the meeting were Meses. Louis Anderson, Tommy Assiter, Howard Bishop, W. R. Bradshaw, Don Cheek, Bob Copeland, Charles Craig, Lane Decker, Earl Edwards Jr., Harold Ellison, Claude Estes, Herman Graham, Sammy Hale, Weldon Harris, Adrian Helms, Clifford Helms, John Martin, Doyle Moore, Olen Petty, Dallas Ramsey, Ralph Rucker, Jimmy Seay and Tom Theford, also one guest, sister-in-law of Mrs. Donald Cheek.

Mrs. Hale will be hostess for the October 6th meeting.

Home Develops Personality Is 29 Club Topic

An interesting program on Home Develops Personality was presented Thursday to members of the 1929 Study Club at their regular meeting. Mrs. John Smitherman was hostess for the gathering in her home.

A panel composed of Mrs. Newell Burk, Mrs. C. R. Yeolum and two guests, Mrs. Wendell Tooley and Mrs. Wilson Fowler, led the group discussion pertaining to the topic. Mrs. J. A. Colston, acting

FLOYD DATA

The Floydada Rotary Club will host a banquet Tuesday night at the High School Cafeteria. Dr. Robert Hearn, pastor of the Second Baptist Church in Lubbock will speak.

There will be no regular noon luncheon next Wednesday noon.

March, J. P. Moss, W. D. Mount, W. O. Newberry, Virgie Shaw, George Springer, G. W. Switzer, J. M. Wilson, Jr., A. L. Wylie, Jr., and Mrs. M. A. Yancey, the hostess.

The next meeting will be October 6, with Mrs. H. G. Barber as hostess.

GOSPEL MEETING

SEPT. 28 - OCT. 4



GEO. T. ELKINS, JR. LOCAL MINISTER



J. B. HUDSON GUEST EVANGELIST

SUNDAY 6:00 P. M. On Radio Daily 9:15 at 900 kc
WEEKDAYS 7:00 A. M. - 7:30 P. M.

CITY PARK
CHURCH OF CHRIST
Fifth At Tennessee FLOYDADA, TEXAS

A REMINDER FROM RAY REED

The most beautiful Fords yet are on display in our showrooms today and we want to personally invite everyone to come in and see them.

There'll Be Gifts Galore For Every Member Of The Family!

YES!

PRICES ARE SLASHED ON THE LAST OF THE 1964 FORDS

"You Can Afford A Reed Ford"

Reed Ford Sales

FLOYDADA

Records

Probate
 Estate of (deceased) vs. Lupe Garza, executor. Will of deceased. Probated and costs are distributed. \$50 and \$100. Remanded to sheriff. Costs are distributed.

Probate
 Estate of (deceased) vs. Lupe Garza, executor. Will of deceased. Probated and costs are distributed. \$50 and \$100. Remanded to sheriff. Costs are distributed.

Nelson Opens Irrigation Business Here

W. H. Nelson announced this week the opening of the W. H. Nelson Irrigation Sales and Service which is located eight miles east of Floydada on Highway 70.

Nelson said the new business would specialize in submersible pump sales and repair and will feature the Rapidayton domestic and irrigation water pump systems.

He said the business would also offer replacement motors for pumps.

Other features of the new business will be pipe, gate valves, cable, panels, water well acid, pressure tanks and accessories, and centrifugal pumps.

Nelson is experienced in the well pump business and invites everyone to visit him in his new business.

Relative Of Local Residents Killed

Don Leslie Sparks, 29, son of Mrs. Theola Sparks of Lubbock, nephew of Mrs. Maud Surginer and cousin of Mrs. Clinton Fyffe of Floydada, was killed in a plane crash on Wednesday of last week along with two male companions.

Funeral rites for Sparks were conducted Monday in Bowman Chapel of the First Methodist Church in Lubbock with burial in City of Lubbock Cemetery.

Mr. and Mrs. Fyffe attended the service. Mrs. Surginer spent some time with the Sparks family at the time of their bereavement but did not attend the rites.

Sparks, who was reared in Lubbock, and the two other men were enroute from Laredo to Midland on business when their light plane encountered bad weather. Their plane crashed across the Mexican border from Comstock, Tex., killing all three.

Survivors of Sparks include his mother, his wife of Laredo; three aunts, Mrs. Sid Parkinson Crystal City, Mrs. Surginer and Mrs. Beulah Olive of Lubbock, formerly of Floydada, and cousin, Mrs. Fyffe.

Wake News

By Rena Barnett

Mr. and Mrs. Weldon Seiglar, Mr. and Mrs. Fred McDougle and Sharron attended the Floyd County Fair in Lockney Friday night.

Shelly and Ladaun Havens spent Saturday evening with Mr. and Mrs. R. C. Rathel.

Brenda Bryant of Crosbyton was a Sunday all night guest of Lynn Maze.

Mrs. Harold Teull and Mrs. R. C. Rathel attended a Stanley party Wednesday evening.

Mr. and Mrs. W. T. Barnett visited Mrs. C. E. Barlett in Floydada Friday evening.

Mr. and Mrs. Bill Norris and boys of Floydada visited Monday night with Mr. and Mrs. Weldon Seiglar and Dale.

Mrs. Kenneth Havens and Mrs. A. R. Marley were shopping in Lubbock on Wednesday.

Wednesday guests of Mr. and Mrs. Harold Truell were Mr. and Mrs. Cecil Truell and family and Mrs. Lee Bishop and Edmund of Lubbock.

Mr. and Mrs. James Seiglar of Crosbyton visited while Sunday night with Mr. and Mrs. George Griffin and girls.

Mrs. R. C. Rathel in Crosbyton hospital Saturday morning.

Mr. and Mrs. E. N. Baker of Idalou were Friday evening guests of Mr. and Mrs. Earnest Maze and Lynn.

Saturday night and Sunday guests of Mr. and Mrs. Lawrence McDowell and family were Mr. and Mrs. Wayman Flowers of McLean. They visited their daughter at Tech before visiting the McDowell's.

Mrs. Jerry McCray, Joy and Jimmy of Wayside were Friday night and Saturday guests of Mr. and Mrs. Jack May, Jane McCray, who had been visiting the Mazes all week, returned home with her mother Saturday evening.

Mr. and Mrs. Curtis Leatherwood and Charles of Lubbock were Sunday dinner guests of

School Menu

- Monday:**
 Meat Loaf with Zippy Sauce
 Creamed Potatoes
 Buttered Green Beans
 Hot Rolls and Butter
 Fruit Cup
 1/2 Pint Milk
- Tuesday:**
 Fish Portions with Tartar Sauce
 Seasoned Pinto Beans
 Buttered Spinach
 Hot Corn Bread and Butter
 Banana Pudding
 1/2 Pint Milk
- Wednesday:**
 Baked Ham
 Frozen Green Limas
 Buttered Corn
 Tomato Wedge
 Hot Rolls and Butter
 Strawberry Jello Cake
 1/2 Pint Milk
- Thursday:**
 Hamburgers
 Tomato, Lettuce, Dill Pickles
 Potato Chips
 Peach Cobbler
 1/2 Pint Milk
- Friday:**
 Fried Chicken and Gravy
 Steamed Rice
 Buttered Green Peas
 Hot Rolls and Butter
 Pineapple Ice Box Cake
 1/2 Pint Milk

City

(Continued from Page 1)
 From the general fund. Income from the general fund is as follows: tax collections, \$33,428.56; occupation and franchise tax, \$6,296.16; court fines, \$5,964.25; penalty, interest, tax collections, \$1,218.05; other income, \$1,719.08 transfers from electric light and power fund, \$25,825.00; water and sewer fund, \$22,474.68.

Young Farmers

(Continued from Page 1)
 The supper and speech was made at the beginning of Young Farmers week, which is September 20-26.

Mason went on to list the four basic reasons the most progressive young men in agriculture related jobs belong to the Young Farmers. They included: Self improvement through the educational programs presented in regular programs by the local chapters; Social Activities; the organization calls for about four social functions a year, so the meetings will not be all business; Community Service, most Young Farmers are found in responsible county agricultural committee positions and in other community and civic organizations in an effort to help improve themselves and their communities; and Leadership is stressed in the program for Young Farmers. Responsible leadership is needed in all phases of life and the Young Farmers organization strives to meet this need.

In Governor Connally's proclamation he states:

"Though Young Farmers are organized primarily for educational purposes, they incorporate in the planned program civic and community activities, rural leadership development, and recreational activities."

"While working to increase their skills and efficiency in their chosen agricultural careers, they are also carrying out many activities designed to improve their communities, state, and nation and to promote good citizenship."

"With a substantial growth in membership from year to year, Young Farmers are playing an expanding role in the life of rural America."

"It is appropriate that the diligent effort of this group to improve themselves and to promote the welfare of their fellow man be recognized."

"THEREFORE, I, as Governor of Texas, do hereby designate the week of September 20-26, 1964, as YOUNG FARMERS WEEK in Texas, and urge all citizens to give recognition and encouragement to these young men."

About forty heard Mason's talk and several enjoyed dominos and visiting after the brief program.

The meal was furnished by Davis Farm Supply.

McBrien

(Continued from Page 1)
 County, deacons of the First Baptist Church and John Stapleton, Walter Hollums and Foster Amburn.

Judge McBrien was born September 8, 1899 in Arkansas. He and the former Jessie Hull were married at Snyder, Tex., in 1925. They moved to Wichita Falls where McBrien was associated in a wholesale grocery company, later moving to Floydada in 1929 where McBrien went into the grocery business with his wife's brother, A. T. Hull.

Sworn in to succeed Judge O. P. Rutledge, who resigned on March 8, 1957, Judge McBrien was the second appointee to fill the unexpired term of Judge W. E. Grimes, who died in May of 1956. Judge McBrien was later elected to his second term as judge, which was to expire in 1962.

Judge McBrien continued his grocery partnership, but devoted his time to Judge duties. He was a member of the City Council and was Floydada Mayor pro-tem for four years.

Judge McBrien was a long time member of the Baptist Church, was a deacon and a member of the Mexican Mission Committee.

Survivors include his wife; one brother, Frank McBrien of California; and one sister, Mrs. Cora Bellamy, Lincoln, Ark.

Last week four ties occurred and this week only one game ended in a deadlock. That was the Tucuman-Clovis game. It is the second week in a row that Clovis has been neither the loser nor the victor.

This week's contest can be found inside the Hesperian in the third section. Go ahead and enter, it's fun, it's easy, and it can be profitable.

Yarborough

(Continued from Page 1)
 ers Union the night before, and he gave his speech notes to a person at Ralls after the program. Therefore, when he was in Floydada he spoke "off the cuff."

Hubert Frizzell, of Lockney and a delegate to the Democratic National Convention in Atlantic City, also spoke briefly on the ticket as a whole. Frizzell said he thought the platform and the men on the ticket were the strongest the party has selected in a long time.

It was mentioned that Senator Yarborough was pleased with the turnout of people in Dallas. At a banquet there, which some of the Floyd County Democrats attended, over 2,400 were fed in the grand ballroom and four other rooms of the hotel.

At the breakfast last week, W. H. Simpson, Jr., was in charge of the program. Floyd Bradley gave the invocation and Wayne Collins introduced Dick-e-y.

Collins said the county is in the process of scheduling a visit to Ralph Yarborough in this county before the November 3 elections.

The National Brahman Show and Sale will be featured attractions of the 1964 Pan-American Livestock Exposition in Dallas, Oct. 10-18. Brahman judging is scheduled for Thursday, Oct. 15. The sale will follow on the same day.

And who can remember the old opera house when it was the gayest spot in town?

"THEREFORE, I, as Governor of Texas, do hereby designate the week of September 20-26, 1964, as YOUNG FARMERS WEEK in Texas, and urge all citizens to give recognition and encouragement to these young men."

Contest

(Continued from Page 1)
 missing only four games included Earl Edwards Jr., Keith Burman, S. E. Parks, Ralph Cogdell, Bob Hambricht, W. O. Newberry, Norberto Santana.

Again, as in the past, ties have been the problem in predicting the winners correctly.

Millinery Supplies

- Classes and Restyling
- Custom Hats

Call YU 3-2975

Mrs. Tom Porter

Just in time for SPRING CLEANING!

CLEAN SWEEP SALE

IMPERIAL, Cane 10 Lbs.
SUGAR . . . \$1.05

MRS. TUCKER'S 3 Lb.
Shortening . . 59c

GOLD MEDAL 5 Lb. Sack
FLOUR . . 59c

Shurfine, Cut, Green Spears 300 Can
ASPARAGUS . . 25c

AUSTEX 15 1/2 Oz. Can
SPAGHETTI & MEAT BALLS . . . 49c

SHURFINE Tall Cans
MILK 2 25c

SOFLIN 400 Count
Facial Tissue . 5 1.00

SHURFRESH Lbs.
OLEO . . 2 FOR 35c

SHURFRESH Cans
BISCUITS . 3 FOR 25c

LIPTON'S 1/4 Lb.
TEA 39c

WE GIVE BUCCANEER STAMPS
 DOUBLE ON WEDNESDAY

HULL & McBRIEN

We Deliver YU 3-3164

Contest

(Continued from Page 1)
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Dr. O. R. McINTOSH
 OPTOMETRIST
 211 SOUTH MAIN ST.
 MEMBER Phone YU 3-3460—Floydada, Tex.

FRIENDLY MIKE'S TV LAB

NOW OPEN!!
M. A. BARTON
TRADING POST
 AT
 220 EAST HOUSTON ST.
 PHONE YU 3-2559

Will Buy, Sell or Trade anything of value. Used furniture, appliance. Will sell for others.

WANT TO TRADE — SEE M. A.

Bureau

been under consideration for some time, and the directors felt that the additional expense could be partially offset by the rent for the adjutor's office.

CHARLES HUFF, Texas Legislative Director, will be the principal speaker at the county convention and barbecue on October 10, at 6:30 p.m. All Farm Bureau members should be making plans to attend the county convention. It will be held at the American Legion Hall in Lockney.

THOSE QUESTIONNAIRES have been mailed out. Please fill them in and make any additions you wish, returning them to the office so that the resolutions committee will know what YOU THINK. This is the most important part of the effort to learn what attitude members of Farm Bureau want to take concerning local, state, and national issues.

SUBMERSIBLE PUMP REPAIR

RAPIDAYTON
 SALES AND SERVICE OF DOMESTIC AND IRRIGATION SYSTEMS

REPLACEMENT MOTORS FOR YOUR PUMP

- GATE VALVES
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- CENTRIFUGAL PUMPS
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Our prices on pulling and setting and repair of all submersible pumps, installations on new installations.

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Come see the most beautiful PONTIAC and BUICK ever!

FREE GIFTS FOR THE ADULTS in our showrooms

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City Auto Service
 NORTHEAST CORNER SQUARE

1965 BUICK

1965 PONTIAC

FREE GIFTS FOR THE KIDDIES



Ice Capades Opens Sunday At Lubbock Fair Coliseum

Six lavish production numbers are programmed in the all-new 1964 edition of Ice Capades which opens at 2:00 p.m. Sunday, September 27 at the Fun-handle South Plains Fair Coliseum for six days.

Opening on a classical note, in a whirl of sparkling harlequin designs, the company provides the romance of a midnight waltz, "Masquerade," to Katchurian's "Cocolets for Piano and Orchestra." Beautiful, Swedish newswoman, Gæsta, and the breath-taking new adagio team of Tan and Martin are caught in the solo spotlight.

Just for the youngsters is "Kiddie Circus," a whimsical laugh-filled spree of clown, Disneyland characters and skating canines and kangaroos.

Saluting one of the most beloved and prolific song writers of our time, the extravaganza hits a highly popular note in its

"Salute to Cole Porter," running a lively gamut in tempo and mood from international hits such as "I Love Paris" and "Wonderbar" to honey American ballads and popular jazz. U. S. Champion Barbara Roles and adagio artists Dick and Jeanne Maxfield, along with Norway's spectacular Per Larsen share the spotlight.

This year the precision drill number, which has become something of a tradition with Ice Capades, presents the "Annapoletes," a salute to the men of the United States Naval Academy.

The folk festival that follows is a colorful, gay and at times nostalgic, visit to sunny Italy. "Viva Italia" attests to the fact that "the gayer the festival, the brighter the costumes." Spectacular lighting effects combine with the sentimental strains of "Santa Lucia" for one of the truly enchanting surprises of the show.

Showtimes are 2:00 p.m. Sunday, September 27 and Monday, September 28; 7:30 p.m. Monday through Thursday; and a late matinee Friday, October 2 at 5:30 p.m.

Tickets are \$2.00, \$2.50, \$3.00 and \$3.50. Children 13 and under are half-price EVERY performance. Good seats at all prices for all performances are on sale now at the Pioneer Hotel Box Office.

Center News

We are having cool, cloudy pleasant weather after a hot dry summer.

Church attendance is getting back to normal with a good crowd Sunday and some visitors.

Mr. and Mrs. Billy Latham of Cedar Hill visited the Nolan Arney's Sunday afternoon.

Mr. and Mrs. C. W. Denton are visiting in North Platte, Nebraska.

Mr. and Mrs. Leo Frizzell, Mr. and Mrs. A. E. Frizzell and Mrs. W. M. Jackson spent the weekend near Altus, Okla., attending the annual Carpenter Reunion. There were thirty-eight present, including all the brothers and sisters except one brother, and some of the younger generation. The Center and Floydada relatives returned home late Sunday.

Anthony Latta of Mt. Blanco and Vic Green of Plainview visited briefly at the J. E. Greens Monday afternoon.

A. V. Crump of Plainview visited Wednesday afternoon with Mr. and Mrs. Doyle Sandifur. Mr. and Mrs. Elmer Sellers, city, came Saturday evening.

Bruce Horton is back in Canyon where he has enrolled for his second year in W.T.S.U.

Mrs. Melvin Ross of Sun Ray spent Thursday nite with the R. C. Rosses. Friday she went to Lubbock where she visited their son, Ronnie, who has enrolled as a freshman at Texas Tech. She returned Saturday to spend the nite with the in laws, and Sunday morning left for home, taking her small daughter, Sandra home with her. Sandra spent last week with her grand parents.

Mrs. Travis Lightfoot and Mike visited Saturday evening with Mrs. Melvin Ross and the others.

Mrs. S. J. Latta and her sister, Mrs. J. R. Noe of Los Angeles, California, visited the J. E. Greens Sunday afternoon. Soon Mrs. Bill Coggin and Mrs. K. J. Matthews of Borger arrived for a few days visit. All had a good time recalling "the good old days" at Mt. Blanco.

Mrs. Green and Mrs. Coggin called at Mrs. Charley Batten's Monday morning. Monday afternoon, they and Mrs. Matthews visited Mrs. Thomas Warren. Elaine, Joyce and Edwin Warren were out of school Monday with colds and sore throats.

The community and family all mourn the passing of Judge McEwen, whose last rites so many attended Sunday afternoon. Our sympathy is with his wife and all the loved ones.

FFA Freshmen To Be Initiated

Monday night, September 28th a ceremony to initiate the new members of the Floydada chapter of Future Farmers of America will be held in the High School gym.

All freshmen taking Vocational Agriculture will be initiated into the organization.

At least one of the Freshman boys will have to recite the Creed. After the ceremony the Freshmen will hold the degree of Greenhand in FFA.

Overstreet Is FFA President

In a recent election of Floydada Chapter of FFA Charles Overstreet was elected president. Overstreet, a junior in Floydada High School, is the son of Mr. and Mrs. R. W. Overstreet.

Ken Campbell, who was a close runner-up for the office of president, was elected vice president. Ken is a senior and the son of Mr. and Mrs. Vance Campbell.

Elected secretary was Jack Osborne, junior, son of Mr. and Mrs. L. W. Osborne; treasurer, Larry Adams, sophomore, son of Mr. and Mrs. R. H. Adams; reporter, Larry Patton, senior, son of Mrs. Edna Patton.

Roland Adams, sophomore, son of Mr. and Mrs. Dee Adams, was elected Sentinel, and Larry Hunter, sophomore, son of Mr. and Mrs. Turner Hunter, was elected chaplain.

Michael Hirsley, sophomore, is new parliamentarian; Joe Trimble, assistant reporter, and Kenny Custer, assistant chaplain.

FLOYD DATA

Mrs. Vera Merck visited Mrs. Claud Ramsey at South Plains Tuesday afternoon. The two women were school chums and grew up in the same town together.



BABY BEEF Sale

STEAKS

Chuck Roast TENDER BABY BEEF **lb. 39^c**

ROUNDS - SIRLOINS - T-BONES TENDER BABY BEEF **lb. 79^c**

SHURFRESH **OLEO** 19^c

LB. CTN.

SHURFRESH **BISCUITS** 4 CANS 29^c

KRAFT **MIRACLE WHIP** 49^c

QT. JAR

ELLIS TAMALES 4 300 CANS FOR 89^c

MISS CLAIREL **HAIR SPRAY** 99^c

REG. 1.39 VALUE, JUMBO CAN

CARMACK GRADE "A" LARGE **EGGS** DOZEN 53^c

GALA JUMBO ROLL **TOWELS** PAPER ROLL 33^c

NORTHERN 80 CT. BOX **NAPKINS** 12 1/2^c

SWIFT PREMIUM WHOLE **CHICKEN** 54 OZ. CAN 89^c

NABISCO LB. BOX **CRACKERS** 27^c

MORTON - FROZEN CHICKEN **POT PIES** EACH 19^c

HI-C **ORANGE DRINK** 46 OZ. CANS 2 FOR 69^c

CRISCO **OIL** 38 OZ. BOTTLE 59^c

SHURFINE **CAKE MIX** 19 OZ. BOX 3 FOR 79^c

SHURFINE FROZEN **STRAWBERRIES** 10 OZ. CARTON 29^c

SHURFINE **FRUIT COCKTAIL** 2 1/2 SIZE CAN 39^c



This beautiful 22K Gold is the gift for this week \$7.00 purchase or more.

