# voLUME 47 <br> Soaking Rains Brighten Wheat Prospects Here Floyd County Farmers Will Ballot Soon harn himin here 

## The Floyd County Hesperian



Mrs. Kreis Elected Council Chairman

## Mrs. Brandes And Mrs.

Jordon Other Officers;
Banquet Planned
Mrs, A. H. Kreis of the Dougher
ty Home Demonstration club is the emily-elected chairman of the is Floy
County counchl. She was elected meeting of the Councll Saturday
ot the county court room. Othe
otreers to serve with Mrs. Krei


## 



## D. E. Welborn Rites Held Monday At Harmon Chapel

Poultry Specialist To Meet Here With Egg Association

New Minister Will Preach Sunday For Methodists Here

# The Floyd County Hesperian 

EDITORIAL OPINION - INTERPRETATION OF THE NEWS - CURRENT THOUGHT
Floydada, Floyd County, Texas, November 28, 1940

## EDITORIALS



When you meed money $3 \& A^{3} B$ you go to a Bank


When you are sick you call a Doctor


| FLOYD COUNTY <br> 14 YEARS AGO |
| :---: |
| News items taken from files of the Floyd County Fesperian pub lished in Floydada foutteen year ago. |



$\qquad$
Give A
G-E Radio This Xmas

With A G-E Radio You Can Give "Year-Around" ENTERTAINMENT ts for your fa
G-E RADIO.


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In no other way can you incorporate so many ben
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## oncerts, Comedy, Football, War all at your fing

tips with a G-E . . . entertalnment that wo
many dollars to see, or would be impos
because of distance, is brought right

- NEWS-Hours ahead of your newspape
- ORCHESTRAS-Impossible to see even in the lar
- EDUCATIONAL. Features that you could not have unless you have a radio.

Gilliam's Appliance
Hesperian Want Ads Will Bring Results


If your car has starting trouble


GASOLINE
$\qquad$

tilon, will not come within hailing high test Phillips 661
Phance of the volatility given by paying a
Phillips 66 Poly

## Phill-up with Phillips for Justant Starting

WHOLESALE and RETAIL SERVICE For Phillips 66 Motor Oil,

## The WDMMAN'S Page

Sue McAdoo Martin-Watson Wedding Is

Men Entertain With
Chili Supper At Fellowship Hall


Martin-Watson Wedding Is Solemnized Sunday Morning


Engagement Of Ferne Fry Announced

Miss Maurine Mathis Weds J. B. Jordan At Levelland

## ond

Celebrated Thursday


Hunter Wednesday At Nichols Home



Program For 1922
By Guest Speakers


Mr. And Mrs. Minor Are Hosts To Bridge Club Monday Night



$\qquad$

Blue Moon Beauty Shop
Naomi


# Whirlwinds Stop Spur Bulldogs 19 to 0 


Congratulations Aiken Conoco

AIKEN COMMUNITY
lot anntimstray chebratton
continental products at aiken: we salute you and the progressive comiunity

IN WHCH YoU servel we ire proud of R. . . HESRY J. A. A Youg Man or
THE COUTY AND THE WAY HE HAS HANDLED A SUC-
CESSFUL BUSINESS
AGAIN, WE ARE PROUD OF THE AIKEN COMMUNITY AND THE PROGRESS YOU HAVE MADE IN THE PAST YEAR

THE ADVANCEMENT OF AGRICU
PRODUCTS OF THE COUNTY WE ARE PROUD TO BE OF SERVICE TO EACH OF YOU
The First National Bank
Floydada, Texas


Ice Cold Fishing. "Nice" Cold Parking for Hours. But mere moments starting the engine! How Winter OIt-PLATING maintains needed lubrican toly hate geting started, because its Any cood timelv oil ad tells you the one same Any good timely winter oil ought to fow fast. truth . . . your Winter groping up from the bottom For it must cone, to all inner surfaces-a of your enge, a windshield, but tough a the oil to reach. The sooner the oil could get there, the more safely you'd start up. That's what's at stake. A lowe, as they learn stop depending on fast flow oil-PLATED to lubrithat their engin instantly" at every Perm Proc
cate "faster than

