Turkey Day Observance Is General


Farmers to Vote December 10 On Cotton Quota Plan For Crop of Next Season

Floydada Whips Lockney 6-0

Agent Bredthauer And Party Make Trip to Colorado


Texas Boys Assemble At Dallas For Trip 10 Big Chicago Show
 $\overline{\text { tada }} \overline{\text { tans }}$ will w


Door-To-Door Salesman Runs Into 'Peddling' Ordinance Of The City

Engineers Inspect Dam Site; Call It Highly Desirable

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for Floydada were
fb Joe Dik Mc Hammonds, c, worge Tyler, It, Del
and Jimmie Shur







Pleasant Hill And Ward School To Play Six Man Game Today

Lions Zone Meeting Set For Tuesday

McChesney's Funeral Rites Held At Oiney Friday, November 18
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SANDWICHES
That Are
DIFFERENT

## Bishop's

Pre-Thanksgiving Specials
for Friday E Saturday
SUGAR Cumpe
CABBAGE
KRAUT
47c
namivemon
SALMON mome mat
CRISCO 3 lb
Grape Juice
DREFT
KIRKS
Brimfull Cleanser can
ORANGES caur suna dole 15c
TOKAY GRAPES lb $5 c$ MARKET
SAUSAGE sen nomer $\quad 19 \mathrm{c}$


Bacon Squares semmer $\quad 15 \mathrm{c}$
HOG LARD romel 12 c

Felton-Collins Gro. Co.
PHONE 27

4 c


cc



 many men who want new
clothes for holidays.
We are going to do it. A certain wise New York
merchant with a good reputation, has upon himself
decided we needed THIPTY decided we needed THIRTY
SUITS and without even SUITS and without even
discussing with us, Here
they come - new patterns, sports and regulars but we just didn't buy 'em. You
can have this lot - select what you may- $\$ 15.95 \quad 1$ -
pant, or $\$ 17.95$ two-pants. No charge accounts.
Clad Snodgrass
smart Wear for Men Smart Wear for Men
Since 1900.



## TWO DAYS ONLY

## FRIDAY and SATURDAY, NOV. 18-19

## Oil Change <br> WITH THIS COUPON

650Regardless of Crankcase
Special Factory Advertising Offer
 crankease and refilling it with
THERMOIL MOTOR OL for THERMOIL MOTOR OIL for
65 c and this coupon. The superior quality of THERMOIL has
ion hen proven by BLLLIONS of Defies Friction Motor Oil been proven by BILLIONS of Safe atservice on the highways, MILLIONS of hours se
tractors, and THOUSANDS of hours in the air.Thermoil Flows Freely at Al
NE GUARANTEE THAT THERE IS NO BETTER OI
ANY PRICE. SATISFACTION OR YOUR MONEY
COME OII
LOOPER'S
Fresh Sausage, per lb $\quad 15 \mathrm{c}$Breakfast Food 4 boxes 22c
SPUDS, red or white, 10 lbs 18c
Yams Maryland sweet 10 lbs 15cFLOURR GuaranteedSALMONS genuine pink 10cMOTHERS OATS any kind 25c
PRUNES gallon brimfull $\quad 25 \mathrm{C}$CRANBERRIES per quart 19 c
Beans Mexican style 2 cans 15 cORANGES 252 size doz $\quad 15 \mathrm{C}$

LETTUCE large head 4c

| Bananas | extra nice doz | $\mathbf{1 2 C}$ |
| :--- | :--- | :--- |
| Grapes | Tokays per lb | $\mathbf{4 c}$ |

Sugar pure cane 10 ll mol

Turkey Day olservance Is General

Farmers to Vote December 10 On Cotton Quota Plan

For Crop of Next Season


Agent Bredthauer And Party Make Trip to Colorado







Pleasant Hill And Ward School To Play Six Man Game Today






Sugar Beet Enthusiasm
faces of J. L. Suits,

2 New Pastors Are Named To Floyd County Churches By N. W. Tex. Conference
oor-To-Door Salesman Runs Into 'Peddling' Ordinance of The City