FRESH PRODUCE

WASHINGTON, Ex. Fancy Delicious **APPLES** 25^c

LB.

U. S. NO. 1 - WHITE **POTATOES** 59^c

10 LB. BAG

WE RESERVE THE RIGHT TO LIMIT QUANTITIES ON THE WYE FLOYDADA YU

Powell's SUPER MARKET

YOUR HOME OWNED - HOME OPERATED STORE

THESE PRICES GOOD THURSDAY, SEPT. 24 THROUGH MONDAY, SEPT. 27

TV SERVICE MIKE'S TV LAB

More Rain Reported At Fairview

We are still having cold damp weather and we all had another rain Tuesday night the community reports about one inch Tuesday night and some had rain again Saturday and Sunday.

Farmers are waiting for the ground to dry so they can sow wheat. A few fields had been sowed and some maize harvested but most of the farm operations are yet to be done.

Mr. and Mrs. Bud DuBois and

family of Lubbock were here Sunday to spend the day with his parents, Mr. and Mrs. Edell DuBois, Mr. and Mrs. Bill DuBois and sons of Cedar Hill visited in the parental home Sunday afternoon.

Mr. and Mrs. Walton Wilson were Sunday dinner guests of Mr. and Mrs. Harvey Allen and sons.

Mrs. Ruby Irwin spent the day Saturday in Floydada at the

home of her daughter, Mrs. Carl Nelson.

Mr. and Mrs. E. W. Walls and Lee Burton were among the ones attending the Latin American Crusade of the Plains Baptist Assembly last Wednesday night.

Wednesday of last week Mr. and Mrs. Jim Tye of Kermit and Mr. and Mrs. W. O. Tye and Mr. and Mrs. Weldon Pruitt and children, Greg and Michelle were dinner guests of Mr. and Mrs. Bill Tye and Jim.

Mrs. Ernie Hankle and Mrs. Alton Clifford of Weslaco, Mrs. John Elam of Lamesa, Mrs. Bob Carter of Amarillo, Mrs. Clarence Ginn of Lubbock, Mr. and Mrs. Bill Beedy of Claude, Mrs. A. S. Mize, Mrs. W. B. Wisdom, Mr. and Mrs. Harvey Allen, Mike and Norman, Mr. and Mrs. Weldon Pruitt, Greg and Michelle, Mr. and Mrs. Eugene Beedy, Mark and Todd, Mr. and Mrs. George Mize, Cotton Wilson and Phillip were all guests for dinner of Mr. and Mrs. Bill Tye and Jim on Thursday. Later in the day, Mr. and Mrs. Woodrow Wilson and Dee Ann and Mrs. Cotton Wilson came for a visit.

Mr. and Mrs. Kay Crabtree and Becky went to Idalou Sunday to visit her parents and sister, Mr. and Mrs. Elmer Griffith and Beverly. Another sister and family, Mr. and Mrs. Lloyd Hopper and children were also present in the family home.

Mrs. W. B. Wilson is in Claude this week visiting her daughter and son-in-law, Mr. and Mrs. Bill Beedy. She will also visit in Amarillo with Mrs. Bob Carter while away from home.

Mrs. L. E. Crabtree and J. C. Bullard were Saturday night supper guests of Mr. and Mrs. Kay Crabtree and Becky. Later in the evening Mr. and Mrs. Preston Bullard of Portales, New Mexico came for a visit. The Preston Bullards spent the night with his sister, Mrs. L. E. Crabtree and on Sunday visited his mother, Mrs. G. M. Bullard.

Grandson of Mrs Thurmon Injured

Zoe Thurman Riley, 30 year old son of Mr. and Mrs. Cullen Riley, formerly of Floydada, and grandson of Mrs. Eula Thurmon of this city, was critically injured on September 16 in a car-truck crash in Weslaco. Riley makes his home in Weslaco.

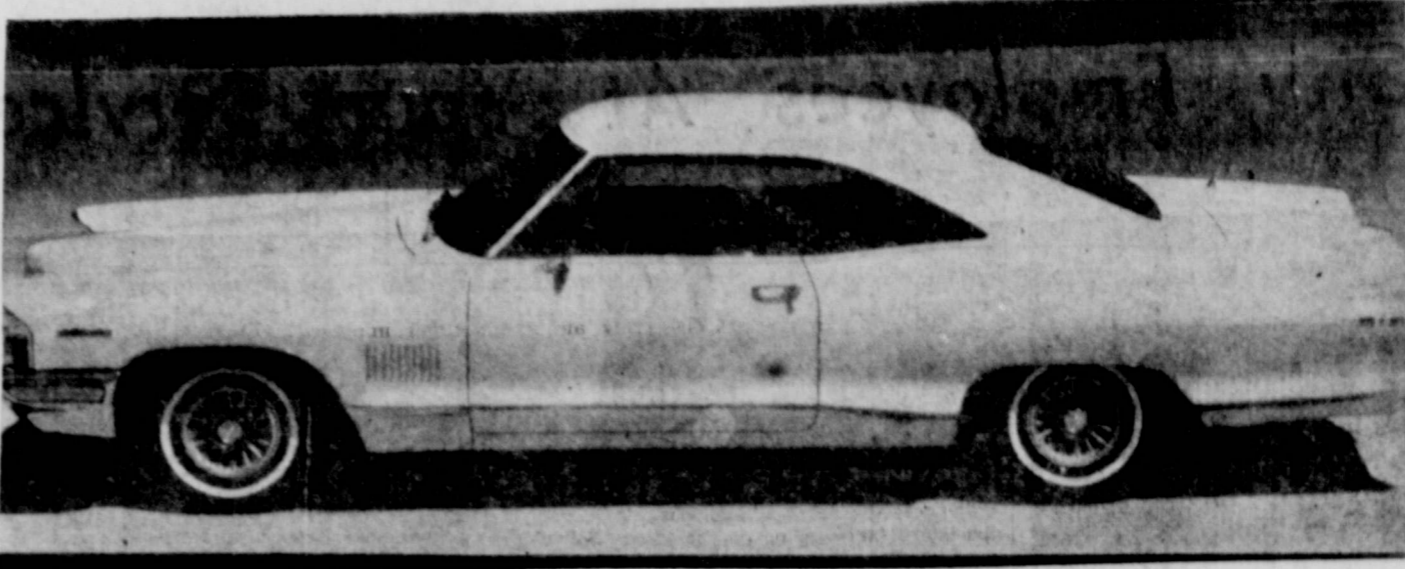
Mrs. Thurmon said the mishap occurred at 7 a.m. at the intersection of the Expressway and Texas Boulevard. The crash of Riley's car and that of a bottling company truck, spilled hundreds of bottles of soft drinks at the busy site and left glass strewn over a wide area. More than three hours later workers were still busy cleaning up the broken glass.

Riley sustained head injuries when the drivers side of his car was caved in. He was still in surgery several hours later in the Knapp Methodist Hospital. The truck overturned but its driver, Genaro Alfaro of Donna, was not hurt. The truck was owned by Nehi Bottling Co.

Riley, who is a construction employe, was traveling north on Texas, which is also Farm Road 88 and the truck was headed east on the Expressway frontage road. The intersection is controlled by traffic lights. Investigation of the mishap is continuing.

Both vehicles were demolished.

A "good" preacher to some people is one who tells them what they want to hear.



TWO PLUS TWO — Available in Pontiac's Catalina sports coupe and convertible models is the exciting 2 Plus 2 option. Unmistakably different, the 2 Plus 2 offers such exclusive features as turn paint stripes running the length of the car, front fender lower accents and bold new 2 Plus

2 identification on front, side and rear. Under the hood is Pontiac's famed, high performance 421 cubic inch V-8 engine. The fast flowing roof line is also a feature of the regular Catalina and Bonneville sports coupe models.

1965 Pontiac Now On Display In City Auto Service Showroom

The folks at City Auto Service in Floydada extend a big invitation to everyone to "come on down to Wide-Track Town" today where the big handsome new 1965 Pontiacs are on display for all to see.

And that's not all... there'll be gifts for the entire family when they step into the front door of City Auto Service... big gifts and little gifts!

City Auto Service says its year of the "Quick Wide Tracks".

Manager Leroy Burns says, "What do we mean by 'quick'?" Just this: A new all-over Pontiac offering a new Turbo Hydra-Matic—the silkiest, swiftest-shifting automatic transmission you ever touched a toe to; eager new Trophy V-8 power; new steering agility; a surer footed Wide-Track ride. And a new Pontiac Tempest that's become even more of a Pontiac with new style, new length and Pontiac-quick reflexes to match. You never knew cars could be so beautiful, and so keenly alert to your touch. This is your year to drive a Wide-Track—quick!"

Funeral rites for Gilbert Eugene Jones, 63, were held Monday afternoon in the Bible Baptist Church in Floydada with burial following in Floydada Cemetery. Jones died in Peoples Hospital Saturday night of a heart attack suffered earlier in the week.

Rev. Gilbert H. Rhine, minister of the church, officiated. Jones was a native of Missouri and a longtime South Plains resident. He and his family formerly lived at Lockney before moving to Petersburg. They moved to Floydada in 1961 from Petersburg and made their home east of Floydada.

Jones was married to the former May Holcomb on March 16, 1929 in Oklahoma. Survivors include his wife; one daughter, Mrs. Jack Wheeler, Lubbock; five sons, Orval, Eugene, Marvin, Tommy and Elvin all of the home; one sister, and four brothers.

Moore Funeral Home was in charge of arrangements. Pallbearers were A. C. Cartmel, Dick Nichols, Leslie Fawver, Dewey Parsons, W. A. Lovell and Bert Mankins.

Despite what some people say, most of us want to do the right thing, even though we don't do it.

H. H. Nelson Dies Of Heart Attack

Henry Howard Nelson, 79 year old longtime resident of Floydada and a retired farmer, died Thursday shortly before noon at his home. Mr. Nelson was found slumped across his bed by a neighbor, Boots Strickland. He died of an apparent heart attack.

Funeral services were conducted Saturday afternoon in the Calvary Baptist Church in Floydada with the pastor, Rev. Perry Threadgill, officiating. Burial was in Floydada Cemetery under the direction of Moore Funeral Home.

Nelson was born in Mississippi on July 19, 1889. He and his wife moved to Floydada from Paducah in 1938. She preceded him in death in February, 1954.

Survivors include five sons, Ben and Monroe Nelson of Pampa, J. C. Harvey and Tom Nelson all of Dumas; five daughters, Mrs. Viola Holmes Honey Grove, Mrs. D. L. Bullard, Pampa, Mrs. Willie Harris Slacon, Mrs. Johnny Charley and Mrs. Marion Reed both of Fort Worth.

Pallbearers were John Campbell, Jim Campbell, Clarence Guffee, Homer Guffee, Corkey Cuffee and Tom Hopper.

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Despite what some people say, most of us want to do the right thing, even though we don't do it.

WESTER'S

GROCERY & MARKET

Save Our Stamps — Exchange for Premiums or Groceries.

WEEKEND SPECIALS
Thurs. - Fri. - Sat. — Sept. 24 - 25 - 26
FINE CHINA FREE-Ask for Details

ELLIS — JUMBO No. 2 1/2 Can

TAMALES . . . 33c

FOOD KING 25 Lb. Print

FLOUR . . . \$1.89

WILSON — Certified

Vienna Sausage . 5 FOR \$1

MOUNTAIN PASS Cans

Tomato Sauce . 2 FOR 19c

FOOD KING No. 2 1/2 Cans

PEACHES . . . 2 FOR 49c

SHURFINE Tall Cans

MILK . . . 3 FOR 43c

ELLIS — No Beans 24 Oz. Can

CHILLI . . . 49c

FOOD KING 3 Lb. Can

Shortening . . . 59c

FOOD KING — Whole Kernel No. 300 Can

CORN . . . 2 FOR 25c

DEER BRAND No. 303 Cans

TOMATOES . 3 FOR 43c

MARKET SPECIALS

CHUCK Lb.

ROAST . . . 55c

ALL MEAT Lb.

BOLOGNA . . . 39c

GRADE A Lb.

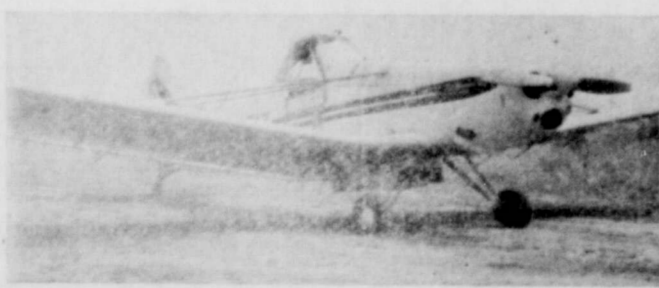
FRYERS . . . 35c

FRESH GROUND

HAMBURGER . 3 Lbs. \$1

MR. FARMER COTTON DEFOLIATION

TIME IS HERE



FOR YOUR DEFOLIATION & DESICCANT NEEDS CALL

CARTHEL FERT. & OIL YU 3-3366

Dougherty Farm Supply YU 3-2972

McCOY FARM SUPPLY YU 3-3865

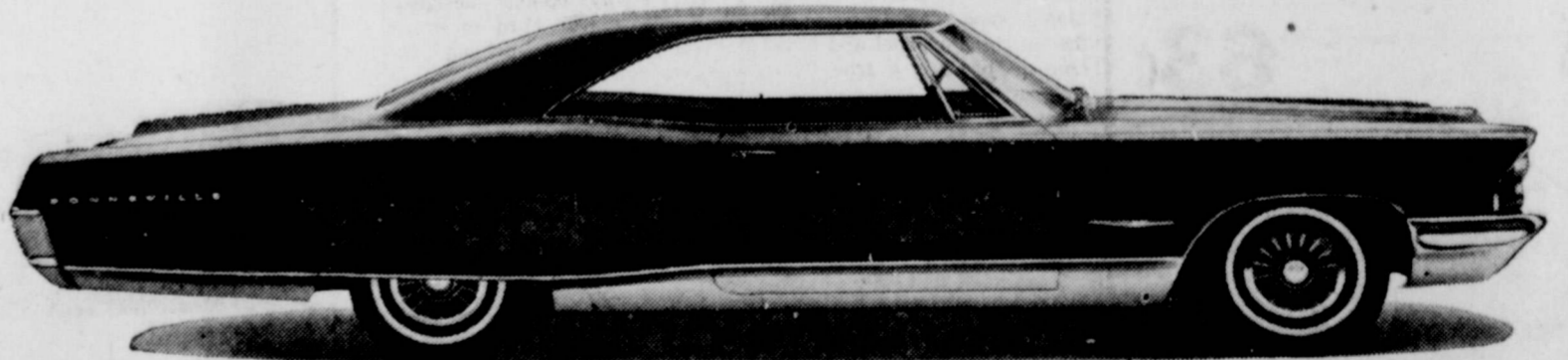
Koop Aerial Sprayers YU 3-4085

Today is '65 Pontiac Day.

1965: The year of the Quick Wide-Track

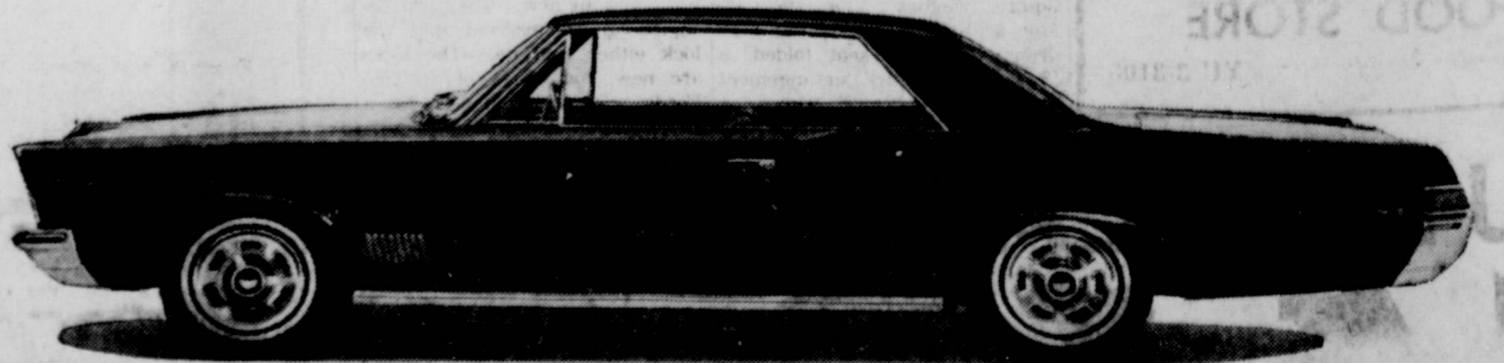


What do we mean by "quick"? Just this: A new-all-over Pontiac offering a new Turbo Hydra-Matic—the silkiest, swiftest-shifting automatic transmission you ever touched a toe to; eager new Trophy V-8 power; new steering agility; a surer-footed Wide-Track ride. And a new Pontiac Tempest that's become even more of a Pontiac with new style, new length and Pontiac-quick reflexes to match. You never knew cars could be so beautiful, and so keenly alert to your touch. This is your year to drive a Wide-Track—quick!



'65 Pontiac Pontiac

How does the success car outdo itself for 1965? Beautifully, just beautifully. But this Pontiac has no intention of getting by on looks alone, though it could. So there's new quickness, Pontiac style. A new nimbleness. New fuel savings. A smooth, easy new ride. Drive a '65 Pontiac and see how one success leads to another.



'65 Pontiac Tempest

Tempest's even more of a Pontiac now, and what more could a car be than that! The '65 Tempest looks like a Pontiac, as you can see. Rides like a Pontiac on Wide-Track. Goes like a Pontiac, too: a 140-hp six is standard. Or you can get a quick V-8, up to 285 hp. You'll wonder how we can keep the price so low on so much car.

SEE THE NEW BONNEVILLE, STAR CHIEF, GRAND PRIX, CATALINA, LEMANS AND TEMPEST AT YOUR AUTHORIZED PONTIAC DEALER.

CITY AUTO SERVICE

121 E. MISSOURI

FLOYDADA, TEXAS

CEDAR HILL NEWS by Mr. Joe Fortenberry

Cedar Hill Receives Good Rain

CEDAR HILL, Sept. 14 — We received about 1/2 inch of moisture Sunday a.m. which has cooled the atmosphere, causing most every one to light up their heaters and assuring us that cold weather is just around the corner.

The maize harvest is still on, but some have finished. Mrs. Rene Yeary, Mrs. Bud McGowan and Mrs. Lee Pearson left last Tuesday for Truth or Consequences. They went by Albuquerque where Mrs. Pearson's sister, Mrs. Bartie Scott joined the group. They were gone a week, returning home Tuesday. Mrs. Bartie Scott accompanied them home.

Supper guests in the home of home of Mr. and Mrs. Rene Yeary Saturday night were Andrew Jetton and Mamie, Mr. and Mrs. Bud McGowan, Mr. and Mrs. Lee Pearson and Mrs. Bartie Scott.

Mr. and Mrs. C. F. Lemons of Lockney, Mrs. Edith Whately and Karl of Plainview were dinner guests in the home of Mrs. Bell Lemons Sunday.

Mr. and Mrs. Robin Fortenberry visited Saturday night with Mr. and Mrs. O. R. Beard, Mr. and Mrs. Robin Fortenberry, Mr. and Mrs. Jim Conner, Mr. and Mrs. Albert Mize, Mr. and Mrs. Vance Campbell attended the funeral of Mrs. Nancy Frances Peters in Ralls, Monday.

Mr. and Mrs. Albert Mize visited with Mr. and Mrs. W. N. Anderson in Crosbyton Monday afternoon.

Mr. and Mrs. Eugene Gilly, Mark and Craig, Mr. and Mrs. Leighton Teeple and Rhonda, wife to Lamar, Colo., last week end and returned Monday (Lab-

or Day). The Teeples stopped at Boise City and visited with their daughter, Rev. and Mrs. David Reddout.

Mrs. Eugene Gilly and Mrs. Leighton Teeple went to Plainview Friday on business.

Mr. and Mrs. Elton Fortenberry, Stephanie and Stevie went to Six Flags, Dallas and Ft. Worth this week end. They visited with her aunt and uncle, Mr. and Mrs. B. A. Ratchford in Weatherford. Little David visited with his aunt, Mrs. George Brown Jr. in Olton. They returned home Sunday night.

Mr. and Mrs. O. A. Keeter and family, Mr. and Mrs. Guss Wesley, Mr. and Mrs. Waldo Wesley and family, Mr. and Mrs. Deen Wesley and Mr. and Mrs. Deen Wesley were Sunday dinner guests of Mrs. M. H. Taylor and Mr. and Mrs. Junior Taylor and family.

Mrs. H. C. Love who has been a patient in the Lockney General hospital for a week is improving and able to up some. Her son and family, Mr. and Mrs. Alton Love and daughter of Ft. Worth, have visited with her part of this week. We hope she will soon be able to go home.

Mr. and Mrs. Ronald Clay and Debbie of Flomont were supper guests of Mr. and Mrs. Greer Lackey, Robyn and W. E. Friday night.

Mr. and Mrs. Albert Mize visited Tuesday night with Mr. and Mrs. Wayne Whitehead.

Mr. and Mrs. Albert Mize visited Wednesday night with Mrs. Mamie Yeary and Andrew. Mr. and Mrs. Durrell Fortenberry and family spent Labor Day weekend at Six Flags. Sunday visited relatives in Garland.

They also visited the zoo in Fort Worth and returned home Tuesday.

Durrell Fortenberry made a business trip to Medicine Mound Wednesday.

Mr. and Mrs. Durrell Fortenberry attended the Republican dinner in Floydada Thursday night.

