## eflition ls alswine Syaurday

Increased Local Responsibility For Conserving Land Resources Major Change in Farm Program

## Who, When and Where of Voting Next Tuesday



Working to Goal of $\$ 1200$ for The Salvation Army


Evangelist is Conducting val in Floydada this Week


Farmers Tell Committee Of Cotton Needs

Winds, Longhorns Clash Friday Night

 Spur, Floydada Stand Outs for District Honors

To Join her Sgt.
Husband in Hawaii

Pension Assn Delegate Is Named Here

postoffice at Mhoydada. Texas April
lo. 107 . under the act of Congress
of March 3 187. of March 3 I879.
HOMER STEEN, Eutior
Published by The Hesperian Pu Published by The Hesperian Pub-
cushing Co, inc., Floydada. Texas.

 more talk about weather










## I would Appreciate Your

 RENEWALS STAR-TELEGRAM Don't forget your pink slipPat Sterling




PENNEY HAS

## LUGGAGE AGAIN

## rout We k Ked our <br> 

DUET

Airplane luggage is flight and light e: and smart to look at:
$\qquad$

We want you to know that everything possible is being done to speed deliveries to you; but production still lags far behind schedule -even though Chevrolet has built more cars and trucks than any other manufacturer from January through September 1946


DEN CHEVROLET COMPANY

## aFinuer Pairs...




Store will be Closed November 11th
effavors ans' Land ddnent

Social Events, Clubs letier Caries s.emerecteme



## A NEW OPERATOR <br>  <br> MODERN BEAUTYSHOPPE



Amendment



The Opening of
Naomi's Beauty Shoppe
Friday, November
Located in Balcony of arwine drug store Will Appreciate Old Customers as We as New Ones NAOMI SMITH, Owner

You are Cordially Invited to Hear NECK RADO

| ted Ads Wantee | For Saie | For Rent | Houses Por Sat |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Machinery |  | Amze |  |  |  |
| -mam |  | L.ive St |  |  |  |
|  |  | Poultry and Eggs | Eme |  |  |
|  |  |  | Land for Sale |  |  |
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|  |  |  |  |  | Barber Shop |
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| OR SEA |  |  |  |  |  |
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|  |  |  |  |  |  |
| J. LATTA, IMPLEMENTS East SideFEATURING THE M-M LINE |  |  |  |  |  |
|  |  |  |  |  | Remedies and Supplies |
|  |  |  |  |  |  |
|  |  |  |  | SPECIALS |  |
|  |  |  |  | Clerry, $17{ }^{\circ}$ |  |
| DAVIS ELEVATOR |  |  | \% = wiviv | Pinapple, ${ }^{\text {S }} 1^{\text {.55 }}$ | - Weme |
|  |  |  | Swet fickises, |  |
|  |  |  | $\square$ | $45^{\circ}$ |  |  |
| Monday Morning, Noven |  | Houses or Sale | Fleas, <br> Blue Bugs, and All other bloo $\qquad$ |  |  |  |
|  |  |  |  |  |  |
| IN THE MARKET FOR ALL KINDS OF GRAIN AND READY TO HANDLE |  |  |  |  |  |  |  |
|  |  |  |  | Jtar caps, 290 |  |
| The WAXY SORGHUM |  |  | $4 \pm$ |  |  |
|  |  |  |  |  |  |  |
| OYDADA - ONE DAY - MONDAY, NOVEMBER 4TH at HOME OLL COMPANY, South East Corner of Square mesortinental World's LARGEST HOG |  |  |  | Iric. News ${ }^{\text {a }}$ |  |  |
|  |  |  |  |  | D. W. Fyffe |
|  |  | World's LARGEST HOG |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

Good Plumbing Is Permanent

| Blue Enamel Sinks, | \$10 |
| :---: | :---: |
| China Sinks, | 50 |
| utomatic Ga | er H |
| Chrome Ledge Type | \$10 to $\$ 12.50$ |
| Fauce | \$10 |
| 隹 | ts, |
| 11/ or 11/ P Traps |  |
|  | 50 |
| White |  |
| et Seats, |  |
| t have plenty of Repait | Material. |
|  |  |
|  |  |

Jess Wright Plumbing Co .



## HOME OIL COMPANY

Has Sold Its
Locks, Stock and Barrels
And I just want to Thank the many Customers and My Good Friends for the Nice Business we have had.

## Mr. M. C. (Carl) Smith

Is the new manager for the Home Oil Company, and he will appreciate your business.
It gives me great pleasure to recommend him to you.