Engineers Inspect Dam Site; Call It Highly Desirable

## A

WASHINGTON LETTER
Washin
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programs
can know
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## As A Farm <br> Woman Thinks



Editorial
THANKSGIVING DAY
$\qquad$ Another Thanksgiving day, a day set aside nd can our people find plenty of things
which to be thankful! In the midst of g in Dad in December by a huge the county organizations will make selves heard in a way that may finally these battles without any help from the folks for a good many years. With no ing from home he lost, of course, though galleries filled to hear him. Now, Tom nally and others representing the
thought, are asking that the Yankee thought, are asking that the Yankee
removed from our necks. If the home back our representative up like it of these days.
A peculiar thing about the native
westerners all these years. They have willing for the other man to make the of the game and then try to beat him
Things do not work out that way we ginning to learn.

## IRIS AND PLAINS YARDS

The possibility of making great division of horticulture, A. \& M. exper The old white flag so common in T most any part of the state. Many
where little effort has been man other types of flowers grow have th yard and around. Since there are so nelowninks it is strange that they ion could hardly be raised.

THE ACHIEVEMENT DAY TOURS
than one hundred women and girls from er the county joined were heartening elightening. Study of ingenious
means used by the home makers thought behind the tours. The social fe was none the
not stressed.

Admitting a probable proneness to stress the value of home demonstration
in Floyd county, it is our thought t chievement day tours alone were wort
he county all the program has cost us

PECLALIZING IN TURKEY

Father and Son Neighbors Win in Different Counties


George $\mathrm{H} . \mathrm{K}$
lection results.




Don't Wait Til Plants Stan
Growing, Says Mary
Growing, Says Ma
Watson Jones


## THAWKSEIWINE

 We Thank You!For your continued patronage during the past year. We are thankful for your friendship and the appreciation shown us and our business. We are thankful that we have been able to serve satisfactorily.

## Stewart's

BAPTISTS WHLL HAVE
LOTTAE MOON WE
PRAYE
CRIE MOON WEEK OF
PRAYER BEGINNING MO

##  <br>  <br>  <br>  <br> Prayer. Fridiay will be devoted to a day of prayer with the meeting opening at 10 oclock. FIRST CHRISTAN CHURCH FREE OF INEBTEDNESS NEW CHURCH UNDER WAY <br> 

PHONE 366

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## T



AN APPRECIATION
We wish to thank the friends for
the kindnes and consderation
shown us during the ilness and


TheThanksgiving Season

- diamonds - Watches

M. L. SOLOMON, Jeweler



## IMPORTANT <br> to City Taxpayers

Pay The First Half of Your Taxes Now



Wednesday, Nov. 30

irst hate payments MusT be made by vorember 30



## S. E. DUNCAN



Give Her Beauty!


Lentheric - Lucien Le Long - Cara Nome
White Drug, Co.

## THE HESDERETIE

F. H. T. Representatives Attend Area Meeting At Canyon
hesperette staff

Slander


Session

Future Homemakers, Future Farmers Meet Together



| $\begin{aligned} & \text { Dr. W. M. Houghton } \\ & \text { Medicine and Surgery } \\ & \text { Diseases of Women and Children } \\ & \text { ARWINE DHEG Co. } \\ & \text { Phones } \\ & \text { Residence 250: Arwine Dras } 73 \end{aligned}$ |
| :---: |

ITCH IS RAGING

## 

 $\mathrm{M}_{\text {women and giris obtain two }}^{\mathrm{ONTH} \text { in, mont out many }}$ way benfff from Cardui. It aids inbuilding up the whole system by building up the whole system by helping women to get more energy,

CARDUI


## $\bullet$

There is no finer gift than a fine photograph of yourself. It is a "person

Our Prices are Reasonable and our Service is Quick. but Make Your Appointment NOW before

Frogge's Studio


## THATKGETVINE

 Is Twice as Enjoyable in
## CAR LOANS and REFINANCING <br> MRS. P. G. STEGALL <br> District Clerk Office




## Your RENT Receipts Will

## PAY FOR YOUR OWN HOME

home modernization a simple problem when financed the FHA way

ADD
the repairs and the improvements you need.