Mr. Albert Mize was on the sick list Sunday suffering with a virus.

Rev. and Mrs. Robert Slaton and girls visited Tuesday night with Mr. and Mrs. Garland Tucker and enjoyed a watermelon feast.

Mr. and Mrs. Garland Tucker visited Thursday night with Mr. and Mrs. O. F. Beard.

Mr. and Mrs. Esley Yeary and Mrs. Mamie Yeary visited Saturday in Plainview.

Mr. Vance Cook of Plainview was Sunday dinner guest of Mr. and Mrs. Weidon McCarmick.

Mrs. E. E. Wells attended birthday party for her grand daughter, Marianda Wells Friday afternoon in the home of Mr. and Mrs. Marvin Wells.

Mr. E. E. Wells and Marv left Monday morning for Austin where they will attend the Republican State Convention.

Mr. and Mrs. Johnie McGowan and family who have been visiting here with his parents Mr. and Mrs. Bud McGowan are leaving this a.m. for Clayton New Mexico, where they will visit with her parents, Mr. and Mrs. S. R. Vandiser, for a week before returning to their home in Watsonville, California.

Mr. and Mrs. Gerald Lackey Mr. and Mrs. Weidon McCarmick, Mr. and Mrs. Joe Fortenberry, Mr. and Mrs. Tom Fortenberry attended the funeral of Harry Leach in Childress Monday.

Mr. and Mrs. Raymond Love and Teresa, Dean and Christ Love, Mr. Vance Cook were visitors with Mrs. T. F. Love and Marvin Sunday afternoon.

Hugh Fortenberry of Adria spent Tuesday in the home of Mr. and Mrs. Tom Fortenberry.

Wednesday dinner guests of Mr. and Mrs. Tom Fortenberry were Mr. M. H. Taylor, Mr. and Mrs. J. R. Kelley, Mr. and Mrs. Joe Fortenberry, Hugh Fortenberry.

Mr. and Mrs. John D. VanHoose were Tuesday dinner guests of Mr. and Mrs. Joe Fortenberry.

Mr. and Mrs. Junior Taylor and family and Mrs. M. H. Taylor visited Saturday in Plainview with the O. A. Keeter family and Gas Westey family.

Mr. and Mrs. Horace Carr of Floydada visited her daughter and family, Mrs. Billy Latham Friday night.

Mrs. Elery Smith and Mrs. VI

See CEDAR HILL Page 5



1965 Ford is the most-changed in the 15-year history of Ford Division. The traditional round Ford taillight is replaced by a modernistic hexagonal shape in keeping with the crisp, elegant look of the new Ford. Luxury styling is combined with a luxurious ride described as so smooth and so quiet the heater and air conditioner fans had moved into the engine compartment because their low-toned whirr was distracting. A luxurious new Ford Galaxie 500 LTD series (above) features an interior of style and style previously obtainable only in higher-priced cars. Five separate roof are offered with interior and exterior trim features to give greater distinctive-

1965 Ford Automobile Showing Begins Today At Reed Ford Sales In Floydada

most changed Ford in the history of Ford Division as in Ford dealer show today.

1965 models in the 1965 LTD series—are lit from tires to roof and bumper to bumper," said Iacocca, Ford Motor vice president and general manager.

Even the keys for the 1965 Ford are all new. Mr. Iacocca said. "They are designed to be inserted into the lock either side up. In addition, doors on all 1965 Fords will be equipped with a keyless locking system."

An ultra-modern six-cylinder engine rated at 150 horsepower—lighter, more powerful, smoother-running and more economical than any other six-cylinder engine previously offered in the Ford line—heads a list of additional owner-benefits which include such items as the industry's first center-facing dual rear seats in 1965 Ford station wagons. Replacing the conventional third "jump seat," this new design affords comfortable seating for four children in the rear of the wagon.

Some of the many other features are curved side glass for increased shoulder room; a 13 per cent reduction in the floor-tanned for greater passenger comfort; a recessed instrument panel with several additional inches of "living room spaciousness" in the passenger compartment, and a deeper trunk capable of holding two-suiters suitcases in an upright position.

STYLING FEATURES

All 1965 Ford models have been completely restyled. Five separate roof lines and different series ornamentation give new and more complete distinction between the models.

Vertical-mounted dual headlamps highlight the front with a grille that features thin horizontal bars. The turn signal parking lights are concealed behind the grille and are visible only when illuminated.

From the side the 1965 Fords feature straight-through lines emphasized by a sharp full-length fender line from front to rear. At the front, the fender line carries forward of the headlamps, dramatizing Ford's long look. Two lightly sculptured character lines on the body side panels accentuate this appearance.

The rear of the 1965 Ford continues the luxury-car look with clean, simple lines. The traditional round Ford taillight becomes hexagonal for 1965 to carry out the rich styling motif.

Five new and distinctive roof lines have been developed for two and four-door hardtops, sedans, convertibles and station wagons.

The 1965 Ford features new, low-profile tires designed for better traction and handling as well as longer tire life and better brake performance — all at no increase in vehicle height. At the same time, tread width of the 1965 Ford has been increased to 62 inches front and rear for a wider stance on the road.

The Ford Galaxie 500 LTD series—a completely new line of super-luxury two- and four-door hardtop Fords for 1965 — features interior fabrics comparable in value to those in America's most expensive cars. Simulated wood paneling is used in the instrument panel and in door trim to produce a true luxury-car decor.

Sharing features common to all 1965 Fords, the Ford Ranch Wagon, Ford Country Sedan and Ford Country Squire offer several new station wagon design ideas for 1965. All Ford wagons feature a unique rear window air deflector. Styled in to the rear body pillar, the deflectors direct a curtain of air across the rear window surface to reduce accumulation of dust, water or snow.

Unique, center-facing dual rear seats available on Ford Country Sedan and Ford Country Squire wagons offer comfortable seating for up to four children. With one seat folded, a "table and chair" arrangement ideal for youngsters' games on

Good Values

- 1 1/2 LB. SIZE CANS
MILK . . . 2 FOR 89c
 - 1/2 GALLON
CHLORINE . . . 39c
 - 300 SIZE CANS
MALES . . . 2 FOR 39c
 - 1 POUND
BACON . . . 49c
 - 1 BOTTLE CARTON
SMOKES . . . 63c
 - 300 SIZE CANS
BARK & BEANS 3 FOR 31c
- Specials Good FRIDAY and SATURDAY
- Available Buccaneer Stamps on Wednesday
- L & J FOOD STORE
2nd YU 3-3105

SOUTH PLAINS FAIR

Featuring ICE CAPADES

SEPT. 28 thru OCT. 3
FAIRGROUNDS ... LUBBOCK

trips is provided. With rear and center seats folded, a four-by-eight-foot sheet of plywood may be placed on the load floor with the tailgate closed.

INTERIOR STYLING

All 1965 Ford series — Ford Custom, Ford Custom 500, Ford Galaxie 500, Ford Galaxie 500XL and Ford Galaxie 500LTD—feature distinctively different interior trim styles and ornamentation.

The Ford Galaxie 500 LTD has an interior of quality and style previously obtainable only in higher-priced cars. Luxurious upholstery fabric is pleated in a rich "waffle" pattern on seats and backs with an upper seat holder vertically pleated. Door panels have simulated walnut appliques bordering the square-saddle design, and this same wood grain is carried across the lower edge of the instrument panel. A fold-out arm rest is provided for the comfort of back-seat passengers.

Relocation of the heater and air conditioner permitted a distinctively recessed instrument panel in the 1965 Ford and added additional leg room to the interior roominess already gained by the new body-frame relationship. Foot room, both front and rear, is markedly increased because the body sills straddle the torque frame rather than sitting on top of it.

Controls and instruments on all 1965 Fords are grouped closely in front of the driver and recessed beneath a safety-padded rectangular hood that is both stylish and functional in shielding against glare and reflection. Outlets for the optional air conditioner are styled into the instrument panel which is designed to accommodate a full range of options and accessories as integrated, built-in components.

POWER

The standard engine for all 1965 Ford cars except "XL" and "LTD" models is the new 240-cubic-inch six. Ford-developed lightweight, precision-casting techniques permit a weight reduction over the previous 223-Six, yet the new engine is rated at 150 horsepower compared with 138 horsepower for the earlier engine. The 240-Six is designed for quiet operation, economy and durability through the use of hydraulic valve lifters, an automatic choke, and a seven-main-bearing support for the crankshaft. The Ford constant-mesh, 3-speed manual transmission is standard with this new engine, with overdrive and Cruise-O-Matic optional.

The 289-cubic-inch V-8 engine, standard on "XL" and "LTD" models, has improved valve timing and intake manifold for 200 horsepower in 1965 while retaining characteristic operating economy.

The optional 352 and 390-cubic-inch V-8 engines—rated at 250 and 300 horsepower respectively—feature new air cleaners designed for low-restriction air flow for increased over-all engine efficiency.

Ford's High-Performance 427-cubic-inch V-8 is continued for 1965 with a rating of 425 horsepower. Many detail changes in this famous engine — resulting from lessons learned in open competition — insure new levels of durability and continued outstanding performance.

Improved fuel economy and automatic chokes are featured on all five Ford engine choices for 1965. Four different transmissions and five rear-axle ratios in specified combinations complete a choice of performance-economy options designed to tailor a 1965 Ford to every customer's exact driving requirements and preferences.

OTHER FEATURES

The new Ford suspension — more than 10 years in development — combines a unit-structure steel body with a torque box frame and coil springs front and rear. In effect, the 1965 Ford body does not require frame support and is cradled in the frame rather than sitting on top of it. Road shocks are absorbed by the suspension and torque rather than being transmitted to the body and its occupants.

Even the keys for the 1965 Ford are all new. They are designed to be inserted into the lock either side up. The locks are new, too—doors of all 1965 Fords are now equipped with a

keyless locking system.

All 1965 Ford cars are equipped with a 42-ampere alternator charging system for more positive battery charging and to improve the over-all efficiency of the ignition and lighting systems.

Companion equipment to the new alternator is an improved battery with inner-cell connections for increased ruggedness and durability, additional electrolyte capacity, and increased plate area for improved cold starting.

New latches used to secure the convertible top provide high leverage for low-effort operation and are located in the top side rails so that sun visors no longer interfere.

The Flo-Thru ventilation system pioneered on the 1961 Thunderbird is now available on all 1965 Ford four-door hardtop models. The rear vent is opened and closed by a vacuum control switch on the instrument panel.

The 1965 Ford sedans and hardtops offer 18.1 cubic feet of usable luggage space, an increase of two cubic feet over 1964. In addition, the lift-over height has been reduced approximately five inches for easier loading and unloading.

Other standard-equipment features of all 1965 Fords include: Suspended accelerator pedal to improve foot comfort — especially for women wearing high heels; aluminum muffler for longer life; foot-operated parking brakes; metal-to-metal seat belts for front seats; foam padding on all front seats; crank-type vent windows; and electric windshield wipers with 16-inch blades.

Ford's famed "24-24" total car warranty—for 24 months or 24,000 miles, whichever occurs first—is continued for the 1965 Ford together with Twice-a-Year or 6,000-mile maintenance.

Experience is rarely valued by those who need it most.

Now... look into the many worlds of Total Performance for '65

-best year yet to go Ford!

From a new reversible key to a brand-new luxury series, the '65 Fords are so new you just have to see them for yourself.

New world of elegance . . . 17 solid, quiet Fords, including a new super luxury series—the LTD 2- and 4-Door Hardtops. New body, frame and suspensions give the smoothest, quietest ride ever. New wider tread, new spaciousness, new Big Six engine.

New "cool" world of Mustang . . . Fastback 2+2 joins the Hardtop and Convertible. Many luxuries standard. New options include front disc brakes.

New world of value . . . 8 Fairlans, bigger, handsomer, better buys than ever. A livelier, smoother new Six — 2 hotter V-8 options. 3-speed Cruise-O-Matic optional.

New world of economy . . . 13 Falcons with up to 15% greater fuel economy as a new livelier Six teams with optional 3-speed Cruise-O-Matic. New battery-saving alternator.

Best year yet to go Ford!
Test Drive Total Performance '65

FORD

MUSTANG-FALCON-FAIRLANE-FORD-THUNDERBIRD

REED FORD SALES

Hesperian Editorials

Editorial For The City Folk

This editorial is written to the attention of the person who lives within the city limits of Floydada on the occasion of the open house showing of the electric plant at City Hall this Sunday.

You, the residents of Floydada are the owners of the electric plant and the over two million dollars worth of facilities used by some 41 city employees who work for you around the clock.

Some time back you voted a \$350,000 bond to purchase 2500 more KW of electric generators and two big engines to power them. You should be interested in this purchase and plan now to see these big engines from 2 to 4 p.m. Sunday.

In fact the entire city hall will be open for your inspection. Come in the front door, register for two fine electric clocks, then take a complete tour as the "City of Floydada Goes On Parade."

And now the Hesperian asks that you turn to the front of Section B of this edition and study the big "silver dollar" charts that show how the city takes in money . . . and how it spends it. These simple diagrams make it easy to understand how the city operates.

It is noteworthy that Floydada folk pay very little city taxes . . . and there's a big reason. The power and light plant brings in 46% (\$254,264.45) per year . . . which goes a long way in the operation of the city instead of tax money.

On the other hand in looking at the expense diagram only 31% is designated to the operation of the electricity plant. This is making money . . . money that can be spent to improve Floydada and increase the city's facilities to be of service.

It is true that there is a large indebtedness against the light plant . . . yet, as the city continues to grow, the ability to make money will increase . . . and the debt will decrease in comparison to total value of property and money income potential.

Ask the old timers how the city has operated in the past . . . compare their report with its present operation and most will agree that today the city is operated in a business-like manner and is in the best financial condition it has ever known.

Again, we ask you, make your plans now to attend the open house Sunday . . . and if you like what you see . . . tell the city officials who will be on hand to welcome the visitors.

CUTTING REMARK

More than 50 of the highest-scoring western mounts in the United States will compete for \$1,000 plus entry fees in the 1964 State Fair of Texas Open Cutting Horse Contest at Dallas, Oct. 14-15.

CHAMPIONS FOR SALE

The grand and reserve grand champion barrows of all champion barrows and lambs from the Junior Livestock Shows will be sold at 9:30 a.m. on Saturday, Oct. 24, at the 1964 State Fair of Texas in Dallas.

CARPET and UPHOLSTERY CLEANING

NO GIMMICKS — NO MILEAGE CHARGED
Satisfaction Guaranteed — References
TOWN AND COUNTRY

Carpet Cleaners
Box 245 R. C. BRIDGES MATADOR

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There is a difference!

Baked without shortening:



Your own new look could begin with RITE DIET Special Formula Bread. RITE DIET is baked without shortening. Thanks to our special formula* of highest quality ingredients. Result: Highest quality protein in every slice, and every thin slice light in weight (a mere 17

grams), long in nutrition. Long in satisfaction, too, because RITE DIET is full of flavor, good with every meal, delicious toasted. Try RITE DIET Special Formula Bread today.

*FREE! Get your handy "Calorie Counter" where you buy RITE DIET Bread. Keep tabs on your calories!

*SEE INGREDIENT LISTING ON THE NEW BRIGHT RED FASHION RITE WRAPPER

Baked by MR'S BAIRD'S

Veterans Ask

Q—I was retired by the Air Force for disabilities incurred in an aircraft accident in 1958. I was told then that no training was available under VA programs. Could that be true?

A—It could be true then, as Vocational Rehabilitation benefits were formerly provided only for wartime disabilities. Training is now available if needed to overcome your peacetime disabilities. You should ask your VA Regional Office to determine your eligibility.

Q—in reviewing my government life insurance policy, I find no record of who is supposed to get the insurance should I die. How do I find out who is named as the beneficiary?

A—Your original designation of beneficiary is on file in the office where your insurance premiums are paid. You can bring your beneficiary designation up to date by executing a new designation form. The form can be picked up at any VA office.

Q—I have lost my original discharge and was told by a friend I must have the original for VA home loan guaranty purposes. Is this true?

A—VA would like to have the original. But if it has been lost, they will accept a certified copy.

Floyd County 25 Years Ago

Sept. 21, 1939
in Floyd County

The Lockney Langhorns and the Olton Mustangs, both district champions, will clash at Olton tomorrow night. Olton is ranked favorite. The Whirlwinds will play the tough Tulia Hornets at Tulia.

S. A. Greer, 81 year old resident of the county and one of its outstanding live stock farmers, died Sunday at his home following a stroke. Greer had lived here since 1898. The funeral was held Monday.

Kenneth Baird Bishop, son of Baird Bishop, is suffering from infantile paralysis. Nerves in both arms are affected according to his doctor. The youth is in Lubbock Hospital.

Born to Mr. and Mrs. C. M. Meredith September 12, a daughter.

Folgers Coffee is selling for 25 cents a pound at Feiton-Collins. Mr. and Mrs. Will S. Poole Friday evening entertained their only son, Dr. Warren Poole and his wife from Oklahoma City on their first wedding anniversary. A barbeque and picnic supper was served on the lawn to more than 150 guests at the VT ranch home of the Pooles.

GUEST EDITORIAL Tulia, And Her Problems

A Tulia man dropped a suggestion the other day which seems to have merit. He suggested a sort of inter-racial council for the purpose of discussing problems of the community which directly or indirectly concern race.

Such a council would be made up of Negro leaders, Mexican leaders, the clergy, law enforcement officers, school officials, and the like.

It would serve as a line of communication.

One problem is the language barrier. Whenever people make their home in another country, avail themselves of the benefits of a new society, they owe it to that country to speak its language, not only outside but inside their home. No one can master a new language until he learns to think in it. Many problems in school result from a language other than English being used in the home. In many instances, it is all a child can do to keep up with his grade in school. If in addition to being a little backward, he has a language difficulty, his problem is complicated. . . . and soon he finds himself with classmates younger than himself, he gets discouraged and quits.

We are told that many Mexicans are highly qualified for jobs in the community . . . except in the English language.

Then there are problems involving our Negro population. One is the entertainment of riff-raff from Amarillo and Lubbock in Sunset. This ought not to be. Something needs to be done concerning common law marriages which exist. The better class of Negro is refusing to live in Sunset . . . and we admire them for it.

Since 1954, many American communities have had their names in the news due to the race problem. Most of this publicity has been bad for the community.

Tulia has been liberal on the race issue. We doubt if any town in Texas has fewer "nigger haters". We've done well to keep our name out of the papers as we have integrated our schools and churches. But we would be better if we could make headlines by a positive program to better race relationships.

Prison Rodeo To Be Held Each Weekend In October

HUNTSVILLE — The 3rd Annual Texas Prison Rodeo to be held each Sunday in October in the prison's 30,000-seat stadium will offer a thrilling balanced program of entertainment for each member of the family.

Aside from the lineup of the nation's topflight celebrities, there will be a host of inmate contests, inmate entertainers, plus a bevy of special attractions to round out a fast-moving two hour show.

Personal appearances will be made by The Duke of Paducah on October 4 and 11. The Harmonica Rascals on October 18 and 25, and the star attraction of the last performance, October 25, will be Jimmy Dean, talented singing sensation of television fame.

Inmate events include Hard Money, Calf Tussie, Bareback Bronc Riding, Brahma Bull Riding, Saddle Bronc Riding, Wild Horse Race, Mad Scramble and the Christ Race.

A number of the best inmate entertainment groups will also perform each Sunday in October, beginning at 1 p.m.

These groups include The Goree Girls, The Jail House Beatles, Barber Shop Quartet, Gomer-Clyde and 'Crowdad of the Hungry Three Trio, and Inmate Clowns.

Another non-prison event will be the Girl's Barrel Race, featuring the top riders from Texas and neighboring states.

Net proceeds from ticket sales go to purchase rehabilitative services for inmates of the Texas Department of Corrections. Reserved seat tickets are \$2.40, \$3.75, \$4.40 and \$4.94. They may be obtained by writing Rodeo Ticket Office, Huntsville, Texas, enclosing check or money order, or phone GA 5-6371 or GA 5-6372 in Huntsville.

CATTLE COUNTRIES
A total of 3,980 cattlemen from 40 countries have purchased \$13.2 million in purebred livestock at the Pan-American Livestock Exposition in Dallas since the first Pan-American in 1953.

What's There?
If this country is ever invaded, it may be because some dictator wants to know what is deep in the heart of Texas.

—Tribune, Chicago.

Mrs. Alice Walker of Oklahoma City, mother of Mrs. Warren Poole, was among guests.

Our problem isn't whether or not to have Negroes and Mexicans in our midst. (Read the birth notices each week). Our problem is, what are we going to do about the problem. It isn't enough just to avoid unpleasant racial incidents. Rather we should help these races find their places in our society. We should encourage the Negroes and the Mexicans to prepare themselves for the best jobs in the community if they want to rise above their past environment. That, after all, is the purpose of civil rights legislation.

Every community has a choice to make. It can buck the inevitable tide. It can bring all kinds of unfavorable publicity to itself. It can fan the flames of racial conflict. It can keep civil rights legislation from working. It can lessen the contribution other races can make to our society. For the dubious satisfaction of maintaining outdated prejudices and hatred it can be a part of the problem. Or it can vow to improve the status of less fortunate people. It can add to our human resources. It can melt the ice of hatred and distrust. It can make civil rights legislation work. In short, it can be Christian.

Such a proposed council could communicate to the Mexicans the necessity for speaking English if they are to make this their home, it could point out the necessity for regular school attendance, it could do something about the high crime rate among Mexican and Negro youth, it could let these people know what is expected of them . . . and everybody would gain, be he white black or brown.

Floyd Philosopher Claims He Has Discovered What Russia's Terrible New Monster Weapon Is

Editor's note: The Floyd Philosopher on his Johnson grass farm claims he knows what Russia's new weapon is:

Dear editor:
As I understand it, Mr. Khrushchev has announced Russia has invented a monster weapon which can wipe mankind off the earth, and the experts are now

debating whether he's telling the truth or not and if he is, what is it?