## CLARENCE FOSTER

## HOME OIL COMPANY UNDER NEW MANAGEMENT

We have Bought the Home Oil Company from Mr. Clarence Foster and are continuing to operate at the same location with

## COSDEN INDEPENDENT GAS and OIL

We are glad to announce that Mr. P. Q. Haney will continue with us and he will be glad to see his old and new friends at all times.
We will continue to deliver Wholesale Gasoline, Oil and Kerosene.

## We Have a Limited Supply ofanti-Freeze

We are receiving a few Tires along for passenger cars and trucks.
A liberal share of your business will be appreciated.

## HOME OIL COMPANY

M. C. SMITH, New Owner

Telephone 64
Same Location



## COMING TO FLOYDADA MONDAY NIGHT NOVEMBER 4

Highly Interesting and Educational Film in Technicolor with sound

## "THE SCIENCE OF MILK MAKING"

Produced under the direction of Dr. Peterson, professor of Animal Husbandry, University of Wisconsin, and sponsored here by Floydada Chapter, Future Farmers of America

## AT HIGH SCHOOL AUDITORIUM

Seeing this film will be worth your time whether you milk one cow or a herd.
Profit by the experience of others and the study of experts in getting more production from your cows. No charge for admission.

# HUDSON'S 

 Food Market
## MR. AND MRS. H. I. HUDSON, Owners

CHICKEN SOUP, White Swan, $10-\mathrm{Oz}$. Can,
16 c

Baby Food
Gerber's
3 Cans,

20c $44 c$

Clabber Girl 25c Size,

50 Lbs.,

Del Monte
Pound,
.
Glass, CHILE CON CARNE,

Van Camps,

2 No. 2 Cans,
Tender
$27 c$ CLOROX,

STOCK SALT,
STOCK SALT,
Sulphur Block,
White Block,

## FRUITS and VEGETABLES

LETTUCE, Firm Heads, $\quad$ Lb., 11 c

1 A | Maryland Sweet |
| :--- |
| Pound, |

Large Stalk,
ORANGES
Texas
Per Lb.,


BEANS, New Crop Pinto, $\quad$ Re-Cleaned, 2 Lbs., $\quad$ 35c
Grapefruit
Texas
Per Lb.,
$7 c$

## miliar with unmarked.

 If you would like to see and study a sample ballot that will be used in the general election to be held on nexthere it is You may want to vote a mixed ballot or you may want to see how the three different amendments are so as to be sure to vote "right" - the way you want to vote-when you go to your precinct voting place. If you are rofy

\section*{SAMPLE BALLOT} | DEMOCRATIC PART |
| :--- |
| For United Statees Senator: |
| TOM CONNALLY |
| For Governor: |
| BEAUPORD H. JEsTER |
| For Leuterant Governor: |
| ALLAN SHIVERS |
| For Attorney General: |
| PRICE DANIE. | For Asseciate Justice of the

Supreme Courtiplace Ne. 1
JoHN H. sHARP
For Associate Justice of the

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"anducticimon ${ }^{2}$ "

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TRAPES, Tokay, $\quad$ Lb., 17 c

## OUR MARKET SPECIALS

## Perk Steak Per Pound, 44 c

 IEAT LOAF,Lb.,
35 c
Beef Roast $=$
Lb.,

## ron:

noansor
AGAINBT:
The Consututional Amendment authorizing the Legisiature to pay for building constructed for John Turieton Agricultural College.
 acainst:
The Constitutional Amendment suthorizing the Legislature to provide a Reurement. Disabuity and Death Compensation system for the
ofticra and employen of the State of Texas and authoriving counites to provide such yystem for the appointive officers and employees of the counties of the state of Texas.


# FAMILY GROUP <br> HOSPITALIZATION AND SURGERY COVERING ALL SICKNESS, ACCIDENTS AND OPERATIONS NOWVAMALABIE <br> <br> TO PEOPLE OF THIS COMMUNITY 

 <br> <br> TO PEOPLE OF THIS COMMUNITY}

## THE PLAN

A hospitalization and medical care plan is now made available to you of the rural areas on a

## Family Group Basis

At a cost comparable to that which has been carried for many years by large industrial groups on their employees. You and each member of your family are protected against expensive hospital and doctor bills resulting from sickness, accidents and operations. Don't let bills eat up your cash. A policy with the Great American Reserve Insurance Company will protect that cash for you. INCLUDING
POLIO COVERAGE

## E. C. CARTER

B suar Rural Repreentative and will eevice the rural popolation on our -

## Family Group Hospitalization

 and Medical Care PlanIn addition, will be able to write our complete Health and Accident,
\$5,000
For Each Member of Family

and Income Policy and all forms of old Line Life Insurance.