## DIVIDE

the cost of the necessary loan into convenient payments and subtract this small amount each month from your budget..
multiply
in the meantime, your home comfort, safety, and satisfac-

## Consult the advertise


$813,242.77$
(What you pay in 10 years at $\$ 30$ every month, $6 \%$ interest)

> WHY NOT RESOLVE NOW to put your rent receipts to work for you, not someone else! Your present rental will build a modern home of your own, under liberal FHA financing, and provide enough to pay the loan, together with interest, taxes and insurance, in twenty years. Don't deny yourself the comfort, convenience, and privacy only your own home can bring. Why be satisfied with anything less, when it is so easy to have it. To quote one housewife, (an FHA home owner) "We never realized how easy it is to have the home you want

> We wished for a home for so many years. We never realized that anyone who is getting a steady income, and it doesn't have to be large, can buy a home.
> "We are sorry we wasted so many years in dreaming and planning . . . and wasted so much money. The rent money we were accustomed to spending is paying $f$. our home.

The First National Bank

Arthur B. Duncan Abstract Co.
G. C. Tubbs Insurance Agency


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# The WNDMAN'S Page 

Post-Nuptial Shower
Given Wed. Honoring Given Wed. Honoring
Mr. And Mrs. Leach

Friendship Bridge In A. B. Keim Home



Out-Of-Town Visitor
Honored By Friends

$\qquad$

Center Dramatic
Club To Meet Fri Nam


Blue Bonnet NeedleClub Met ThursdayIn All Day Social


oint Hostesses Thanksgiving Moif
At Lovely Lunche







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Thursday Contract Bridge Club Play In
Home Of Mrs, Cart

crsary of their parents. Mr. an
Mss. . B. Mcleskey, at therr hom
Mt the intersection of Tennesse.
this stunning wool broadelot
suit in French blue and red
Military note dominates the



She's Cornell Ollie Catherine, senio $-2$ Columbus, $O$., 2

## 

## FRIDAY \& SATURDAY Only

WE MUST MAKE ROOM FOR HOLIDAY GOODS AND TOYS
Store will be Closed All Day Thursday
AN OLD FASHIONED

## RUMMAGE <br> REMNANTS

and Ends and Broken Lots of Mer grouped in bins by price. N of any single item to feature singalues in all kinds of merchandise cannot afford to pass up. Plent staple merchandise in this rum Prices are from two cents to five Included in this rummage are such Ladie有s, Men's Dress Trousers, um In. Plaid cotton double

## ㅎ ค $ห \in t 5$ \$1.00 Pair

Colors of Rose, Green, Orchid, Blue and Gold.


Some of these Remnants are reduced to a fraction of their former value. We have entirely too many remnants and they must be disposed of at once, hence these new lower prices. Included are remnants of Silk, Rayons, Woolens, Sheetings, Muslins and etc. Be on hand Friday morning and get your share of these Bargain


## MEN'S 32-0z. ALL WOOL

PLAID JACKETS $=\$ 2.98=$ | Boys'Sizes at \$2.79 |
| :--- |
| MEN'S NEW FALL |
| $\begin{array}{l}\text { Sizes } 34 \text { to 42 } 2 \text { and Styles and Colors } \\ \text { A Real Bargain at } \\ \text { this Low Price. } \\ \text { EACH }\end{array}$ |