One set of scientists claim he's just bragging, but they may be the set who said the same thing when Russia launched the world's first satellite. Another claims he may be right, and that the monster could be a new

improvement on the hydrogen bomb, this one so powerful it could split the earth in half right down the middle and then scatter the parts around the uni-

verse.

I have decided they're both wrong. Russia has invented a weapon that could wipe man off the earth, but it's not a bomb. It's the Russian farming system.

For thirty years now, the Russians have been working on a farming system which is designed to end man's life on this earth, and while they've got it functioning along this line in Russia, they haven't been very successful in spreading it to other countries, excepting maybe Cuba. Cuba has tried it out and it works, the more you use the system the less you have to eat. . . . it hasn't caught on yet in other countries.

The Russian farming system is based on the well-known human fact that a man will keep worse care of a state-owned tractor than he will his own, that a piece of borrowed equipment gets less attention than one you own yourself. A man is never as interested in the oil level of a rented car as he is in his own. How many people in a public bus ever wonders if the oil was getting low?

It is this universal trait which the Russians have hit upon to guarantee a short crop every year.

I could go on but I've got to stop now and return a neighbor's trailer before that low tire on it gets so low it blows out.

Yours faithfully,
J. A.

Don't Go After The Fish, Make Them Come To You

AUSTIN — Making the fish come to you instead of the reverse is perfectly legitimate in Texas waters, according to Marlon Toole, coordinator of inland fisheries for the Parks and Wildlife Department.

And here's one official suggestion to accomplish the conquest, as made by Toole in acknowledging an inquiry from an Austin man.

"There are two or three different methods of attracting fish. One is to cut quite a large amount of fresh willows which are wired together to form some large mats. These are weighted with rocks and submerged, piling mat upon mat to create brush about four feet high. This will bring in minnows, sunfish and crappie.

"Some people buy bales of alfalfa hay which they sink by attaching large rocks to the bales. These of course will also produce basic fish food that will attract minnows and small fish which in turn will attract larger fish that can prey on the smaller fish.

"Cotton seed meal can be used, but its attraction is one of provid-

ing food. It is usually submerged in a burlap sack that is not too closely woven so that the fish by sucking on the sack can get some of the cotton seed bits, attracting minnows and also attracting some of the sucker type fish such as carp.

"Some people buy cotton seed cakes, which is the meal that is pressed into hard cakes. The cake is attached to rocks and submerged and fish will naturally nibble on the cake until they consume all of the cotton seed meal. For catching carp, people usually soak some dried corn and just as it starts to ferment it is poured into the water."

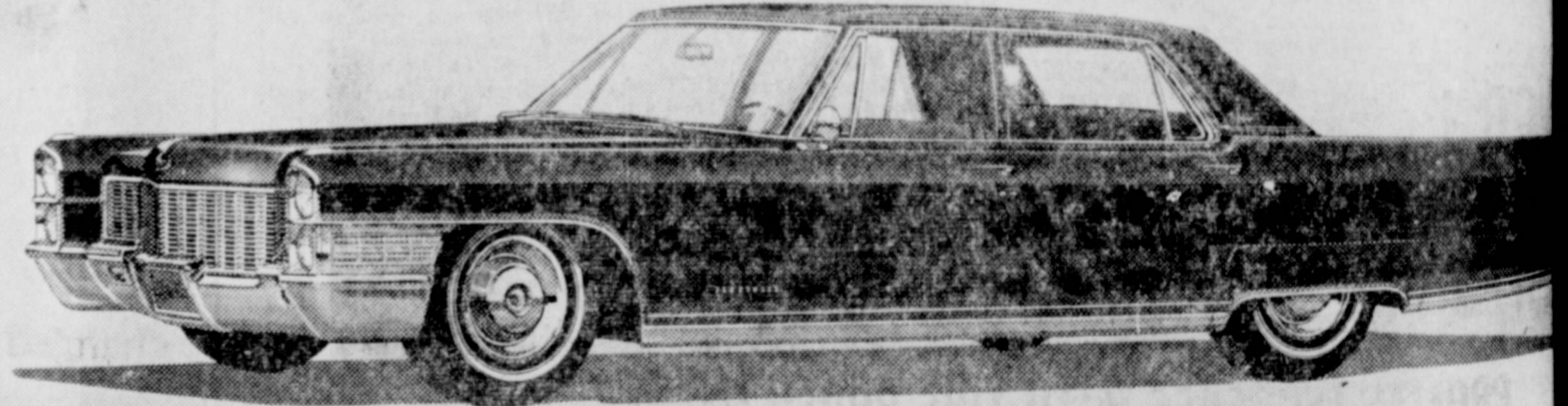
Personal Foreign Aid

During 1964, an estimated 11,000,000 needy persons in 29 countries will receive CARE self-help and medical assistance, as gifts from Americans. To provide this aid, which supplements CARE food programs, requires \$7,000,000 in contributions — roughly, \$5 for every 8 persons who are helped.

The man who lacks patience also lacks philosophy.



PRESENTING Cadillac FOR 1965



SO NEW! SO RIGHT! SO OBVIOUSLY CADILLAC!

The 1965 Cadillac is the most dramatically new Cadillac in sixteen years; new from chassis to rooftop and new from stop to stop. Its remarkable styling—elegant, majestic and impressive as never before—establishes it instantly as an all-time Cadillac great. And not only is it an inspiration to look at—it is a revelation to drive! The marvelous responsiveness of Turbo Hydra-Matic is now standard on all eleven models. A new concept of frame and suspension gives the car incredible steadiness and levelness of ride—even under the severest conditions of cornering and handling. And there is quiet beyond anything you imagined possible in a motor car! Cadillac's new and more spacious interiors are marvelously rich and luxurious—and include such personal options as an exclusive tilt and telescope steering wheel. Cadillac owner or Cadillac admirer—you owe yourself a journey at the wheel without delay.

You will know at once that this is—in every way—the new Standard of the World!

SEE AND DRIVE THE NEW 1965 CADILLAC—NOW ON DISPLAY AT YOUR AUTHORIZED CADILLAC DEALER

Cooper Pontiac-Cadillac, Inc.

6TH & BALTIMORE STREET

PALACE
FRIDAY - SATURDAY
SEPT. 25 - 26
DOUBLE FEATURE
THE FILM THAT BROKE THE BELLY LAUGH
30 YEARS OF FUN
CHARLES CHAPLIN & BUSTER KEELTON
ALSO
you've met the...
ADVANCE-THE
SUN. - MON. SEPT. 27 - 28
THEIR FIRST FULL MOTION PICTURE
McHALE
ERNEST BORGNINE
JOE FLYNN - TIM
AND THE WHOLE MAJESTY
A UNIVERSAL PICTURE

Harvest Continues Here

September 21 Morrison, Mrs. Harlan Cope and Wayne were dinner guests in the home of Mr. and Mrs. Don Switzer in Lubbock, Mr. and Mrs. Billy Morrison and children were also present.

The Dougherty H. D. Club is planning a community booth at the Floyd County Fair. It adds to our interest in viewing the booth if we know who produce the products shown. Last minute changes may be necessary but tentative plans indicate the booth will display wheat, barley and onions from the Kreis farm; blackeye peas, shelled corn and potatoes from the Cates farm, lint cotton and seed cotton from the Ring farm; cotton bolls and galls of maize from the Ross farm; grapes, hot pepper and pumpkin from Crawford farm; pears and apples from the Coston farm and tomatoes, okra and Hungarian pepper from the Hines farm.

The Dougherty H. D. Club was entertained in the home of Mrs. Carmel Eastham, Sept. 10. Mrs. D. W. Burke of Floydada was guest of the club and demonstrated flower arrangements. She made 3 beautiful arrangements from flowers grown in her yard. These were presented to club members. Mrs. Johnny Cates directed recreation. Game prizes were won by Mrs. R. H. Crawford and Mrs. Robert Ward. Mrs. Burke was awarded the guest prize. Present were Messdames Cates, Crawford, Eastham, Burke, Ward and Ross.

H. N. Powell attended a meeting of the West Texas Grocers Association at the Caprock Hotel in Lubbock Sunday.

Mr. and Mrs. Glen Butler of Spur visited the Jesse Pernell family Sunday.

Mr. and Mrs. Clay Dunn of Biera, Texas, were guests in the C. A. Coffee home Tuesday.

Mr. and Mrs. V. V. Scott and Micki visited the Leroy Scott family in Lubbock Saturday evening.

Mr. and Mrs. Earl Freeman and Harve Pennington of Lockney were Sunday guests in the Orland Howard home.

Mrs. S. M. Crawford was the house guest of the Roy Crawford family last week.

Mr. and Mrs. Kenneth Poole attended Field Day at Half Way Foundation Thursday and enroute home visited briefly with

the DeWese family in Plainview. Mr. and Mrs. R. H. Crawford visited Mr. and Mrs. David Crawford in Plainview Wednesday.

Little Jimmy Covington is recovering from a recent tonsillectomy at West Texas Hospital.

The Kenneth Poole and Harold Poole families visited Ruidoso, New Mexico over the weekend.

The Wayne Rainwater family visited relatives at Ralls Sunday.

Mrs. G. W. Smith is attending the State H. D. Convention at Junction. She plans to visit Mr. and Mrs. Bob Everett and son at San Antonio before returning home.

Last week Mr. and Mrs. G. W. Smith visited the Farris Wheeler family at their ranch home near Kopperi, Texas.

Mr. and Mrs. Bob Mundlin of Wichita Falls visited in the J. T. Poole home Saturday.

BUICK WILDCAT FOR 1965



The semi-fastback styling of two-door models in Buicks 1965 line is epitomized in the Wildcat with its longer hood, lower, longer rooflines and short rear deck. Three inches have been added to the hood by increasing the wheelbase from 123 to 126 inches for improved riding and handling. Overall length remains approximately the same as last year. A new cross-flow radiator design permits lowering the hood line on all models in LeSabre, Wildcat and Electra 225 series. The

stainless steel five-spoke wheels shown on the Wildcat are optional equipment. The Wildcat is powered by a 401-cubic inch high compression V-8 engine with four-barrel carburetor. Optional power plants—for outstanding performance—include a 425-cubic inch engine with either one or two four-barrel carburetors. The Super Turbine 400 torque converter transmission or floor-mounted four-speed gear box are optional on the Wildcat. Now on display at City Auto.

Former Hood Countians Plan Lubbock Reunion

The Annual Reunion of residents and former residents of Hood County and surrounding counties, now in West Texas will be held Sunday, September 27, 1964, at the Bar-B-Que Party House in McKenzie State Park. This Park being located on East Broadway in Lubbock, Texas.

Those attending are asked to bring a picnic lunch and spend the day visiting with friends and renewing old acquaintances.

Registration will begin at 9:00 a.m.

First Showing In Floydada



Elizabeth Taylor stars as Cleopatra in the big road show of the same name which makes its first appearance in Floydada for six big days beginning today at the Capada Drive In Theatre. Capada owner-manager Claude Estes reports that show begins promptly at 7:30 each evening.

SOUTH PLAINS NEWS by Mrs. Murray Julian

Stephens Gins First 1965 Bale

SOUTH PLAINS, Sept. 21 — The first bale of cotton for the 1964 fall year was brought into the South Plains Co-operative Gin on Saturday afternoon, Sept. 19 by Barney Stephens, who lives north of South Plains. The bale weighed 95 pounds, had 88 pounds seed from it, and the turnout was 27 percent.

Bryan Karr took his mother, Mrs. J. H. Karr down to Chillicothe Saturday to the home of her brother, Mr. and Mrs. J. T. Holden, where she plans to visit for a while. She has sold her home in Ft. Worth, and has not settled where she wants to buy this time. She has been with the Karrs about two weeks.

Mr. and Mrs. Herman Thornton are in the process of brick-ing their lovely home which is south west of South Plains.

Sylvin and Joan Kinnibrugh went fishing down at Lake Kemp Wednesday through Friday. Mrs. John Kinnibrugh and children stayed here with Mrs. Sylvin Kinnibrugh while the men were gone. Friday night the Sylvin Kinnibrughs went to Matador to get the Junior Calahan family of Abilene who spent Friday night and Saturday here with

them. Others who came Saturday were the W. H. Simmons family and Mrs. Spivey of Truscott to spend that day and Sunday, and Sunday other guests with them were the Ray Dillard of Lockney.

Hobby Club will meet this Wednesday at the home of Mrs. Fred Fortenberry with co-hostesses Mrs. F. M. McClure and Mrs. Arby Mulder. Mrs. Nancy Morchel will give a candy demonstration for the meeting.

Mrs. Myrtle Chance and Beverly were visitors Sunday at the South Plains Baptist Church in the morning and went home with an old friend, Mrs. J. P. Taylor to spend the afternoon and night, then this Monday she left for her home in Fort Worth with her parents, Mr. and Mrs. Cliff Nolan who had visited in Silvertown over the week end with another daughter while Mrs. Chance attended the Silvertown Homecoming Saturday. Other guests Sunday afternoon with the Taylor family were Mr. and Mrs. Glen Lindsay of Silvertown.

Mr. and Mrs. Cecil Helms of Levelland were week end guests in the home of Mr. and Mrs. R. H. Adams and Larry. Mr.

and they will take drives through the mountains while there.

Mrs. Raymond Reeves, Cindy, Carol and Karl David went down to Turkey Saturday to spend the day with her mother, Mrs. Bruce Gibson.

Mr. and Mrs. Pete Hancock of Goldthwaite, Tex., were visitors Friday afternoon at the George West home, and attended the Silvertown Homecoming Saturday. Albert White of Dallas arrived Friday to spend that night and Saturday night with Mr. and Mrs. West, and also attended the Silvertown Homecoming Saturday night and Sunday other guests with the Wests were the E. T. Evans family of Amarillo.

Mrs. George West will leave this Tuesday for Ruidoso, New Mex., for their mountain cabin where she plans to stay until Friday. A group of six lady friends will go with Mrs. West.

Plains Baptist Church Sunday night.

Beginning September 27 and continuing through the morning service of October 4 there will be a revival at the South Plains Mission Baptist Church with Johnny Hutchins of Memorial Baptist Church of Corpus Christi preaching and Ivan Wozencraft of Olton leading the singing. Rev. Isaias Longoria will act as interpreter. Everyone is hoping for a great revival among the Latin American neighbors during this great Cruzada Bautista.

Richard Weckler of Seymour came this Monday to work here at Purley Oil Station in the place of Earl who left last week for Texarkana.

Mr. and Mrs. Nathan Mulder are here this Monday visiting his parents, Mr. and Mrs. Arby Mulder. The Mulders spent several days in Plainview last week getting the young folks settled at Wayland where Nathan is a junior this fall.

Mr. and Mrs. L. N. Johnson and children went up to Pampa after morning church services Sunday and returned that night, after visiting with L. N.'s sister, Mrs. Joe Davis, who has been ill. L. N. has been very busy the past week working at the Floyd County Fair where he helped in the Sheep Division of the Fair.

Cedar Hill News

(Continued from Page 3)

ola Smith of Abilene visited Friday night in the home of her grand daughter and niece, Mr. and Mrs. Billy Latham, Marquis and Joy.

Hugh Fortenberry spent Wednesday night with Mr. and Mrs. Joe Fortenberry.

Mr. and Mrs. Joe Fortenberry visited Sunday afternoon with Mrs. M. H. Taylor.

Mr. and Mrs. Bud McGowen, Mr. and Mrs. Johnnie McGowen and family visited with Mr. and Mrs. Sam McGowen and family. Mr. and Mrs. J. L. McGowen and family, Mr. and Mrs. O. L. McGowen and family, all in Plainview Sunday.

Here's why it's smart business to harvest your cotton with a **HESSTON V-22**



PROFITS INCREASE WITH THIS BRUSH HARVESTER (some call it a flexible roll stripper)

Whether you call it a brush harvester as Hesston does... or a flexible roll stripper, as some others do... the Hesston V-22 Cotton Harvester with its unique brushing action gets more cotton and cleaner cotton than the best solid roll stripper available. Hesston works in cotton making up to three bales; it will strip shoulder-high, irrigated cotton, and it has proven its efficiency in open and storm-proof varieties, rank stalks, and bumble-bee cotton. The reason is Hesston brush action. The two-row V-22 has rotating nylon



AVAILABLE FOR IMMEDIATE INSTALLATION AT YOUR HESSTON DEALER

FLOYDADA IMPLEMENT CO.

HOUSTON PHONE YU 3-3854



We changed the Buick a lot this year. And you may never be the same again yourself.

We doubt you'll want to be the same. Not once you set eyes on our new Buicks. On the Buick Special and the Skylark. The LeSabre, Electra 225, Riviera. And on the sleek, modified fastback of the wild, wilder, Wildcat in the picture. True, there's a new high-style touch. But that's hardly all. Engineering still has the emphasis. It's a Buick tradition. So are the extras Buick spends a little extra on. Like finned brake drums that do a little better. And smoother drivelines. A tuned suspension to smooth ribcage roads. Now add Buick's Super Turbine transmissions—and you have an idea of what Buick owners have always liked about Buick. We think you'll feel the same.



Wouldn't you really rather have a Buick

SEE YOUR LOCAL AUTHORIZED BUICK DEALER. AUTHORIZED BUICK DEALER IN THIS AREA:

CITY AUTO SERVICE

121 E. MISSOURI

FLOYDADA, TEXAS

Over Inch Of Rain At Cedar Hill

Monday, Sept. 21, 1964 — We have received 1.4 inches of moisture since last Monday. There has been very little activity on the farm this week on account of dampness. Some maize has been harvested and a little wheat has been cut. Some are debating whether there is sufficient moisture to sow on. We are in need of early wheat pasture.

The Assembly of God Church services were well attended Sunday with 62 present for Sunday School. Mr. and Mrs. Lafayette Boone and family of Childress were church visitors Sunday morning.

Mr. and Mrs. Lafayette Boone and family spent Saturday night in the home of Mr. and Mrs. Tom Fortenberry.

Mr. and Mrs. Tom Fortenberry, Mr. and Mrs. C. A. Stevenson and son, Mrs. Lutha Wofford, her son, Mr. and Mrs. B. J. Wofford and family of Lubbock were Sunday dinner guests of Mr. and Mrs. Morris Smith in Lockney.

Mrs. J. A. Welch and Connie visited Friday afternoon with Mr. and Mrs. Wallace Stayton and girls in Plainview.

Mr. and Mrs. Bill Dubois and boys visited Monday night with Mr. and Mrs. Billy Latham and family.

Mr. and Mrs. Frank Breed and family attended the Widener reunion in Plainview Sunday.

Mrs. Bell Lemons attended the revival at the First Baptist Church in Lockney Friday night and following church services receded to the Fair grounds and enjoyed some three hours of good gospel singing.

Stevie Fortenberry was a Sunday dinner guest of Mr. and Mrs. Darrel Fortenberry and family.

Rev. and Mrs. Robert Slaton and girls, Mrs. Leo Buschur and girls, Mr. and Mrs. Eldon Fortenberry and family all attended the youth service at the First Assembly of God Church in Plainview Saturday night.

Mr. and Mrs. Leighton Teeple and Rhonda were Sunday dinner guests of Mr. and Mrs. Eugene Gilly, Craig and Mark.

Mr. and Mrs. Robin Fortenberry and her mother, Mrs. T. J. Gill of Lockney left last Monday morning for East Texas where they visited relatives in Deport, Bagato, Mount Vernon, Sulphur Springs, Dallas. They also visited Mr. and Mrs. J. D. Reagan in Garland returning home Saturday afternoon.

Mr. and Mrs. Eldon Fortenberry and family visited Sunday afternoon with Mr. and Mrs. Robin Fortenberry.

Judie Miller was a Sunday dinner guest of Mr. and Mrs. Cephus Fortenberry and Phyllis.

Mrs. H. C. Love of Floydada returned home Monday from the Lockney General Hospital where she had been a patient for nine days. She is recuperating in her home. We hope her a speedy recovery.

Randell Love of Lubbock visited Sunday in the home of his grandparents, Mr. and Mrs. H. C. Love in Floydada.

Mrs. T. F. Love received a telephone call Friday stating that her brother, Walton Thompson passed away Thursday night and his funeral was to be 10:30 a.m. Saturday in Jacksboro. Mrs. Love was unable to attend. We sympathize with her in this hour of sorrow.

Mr. and Mrs. Greer Lackey, Rolyn and W. E. visited from Thursday till Saturday in the home of her sister, Mr. and Mrs. Morris Degan at Medicine Mound.

Mr. and Mrs. Walter Brannon were Sunday night supper guests of Mr. and Mrs. Greer Lackey and family.

Mrs. John Vaughn Sr., who is a patient in the Hollis Rest Home suffered a couple of strokes Thursday and Thursday night. Her daughters, Mrs. Clara Henderson and Mrs. Walter Brannon spent Friday with her. She was in a very weakened condition and didn't know them. We are hoping that her condition will improve soon.

Mrs. W. L. Vardell and daughter of Clovis spent Saturday in the home of her sister, Mr. and Mrs. Walter Brannon, Lynda and Monty in Floydada.

Mr. and Mrs. O. A. Keeter and family and Jackie Dillard of Plainview were Sunday dinner guests of Mr. and Mrs. Junior Taylor and family and Mrs. M. H. Taylor.

Mrs. J. A. Welch and Connie visited Friday afternoon in the Junior Taylor home.

Belinda Neff of Floydada spent Thursday night with Sheila Taylor.

Mrs. Mary Hankle, Mrs. Theima Clifford of Weslaco, nieces of Mrs. W. B. Wilson and Mrs. A. S. Mize, their aunt, Mrs. Kate Elan the former Kate Malone of Lamesa spent Thursday in the home of Mr. and Mrs. Billy Tye in Floydada.