PAYS:
Hospital Room
Operating Room
Anaesthetic
Routine Medicine
X-Ray
Laboratory Service
And Other Hospital Expense
Doctor Bills for Surgery
Good In Any Hospital In The World!
Great American Reserve Insurance Company
OLD LINE LEGAL RESERVE STOCK COMPANY Without any obligation on my part, please give me full information on your
FAMILY GROUP HOSPITALIZATION and MEDICAL CARE PLAN.
Name
Age
Address
Occupation
Number in Family

RETURN THE ABOVE FOR FURTHER INFORMAIION!
Great American Reserve Insurance Co.

THE HESPERETTE de quacker
Paducah Dragon

EDITORIAL

Band Surprises With Two Mascots Introductions

## Pre-Holiday

 CLEARANCE broken lines of merchandise at a Great Savings to you! Buy! Save!BEGINNING FRIDAY

Bed Spreads
\$8.99

Sox
$27^{c}$

Shorts

$98^{\circ}$

Suspenders
Smapon and butto stsy
$50{ }^{\circ} \mathrm{per} \mathrm{F}$

DRESSES
$\$ 6.77$
PURSES
$\$ 2.00$
ANKLETS
19c
BILL FOLDS
67 c
GLOVES
$\$ 1.00$

Overalls

## Polo Shirts

 97Sweat Shirts \$1.11

Shoes

| Sotucn |
| :---: |
| Real |
| Real |

s1.50

Many Other Items To Clear Not Listed Here
Hale's Department Store

## NAVY BOOSTS ELECTRONICS <br> 



Fishing Party Has Discharges
Good Luck on Lake $\qquad$ Mead, Boulder

West Cites 12 Reasons Against Park Bond lssue

| First, We already have two parks that are surplus property. <br> Second, The $\$ 25,000$ issue is a rider | you |
| :---: | :---: |
|  |  |
|  |  |


$\qquad$

## SATISFY Your

 halloween hungerAt The 0 K CAFE

## ELLERD BROS

ELECTRIC and FURNITURE
Come in and see us for-
Furniture, Housewiring. Furniture, Housewiring.
Appliance Repait. icensed and Bonded pen 8 . m. to 6 p. m. 101 N. Main Phone 339

## SantaFe ..that's the System!

One shipper tells another: the way to get better ontime delivery of freight ship-
ments to and from the West and Southwest is to ship Santa Fe.
Hene
Here are
sons Santa Fe keeps freight service "o the advertised" (which is railroad language for "on-time performance"):
world's largest fleet of freight diesel
more miles of double track than any ther western road.
more miles of Centralized Traffic Control, which enables freight trains to neet and pana moms
to keep shipments mote telephone ssutem, increased yard capacity, and imprors. ments along the line, such as carre straightening, new bridges, longer sidings.

It all adds up to getting what you want where and when you want it, when you ship Santa Fe.
Shich Santa 7 Fe all the way
For freight and passenger information see your local Santa Fe Agent

Rev. Strickland To Preach here Sunday

## $=-2$

## 







Thursday of last week 88
were held at Fart Worth Mon
OIL FOR COLDS
We note that the army is experi-
menting with a new light-oll solution tor spraying blankets and bed deoth
es in the hope that it will reduce
iseppratory die tase resplratory diseases, colds, flu an
the like
Lets hope that these tests tur
Drive For Good Land Am'ndm'nt Vote Nov. 1th

Sugar Stamps Nine and Ten Are Extended

out to be a great suifcess. The com-
mon cold cuase more misry, cooste
more money in days lost, and upsetu mings generaily more than all the
more dreaded diseases combined
Ayturing that reduce the inc-
dence of colds ail be a major bendence of eolds will be a major ben
efit to mandkind.
HELP FOR HAY. FEYER VICTIM Here is a community enterprize
of exceptional merit. The new weed lots and other areas where ragweed
grow, it will kill the revr ther to the gring mat maite of hay feve
All hay tever surferers and thelir
triends who have to Triends who have to agonize witu
them in the autumn doys before
troot thould Jotin in a jliad begains
rapwed not the ragweed now that they have thit
new oll-based spray as a weapon.