## essed oil brings $y$

Conoco Germ Processed Oil comige
even step out of the house. Oil-PLATING, you see, isn't all draining man-made during long cold standstills. Theed oil-patentedabstance in Germ Processed oil-patented. It substs oil-PLATING to engine parts t be prompter bonds oll-PLA. And lubricant couldn't be prompler than that in smoothing the way frind. At Your parts, instead of letting hero station today, Mileage Merchant's Conoci sthat oil-pLates. change to OIL-PLATES YOUR ENGINE

## Everyone A Good Conoco Mileage Merchant

 We are glad to Help Celebrate the First Birthday with Henry's Conoco St ation at Aiken-and proud also of all our other good dealers, so conveniently located, wherever you live in Floyd County.B. W. McDaniel, Sterley Bishop Motor Co., Floydada S. J. Latta, Floydada

Finkner Auto Store, Floydada

Nabors Conoco Station, Floydada Custers Service Station, Floydada D. A. Senn, McCoy

Henry's Conoco Station, Aiken

## R. C. HENRY, Distributor, FLOYDADA

Lakeview To Observe
Nov. 28 Holiday
With Program

# Whirlwinds Stop Spur Bulldogs 19 to 0 

bolightly, Foster
Accounts For All Accounts For All Pliree Scores Final Game For Floydada Unless Tenth Game
is Arranged


Congratulations....
R. C. HENRY, Jr,

We too, are dealers in CONOCO products and we inite you to consider our . . . Complete Repair Parts \&
Finkner's Auto Store


Ice Cold Fishing. "Nice" Cold Parking for Hours.
$\qquad$
$\qquad$


 the owill on but Cardinal
Nothing Doing Heydada 32
Chiter picking Here a first down
Chonning and Dubois failed

## Congratulations

## Aiken Conoco

aiken communtty
1st anntersary celebration

CONTINENTAL PRODUCTS AT AIKEN!
WE SALUTE YOU AND THE PROGRESSIVE COMMUNITY
IN WHICH YOU SERVE! WE ARE PROUD OF
R. C. HENRY, Jr., A YOUNG MAN OF
THE COUNTY AND THE WAY HE HAS HANDLED A SUC
CESSFUL BUSINESS

AGAIN, WE ARE PROUD OF THE AIKEN COMMUNITY AND THE PROGRESS YOU HAVE MADE IN THE PAST YEAR THE ADVAN WE ARE PROUD TO BE OF SERVICE TO EACH OF YOU:

## The First National Bank

But mere moments starting the engine!
How Winter Olt-PLATING mointains noeded Storts Any good timely oil ad dellis you the ono sounh fouht to fow fast. truth $\ldots$, your Winter oni during long oold dandastis. .reed oil-patented-
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 that "eit erem thintanty" at every cerm Procstart. Simply changing

## Conoco Germ Processed Oil

 parts, instead of letting them grination today, Mileage Merchant's Conoco stat orl-plates. change to Oil Company
## Everyone A Good Conoco Mileage Merchant

We are glad to Help Celebrate the First Birthday with Henry's Conoco Station at Aiken-and proud also of all our other good dealers, so conveniently located, wherever you live in Floyd County.
B. W. McDaniel, Sterley Bishop Motor Co., Floydada S. J. Latta, Floydada Finkner Auto Store, Floydada
R. C. HENRY, Distributor, FLOYDADA

## Flovd County Hesperian, Floydada, Texas, Thursday, November 28, 1940

'Mammy Haynes' Camp Has Colorful History


Don't Envy the Well-Posted Man (or Woman) Read Regularly


The Dallas Morning News
and Be One Yourself:


In the BIG SUNDAY NEWS you get: A Rotogravure Pleture section; "THIS WEEK". Colorgravure
Magazine: a 16 -page comic section in full colors; also the AmerMagazine: a 16 -page comic section in full colors; also the Amer-
fcan Institute of Pubilic Opinion, with Dr. Gallup's weekly polls. CLIP THIS COUPON AND MAIL TODAY