Mrs. Oleta Carter of Amarillo spent Thursday and Friday nights with her aunt, Mrs. A. S. Mize.

A. S. Mize, who was a patient in the Lockney General Hospital from Monday till Saturday is at home recuperating. We hope he will soon regain his strength and will be well again.

Mrs. A. S. Mize attended the funeral of Judge McBrien Sunday afternoon in Floydada. Mr. Wayne Whitehead spent Sunday afternoon with Mr. Mize.

Mr. and Mrs. Bill Dubois and boys spent a short time with Mr. and Mrs. Edell Dubois Sunday afternoon.

Mr. and Mrs. Dale Miller and boys, Edie and Jay of Floydada visited Wednesday night with Mr. and Mrs. Billy Latham, Marquis and Joy.

Mr. and Mrs. Carl Jarnigan and Jerry visited Thursday night in the Billy Latham home.

Mrs. Bill Bailey and Tam of Tyler is visiting this week with her parents, Mr. and Mrs. Frank Floyd.

Mrs. Frank Floyd, her father,

Mr. Prather and Mrs. Bill Bailey and Tam visited Mr. and Mrs. C. A. Horsley in Muleshoe and Mr. and Mrs. Elmer Frahn or in Earth Thursday.

Week end visitors in the Frank Floyd home were Mr. and Mrs. Jimmy Stewart and family of Abilene, Mr. and Mrs. Don Floyd and family of Archerly, Mr. and Mrs. Wilbur Floyd and family of Floydada.

Mr. and Mrs. Billy Latham, Marquis and Joy visited Sunday afternoon with Mr. and Mrs. Nolan Arney and family in Floydada.

Mrs. Eula Mae Lyles of Floydada and her grandchildren, Scotty and Terri Allard of Lockney spent Sunday in the home of her parents, Mr. and Mrs. Joe Fortenberry.

Mrs. Edie Fortenberry, Sammy, Marsha and John visited Sunday afternoon in the home of Mr. and Mrs. Joe Fortenberry.

Mr. and Mrs. William Ten sley, Otella and Glen of Floydada visited Thursday night in the Joe Fortenberry home.



CHEFS ARE ABOUT READY TO HOLLAR... "Come and Get It" at the annual Lions Club barbeque held last week. Assisting in the cooking

and sampling a bite of the food are from left to right, Dr. Charles Craig, Weldon Harris, Ray Reed and Ed Wester. (Staff Photo)

Floyd County Pioneer Rites Held In Lockney

LOCKNEY—Services for Mrs. Alice Jane Simpson, 96, pioneer of Floyd County were held last Thursday at Griggs Chapel, Amarillo.

Graveside services were held in the afternoon in Lockney Cemetery.

Mrs. Simpson, a native of Carrollton, Mo., died at 4:20 a.m. Tuesday at Northwest Texas Hospital, Amarillo.

She came to Lockney in 1906 with her late husband, moving to Amarillo in 1934. She was a longtime member of the Baptist Church.

Survivors include three sons, Charles of Lockney, Earl of Silverton and Gene of Amarillo; four daughters, Mrs. Ruth Keys, Slaton, Mrs. Mary Ann Ford, Mrs. Lucille Hadley and Miss Leo Simpson, all of Amarillo; a sister, Mrs. Minnie Browning, Carrollton, Mo.; 19 grandchildren, 51 great-grandchildren and 10 great-great-grandchildren.

Harris' Boar Qualifies As A Certified Meat Sire

Peoria, Ill. — Hampshire Swine Registry officials announce that Ernest Harris, R-1, Ralls, Texas, has qualified a Hampshire boar, Progress 938029 CL, as a Certified Meat Sire.

To qualify as a Certified Meat Sire, a boar must sire a minimum of five litters which meet Certification standards.

The Certified Meat Hog program, a national and all breed program, is a means of sorting out superior strains within a breed so those strains can be used to best advantage in bringing about herd and breed improvement. It is a very comprehensive program that measures sow productivity, rate of gain and carcass merit. Because it includes minimums or maximums in its standards, each measured factor tends to serve as a check on others, eliminating the danger of going too far in some respect at the expense of other factors.

Hampshire breeders have qualified more Certified Meat Sires, 408, to date, than any other breed.

Rites For Mrs. Morrison Held

Rites for Mrs. John F. Morrison, 85, a former resident of Aiken Community in Floyd County, were held Saturday in the Lockney Methodist Church.

Mrs. Morrison died Thursday at Ruidoso, N.Mex., where she made her home with a daughter, Mrs. Ralph Brown.

There is nothing wrong with business a good tax reduction wouldn't cure.

Shortage Of Cotton Pullers Expected During Peak Season

Four Floyd County citizens, Marvin Shurbet, Jim Simpson, Rev. Paul Link and John Reue will serve as a County Farm Labor Committee and met with Bill Gay, Manager of the Texas Employment Commission office, to review the total seasonal employment needs developed by the TEC.

The Committee was presented with the figures of the TEC that Floyd County will be short 85 cotton pullers during the peak period of the cotton harvest. This shortage will be met by the importation of Mexican National Bracero workers.

The Committee will function under Public Law 78, obtaining facts relevant to the supply of domestic farm workers existing in Floyd County and the shortage of workers, if any, which must be met by importing Mexican Nationals to harvest the cotton crop. Under Public Law 78, the TEC must supply this information to the Secretary of Labor who must limit the number of Mexican Nationals to be used in this county by granting a "ceiling". The Committee consults with the local Office Manager to assist him in estimating the number of workers who will be needed based on current local conditions affecting the cotton crop.

"Ceilings" granted by the Secretary of Labor limiting the importation of Mexican Nationals into this area will be posted in Post Offices in Floydada, Lockney, in the County Agent's office, and in the County Courthouse.

No one can be as sure of his opinions as the thoroughly ignorant.



In Jarman shoes you are two feet deep in comfort.

Every store can claim its shoes provide comfort, if only the proof is in the wearing. We therefore invite you to try a pair of our Jarman shoes. We know they will give you the comfort before ever being produced and allows for a particular Jarman shown here not only will put you two feet deep in comfort, but right in style as well.

Other Jarman styles begin at \$10.98

STANDARD BRANDS PRICED RIGHT

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FLOYDADA, TEXAS PHONE YU-34

If you are interested in a

BETTER STEEL BUILDING, BARN, GIN, OR COMMERCIAL

CALL

ERWIN YOUNG

SH 4-3174 2104 AVENUE G, LUBBOCK

YOU ARE INVITED

to a preview showing of

ALLIS CHALMER'S

great new

ONE-NINETY TRACTOR

TUESDAY, SEPT. 29th - Only

McDonald Implements

ALLIS CHALMERS NEW HOLLAND
210 W. California St. Floydada

Visit Your "City On Parade" Sunday

1965

Oldsmobiles

Chevrolts

A Personal Invitation from Oden Chevrolet Co.

The folks at Oden Chevrolet in Floydada want to personally invite everyone into the show rooms today, Thursday to see the most beautiful Chevrolets and Oldsmobiles ever!

Come in, see the complete line in each model, we'll have new "Chevys and Olds" all over the place... and we know you'll like what you see!

FREE Coffee Doughnuts favors for Everyone

HERE THURSDAY SEPTEMBER 24

END OF YEAR CLEARANCE CONTINUES ON 1964 MODELS

ODEN CHEVROLET CO.

"Your Authorized Oldsmobile and Chevrolet Dealer in Floydada"

BUY
SELL

CLASSIFIED ADS

TRADE
LEASE

COUNTY HESPERIAN THURSDAY, SEPT. 24, 1964 PAGE 7

Advertising rate: 5 cents per word
first 3 cents each subsequent insertion.
Charge 50 cents.

Classified Display Rate: 70 cents per column

of Thanks \$1.
Deadline 5 P.M. Tuesday.

ANNOUNCEMENTS A

Lodges and Meetings A-1

Floydada IOOF Lodge No. 34 meets Thursday nights, Jimmy Vickers, Noble Grand, Floyd Webb, Secy. 6 tfc

Lost and Found A-5

FOUND: Good truck tire and wheel. Identify and pay for this adv. Call YU 3-3737.

AUTOMOTIVE B

Auto Services B-6

FOR SALE: reconditioned crankshafts, cylinder heads, 6 cylinder Chevrolet block assemblies. \$149.50. Ted Allen Auto Service, Phone YU 3-3290.

BUS SERVICES D

Furniture & Uphol. D-2

MATTRESS RENOVATED
Direct Mattress Company, Lubbock will rebuild your mattress at a reasonable price or will sell you any type new mattress and give you a good price for your old mattress on exchange. Felt, rubber foam, orthopedic, inner spring. All work guaranteed. Free pickup and delivery once a week. Ask about terms. J. E. Weightman is your company representative.

For an appointment call City Trim Shop. YU 3-2322. 8 tfc

Instruction D-3

OPPORTUNITY: For a career with a future. Enroll now. It takes only 6 months for complete course in beauty culture. Terms to suit your budget. McBride's School of Hair Design, 1513 West 5th, Plainview, Texas. 9-24c

We Fix It D-9

COMPLETE Vacuum Sweeper Service including hose installation on all makes. Home Appliance Service, 110 W. Missouri Street, YU3-2846. 3-tfc

WANTED - Electric Motor Repair Service. Call Home Appliance, 110 W. Missouri Street, YU3-2846. 38-tf

ALL Parts for some washers. Complete line of belts for all washers and dryers. Home Appliance Service, 110 W. Missouri Street, YU3-2846. 3-tfc

IF it's an electrical household appliance, we repair it. Home Appliance Service, 110 W. Missouri Street, YU3-2846. 3-tfc

WOMAN'S COLUMN E

Beauty Aids E-2

FOR THE finest in complexion care. Lazier Cosmetics. Your Lazier Consultant, Mrs. Joan Lynch, 110 Marivena Street, YU 3-3576. 10-8-64

CLASSIFIED DISPLAY

Route Salesman

22 to 40

Established Wholesale Dairy Foods Route. Permanent position, commission on sales, excellent employment benefits. Earn more as a route salesman. You are not limited by hourly or monthly salary.

APPLY

CLOVERLAKE Dairy Foods, Inc.

711 Austin Street
Plainview, Texas

PORTABLE DISC ROLLING GRAVES Welding Shop

Call OL 4-3639
Lockney

WOMAN'S COLUMN E

Child Care E-3

WANT TO DO babysitting or housework. Write C. Castillo, P. O. Box 622, Floydada. 9-24p

Sewing Services E-7

"1964 model Singer sewing machine in walnut console, 6 payments at \$6.32 or \$25. cash. Must have good credit. Write Credit Manager, 1114-19th St., Lubbock, Texas.

3 month old automatic zig-zag, buttonholes, fancy stitches, blind hems, sews on buttons, one and two needle work. **MUST HAVE GOOD CREDIT.** 7 payments at \$7.62. Discount for cash. Write Credit Manager, 1114-19th St., Lubbock. 10-1c

EMPLOYMENT F

Positions Wanted F-3

I HAVE equipment to clean and repair water wells. I will also do custom plowing and carpenter jobs. Call YU 3-3377 or see Jim Harper. tfc

FINANCIAL G

Insurance G-1

FARM LOANS - see us for farm loans, higher appraisals, prompt closing and excellent prepayment options. **GOEN & GOEN** 15-tfc

TAKING A TRIP? - We offer Tripmaster insurance from \$5,000 to 50,000 coverage by reliable Insurance Companies. Call Tommy Assiter, YU 3-2481, YU 3-2511. 6-4tfc

Farm & Ranch Loans G-3

SHOP FOR a loan like you shop for a farm. Find out about the loan that financed a million farms and ranches - a long-term, low payment Fed. Land Bank Loan. See Jake B. Watson at the Federal Land Bank Association of Floydada, 319 S. Main, Floydada, Texas.

FARMERS EXCH. H

Farm Machinery H-2

FOR SALE Used Farm Machinery. Lawson Bros. E. Missouri St. 37-tfc

NORRELL TRACTOR PARTS - for Tractor and Irrigation Supplies and Accessories. 26-tfc

FOR SALE: BarCat feed mill, excellent condition. Bill Colston, Route 4, Floydada, Texas. 7 tfc

1610 John Deere Wheat Drill. Harold Wayne Bennett, Phone YU 3-2438. 10-1p

CLASSIFIED DISPLAY

YOUR COMPTON ENCYCLOPEDIA

(for the entire family. Representatives, Mr. and Mrs. Edd Massey, 3312 Emory, Lubbock, PO 2-2473, are presently offering 1/2 the price of a new set for your old Compton's through 18 years of age. **HART CHART** rates exclusive fact finding index in each volume, No. 1 in nation.

FARM PLAN - \$25.00 down on a new set, balance within 1 year.

FLOYD COUNTY ABSTRACT CO.

Abstracts of Title Title Insurance
VERNA L. STEWART
217 W. Calif. Ph. YU 3-3728
Floydada, Texas

CLEAN YOUR CARPETS with our Electric Carpet Shampooer

RENT FOR ONLY \$1 Per Day with purchase of CARPET TONE

H. G. PARKER FURNITURE

COW POKES By Ace Reid



"Boys, if the saddle horn don't pull out, I think he's got 'em rode!"

AUTO, FIRE & FARM INSURANCE

Floydada Real Estate & Insurance Agency
JIM WORD - PHONE YU 3-2360

FARMERS EXCH. H

Farm Supplies H-3

FOR SALE good 1955 John Deere combine, \$500. Brown & Harrell Implement Company, Phone 385-5177, Littlefield, Texas. 10-8c

FLEA HOPPERS and THRIP are hitting the larger cotton. See Davis Farm Supply for Hi-Boy or aerial applications and insecticides. Call YU 3-2233 or nights YU 3-2420.

MR. FARMER before planting your wheat get your Heptachlor and Serasan at Western Farm Supply, Phone YU 3-3721. 9-24c

Feed, Seed & Grain H-4

FOR SALE: Kaw and Wichita Wheat Seed. First year certified, no noxious weed seed, high germination. Contact Truman Durnant at YU 3-2353. tfc

FOR SALE: Baled maize stalks. \$25.00 per ton. YU 3-2087. Joe Richard Noland. tfc

PRAIRIE HAY New Crop... Real Good. Hay very scarce, account 1964 drought. Berry Egg Co. 9-24-c

Irrigation H-5

FARMERS we have Waukesha motors equipped for irrigation from \$600.00 up. Give us a chance on sales or service. Engine Supply, Floydada, Texas. Phone YU 3-4071. Across from Livestock Auction. 4 tfc

IT PAYS TO ADVERTISE IN THE HESPERIAN

CLASSIFIED DISPLAY

For Prompt Service on Home & Auto Radios See RICE RADIO SERVICE 1/2 blk. n. of bus station

CALL YU 3-3310 FOR

- Fertilizers • Insecticides
- Aerial Spraying

2 "SNOW" PLANES FOR FAST AND EFFICIENT SERVICE

CONTACT: Dennis Dempsey, Louis Lloyd, Johnny Lloyd AT

COLLIER FARM SUPPLY

Hollis R. Bond Real Estate

(Successor to Massie & Bond)
BOOTHE BUILDING FLOYDADA

FARMERS EXCH. H

Miscellaneous H-7

MR. FARMER - You have at both your Elevators plenty of Wheat Seed Registered, Certified. E. Triumph, Kaw, Tascosa, Wichita, also Rogers Barley. Producers Coop Elevators. Floydada - Dougherty. tfc

MR FARMER - DEAL & THOMAS CUSTOM FARMING SERVICE IN SOUTH PLAINS offers you custom combining plus high trac topping service on everything from sugar beets to hegar. Call YU 3-2088. Buddy Deal and James Thomas tfc

MERCHANDISE I

Office Supplies I-8

MR BUSINESSMAN . . . Don't buy office equipment or supplies from the big out-of-town boys until you get our price . . . we'll meet or beat their high prices; HESPERIAN OFFICE SUPPLY. YU 3-3737. tfc

MERCHANDISE I

Appliances I-1

FOR SALES and Service on Kirby Vacuum Cleaners. Call or see Z. A. Burgett. Phone YU 3-3516 9-tfc

FOR SALE - Repossessed demonstrator GE refrigerator, used Frigidaire, Hotpoint, International Harvester Refrigerator, \$85.00 and up Other appliances, ranges, washers, dryers, TV's etc. COLLIER HOME SUPPLY, 122 East California Street, servicing what we sell, GE, Maytag, Tappan and Fedders heating and air conditioning units. tfc

MERCHANDISE I

Household Goods I-3

FOR SALE: Good 39" Admiral electric range. White. \$30.00. Call YU 3-3982. ttp

FOR SALE: Good used 30" Frigidaire electric range. White color. Call YU 3-3982. ttp

EARLY RAY Music Company of 1502 Avenue Q, Lubbock, will be in your city next Friday displaying pianos and organs. See you at the fair in Lockney. 9-17 Charge

FOR BETTER cleaning, to keep colors gleaming, use Blue Lustre carpet cleaner. Shampooer for Rent. Boren Furniture. 9-24c

Miscellaneous I-5

FOR SALE - Good used stove. Call YU 3-3737. 47 tf

FOR SALE: Chains and boomers. Gas hot plates. Used Goods of all kinds. W. M. Martin Store, Matador Highway, next to Tyes tower. 9-17-24-c

Office Supplies I-8

FOR SALE: One almost new green Hoz executive steel desk. \$164.95 if new. Out it goes at \$121.50. Hesperian Office Supply Phone YU 3-3737. 21-tf

WE HAVE THERMO-FAX paper for your machines. \$23.00 ream. Hesperian Office Supply. Phone YU 3-3737. ttp

FOR SALE - We now have 1964-65 Texas Almanac, The encyclopedia of Texas for \$1.75. Floyd County Hesperian Office Supply. 47 tfc

ATTENTION BOOKKEEPERS: We have a good used ten digit Underwood electric adding machine. Hesperian Office Supply. Phone YU 3-3737. 19 tf

CLASSIFIED DISPLAY

AIR CHARTER SERVICE

This Three Passenger and Pilot Cessna Sky Layne Plane Is Ready To Go Anywhere On Appointment Or Short Notice.
Air Taxi Permit No. SW-LBB-22
EXPERIENCED COMMERCIAL PILOTS
CALL YU 3-2794

NORMAN SPRAYING SERVICE

LOANS

From \$100.00 to \$1,500.00
CONSOLIDATE ALL YOUR BILLS
One - One - Monthly Payment Loan. On FURNITURE - AUTOMOBILES - MOBILE HOMES
Plains Finance Corp.
822 Austin Street CA 4-2786
Plainview, Texas

MERCHANDISE I

Office Supplies I-8

FOR SALE: Good used adding machine, it adds and subtracts. We'll sell it for \$35.00 or rent it for \$6.00 per month. Hesperian Office Supply. Phone YU 3-3737. 19 tf

OFFICE equipment for sale - We now have in stock the Paymaster check protector machines. Regular \$134.50. Demonstrator for only \$59.50. Hesperian Office Supply, YU 3-3737.

MERCHANDISE I

Household Goods I-3

FOR SALE: Six quart size bottles of Skrip Ink, blue-black, red and emerald green. Were \$1.90 now \$1.00. Also two pint size bottles of red Skrip Ink for 7c at the Hesperian. All have convenient pouring spouts. tfc

RENTALS J

Apartment J-1

FOR RENT - Furnished apartments and bedrooms. 192 E. Houston on Highway 70. tfc

FOR RENT: Two furnished apartments, to adults. 129 West Georgia. tfc

FOR RENT - 1 room, efficiency apartment. YU 3-2544. tfo

FOR RENT: Unfurnished garage apartment to couple. 321 W. Mississippi. tfc

FOR RENT - 3 room duplex, furnished. 610 West Jackson. Call YU 3-3402. tfc

Houses J-4

FOR RENT: Garage and 2 lots. Hale & Hale Insurance. YU 3-3261. 6-18 tfc

FOR RENT - Unfurnished 4 room house nice condition. Call YU 3-2202 tfc

FOR RENT: 2 bedroom mobile home. 419 West California. tfc

FOR SALE: To settle the Earl Rainer Estate 3 bedroom home at 622 West California and Rainer Shoe Shop. Call YU 3-2437. 21-tfc

FOR SALE: Three bedroom home, carpeted and fully draped. 227 W. Kentucky. Ph. YU 3-3132. tfc

CLASSIFIED DISPLAY

Safe Guard Your Valuables With A First National Safety Deposit Box

CALL L. D. BRITTON AT Daniel Automotive YU 3-2382

- Commercial Refrigeration Service!
- Home Air Condition Service!