FLOURReducedPrices
$\$ 1$ to $\$ 3.50$


Resistant Plants Only Solution For Sorghum Disease, Says Expert

## 




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| :---: | :---: | :---: |
| - |  |  |
|  |  |  |
| Blackberries, Wolco, 3 No. 2 cans 2 |  |  |
| Cherries, Red Sour Pitd 2 No. 2 cans 25c |  |  |
|  | OCOA Our Mothers, $1-\mathrm{lb}$ c ca |  |
| Prunes, 2 No. $21 / 2$ cans, heavy syrup 25c |  |  |
| BEANS, Miss Lou, Fancy No. 2 can 10c |  |  |
| PORK \& BEANS, $1-\mathrm{lb}$. Phillips, can, 5c |  |  |
|  | EAS, Excelo, large can |  |
| KRAUT, W isconsin 3 No. $2^{1 / 2}$ cans 25c |  |  |
| HOMINY Marshall 3 No. $2^{1 / 2}$ cans, 25c |  |  |
| JELLY, Rex 5-lb. Pail, |  |  |
| POTTED MEAT, 2 Cans, |  |  |
| VIENNA SAUSAGE, Can, |  |  |
| MATCHES, Carton W. M. Penn, 17c |  |  |
| HEINZ 14-oz. Catsup, 2 Bottles, $\mathbf{3 5 c}$ |  |  |
| HEINZ SOUP any flavor, $\mathbf{3}$ for $\mathbf{2 5}$ |  |  |
| COFFEE Plymouth or Pig-Wig. lb., 15c |  |  |



Grapefruit Texas, Doz. 15c Oranges Calif. Full of Juice Ea. Ic Bananas Extra Nice Fruit, Lb. 4c

|  |  |  |
| :---: | :---: | :---: |
| BEANS | dind | 19c |
| PUMPKIN Litabr faney 3 for 25c |  |  |
| Asparagus |  | 10c |
| Red Salmon |  | 20c |

- Ouaker Products Sale \begin{tabular}{ll}
QUAKER OATS, Quick or Regular, Large Pkg., \& 20 c <br>
\hline MOTHER'S OATS, Large Package, \& 25 c <br>
\hline QUAKER MACARONI or SPAGHETTI, 2 Pkgs., \& 15 c

 $\frac{\overline{\text { FREE AIRPLANE with each sale of Quaker Products }}}{\text { MORTON'S Sugar Cure, } 10 \mathrm{lb} \text {., }}$ 

\hline MORTON'S Sausage Seasoning, 25 c size, 10 oz can, 15 c <br>
\hline MORTON'S SALT, for Meat, 25 lb ., \& 35 c <br>
\hline MORTON'S MEAT SALT, $50-\mathrm{lb} .$, \& 60 c <br>
\hline PEPPER, 1-lb. Black, \& 25 c <br>
\hline
\end{tabular} $\frac{\text { OROWN SUGAR, Bulk, ib., }}{\text { Ouality Meats at Lowest Prices }}$

| Steak $=15 \mathrm{c}$ |
| :--- |
| Roast $=15 \mathrm{c}$ |
| Bacon $=12 \mathrm{c}$ |
| Cheese 15 c |

NOTICE-Our Cream Station is under new management.
MR. EDGAR DUNCAN who has been employed
in the store is now in charge. He guarantees you fair in the store is now in charge. He guarantees you fair test and honest weight.
WE RESERVE THE RIGHT TO LIMIT QUANTITIES
Piggly-Wiggly

Longhorns Trample Bulldogs Win District Title 13 To 0

Lockney Grabs First Dis Title From Spur; Las From Spur; Year's Champ

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Longhorns now
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## the belt Brothert Ousley

$\square$

| RUBY RED CRANBERRIES, GOLDEN MUFFI ESTEUL VEGETABLES |
| :---: |

White Swan Cafe

Better Dress


SALE
crooup I

$\$ 4.75$
GROUP II Regular Price
14.75 to $\$ 19.75$

### 58.75

GROUP III Regular Price
$\$ 22.75$ to $\$ 29.75$
$\$ 12.75$
All materials and colors
The Dixie Shop
Plainview, Texas