Pick Up and Delivery Service HOME and AUTO
Radio Service Repairs on small Electrical Boling
Electronic Service 104 South Main 104 South Main
Phone 465


| $\frac{.31}{c}$ | GRAPEFRUIT, | 09 |
| :---: | :---: | :---: |
| fet | GRAPPES, |  |
| eme | RUSSETTS, |  |
| Lux, 20 | MILK, | 3 c |
| camar. 20 | GINGER BREAD MIX.2 |  |
| Hex, $\quad .15$ |  |  |
| . 59 | ORANGE JU |  |


| Cure. 63 | CakeFlour 35 |
| :---: | :---: |
| 5004 |  |
| sood | PEACHES, |
|  | PLE |

GRAPE JUICE .52

| $\xrightarrow[\text { Pears, }]{\text { min }}$ | CORN, 140 |
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| \% ${ }^{\text {miny, }}$ |  |
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caumere, .i's GRAPEFRUIT JUICE, 14
MARKET SPECIALS

| PORK Sausage, | . 55 ¹/ ${ }^{\text {BLOLOGNa, }}$ | . 39 |
| :---: | :---: | :---: |
| PORK CHOPS, | . 59 Fraiks, | . 3 |
| BEEf Roast, | . 45 BRRCK CHILI, | 45 |
|  |  |  |

Floyd County Hesperian, Floydada, Texas, Thursday, October 31, 1946


Forces of Attraction Keep a Comet in its Course...
and OIL-PLATE Your Engine!
 its course around the sun. By
ceaseless study of the molecular attraction between liquids and
solids, Conoco engineers are able solids, Conoco engineers are able
to bring America's motorists new and better oils.
For example, under the laws of molecular attraction, a special in-
gredient in Conoco $\mathrm{N}^{t h}$ motor oil is attracted to working surfaces of your engine. So strong is this
attraction that cylinder walls and other parts are oll-PLATED. And because molecular attrac-
ion holds oll-plating up where
it belongs. draining down to the crankcase, benefits:
$\qquad$ added protection from corro-
$\qquad$ that leads to fouling stage and
carbon That's why to oil-plate now. . at Your Conoco Mileage Mer-
chant's. Look for the red triangle. Continental Oil Company we wont have to tell you of its advantage In our 22nd year, we're a pioneer in building man's greatest servant, to more and more people at a lower cost than ever before.
$\qquad$
PUBLIC SERVICE
COMPANY
COMPLETE $\square$
वित्रुत
WHOLESALE OILS SERVICE GAS, LUBRICANTS

Phone
R. C. HENRY, Distithow

East

| Phone 24 |  |
| :---: | :---: |
| PATTERSON'S |  |
| FOOD STORE \& MARKET |  |
| SORGHUM ${ }_{\text {New }}^{\text {New Crop Pure, }}$ ( $\mathbf{\$ 2 . 4 7}$ |  |
| RIBBON CANE ${ }_{\text {Pure }}^{\text {Gal. }} \mathbf{\$ 2 . 3 9}$ |  |
| PUREX | 7 |
| PEANUT BUTTER | TER Quart. 65 |
|  | ${ }_{\substack{\text { Can } \\ 3 \text { For. }}}$ |
| TOMATO JUICE ${ }^{\text {cur }}$ |  |
| COFFEE ${ }^{\text {Fireside, }}$ 1-Lb. Jar | Jar. $\quad 37$ |
| SPUDS ${ }_{\text {Red or Whitee }}^{\text {deo }}$ | ¢ \$3.00 |
| GRAPES | 7 |
| TOMATOES ${ }_{\text {coid }}^{\text {Lood Deses }}$ | 边 |
| BANANA | ANAS |
| BLACK PEPPER | R PLENTY |
| APPLE BUTTER | ${ }_{\text {WE HA }}^{\text {IT }}$ |
| FLOUR ${ }^{\text {All Brands }}$ solb | \$3.29 |
| MARKE | S |
| HAMBURGER | 2 |
| ROUND STEAK Te | Tenderized .58 |
| TENDERLOIN | . 62 |
| CHEESE $\begin{gathered}\text { Longho } \\ \text { Lb }\end{gathered}$ | . 55 |
| STEW MEAT | . 32 |
| CHUCK STEAK | . 45 |
| LUNCH MEATS | เ. $\quad .43$ |
| FRANKS | . 37 |
| TOP PRICES FOR EGGS |  |