CLASSIFIED DISPLAY

NEW ORGANIZING GUITAR LESSONS

Classes for beginners, intermediates, children and adults.
MR. TRAVIS VENEABLE, instructor
for information call
YU 3-2300 or YU 3-3640
Instruments Loaned

REAL ESTATE K

Acres For Sale K-1

For Sale: 640 acres Briscoe County, 1-8 inch well, 2-6 inch wells, 5 room house, double garage pipe, good allotments. Contage, 6,400 feet of 16 inch contact W. W. Waybourn, Box 306, Matador. 9-10c

CHURCH building for sale to be moved. Highest bidder gets it. Address bids to Roy Archer, Nazarene Church, 4th and Tennessee, Floydada. tfc

REAL ESTATE K

Houses For Sale K-4

FOR SALE: One bedroom trailer house, in good condition. May be seen at 537 East Mississippi. 9-24p

FOR SALE - 20 x 50 ft. frame stucco house to be moved. Four Rooms. Bill Coiston, Dougherty. tfc

REAL ESTATE K

Lots For Sale K-5

FOR SALE: 2 corner lots on Matador Highway. YU 3-3076. tfc

REAL ESTATE K

Farms & Ranches K-2

FOR SALE: 240 Acres irrigated land with underground irrigation, natural gas and electricity. Located five miles north of Floydada or two miles west of Muncy Elevator and one mile south. Ray H. Boydston, St. Augustine, Illinois. 11-5c

CITY PROPERTY ranches and farms. Give me your listings. Tanager Real Estate. Phone YU3-3716. 26-tfc

WE HAVE some good buyers for farms. Hire and Hale Insurance. 37-tfc

FOR SALE: 240 acres, 1 mile north of Floydada on pavement. 160 acres 1 1/2 mile north of Floydada. Both in the Irrigated district. 320 acres 5 miles north of Floydada. Hale and Hale. YU 3-3261. 7-16-tfc

FOR SALE: Dryland farm, 240 acres. YU 3-2193. 9-24p

Houses For Sale K-4

FOR SALE: House and Two lots in Floydada. Call YU 3-2506. tfc

FOR SALE: If you are a GI, we can sell you a good home for a small down payment. Hale & Hale. YU 3-3261. tfc

FOR SALE - Nice two bedroom house. Small down payment. Call Hale Insurance. YU 3-3261. 16-tfc

FOR SALE: To settle the Earl Rainer Estate 3 bedroom home at 622 West California and Rainer Shoe Shop. Call YU 3-2437. 21-tfc

FOR SALE: Three bedroom home, carpeted and fully draped. 227 W. Kentucky. Ph. YU 3-3132. tfc

CLASSIFIED DISPLAY

Signs? TOMMY CARHUFF Res. Phone YU 3-3369 - or Leave Message at Hammond Sheet Metal

RADIATORS NEW AND USED CLEANED - REPAIRED RECORDED

BADGETT RADIATOR SHOP Radiator Service YU 3-3454

MR. FARMER!

CHECK WITH WESTERN FARM SUPPLY

Before Fertilizing Your Wheat Ground

- ANHYDROUS AMMONIA
- DRY, ANY FORMULA
- LIQUID, ANY FORMULA
- PHOSPHORIC ACID

PHONE YU 3-3721

NOW ORGANIZING GUITAR LESSONS

Classes for beginners, intermediates, children and adults.
MR. TRAVIS VENEABLE, instructor
for information call
YU 3-2300 or YU 3-3640
Instruments Loaned

Whirlwinds Sweep Ralls Jackrabbits To 21-6 Loss

Teague, Watts And DeLeon Tally In Scoring Column

The Ralls Jackrabbits won the flip of the coin and elected to kick, while their host, the Floydada Whirlwinds elected to defend the north goal. Floydada received Ralls kickoff on the 10 yard line. James McNeill did the receiving honors and returned the ball to the 35 yard line.

In three carries, Steve Marler picked up 17 yards for a first down. The Jackrabbits took two more first downs by runs from Marler, placing the ball in the Jackrabbits territory on the 13 yard line.

Teague fumbled, but recovered the ball on the 17 yard line. The Jackrabbits held the Winds for no gain on the next three plays. Ralls took the punition over on downs at the 44 yard line. On first play Ralls picked up six yards, on second down, David Lutrick came through the Jackrabbits to drop Hicks for a two yard loss. Parks punted on fourth down to the Whirlwinds 45 yard line, where Sammy Watts returned it to the Jackrabbits 34.

Again Floydada fumbled, but recovered it. Teague threw a long pass, only to have it intercepted by Hicks and returned it to the Winds 38 yard line. The Jackrabbits went to the air. Parks passed to Jones for 32 yards.

The Mighty Winds put up their brick wall only allowing Ralls to pick up 4 yards on two carries. Again they went to the air, but Munday knocked the pass down. The handoff was to Hicks but he fumbled. Lutrick came through to recover the ball for the Winds on the 23 yard line. Marler ran around end for a five yard gain when the first quarter ended.

Watts was off and running, in two carries he picked up the first down. McNeill then picked up 7 yards. Floydada was then thrown for a 2 yard loss. Marler sprinted through the Rabbits line for 16 yards.

Then Watts proved to the fans his ability to run, with the assistance of a few good blocks, he ran 45 yards for Floydada's first TD of the game. With 8:35 remaining in the second quarter, the extra point was good. McNeill kicked off to the Ralls 7 yard line, where Jones returned the ball to the 26 yard line. The Whirlwinds held the Jackrabbits for the loss of 3 yards in three downs.

Parks kicked on fourth down to the Winds 40 yard line with no run back. The Jackrabbits failed to hold the Winds. Marler broke through for an 8 yard gain, the Watts picked up a first down on a 9 yard gain. Ralls received a 15 yard penalty.

Floydada was thrown for a 5 yard loss, Teague then threw two passes which were no good. Again Marler broke through for 9 yards, but not sufficient for a first down, the ball going over to Ralls. The Rabbits attempt for a gain failed when Eubanks attacked the backfield before the quarterback could hand off the ball.

Parks threw a pass to Hicks for a 23 yard gain. Hicks was thrown for a four yard loss by Eubanks. Parks picked up 5 yards, but was unable to make a first down for Ralls. The kick on fourth went to the Winds 22 yard line. The Floydada Winds picked up a first down with Marler and Watts carrying the ball. Teague attempted three passes which were all ruled incomplete. The whistle sounded, ending the first half.

Floydada opened the third quarter by kicking to Ralls on their 10 yard line. Hicks returned it to the 31 yard line. The Jackrabbits started rolling by picking up three first downs, two by running and one by passing. The going got rough on the 22 yard line. Clinton Fawver dropped Parks for a 3 yard loss. Then Parks was again dropped this time by Teague, after going 6 yards. Derl Munday intercepted a pass from Parks on the 7 yard line. Perez took over a of the running by picking up four yards.

Watts made a first down on a 14 yard scamper. On two carries, Sylvester Perez picked up

a gain of 11 yards. A penalty was called on the last carry for 5 yards. McNeill went in for a 1 yard gain, again a 15 yard penalty was stepped off, against Ralls. The quickness of Perez carried the ball for a first down, making a 14 yard gain to the Ralls 6 yard line. Teague carried it in from the 6 for the TD. The two extra points were made when Teague passed to Kerry Boarden. With 3:28 left on the clock, Ralls received Floydada's kick on the 15 yard line. Hicks returned the punition to the 35 yard line.

Floydada received a 15 yard penalty on fourth down, giving Ralls a first down on the 45 yard line. On the first down, Ralls punted. Floydada took charge on the 29 yard line. The third quarter ended with Floydada on the 44 yard line.

Three plays later the Whirlwinds fumbled. Ralls took possession on their 28 yard line. Mac Baker broke through to drop Ralls for a three yard loss. Watts then intercepted a pass, running it back to the 14 yard line. John DeLeon took over quarterbacking for the Whirlwinds.

The ball was taken to the 5 yard line by Jack Osborne. DeLeon took it to the 1, then on a quarterback sneak broke over for the TD. McNeill kicked the extra point. Hicks received the kickoff, returning the ball to the 26 yard line. The Rabbits picked up two first downs. One by runs, and the other on two penalties. Once again the Mighty Whirlwinds held the Jackrabbits from making another first down. The ball going over on downs. The Whirlwinds new backfield had a difficult time trying to get rolling as penalties hampered them. Ralls took possession of the ball on downs. Ronnie Parks passed to Hicks where he went 55 yards for a Ralls TD. Extra point no good.

Scores by quarters:
Floydada 0 6 8 7-21
Ralls 0 0 0 6-6

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Teague fumbled, but recovered the ball on the 17 yard line. The Jackrabbits held the Winds for no gain on the next three plays. Ralls took the punition over on downs at the 44 yard line. On first play Ralls picked up six yards, on second down, David Lutrick came through the Jackrabbits to drop Hicks for a two yard loss. Parks punted on fourth down to the Whirlwinds 45 yard line, where Sammy Watts returned it to the Jackrabbits 34.

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The Mighty Winds put up their brick wall only allowing Ralls to pick up 4 yards on two carries. Again they went to the air, but Munday knocked the pass down. The handoff was to Hicks but he fumbled. Lutrick came through to recover the ball for the Winds on the 23 yard line. Marler ran around end for a five yard gain when the first quarter ended.

Watts was off and running, in two carries he picked up the first down. McNeill then picked up 7 yards. Floydada was then thrown for a 2 yard loss. Marler sprinted through the Rabbits line for 16 yards.

Then Watts proved to the fans his ability to run, with the assistance of a few good blocks, he ran 45 yards for Floydada's first TD of the game. With 8:35 remaining in the second quarter, the extra point was good. McNeill kicked off to the Ralls 7 yard line, where Jones returned the ball to the 26 yard line. The Whirlwinds held the Jackrabbits for the loss of 3 yards in three downs.

Parks kicked on fourth down to the Winds 40 yard line with no run back. The Jackrabbits failed to hold the Winds. Marler broke through for an 8 yard gain, the Watts picked up a first down on a 9 yard gain. Ralls received a 15 yard penalty.

Floydada was thrown for a 5 yard loss, Teague then threw two passes which were no good. Again Marler broke through for 9 yards, but not sufficient for a first down, the ball going over to Ralls. The Rabbits attempt for a gain failed when Eubanks attacked the backfield before the quarterback could hand off the ball.

Parks threw a pass to Hicks for a 23 yard gain. Hicks was thrown for a four yard loss by Eubanks. Parks picked up 5 yards, but was unable to make a first down for Ralls. The kick on fourth went to the Winds 22 yard line. The Floydada Winds picked up a first down with Marler and Watts carrying the ball. Teague attempted three passes which were all ruled incomplete. The whistle sounded, ending the first half.

Floydada opened the third quarter by kicking to Ralls on their 10 yard line. Hicks returned it to the 31 yard line. The Jackrabbits started rolling by picking up three first downs, two by running and one by passing. The going got rough on the 22 yard line. Clinton Fawver dropped Parks for a 3 yard loss. Then Parks was again dropped this time by Teague, after going 6 yards. Derl Munday intercepted a pass from Parks on the 7 yard line. Perez took over a of the running by picking up four yards.

Watts made a first down on a 14 yard scamper. On two carries, Sylvester Perez picked up

Eighth Grade Game Halted Due To Rain

The eighth grade ball club, looking good as long as the game lasted, and a Plainview Junior High team met last week in Wester Field and played to a draw for one quarter. The game was halted because of rain.

However while it lasted, the Plainview team received the kickoff and moved for two consecutive first downs before they were stopped by the Floydada defense.

The ball went over to the host team and moved consistently making from three to five yards per carry, but were not able to push across a touchdown before the rain stopped the ball game.

Had the game been allowed to continue it is felt the locals would have been very successful.

The eighth grade roster consists of:

10 Mike Bishop QB; 11 Connie Bearden QB; 12 Edwin Warren QB; 22 Tommy Farris WB; 23 Danny Dozier, WB; 26 Ebert Parvin, WB; 30, Todd Wester, TB; 31, Tim Rose, TB; 33, Terry Turner, TB; 35, Jerry Warren, WB;

40, Terry James, FB; 41, Jim Snead, FB; 42, Mark Weems, FB; 45, Frank Cutherson, FB; 46, Phil Bonnington, C; 50, Keith Norrell, C; 51, Steve Pierce, C; 52, Butch Justice, C; 61, Dale Baker, G; 62, Wes Campbell, G; 65, Tommy Gallagher, G; 66, Gale Campbell, G; 70, Steve Craig, T; 71, Jim Kimble, T; 72, Anthony Dycus, T; 73, Billy Finley, T; 75, Dean Puryer, T; 76, Roy Hanster, T; 77, Jackie Porter, G;

80, Dale Hutchens, E; 82, Joe Mack Jarnagin, C; 83, Jerry Reeves, E; 85, Doug Cannon, E; 86, Billy Hill, E; 87, Richard Martinez, E; 88 David Cogdell, E.

the flip of the coin and elected to kick, while their host, the Floydada Whirlwinds elected to defend the north goal. Floydada received Ralls kickoff on the 10 yard line. James McNeill did the receiving honors and returned the ball to the 35 yard line.

In three carries, Steve Marler picked up 17 yards for a first down. The Jackrabbits took two more first downs by runs from Marler, placing the ball in the Jackrabbits territory on the 13 yard line.

Teague fumbled, but recovered the ball on the 17 yard line. The Jackrabbits held the Winds for no gain on the next three plays. Ralls took the punition over on downs at the 44 yard line. On first play Ralls picked up six yards, on second down, David Lutrick came through the Jackrabbits to drop Hicks for a two yard loss. Parks punted on fourth down to the Whirlwinds 45 yard line, where Sammy Watts returned it to the Jackrabbits 34.

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Parks kicked on fourth down to the Winds 40 yard line with no run back. The Jackrabbits failed to hold the Winds. Marler broke through for an 8 yard gain, the Watts picked up a first down on a 9 yard gain. Ralls received a 15 yard penalty.

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Watts made a first down on a 14 yard scamper. On two carries, Sylvester Perez picked up

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RECORDS
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SPORTS

STATISTICS

	F	R
First Downs	15	8
By Rushing	11	4
By Penalties	3	2
Yards Rushing	231	64
Yards Passing	31	45
Total Offense	262	109
Passes Attempted	11	10
Passes Completed	2	2
Passes Intercepted	2	1
Fumbles Lost	1	1
Punts	0	4
Penalties	7	5
Yards Penalized	56	100

Petersburg Takes Lockney In Exciting 44-20 Win

Trailing for the first time this season, the Petersburg Buffs had to play catch-up during part of the first half before launching finally to a 44-20 win before a capacity crowd that had the daylight scared out of them by a pair of Longhorn backfield members.

Hundred pound halfback Roger Dorman and 138 lb. quarterback Dale Galloway almost swivel-bipped the Buffs to death during portions of the first quarter, and after Charles Smith had intercepted a Mike Loyd aerial and rammed it back to set up a Lockney touchdown early in the second half, it was still anybody's ball game.

It took the twin running efforts of Mike Loyd and Bud Robertson, combined with a passing game that finally got off the ground to get the Buffs past a determined Lockney squad that scored the most points totaled against a Buffalo team since 1961. A bright spot for the Buffs was the place kicking of Jim Weathers who converted three times and could turn into an important cog in the machine.

The Longhorns were dropped cold in their tracks on the first series of downs with Petersburg taking over at their own 14 yard stripe. At that point Lockney threw together a seven-man line that had the Buffs baffled momentarily, but a sweep around the right end by Robertson netted 13 yards and a first down at the 40, and Noles' kids started to roll.

After Jim Fox had picked up a first down at the 50, Loyd went back for the first pass of the game and it was a honey to Lupe Canales good for 28 yards and a first down to the Lockney 18. Two plays later it was slipper Mike who fogged over from the five. Jim Weathers converted and it was 7-0 with 4:30 left in the first period.

Lockney then took off like an Atlas rocket. Starting from their own 32 Lockney used the talents of Dorman, Galloway, and fullback Kusty Smith to blast to the 15 where Dorman broke loose after being caught in a backfield pile-up, and tight-rope his way to a TD with 59 seconds left in the first period. Galloway hit Junior Looney in the end zone for the extra points and the Buffs were behind for the first time this season, 8-7.

Petersburg bogged down on their next series of downs and the "Horns took over at their own 40. With a third-and-eight situation from the 10, Dale Galloway faded to pass, found his receivers covered, and flipped the hips at everyone during a 50 yard touchdown romp that made it 14-7 in favor of the Longhorns with 8:46 left in the half.

That touchdown was like a gallon of ice water being dumped over the Buffs' head. From that point the offense shined and the defense fairly sparkled as Loyd, Robertson and company were behind for only two minutes.

Taking over on their own 38, Loyd used Robertson and Fox each once for 19 yards and then kept the ball himself three times to get to the Lockney 24 where on second down he brought the crowd to its feet with the oldest play in the book; a quarterback sneak that put him through the line before the "Horns knew what had happened, and he sneaked into paydirt without a hand on him. Robertson went for the two and it was 15-14 with 6:12 left in the half.

Four minutes later after Lockney was penalized 15 yards for piling on, the Buffs got a big break at the 50. It took just seven plays from there as Loyd from the 25, took aim at 6:55 Wayne Rudisill who caught the ball in the coffin corner for a touchdown with 1:21 left. Ruddy grabbed it at precisely the right moment and after Mike had run the points it was 23-14 as the half blew to a close.

Early in the second half Charles Smith picked off a Loyd pass and ran it back to the six yard line before Mike himself pulled him down with a shoestring tackle. It took a full four plays through a determined Petersburg line to net the TD, and make it 23-20 with 8:04 left.

After that it was all Petersburg. From their own 47, Petersburg drove over in eight plays with Loyd cutting inside the tackle for the TD. Jim Weathers kicked was good and it was 30-20. A series later Bud Robertson climaxed a 70-yard drive by piling in from the five to make it 37-20 and a second later the Buffs turned a fake field goal into a touchdown with Robertson going over again to set the score at 44-20.



SAMMY WATTS scampers 45 yards for Floydada's first touchdown in the Ralls-Floydada game played here last Friday night. (Staff Photo)

"B" Team and Frenship Fight 0-0 Battle Here

The Floydada B team and Frenship, also a AA team, fought to a 0-0 deadlock in Wester Field Thursday night.

As the score well indicates, there was little offense shown by either of the squads, but a hard fought defensive battle kept both teams alert during the entire game.

The only real offensive threat came when Frenship scored on a long pass only to have it called because of a clipping penalty.

The B team was hurt early in the season when a number of injuries developed on the varsity and five of the better B players were moved up to that squad. Quite a loss of speed went with the loss of the players.

However, the local boys hit hard and at times looked very much like their varsity counterparts. The B squad promises in the future to be a real hustling squad.

Presently those listed on the "B" squad are:
Larry Barbee, QB; Randall

Seventh Grade Loses To Hale Center, 12-0

A scrapping seventh grade game fought at Hale Center Junior High team to a 12-0 loss at Wester Field last week.

There were no outstanding players in the game that pleased the coaches despite the loss. There was a good team effort on the part of all the players.

Although there was never a sustained drive on the part of the locals the team looked as well as could be expected considering the short time they had worked together on the football field this year.

Although the Floydada boys were overpowered, they stayed

Moore, QB; Curtis Jester, QB; Tommy Weathersbee, WB; Dayne Golightly, FB; Joe Christian, TB; Joe Vasquez, FB; Rose Miller, QB; Sammy DeLeon, WB; Edmundo Perez, WB;

Arturo Romero, TB; Chuck Luttrick, C; Nathan Johnson, G; Mike Smith, C; Joe Soliz, E; Bob Murray, E; Butch Emert, E; Rex Harrison, E; Rex Matney, E; Joe Tangana, E;

Peaches Channing, T; Ubaldo Soliz, T; Hulan Carthel, T; Brent Waldon, T; Steve Simpson, G; Bobby Calabran, G; Danny Watts, G; Eloy Martinez, G; Larry Hunter, G; Juan Vega, G; Glen Betram, G.

Floydada's "B" Team To Host Olton Tonight

Olton's "B" team will be in Floydada tonight to take on the

in the game and...
Center team was...
The following...
13, Domingo...
Mark Estes, QB...
Smith, QB; 17...
L.F.; 18, Don...
23, Kent Hale...
Smith, WB; 23...
WB; 24, Allen...
Steve Reeves, FB...
26, Ronnie...
Keim Smith, TB...
Brown, WB; 3...
TB; 42, Chuck...
Kenneth Blos...
Pollan, FB; 6...
FB; 50, Terry...
Miller, G;

32, Larry Be...
Smithman, G...
droshe, G; 42...
G; 63, Ronnie...
Green, G; 66...
G; 70, Fresh...
Jury James, T...
T;

17, Steve Fr...
Kim Hinsky, T...
T; 80, Gary...
Jackie Gregey...
Lovell, E; 8...
RE; 87, Larry...
Craig Gilly, T...
T; 71, Kerry...

Hey, boys 8 through 13... Be a Winner!

IT'S FUN!

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PUNT, PASS & KICK COMPETITION

WIN An official NFL team warm-up place-kicker outfit! A football game by top NFL stars. You can even win a trip to game to compete (mom and dad go, too!) ners will go on a "Tour of Champions" (parents) to Washington, D. C., and to the ner-UP Championship bowl game in Miami. It's fun! It's free! You compete only with own age. The re's nothing to buy.

YOURS FREE When you sign up. PP&K competition written by four top NFL experts. You a safety reflector for your bike, and a PP&K the event, you'll get FREE an attractive your jacket! You must be accompanied by a parent or dian to register. Registration closes October

Bring your Dad. Get Full details at:

REED FORD SALES

FLOYDADA

THE FLOYD COUNTY HESPERIAN

THURSDAY, SEPT. 24, 1964 PAGE 1

FLOYD COUNTY HESPERIAN

On To Attend SMU Board of Development Meet

John R. Smith, Jr., of Builders' Association of SMU's Development Business Administration. The committee serves to advise and counsel the business school on ways and means of making it the best possible source to meet regional needs, he said.

The meeting will be the first in a series by various committees of SMU's Board of Development. The SMU Board of Development is composed of 160 prominent business and professional leaders from throughout the Southwest. It serves to advise and develop and maintain support for all phases of the University's endeavors.

William P. Clements, president of Southeast Drilling, Inc., in Dallas, and W. Dawson Sterling, president of Southwestern Life Insurance Company in Dallas are chairman and vice-chairman, respectively, of the SMU Board of Development.

Revival Going At Assembly Of God Church



GENE ALLEN

The Assembly of God Church in Floydada, corner of 3rd and Virginia, is conducting a revival which is now in progress. Evangelist Gene Allen of San Antonio, is doing the preaching.

The revival started yesterday, September 23, and will continue through October 4 at 7:30 each evening.

R. A. Stagg, minister of the church, invites anyone who wishes to attend any or all services. A warm welcome is extended all.