Littlefield Stops Whirlwinds 24-20 With Aerial Attack


Phill-up with Phillips for Instant Startiong

\section*{| LEE | Shelley Allen |
| :---: | :---: | TIRES Distributor Rhillitis Products 66}

## Public Sale

At the Lickey place 7 ruiles east, 8 miles south of Floydada, 1 mile east of Pleasant Hill School House, beginning promptly at 10:30 a. m. Will sell the following described property:

## TUE., NOV. 29

WORK STOCK
1 bay horse Mule, 17 hands high, 10 years old 1 Black mare mule, 17 hands high, 10 years old;
Blue
Blue mare mule, 17 hands high, 10 years
Mouse-colored mare mule, 17 hands high,
11 years old.
1 Bay Mare, 6 years old, weight 1200 lbs.;
1 Span Horses, bay and black, smooth mouth, 1 Span Horses, bay and black, smooth mouth, weight about 1200 lbs .;
All in good condition and none better.
1 Paint Mare, 9 years old, weight 1,000 lbs.;
1 Blue Filley, 2 years old;
1 Roan Filley, 2 years old;
DAIRY CATTLE
4 Good Jersey Cows, 7 and 8 years old, good milkers, fresh January 1 to 15 ;
1 Bull Calf.
Bull Calf.
1 Red Sow, weight 600 lbs . fa

## 2 Iron Bedsteads.

## FREE Lunch At Noon TERMS OF SALE: CASH <br> D. E. SMITH OWNER

Seale \& McDonald, Auctioneers
Ed Holmes, Clerk
Please Mention The HesperianWhen Answering Advertisements
5 head of good laying hens;
Buckeye 320 -egg capacity
FARM MACHINERY Sets Chain Harness, collars, bridle, Sadde, good condition.
two-row team cultivator
1 Sled Go-Devil, two-row; 1 two-row P.\& O. wheel Go-Devil; one-row Sled Go-Devil; 1 P. \& O. Wheat Drill, fair condition; 1 Two-row Lister-Planter, good condition 1 Wagon, iron wheel;
6 pair go-devil knives
50 cultivator Sweeps;
1 Tower and Wind Charger, practically new
1 Wash pot;
2 Two-Wheel Trailers;
1 Four-Wheel trailers; good one, new
1'37 Model Pick-Up in good shape with
heater.
Other things too Numerous to Mention.

Laundry
beE MARTIN, Proprietor

MARIE'S BEAUTY SHOP EXTENDS Thanksgiving Greetings Machineless Permanents,
$\$ 3.50$ to $\$ 5$ Manicure, Shampoo, Facials, Dye Tints
Manole Permanents



## 



Miscellaneous
Lakeview News

| seale \& McDonald Auctioneers | Floydada Insurance Agency |
| :---: | :---: |
| GE AND READY TO DO you plan a sale call Us. | "The Agency of Service" All kinds of Insurance Room 216 Readhimer Bldg. |
| Phone 120, Floydada phone 1143, Plainview | W. H. Henderson <br> Phone 273 |

## MCMAKIN TRALLWAYS


To Vernon, Dallas, Oklahoma City, and Kansas city southwest bound
 west bound
 northeast bound

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> Tower No N Nomporer
 newspaper published in Texas.
wull Associated Press wire service, including news and Wire
hotos. Also United Press wire news service. The New tso maintains its exclusisely-own Washington, Austin, Fort
Worth. Waco and East Texas correspondents.

38 pages, or more, of recreational reading in
The Big Sunday News including
rotogravure Picture Section
"THIS WEEK," Colorgravure Magazine
6-PAGE COMIC SECTION in Full Colors
Aso: The American Institute of Public Opinion
with Dr. Gallup's Weekly Polls
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 Hesperian Want Ads Will Bring Results




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## LITTLE BUDDY



- Amusements


## PALACE

Saturday Prevue Sunday, Monday W.yne someria chate Trever

## "The Valley of

 The Giants"Tuesday-Wednesday ovember 29-30
 "College Confessions"

## RITZ

Friday-Saturday "Where The West Begins"



