


## Willson Named

 West Texas V.p

Sears Foundation Jersey Chosen by Robert W. Smith

Interest Gains
Tour of Homes
in Baby Contest

Boy Scout Drive Whirlwinds Rest,
Still Unininished Tackle Chiefs on
Boy Scout Drive Whirlwinds Rest,
Still Unfinished Tackle Chiefs on Reue Reports Next Week-End

$\qquad$

##  <br> Grand Success

loska Girl Finds Outdoor Wear ited to Her Climate just Right Panhandle Football Weather

Today's Market
Jones Murder
Case Returns
For Re-Trial

Cumad ben smatm the
nder 4 bss.
hens, lb .

EDITORIALS




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```"Daylight 5aving" Clectricaleng

Means more

THE HESPERETTE

F. H. A. News
\(\qquad\)

Ag Activities Are Widely Diversified caten winn yuan the exes Association of the Future
Farmers of Amerca. vitite the toce
chapter this pat week and spoke
on his visit to the National P. F.A

ade to raise money for the Chap-
Ler any pay expenses. Butchering
\begin{tabular}{l|l} 
till be done for the public. & (See Hesperette next to back \\
\hline
\end{tabular}


THE F FRST Mational balk
Floydada, Texas

It's widely known that more hours of light will increase egg production. Good farm lighting increases other farm production, too. The efficiency and dependabil ity of low cost farm lighting makes working conditions more favorable in the barns, rool house, work shop and feed room.

We'll plan a lighting system especially for your farm. No

Genuine Ford Parts are precision-tooled to fit your Ford. Just like the parts that went into your Ford at the factory, Genuine Ford Parts are made right to fit right and last longer. And you'll be saving "money 4 ways when you bring your Ford Ford service gives you these 4 advantages:
obligation, of course.


4. Special Ford Equipment

\section*{BISHOP MOTOR COMPANY}




\section*{Social Events, Clubs}
\[
\begin{aligned}
& \text { Mrs. Bond Diseusses } \\
& \text { Equal Rights Amdmt From Meet } \\
& \text { Eque } \\
& \text { at Meeting of B\&PW }
\end{aligned}
\]

Miss Fowler Becomes Lovely Miscellaneous 1929 Study Club Has Bride of Luther Bain Shower Saturday For Women and the News In Ceremony Sunday Miss Wanda Freeman as Program Subject


Lakeview Singing Sunday Afternoon





Joumal will be available December Daily including Sunda \(25 c\) Call \(117 . \mathrm{W}\)

\section*{CHRISTMAS LAY AWAY} ful and ornamental

\section*{Gifts For The Home}
and For The Individual

\section*{RADIO ELECTRIC COMPANY}

\section*{CHECKING OUT!}

Ihave sold my equipment to Mr. Paul Cooper of Quitaque and am checking out Wednesday as agent for Magnolia Petroleum Company.

I appreciate the business the people of the terri tory have given me as Magnolia agent, and it is my extensive experience in handling Magnolia products,
ain, thank you each and everyone.
BUD WARREN


COMPARE PERFORMANCE.


It's great outdoors just now in


Being Arrows, their styling is beyond compar the fit perfect. Their handsome Arrow collars look equally smart open or with a tie. Many

Hale's Depariment Store



,


Floyd County Has All Gins Enrolled Smith-Doxey Act


\section*{TAXI Call 36}


up during the shortage."
Writing fluids. Hesperian \(\quad \begin{gathered}\text { LEDGER binders in } \\ \text { indexes to match }\end{gathered}\)

\section*{Does Shat WinterWind Blow}

Throughor Around Your Home

\author{
Weather Stripping will change your house from the type wind blows through to warmth and comfort. \\ Weather Stripping cuts down on that extra fuel consumption a pays for itself in money Weather Stripping cuts those Unhealthy drafts. Make it a point to see us
The sooner you instal weather stripping the soon will be able to live in mor fort. \\ \section*{Higginbotham-Barlleft Co} \\ 214 South Wall, Phone 6
}

\begin{tabular}{|c|c|}
\hline FLOYD COUNTY ELECTRIC CO. & wEbB'S FOOD \\
\hline Your Monitor Dealer as for your wiring material & MARKET \\
\hline \begin{tabular}{l}
110 W. Missouri \\
PHONE 319
\end{tabular} & 103 East Missouri Street \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|}
\hline \begin{tabular}{l}
h. M. MeDonald \\
hardwear \\
Floydada, Texas \\
PHONE 341
\end{tabular} & \begin{tabular}{l}
NORMAN'S \(5 \mathrm{c}-\mathrm{\$ 1}\) STORE \\
Floydada, Texas
\end{tabular} & \begin{tabular}{l}
BISHOP'S \\
PHARMECY \\
Floydada, Texas \\
PHONE 233
\end{tabular} & \begin{tabular}{l}
B \& M CAFE \\
Come down and try our fried Oysters and Oyster Stew Fillet of Cod and Catfish PHONE 9506
\end{tabular} \\
\hline \begin{tabular}{l}
LUNCH BOX CAFE steaks, lenches and short orders \\
Served in Clean Surroundings
\end{tabular} & \begin{tabular}{l}
M. L. SOLOMON \\
JEWELER floydada, texas
\end{tabular} & CAMP COPES CONOCO service station R. D. NELSON, Mgr. & \begin{tabular}{l}
5ñ \\
wictom mantron \\
FLOYD COUNTY \\
TRACTER COMPANY \\
PHONE 29
\end{tabular} \\
\hline \begin{tabular}{l}
LAWSON BROS. \\
Blacksmith and Welding PHoNE 39
\end{tabular} & \begin{tabular}{l}
CONOCO STATION \\
No. 1 \\
Ott Walden, Manager Complete Car Service Batteries - Ignetion 200 West California
\end{tabular} & \begin{tabular}{l}
LYNDALE FARM \\
DAIRY STORE \\
Homoganized and Pasteurized
Milk \\
Ice Cream \\
118 West Missouri
\end{tabular} & \begin{tabular}{l}
Producers Cooperative \\
Elevator \\
Phone 368
\end{tabular} \\
\hline \begin{tabular}{l}
foote butane \\
Equipped to Supply you with all your Butane Needs HIGHWAY 70 EAST
\end{tabular} & \begin{tabular}{l}
FLOYDADA BAKERY BUTTER-KIST BREAD \\
Floydada, Texas PHONE 223 124 W. California
\end{tabular} & These Business Men are withers cafe pATtoNs dairy н. t. williams, Plumbing & Boosting "Cornzapoppin" bill owens, Texeco scott tuggle fuqua-barber Farm Supply orman's Grocery \& Market \\
\hline
\end{tabular}