He said, "We feel the preaching of this man will stir each one to a deeper life with Christ or to make a decision for Christ, if not a Christian."

Eight Rural Accidents In Floyd County During August

The Highway Patrol investigated eight rural traffic accidents in Floyd County during the month of August, according to Sergeant D. S. Lawson, Highway Patrol Supervisor of this area.

These wrecks accounted for one person killed, five persons injured, and an estimated property damage of \$5,830.00.

The rural traffic accident summary for Floyd County from January through August shows a total of 45 crashes resulting in one person killed, 33 persons injured, and an estimated property damage of \$41,987.00.

The statistics compiled as a result of these accidents and their consequences are very alarming. However, they are increasing and more people are being killed or injured each year as a result of some-one's inadequate driving procedures. In addition, crimes of all kinds including murder, rape, armed robbery and burglaries are increasing at an alarming rate na-

tionally as well as in our own state of Texas.

In order to try and save some of the lives lost each year and help combat the increasing crime rate, the Patrol Sergeant requests everyone to encourage eligible young men to inquire about a position with the D P S as a law enforcement officer.

According to the Sergeant there are over one hundred vacancies in the Patrol Services of the Department and a training school is scheduled to start in November. Men between the ages of 21-35 years who have a high school education and desire more information about a career in law enforcement are invited to contact any member of the D P S for the additional requirements as well as job benefits and an application form.

The Sergeant stated that the examinations will be given the second Saturday in October, throughout the State, for the November training school.

IT'S A GRAND OLD STEER

The grand and reserve grand champion steers of the Junior Livestock Shows will be sold at 9:30 a.m. on Friday, Oct. 23, at the 1964 State Fair of Texas in Dallas.

UP FROM THE FARM

Two thousand Texas Future Farmers and 4-H Club boys and girls will exhibit 2,500 market and purebred breeding animals during the 1964 State Fair of Texas in Dallas.

DAVIS GIN

Overhauled & Ready To Go

We're Here To Serve You and Appreciate Your Business

DICK GUEST
Mgr.

Harvest Chemicals Explained

Chemical dealers, agricultural farmers are arranged to attend showing meetings on Harvest Aid Chemicals.

Pressure is being built in the High Plains area to quality of cotton be in the area.

(Thursday) Lubbock - Plains Co-op and Avenue A.

(Friday) - Ralls High School Auditorium.

(Saturday) - District Courthouse.

Chemicals and application - 30 minutes, John Area Farm Manager, Texas Ag-Extension Service.

Harvest Aid Chemicals Quality and 30 minutes, Shelby Agronomist, Texas Experiment Sta-

Affecting the Pro-30 minutes, John Area Farm Manager, Texas Ag-Extension Service.

Club News

Hill 4-H Club met with Sue White, president, in charge.

pledge and prayer Donnie Fortenberry led to the flag was

awarded Joe Dathy Gilly trophies the most outstanding in the club.

presented Billy Joe the Floydada Fire Prevention.

members and ten present for the

our thanks to the for the educa-

INSURANCE

RDINAL

AKER, Manager

Registration Now Underway For Ford's Annual PP&K Contest

The National Football League and the Ford dealers of America today (Aug. 30) announced the fourth annual Ford, Pass and Kick competition for the nation's 8 through 13-year-old football fans.

"PP&K" pits the youths' punting, passing and place-kicking skills against those of other participants of the same ages. Since its inception in 1962, the program has attracted more than 1,100,000 entries, including nearly half a million last year.

Last year a Dallas boy, 8-year-old Steve Pierce, won the national championship in his age category, and Marshall Lambson, 9, of St. Johns, Ariz., was tops among boys in his age group. Both represented the Dallas Cowboys in the national PP&K championship at Chicago last Dec. 29.

Last year's Floydada included: Terry Jester, Mike Hale, Danny Killian, Brad Teague, Ricky Watts, Carl Levalien, Robert Bullock, Steve Puckett, Michael Burk, Ricky Biggs, Stanley Pierce and Jim Crawford.

Registration for this year's competition will be held at Ford dealerships, Reed Ford Sales in Floydada, or Bacus Motor Company, Lockney, Sept. 1 through Oct. 9.



Total carloads moved over Santa Fe System Lines for the week ending September 12, 1964.

FINALISTS VISIT WASHINGTON AND MIAMI

The 12 finalists—one each in the 8-13 age groups from both the Eastern and Western Division team areas—will go to Miami for the final PP&K competition at halftime of the NFL Runner-Up Bowl Game on Jan. 3. The all-expense-paid "tour of Champions" for the youths and their parents will begin with a visit to Washington, D. C., on Dec. 30. The Washington visit will be highlighted by a special tour of the White House.

Following the halftime show-down in Miami, the six national age-group winners will be crowned by NFL Commissioner Pete Rozelle. While in Florida, the group will attend the Orange Bowl game Jan. 1.

(See REGISTRATION, Page 6)

TAX MAN SAM SEZ:

The Internal Revenue Service Statistics of Income contains these interesting figures: During 1962, almost five million Texans signed their names to individual income tax returns. These voluntary taxpayers reported some \$15,439,451,000 in adjusted gross income. The biggest part of this — some \$12,237,516,000 — came from salaries and wages.

On a nationwide basis, some 99 million Americans signed tax returns, showing an adjusted gross income of \$348,706,728,000 — some 283 million of this also came from salary and wages.

JILL MATSLER PLEDGES CHI OMEGA

Texas Tech's 12 sororities have announced 399 new pledges for the fall semester. Pledges from Floydada include Jill Matisler, Chi Omega.

On-line loadings were 18,261 compared with 19,886 for the corresponding week last year.

Cards received from connections totaled 10,265 compared with 11,027 for the same week a year ago.

Santa Fe handled a total of 31,973 carloads in the preceding week of this year.

Slight Misunderstanding

Judge: "Have you ever been up before me?"

Accused: "I won't know. What time do you get up?"

—Santa Fe Magazine

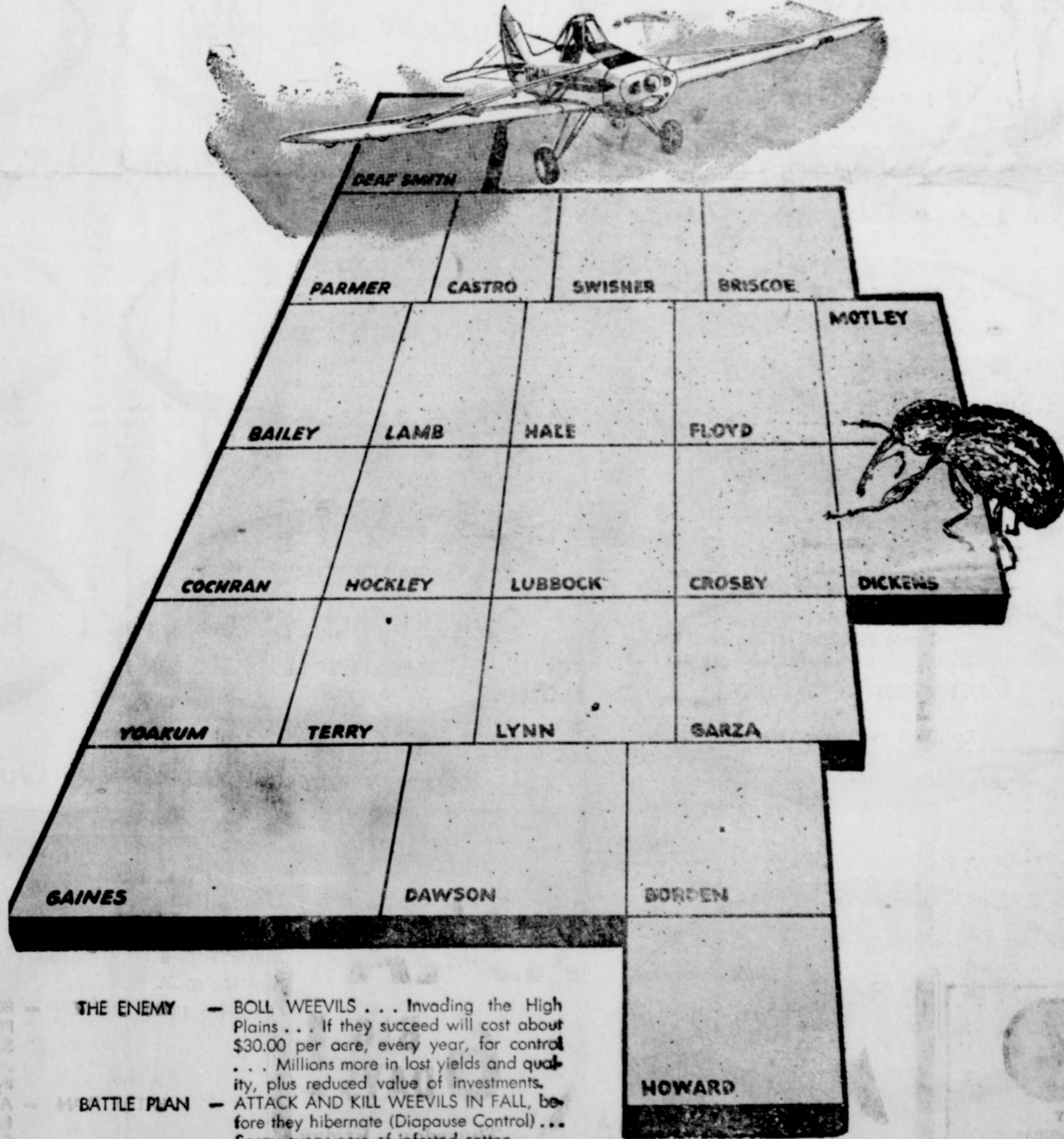
GUS HAMMONDS SELLS REGISTERED ANGUS BULL

Gus Hammonds, Floydada, recently sold an Aberdeen-Angus bull to Canyon Valley Angus Farms, Snyder, Texas.

JOIN THE BATTLE OF THE BOLL WEEVIL!

We urge every person, directly or indirectly connected with the cotton industry, to help wage war on the boll weevil. Widespread infestation of the area would produce an economic disaster that is frightening . . . yes, FRIGHTENING! The economic base of our High Plains area could be eaten away by the boll weevil. High Plains bankers urge YOUR support of the Diapause Control Program to protect your income and that of every High Plains resident.

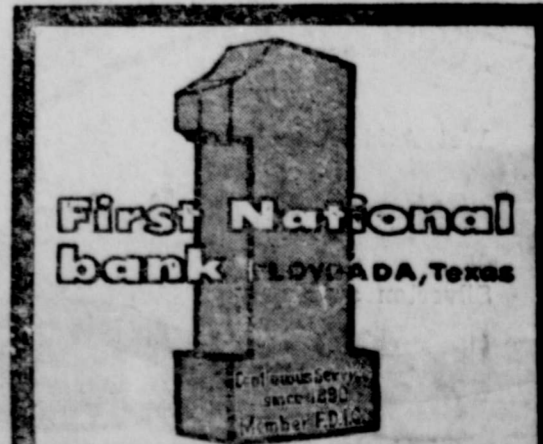
JOIN THE BATTLE.



THE ENEMY — BOLL WEEVILS . . . Invading the High Plains . . . If they succeed will cost about \$30.00 per acre, every year, for control . . . Millions more in lost yields and quality, plus reduced value of investments.

BATTLE PLAN — ATTACK AND KILL WEEVILS IN FALL, before they hibernate (Diapause Control) . . . Spray every acre of infested cotton . . .

WAR QUEST — 50¢ A BALE FROM PRODUCERS, collected 100% at every compress . . . Supplemented by matching Federal funds. PRODUCER'S CHOICE: 50¢ now or \$50.00 later. For complete information, see your County Agent, ASC office, Vocational Agriculture teacher, or contact Plains Cotton Growers, Inc.



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CAPADA THEATRE

The Capada in its desire to bring bigger and better movies to Floydada proudly presents ---

FIRST FLOYDADA SHOWING OF THE ROAD SHOW 'CLEOPATRA'

ELIZABETH TAYLOR
JOSEPH L. MANKIEWICZ
CLEOPATRA
RICHARD BURTON - REX HARRISON

6 BIG DAYS!

Thursday - Friday
Saturday - Sunday - Monday
Tuesday
September 24 - 29

Show begins promptly each night at 7:30

ADMISSION
ADULTS \$1.00



HAVE FUN ... WIN PRIZES ...

HESPERIAN FOOTBALL CONTEST

AND QUARTERBACK FORECAST

\$15 IN CASH PRIZES EACH WEEK!

DEADLINE FOR ENTRIES — 5 P.M. FRIDAY IN HESPERIAN OFFICE OR POST MARKED

TIE BREAKER — Guess Total Points of Floydada, Childress Game

TOTAL SCORE:

CONTEST RULES

Anyone can enter except the employees of the Hesperian. Three Cash Prizes are given each week; ties will split prize money. Members of the editorial department are sole judges of the contest and their decision is final.

It is not necessary to indicate scores on all the games, but score must be indicated on the "Tie Breaker" game at right.

Simply circle the team you choose to win in each of the footballs. Deadline for submitting entries is 5 p.m., Friday — winners will be announced the following week.

Enter as many times as you wish, print name and address plainly at top of the page you turn in and mail to this newspaper.

1st PRIZE \$7.50 2nd PRIZE \$5.00 3rd PRIZE \$2.50

Your Personal Photographer
Parker Studio
Floydada at Childress

Kirk and Son
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Crosbyton at Slaton

Farmall Tractors & Equipment
Martin and Co.
Hale Center at Olton

You Can Afford A Reed Ford
Reed Ford Sales
Lockney at Ralls

Kelvinator Appliances
Daniel Automotive
Clovis at Muleshoe

Conoco Wholesale
Continental Oil Co.
Levelland at Denver City

Since 1911
Tye Drilling
Spur at Matador

Wet Acid Delinting
Floydada Seed & Delinting
Silverton at Happy

See The Cotton Trailers at
Higginbotham Bartlett LUMBER CO.
Dimmitt at Tulia

Housewives Shop and Save At
Piggly Wiggly
Lorenzo at New Deal

Pontiac, Buick Sales & Service
City Auto Service
Tahoka at Idalou

Top Flite Feeds
Carmack Feed & Seed
Phillips at Canyon



Jimmy Willson
Floydada 16 —
Childress 12

Massey-Ferguson Equipment
Floydada Implement Co.
Post at Abernathy

Complete Building Supply
Builders Mart
Texas at Texas Tech

Fertilizers-Insecticides
Davis Farm Supply
Arizona State at West Texas

Agricultural Loans
Production Credit Ass'n.
Baylor at Washington

Heating & Air Conditioning
Hammond Sheet Metal
LSU at Rice



Tom Daniel
Floydada 14 —
Childress 6

Welding, Equipment Repair
United Machine & Supply
So. California at Oklahoma

You Can Bank On The
First National Bank
SMU at Ohio State

Complete Self Service
Mobil Convenience Center
A&M at Houston

Lennox & Amer. Standard
Edmiston Plumbing
Florida St. at TCU

AC & New Holland Equipment
Mc Donald Implements
Seagraves at Eunice

John Deere Farm Machinery
Collins Implement Co.
Snyder at Big Spring

"Deep Rock" Bottom Prices at
Wylie Petroleum
Seminole at Lamesa

MM Farm Machinery
MM Payne Implement
Petersburg at Kress

Quarterback Quotes

NEW 55

MASSEY-FERGUSON

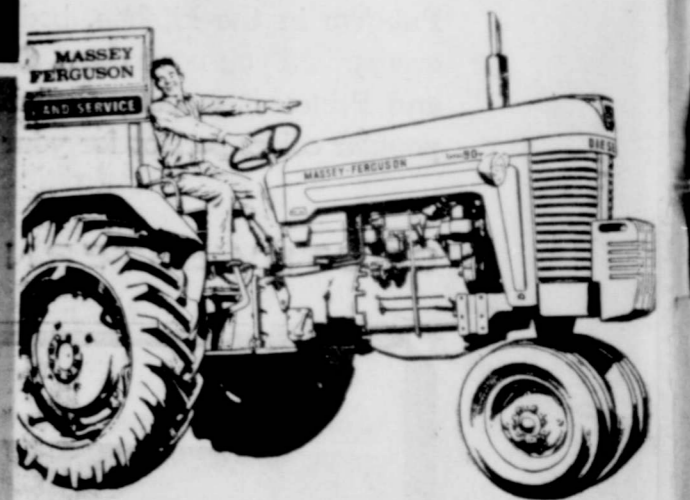
Fully Mounted

Fully Automatic

TWO-WAY PLOW



See The New
Super Diesel
Called "90"

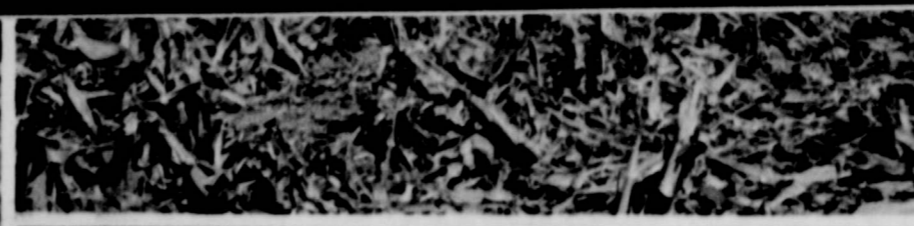


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Now! Three great MF Combines harvest non-stop!



1965 Oldsmobile Goes On Display Today At Oden Chevrolet Company In Floydada

LANSING — Oldsmobile is introducing a new full-size production line for 1965 called the Delta 88. The new 88, along with all other 1965 Oldsmobiles, will be on display at Oden Chevrolet Co., Thursday September 24 it was announced by Conner Oden.

Disclosing details of the new Oldsmobile quoted Harold N. Metzger, Oldsmobile's general manager and a vice president of General Motors as saying:

"The Delta 88 is a glamorous new companion to the Dynamic 88, and these models, along with the Jetstar I, Starfires and 98's, are powered by our recently developed 425 cubic inch Super Rocket engine teamed with a brand new Turbo Hydra-Matic transmission, for the most instantaneous responsive performance in the division's history."

"Furthermore," said Metzger, "the completely new and room-

ier bodies of all our full-size Oldsmobiles, including the Jetstar 88, are dramatically restyled with curved side window glass and new rooflines in all models.

"Series identification in the entire line of 1965 Oldsmobiles, from the F-85's on up to the 98's — all 32 models," Metzger added, "is more pronounced than ever. Our dealers will display them publicly on Thursday, September 24."

Metzger described the new Super Rocket as a bigger, more powerful engine of lightweight cast-iron design. "Engine displacement has been increased by 8 percent," Metzger said, "yet engine weight has been substantially reduced. Teamed with the new Turbo Hydra-Matic transmission, the performance of the 425 cubic inch Super Rocket is sensational. With horsepower ratings from 310 to 370, the new engine will greatly enhance the outstanding reputation Oldsmobile has already earned in the performance field. Alert, effortless response to even a slight increase in throttle opening is the most significant engineering advancement in our new cars and is immediately apparent to the driver."

He said the new transmission is equipped with a variable vane for alert performance at every driving speed and to eliminate part-throttle downshift. It retains the Hydra-Matic's dual range feature for added safety in downhill braking.

"In addition to the availability of the Turbo Hydra-Matic transmission," said Metzger, "Oldsmobile for the first time is offering in all 88's Jetstar I and Starfire models, a floor-mounted four-speed manual transmission, fully synchronized in all gears."

He noted that other mechanical design changes include a new frame for increased rigidity and improved stability. Front and rear suspensions are newly designed for better ride and handling. The new chassis also features wider front brakes on the Dynamic and Delta 88's, Jetstar I, and Starfires for greater brake life. The 98's, both front and rear brake widths have been increased.

"An especially important change for the benefit of our customers," Metzger said, "is the extra roominess built into all full-size Oldsmobiles for 1965. Most of the interior dimensions have been increased, with shoulder room for example, nearly

four inches greater.

"And too," he continued, "the design of these new cars has permitted us to increase luggage capacity in the trunk by up to 3.9 cubic feet."

Metzger also reported that fuel tank capacity had been increased to 25 gallons to permit longer intervals between refueling stops during modern turnpike travel.

A styling and comfort innovation for 1965 is a new split-back front seat with a larger center arm rest—designed for those who like the sporty look of bucket seats. When the arm rest is raised, it provides the

extra utility of a bench seat. The new type seat is standard on Delta 88 Holiday sedans and coupes and on the 98 Holiday Sports sedan, coupe, and convertible.

"Another striking change in interior decor," Metzger said, "is the instrument panel, with large circular dials and indicators located for easier-than-ever visibility. And too—the instrument panel finish varies with the series — brushed aluminum in the 88's, black morocceum in the Starfires, walnut grain in the 98's."

In describing exterior styling features of the new Oldsmobiles,

Metzger pointed out the distinctive rooflines and other styling characteristics which differ be-



TOP—This is the impressive new Oldsmobile Jetstar 88 Holiday Sedan with its roomier, strikingly styled body, re-designed chassis, Jetfire Rocket engine and optional Jetaway transmission. One of four Jetstar 88 body styles, the Holiday Sedan displays a sweeping new roof line. The Jetstar 88 is a lower priced companion to the Dynamic 88.

BOTTOM—Distinctively new for 1965 is the Delta 88, a deluxe companion to the Dynamic 88. The Holiday Coupe shown is one of three models offered. All are powered by Oldsmobile's new 425 cubic inch Super Rocket engine with an optional Turbo Hydra-Matic transmission. The graceful tapered design of the Holiday Coupe is complemented by a newly fashionable interior with a sporty new front seat, with a split back and dropping center arm rest.