## THE DALLAS NEWS

Dallas, Texas.
Gentiemen:
$\qquad$
$\qquad$
$\qquad$
name




Henry's Conoco Station at Aiken To Celebrate Birthday Saturday


CUSTER'S conoco station
Seiberling Tires, Seiberling

## A SALUTE

 to Our Friends ${ }_{c}^{a n}$

## Saturday, November 30

# Hen 

 Noveniber everyone of you, our friends and neighbors, to celebrate the date with hus. We are convinced that we ielocated among the best people in West Te eIn the Vicinity of Aiken are located the biggest individual cattle feeders in the county
In the vicinity of Aiken are located the Most Numerous and longest established Irri
In the vicinity are nearly 300 irrigation wells that serve thousands of acres of Rich Agricultural Land and produce annually thousands of acres of Alfalfa, Potatoe
Sugar Beets, Cotton, Wheat, Forage Feeds, and other Diversified Crops of all kinds

## FREE

souvenirs!
Call for your Souvenir of the day. Bring the children and come to see us!

Aiken Is The Home of The One-Variety Cotton Movement In Texas
For 10 years Aiken farmers have practiced the one-variety Cotton Plan. Communities and counties all over Tex as are now copying the original plan started at Aiken. We have here a block of 7,000 acres that are planted to one variety of the fleecy staple and the gin at Aiken, op-
erated by Aiken Gin Con erated by Aiken Gin Company, Mr. Herman Stowe handles this variety only. This movement this year has been worth thousands of dollars to farmers all over Floyd County and other West Texas Counties.

Here at Aiken is the Lockview Cotton farm which produces a bale of cotton per acre with Mr. R. Jones Goode in charge. Registered seed from this farm are used to seed the 7,000 -acre block of cotton which furnishes the Certified Paymaster seed which are the , ,oo- -acre block of coton which furnishesthe Certited Paymaster seed which are
planted all over West Texas to improve the quality of cotton for the markets of the world. Also here is located the Jennings farms which produce Pepper cotton, and comprise one of the county's prime industries.
These are some of the reasons we are proud to have located at Aiken-these are some of the reasons we are happy to invite our friends to come to see us Saturday, November 30 . We feel like celebrating and we want you to celebrate with us.

Paducah Puts Hobbles On Matador, Win By 25-6

Fairview News
 CToo late
FAIRVIEW,
R. Malone
pointiment at
Sunday. Both
tended. There
tor suinday s.





Sat., Nov. 30
Coffee And Cookies

Continental Cafe

Mr. and Mrs. Ralph
Groves
Henry's Conoco Station

Congratulations R. C. $J_{t}$ !
and my.indar yars
ist Ansiversary pantr, saturdan
NEW med SEsp cans

 GAINS. COME IN AND SEE THESE CARS | $\begin{array}{l}1940 \text { DeLuxe TUDOR, } \\ \text { Only } 14,000 \text { Miles, }\end{array}$ |
| :--- | $\mathbf{\$ 7 5 0 . 0 0}$


Bishop Motor Company

WE COMMEND R. C. Henry Jr. ON HAVING COMPLETED ONE YEAR AS CONOCO DEALER AT AIKEN


## 




| ANOTHER |  |
| :---: | :---: |
| Dixie Shop Sale |  |
| $\begin{aligned} & 38 \text { Dresses, } \$ 12.75 \text { to } \$ 16.75 \text {, } \\ & \text { For, } \end{aligned}$ | \$7,00 |
| $\begin{aligned} & \text { 63 Dresses, } \$ 19.75 \text { to } \$ 29.75 \text {, } \\ & \text { For, } \end{aligned}$ | \$12.00 |
| COATS and suIts, | $1 / 2$ Price |
| TWO GROUP |  |
| One Group, | \$1.00 |
| One Group, | \$2.00 |

The Dixie Shop

## Crop Insurance Is Cailed Success By Agents Office



BECAUSE HE USES MILK IN HIS BAKING

Mar hik in in bum
roy patton pastrubzzed mik AR wis you do yocr hour terncr ofick

## Roy Patton Dairy


Barquint
FORT WORTH WIARMENS Star-Telegrai

THE HESDEXETME


Forydada Has Big mekegation At Cmenetion


Dr. Wilson Kimble Optometrist $\left\{\begin{array}{l}\text { Specializing in fitting glasse } \\ \text { and straightening crossed eyes. }\end{array}\right.$ $\begin{array}{cc}\text { TELEPHONE } & \text { FLOYDAD } \\ 254 & \text { TEXAS }\end{array}$