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Introducing the Rocket Action Cars!
OLDSMOBILE FOR 1965

DYNAMIC 88 HOLIDAY COUPE

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Notice its longer, lower, wider proportions and impressive new lines. Inside, new luxuries and comforts everywhere you look. Even rides new, thanks to smoother-than-ever, four-coil-spring suspension. And just wait till you action-test its 425-cubic-inch, 310-h.p. Super Rocket V-8! Pick from all the Dynamic 88s, including three new top-of-the-series deluxe Delta 88 models.

Plus a whole new Olds Rocket Action lineup!
There's plenty to get excited about in Olds for '65! The Ninety-Eight series is more elegant than ever. The Starfire and Jetstar I boast a fiery new 370-h.p. Starfire V-8 that makes going Olds an even sportier proposition! Jetstar 88, Vista-Cruiser, F-85 — whatever you liked about them before you'll like even better now. See your Oldsmobile Dealer — where the action is!

JETSTAR 88 HOLIDAY SEDAN
3-SEAT CUSTOM VISTA-CRUISER
F-85 CUTLASS HOLIDAY COUPE

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER... WHERE THE ACTION IS! HEADQUARTERS FOR NINETY-EIGHT, STARFIRE, DYNAMIC 88, JETSTAR I, JETSTAR 88, VISTA-CRUISER, F-85

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tween series and body styles. "The Starfire styling is particularly distinctive. This full-size sports car has its own roof, rear quarter, front and rear end design and specific grille. Side moldings give the appearance of external exhaust pipes which end in functional side exhaust outlets just ahead of the rear bumper.

"Oldsmobile's 98 models for 1965," Metzger said, "are more elegantly luxurious than ever — the most distinctive cars in Oldsmobile's history. The 98's have their own roofs, rear quarters, bumpers, grille, and side styling motifs. The 98 Holiday Sports Coupe, with its own specific roof, features for the first time a V-shaped rear window.

"The 98 Holiday sedan," he added, "has its own roof, different from that of the optional vinyl covered 98 Luxury sedan. "This 'top-of-the-line' Oldsmo-

Oldsmobile will produce 19 full-size models in 1965, including 4 Jetstar 88's, the Jetstar I, 4 Dynamic 88 models, 3 Delta 88's, 2 Starfires and five 98's.

Oldsmobile's Vista-Cruisers, with their new interior and exterior 1965 styling appointments, are available in standard and custom versions of the 2-seater and the 3-seater. In 3-seater models, the rear seat faces forward.

"With their fresh new styling, the ingenious vista roof, and over a hundred cubic feet of cargo space," said Metzger, "the Oldsmobile Vista-Cruiser, more (See **OLDSMOBILE**, Page 6)

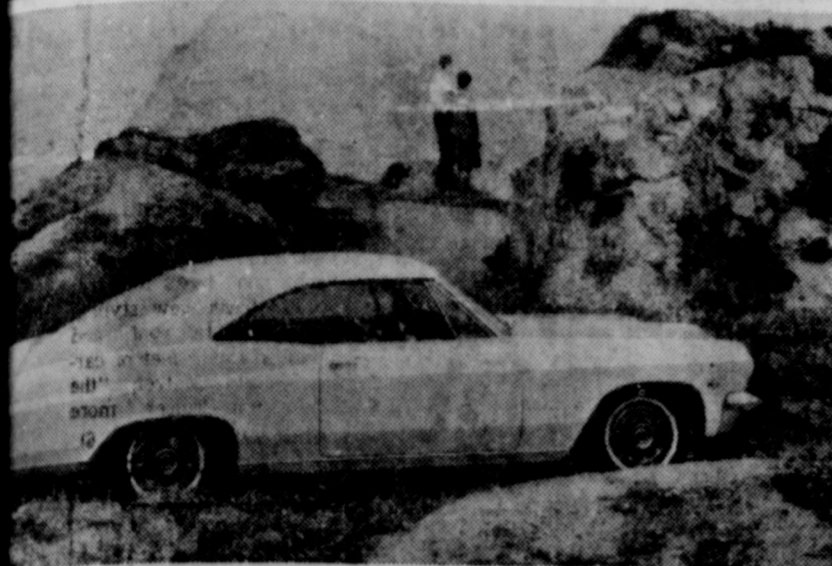
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Beautiful New Chevrolets for 1965



The beauty parade of 1965 cars is the Impala Sport Coupe (above) with new roominess and a distinctive roof lines and curved side windows gracefully contoured rear quarter panels. The new Impala Convertible features an inward folding top with tempered glass rear window. The regular-size Chevrolet is available in 15 models in four series. The public announcement date for all Chevrolet-built passenger cars is September 24.

Chevrolet Company Displays The Complete 1965 Chevrolet Line Today

comes its longest line. The regular Chevrolet, long-time industry sales leader, moves to a new prestige plateau with the greatest comfort and luxury ever offered. The Corvair makes a dramatic advance with its first major styling change in five years. Customer approved design, with significant styling refinements, is continued for the Chevelle, Chevy II and Corvette lines. The Corvette also be-

comes the first American car to provide four-wheel disc brakes as standard equipment.

Among approximately 400 accessories and optional features available on 1965 Chevrolets is the first FM stereo system offered by an auto maker. Another is the telescoping steering column to give greater driving comfort for Corvairs and Corvettes.

With its new models, Chevrolet hopes this year to establish its third successive industry sales mark, S. E. Knudsen, general manager, declared.

"For 1965, Chevrolet is keeping pace with the public's growing preference for prestige transportation with the widest possible customer choice of options and features to fit individual needs," he said. Following are highlights of the five members of Chevrolet's "family" for 1965:

REGULAR CHEVROLET — The top selling line is an entirely new automobile for 1965. It is the most luxurious car ever offered by Chevrolet.

Fifteen models in four series stress a bigger car concept. The new Chevrolet is longer by more than three inches (to 213.1 inches), wider by 1 1/2 inches (to 73.6 inches) and one inch lower (to a sport coupe height of 54.1 inches) than 1964 models.

Interiors offer greater roominess — three inches more shoulder room — plus increased leg

room, both front and rear. Floor tunnels are substantially smaller. The luggage compartment has a flat floor for easier loading.

The all-new styling features an entirely new look. Square front fenders sweep through the body into gracefully contoured rear quarter panels. The grille is framed by deeply recessed headlights.

The rear deck is flat with a slight downward taper to a full-width rear bumper. Chevrolet's traditional triple taillights are hooded and extend back from either side of the rear panel. All models have a low silhouette roofline and curved side windows. Convertibles have tempered glass rear windows.

Beneath the new body is an equally new chassis. A number of improvements result in greater ride and handling characteristics. The 119-inch wheelbase is retained.

A "wide stance" chassis gives wider front and rear tread. The front is wider by 2.2 inches to a total width of 62.5 inches and the rear is 3.1 inches wider to a total of 62.4 inches. There is improved full coil suspension both front and rear.

A sturdy new perimeter frame provides the structural platform for a new strut rod front suspension, new link-type rear suspension and new parallel relay steering system.

Six engines (one six and five V-8's) are offered, ranging in horsepower from 140 to 400 and incorporating a number of engine improvements. Four transmissions are available and there is a total choice of 16 power teams.

CORVAIR — Chevrolet's popular small, sports - type car makes the first major styling change since its introduction in the 1960 model year.

For 1965, Corvair is longer, wider and lower while offering increased engine power. It retains its 108-inch wheelbase plus the air-cooled, rear-mounted engine and frame integral body which make it unique among American built cars.

Corvair's model lineup for 1965 emphasizes increased sportiness. Pillar sedans and the coupe have been dropped. The seven new models are either convertibles or two- and four-door hardtops.

A new top-of-the-line series, the Corsa—available in either convertible or sport coupe—replaces the Spyder models. The turbocharged engine, available only in Corsa models, is increased from 150 to 180 horsepower.

There is a smooth, international flavor to the new Corvair body which is longer by three inches (to 183.3 inches) than the 1964 Corvair, and wider by more than two inches (to 69.7 inches) and slightly lower — the sport coupe height is 51.3 inches.

The front end slants forward, retaining the "no grille" Corvair

trademark (signifying a rear engine). Dual headlights are recessed. Front and rear decks taper gently downward. Rear rooflines are long, particularly on sport coupe models. A distinctive front-side to center houses twin taillights and license bracket.

The redesigned Corvair interior gives increased shoulder room and entrance height plus more leg room in the rear seat of sport sedan models. The new dash panel has recessed instruments. Corsa and Monza models —including the Monza sport sedan—have bucket seats in color-keyed, all-vinyl interiors.

Among new body features for 1965 are an improved heater and defroster system, ventilated rocker panels, flush-mounted windshield and rear windows and improved door locks. Convertibles offer all-electric top mechanisms.

Mechanical features include an improved four-wheel independent suspension system and a wider tread front and rear for better handling. There are larger diameter, wider brakes on all four wheels.

The standard engine is 95 horsepower for all except Corsa models. Others available are the 110 horsepower versions; a new 140 horsepower, four barrel

version (standard on Corsa models, optional on all others) and the 180 horsepower turbo-charged engine available only on Corsa models. Three transmissions are available. Power teams total 11.

The two Corvair Greenbrier sports wagons are continued in 1965 with only identification changes.

CHEVELLE — Chevrolet's newest car was a quick favorite with the motorist, recording 300,000 sales in its first model year.

For 1965, the Chevelle line is expanded to 12 models in four series, including a new economy series, the "300." The car will continue its 115-inch wheelbase. It receives a longer, more graceful look by the addition of 2.7 inches to an over-all length of 196.6 inches (201.4 inches for station wagons). Width continues at 74.6 inches but some models are more than an inch lower — sport coupe height is 52.8 inches.

In styling, the 1965 Chevelle has a fresh front end design. There is a new hood, grille and bumper and fenders on all models plus a special black-accented grille for the Malibu Super Sports models. The rear end features larger taillights and a new rear cove area. There is also a new optional black vinyl

roof cover for sport coupe models. Adding to the Chevelle's ride and handling for 1965 are added body insulation, softer front springs, rubber-mounted front end sheet metal and improved rear suspension and new tire sizes. New luxury is available in the increased range of options and accessories.

There is a wider range of power teams—a choice of five engines (two sixes and three V-8's) with a horsepower range from 120 to 300. Four transmissions, including Overdrive, are offered, with a total of 16 power teams for 1965.

CHEVY II — New styling refinements and a wider range of optional power is offered in the Chevy II, entering its fourth year of attracting the motorist who wants tasteful styling, economy and ease of handling.

Chevy II will be available in seven models in three series. It will continue its 110-inch wheelbase, its 182.9 inch length (station wagons 187.6 inches) and its 69.9 inch width. The sport coupe height is 54 inches.

Fresh styling features include a new grille with single headlamp design, a distinctive new roof and rear window resin on

sedan models, restyled side trim cylinder, two sixes and three and an attractive full-width cove V-8's). The horsepower range across the rear is from 90 to 300 and there are six power plants (one four offered is 15).

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'65 Chevrolet Impala Sport Sedan

Chevrolet Impala '65

It's longer, lower, wider—with comforts that'll have many an expensive car wondering why it didn't think of them first. More shoulder room, more leg room up front. Curved side windows, an

instrument panel that's a conversation piece. In fact, just about everything's new right down to the road. And even that'll seem newer because the Jet-smooth ride is smoother than ever.



'65 Chevelle Malibu Super Sport Coupe

Chevelle Malibu '65

Here's all that made Chevelle America's most popular new-sized car—plus some new surprises. Like those cleaner, bolder lines. Like the silky way its new ride skims over the choppiest roads. Like

V8 power that'll make you think we stole some of Corvette's stuff—which we did. All told, five engines are available from a quieter six to a V8 that comes on 300 horses strong.



'65 Chevy II Nova 4-Door Sedan

Chevy II Nova '65

It may be the expensive-est looking thrift car you've laid eyes on. But thrifty it is. The big difference being that Chevy II's marvelous mechanical efficiency now wears a debonair new look. And

offers a new range of engines, including a new 300-hp V8. You could get the idea that saving you money was the last thing we had in mind—if it weren't for that price sticker on the window.



New top-of-the-line Corvair Corsa Sport Coupe

Corvair Corsa '65

How's this for sport with an international flair! The longer, wider design gives all closed models a hardtop roof, along with more shoulder and entrance room. And to go with the racier look,

there's up to 180 hp available in the new Corsa series, up to 140 hp in the Monza and 600 series. Also a flatter riding independent suspension, more responsive steering and a wider road stance.

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Governor Connally is shown signing proclamations designating September 20-26 as Young Farmers and Young Homemakers Week in Texas. On left is Weldon Mason of Brownfield, Young Farmer President. At right is Mrs. Doris Weil of Hale Center, President of the Young Homemakers.

Hints Given For Reducing Verticillium Wilt In Cotton

Verticillium wilt is now showing up on many Plains farms. According to County Agent Richard Miller, this costly disease seems to be found earlier each year.

Miller says some farmers are reporting heavy verticillium wilt problems following irrigation. Careful water management is one method by which producers can combat the disease. Avoid frequent irrigation. Irrigations should be spaced as far apart as possible by applying more water per irrigation. Water lowers the soil temperature and the disease becomes active at 85 degrees or lower. Avoid deep cultivation that damages roots as the wilt fungi can enter the plant through damaged roots.

Miller also points out that proper attention to nitrogen applications is another important factor in reducing losses. Sidedressing should be done as early in the season as possible. Application should be made away from the plant root area in order to avoid root injury.

It is easy to recognize the symptoms of verticillium wilt. It first appears as a yellow mottling of lower leaves. These mottled leaves will die at the edges & eventually fall from the plant. As the disease moves thru the plant, younger leaves at the top start showing signs of mottling. Plants developing will usually die within a few days. For additional information concerning this plant disease, ask the county agents of office for a copy of the Texas Agricultural Extension Service publication, "Guide for Reducing Cotton Disease Losses," number L-573.

Oldsmobile

(Continued From Page 4)

than any other type of station wagon, combines the advantages of uniquely glamorous appearance and practical utility."

For 1965, the increasingly popular Oldsmobile F-85 models have been changed in many areas. A new grille, headlamps, bumper and hood provide completely changed and improved front end appearance. The new end design is also new, including bumpers, tail lamps, and end panel applique. Smartly redesigned side molding treatment adds to the new look of the F-85's.

Interiors too, are new and different in both materials and design.

Oldsmobile's 330 cubic inch Jetfire Rocket engines, the V-8s offered on all F-85 models and on the Jetstar 88, provide extra performance in 1965. Horsepower ratings range from 250 to 315.

"For the buyer interested in low initial cost and economy of operation," Metzler said, "Oldsmobile's Econ-O-Way V-6 is still available on certain F-85's. Either the V-6 or the V-8 may be teamed with the smooth and highly responsive Jetaway automatic transmission."

Smoother ride and handling in all F-85 models has been achieved with revised body mounts, springs and rear suspensions.

Top models in the F-85 line are the Cutlass coupe, the Cutlass Holiday Coupe and the Cutlass convertible.

In addition to the Cutlasses, other body styles include a standard Club coupe, a four-door sedan and station wagon, and a deluxe four-door sedan, station wagon, and a V-6 Sports coupe.

New this year for the V-6 Sports coupe and the Cutlass coupe is a bench seat option, which may be ordered in place of bucket seats.

Including the F-85's, the four Vista-Cruisers, and the full-size cars, Oldsmobile is offering a total of 32 different models in 1965.

RICE CONSUMPTION UP IN U. S.—Domestic market for rice has expanded as sales have not only kept pace with population growth in the last 5 years but new markets have been gained, reports the U. S. Department of Agriculture. Industry promotions are given the credit for the increased consumption.

BROILERS TO BUY

Hundreds of broilers from the Junior Market Broiler Show will be sold at 10 a.m. on Tuesday, Oct. 20, at the 1964 State Fair of Texas in Dallas.

Not every dog that bites a man is to blame.

COOKIES

Sunshine YUMS YUMS, 12 Oz. Pkg. 49¢

CASCADE

Dishwasher Detergent 42¢
6c off Label, 20-Oz. Box

JOY

Liquid Detergent 69¢
22-Oz. Bottle

ZEST

Toilet Soap 43¢
Bath Size 2 FOR 1

OXYDOL

Detergent 45¢
King Size 1

OLEO

Elgin, Colors 12 1/2¢
1-Lb. Pkg.

APPLESAUCE

Musselman's Fancy 25¢
2 1/2 Can

GREEN PEAS

Campfire, Early June 10¢
300 Can

DETERGENT

Liquid for Dishes 20c Off 39¢
Bonne, 22-Oz. Bottle

BLEACH

Du Rite, Liquid, Plastic 29¢
1/2-Gallon Bottle

FLOUR

Light Crust 49¢
5-Lb. Bag

"HAM IS THE ECONOMICAL BUY THIS WEEKEND AT PIGGLY WIGGLY!"

HAMS

Armour Star, Fully Cooked, Butt Portion, Pound 49¢
SHANK PORTION, POUND 39¢

PICNICS

Armour Star, Canned, Shankless, Boneless, Fully Cooked 3 Lb. Can \$1.79

Armour Star, Aged, Heavy Beef, Valu-Trimmed, Blade Cut CHUCK ROAST, Pound 45¢

Armour Star, Aged, Heavy Beef, Valu-Trimmed, Arm Bone Cut SWISS STEAK, Pound 65¢

Armour Star, Aged, Heavy Beef, Valu-Trimmed SHORT RIBS, Pound 19¢

Lean, Dated for Freshness GROUND CHUCK, Pound 55¢

Hormel's, Best SLICED BACON, Pound 59¢

Butcher Boy, Olive, Pickle, Spiced Lunch, or Salami LUNCHEON MEAT, 6 oz. 3.89¢

Blue Morrow's All Pork SAUSAGE, 2 Pound Pkg. \$1.19

Booth's HALIBUT STEAK, 12 Oz. Pk. 69¢

Clipper Brand, Tidbits BREADED SHRIMP, 2 Lb. Pk. 99¢

Hamburger, Sausage, Pepperoni, Large Family Size PIZZAS, Each 69¢



Canned Ham

Armour Star, Boneless, Fully Cooked 3 Lb. Can \$2.69

FACIAL TISSUE

Softly, Ass't, Colors, 400 Ct. Box 15¢

PINTOS

Chef Pride 4 Pound Bag 39¢

SUGAR

Holly, 10 LB. Bag 99¢

PEACHES

Pacific Gold Yellow Cling, In Heavy Syrup, No. 2 1/2 Can 23¢

EGGS

Ideal, Grade A Medium, Dozen 39¢

HEALTH AND BEAUTY AIDS! HAND LOTION

SOFSKIN, Reg. \$1.50 Size, Special 1/2 Price Sale, Reg. 75c Retail, Tax 5c — 10 Oz. Bottle 49¢

BRYLCREME, with Free Comb HAIR DRESSING Reg. 79c, Plus 5c Tax Large Size Tube

TOOTH PASTE Maclean's, Reg. 59c Giant Size Tube

BRECK., Regular or Dry CREME RINSE Regular 59c Medium Size Tube

ALLEREST Regular \$1.25 24 Count Bottle

SHORTENING Bessie Lee, All Vegetable 3 Pound Can

COFFEE Chase & Sanborn Inst., 30c off Label 10 Oz. Jar

Registration

(Continued from Page 1)

LEVELS OF COMPETITION

There will be five levels of competition (although the zone competition only) beginning with local programs during the Oct. 10-18 period. Local winners will be picked in local, dealer-sponsored competitions. Zone winners will be determined by a comparison of scores of local first-place winners in each Ford sales zone. The top six scorers in each zone will be invited to represent their zones in a Ford District competition.

After district competitions, scores will be compared by National PP&K Headquarters in Dearborn, Mich., to determine the top two youths in each age group (a total of 108 boys) for area competitions in each NFL area city.

The area competition schedule for the 14 NFL teams is:

Nov. 5 — Cleveland Browns, Pittsburgh Steelers, St. Louis Cardinals, Baltimore Colts, Los Angeles Rams and San Francisco 49ers.

Nov. 22 — New York Giants, Philadelphia Eagles, Chicago Bears, Green Bay Packers and Detroit Lions.

Nov. 29 — Dallas Cowboys, Washington Redskins, Minnesota Vikings.

Scores of the 12 contestants in each of the 14 area competitions (one in each of the 8 through 12 age group for both the Eastern and Western Divisions) will be compared to determine the 12 divisional winners. Six will represent the Eastern Division and six the Western Division in the final competition at Miami Jan. 3.

AWARDS

Awards for the 8, 9 and 10 year old winners (the 11, 12 and 13 year old winners will receive plaques) will be:

Local (in each age group): 1st, NFL warm-up jacket; 2nd, place-kicker outfit; 3rd, autographed football.

District (in each age group): Warm-up and runner-up plaque awards.

National (in each age group): "Tour of Champions" with father and mother to Washington, D. C., and to Miami for national competition.

National (in each age group): PP&K champion or runner-up trophy.

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Seabrook, Leaf or Chopped SPINACH, 2-10 Oz. Pkgs 33¢

Seabrook BUTTER BEANS 10 Oz. 2.49¢

PIES Banquet, Custard, Family Size 29¢

Famous Star, Whole & Cut, In Heavy Syrup 2 No. 3 Squat Cans 35¢

Pork & Beans Campfire 3 No. 300 Cans 25¢

Ice Cream Borden's Asst. Flavors, 1/2 Gallon 69¢

CORN Rosedale, Golden Cream-Style or Whole Kernel 2 No. 303 Cans 29¢

SALMON Honey Boy Chum No. 1 Can 49¢

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PEARS California, Bartlett 19¢ Pound CARROTS California, Clip Top 19¢ Pound

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CALIFORNIA, EXTRA FANCY VINE RIPE — POUND 19¢

These values good in Floydada Sept. 24, 25, 26, 28, 29 & 30, 1964. We reserve the right to Limit Quantities.

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