## Floydada Insurance

 Agency"The Agency of Service"
All kinds of Insurance Room 216 Readhimer Bldg. W. H. Henderson Phone 273

LAND
We have land to Sell and to Lease for Farming
Stock-Farming and Graz
 $\left.\begin{array}{l}80 \text { acres up, in eall, Moyd other } \\ \text { counties. Also large list of }\end{array}\right\}$ W. M. Massie \& Bro. Floydada, Texas


## Rainer Shoe

jhop

Good Behavior On School Trips Is Appreciated

c J. Clinge, agent

## Be SURE

To Attend The

## Cooking

Demonstration

In Our Office

Fri., Nov. 29

west bound
To NORTHEAST BOUND
 OW FARES EVERYWHERE
T. N.M. \& O. Coaches

Thank You, Friends

Mathews \& Bain
And in my absence

## L. G. Mathews


NEW FAST SCHEDULES BY BUS
east bound
m. for Lubbock, direet connection to all pol points west west

Demonstration conducted by Miss Mary Alice Crosson, Home Service Director.

Whet Texas Gas Co.


## F- HEDITHE MASSIETEIEAIS




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| bundle. C. T. Warren, Rt. 4, 4 ml $\mathrm{N} . \mathrm{W}$. Sand Hill. | AP |
| $\overline{\mathrm{BE}}$ sure to get our prices on new |  |
| oll heaters. F. C. Harmon. | ${ }_{\text {cost }}^{\text {For ree }}$ |
| WE HAVE some bargains in 6 -volt radios. Gilliam's. | Fo |
| $\widehat{\text { SEE ME }}$ for low cost Pamly Groupe | ${ }_{\text {ma }}^{\text {ma }}$ |
| a strong Oid |  |
| xas company. J. c. Wo | Wanted |
| 53 Bank Bage |  |
| For Sale-well grained hegar bundes Phone 99-22. H. H. Cra | cards for |
| SLICHTLY used oll ranges and oll |  |
| heaters. Real bargains. C. H. El- lutic Hote. | 226 |
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| FOR SALE 40 h . P. Ceneral Elec- |  |
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| Estate. | Tr the laresest but |
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| than half the original price. El- |  |
| ED E.sctric ranem | gal Notice |

Land For Sale
Live Stock
Miscellaneous
 5
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Crop Insurance Is
Cailed Success By Cailed Success
Agents 0 ffice



| ANOTHER <br> Dixie Shop | $1 e$ |
| :---: | :---: |
| 38 Dresses, $\$ 12.75$ to $\$ 16.75$, For, | \$7,00 |
| 63 Dresses, $\$ 19.75$ to $\$ 29.75$, For, | \$12.00 |
| COATS and SUITS, | $1 / 2$ PRICE |
| TWO GROUPS HATS! |  |
| One Group, | \$1.00 |
| One Group, | \$2.00 |

## The Dixie Shop

PLAINVIEW, TEXAS


BECAUSE HE USES MILK IN HIS BAKING Housewives have found and know
that Milk is a necessary cooking ite

E ROY PATTON PASTEURIZED MILK
EAR WHEN YOU DO YOUR HOLID
BAKING-YOU'LL SEE THE DIFFraxem quick
Roy Patton Dairy



# THE HESDERETTE F．H．S．Band Busts Into Print Again With Features 

 Football，Band，Pep Squad Banquet Set For December 7

Good Behavior On School Trips Is Appreciated


Flordada Has Big Rekegation At Convention

| Thanksgiving Venture Huge Success For Home Ec Girls |
| :---: |
|  |  |

Pep Girls Show How Football＇Had Oughta Be Done＇
Home Ec firls
$\qquad$

## ジロ＝

Thank You，Friends


|  |  |
| :---: | :---: |
|  |  |

Mathews \＆Bain
Sind finm naw

## L．G．Mathews

## 

NEW FAST SCHEDULES BY BUS

west bound

NORTHEAST BOUND
 OW FARMS EVERYWHERE
T．N．M．\＆O．Coaches J．Cline，Agent

## Be SURE

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In Our Office

## Fri．，Nov． 29

Demonstration conducted by Miss Mary
Alice Crosson，Home Service Director．
Whet Texas Gas Co．