\section*{High School Auditorium Thursday \& Friday, November 13-14 8:17 P. M.}

\section*{PATIERSON GROCRYY \& MARKEI}

STAPLE and FANCY GROCERIES
Fruit market of West Texas - Meats our Specialty 102 Main Street

Phone 24
\begin{tabular}{|c|c|c|c|}
\hline \begin{tabular}{l}
THE MALT BAR and CAFE \\
fountain service \\
Lunches and Short Orders 128 W. California
\end{tabular} & \begin{tabular}{l}
WHITE DRUG \(C O\). perscription druggists \\
The Rexall Store \\
Floydada, Texas
\end{tabular} & \begin{tabular}{l}
John deere house Sales and SERVICE STANSELL-COLLINS COMPANY \\
Floydada, Texas
\end{tabular} & SOUTHWESTERN PUBLIC SERVICE C0 LIGHT and POWER \\
\hline \begin{tabular}{l}
BISHOP'S \\
PHARMECY \\
Floydada, Texas \\
PHONE 233
\end{tabular} & \begin{tabular}{l}
B \& M CAFE \\
Come down and try our fried Oysters and Oyster Stew Fillet of Cod and Catfish PHONE 9506
\end{tabular} & \begin{tabular}{l}
WARREN \& TUBBS \\
real estate Oil Royaltys and Leases 216 Bishop Building PHONE 162
\end{tabular} & \begin{tabular}{l}
PANHANDLE SERVICE \\
PANHANDLE PRODUCTS Tires, Tubes, Batteries PHONE 68 Floydada, Texas
\end{tabular} \\
\hline \begin{tabular}{l}
CAMP COPES CONOCO service station \\
R. D. nelson, Mgr.
\end{tabular} & \[
\begin{aligned}
& \text { SFRD } \\
& \text { FLOYD COUNTY } \\
& \text { TRACTER COMPANY } \\
& \text { PHONE } 29
\end{aligned}
\] & KING'S 5, 10 \& 25c STORE floydada, texas & \begin{tabular}{l}
FORD - \\
Authorized Sales and Service \\
BISHOP MOTOR CO. PHONE 228.
\end{tabular} \\
\hline \begin{tabular}{l}
LYNDALE FARM \\
DAIRY STORE \\
Homoganized and Pasteurized Milk \\
Ice Cream \\
118 West Missouri
\end{tabular} & \begin{tabular}{l}
Producers Cooperative Elevator \\
Phone 368
\end{tabular} & T. L. SHIPMAN Groceries & \begin{tabular}{l}
STEWARTS \\
Cash and Carry Cleaners A House You Will Enjoy Doing Business With 103 North Main Floydada, Texas
\end{tabular} \\
\hline These Business Men are WITHERS CAFE PATTONS DAIRY н. т. williams, Plumbing & \begin{tabular}{l}
Boosting "Cornzapoppin" \\
bill owens, Texeco \\
scott tuggle \\
fuqua-barber Farm Supply ORMAN's Grocery \& Market
\end{tabular} & \begin{tabular}{l}
DARDEN'S WELDING SHOP \\
Floydada, Texas \\
608 East Housten Street PHONE 42
\end{tabular} & CAMP COPES CAFE CURB SERVISE Short Orders and Fountain Service \\
\hline
\end{tabular}

\section*{MARTIN \& COMPANY}

YOUR INTERNATIONAL DEALER
216 So. Main - Floydada, Texas - Phone 57

\section*{h The Week's Social News}


Tomn-clad* Worsteds for Fall!


Capeskin Leather Jacket,

\section*{CLOSE OUT}
Men's Rubber of these - Red orn's Rubber Boots,\(\mathbf{\$ 2 . 0 0}\)
rmy Twill Khaki Shirts,
Sanforized, Vat Dyed, A\(\$ 2.98\)
\(\$ 2.49\)
haki Pants Army Twill,\(\$ 1.98\)
\(\$ 2.69\) Boys' Little Mac Overalls, blue or strip \(\$ 1.79\)
Men's Random Knit Work Sox ..... \(25 c\) \(\underset{\substack{\text { Observed by Mr. and } \\ \text { Mrs. J. . . Dunlap }}}{ }\)


Don't Let A Faulty Radiator Foul Up Holiday Driving
\begin{tabular}{|c|c|}
\hline hurry to get anti & Center News \\
\hline freeze this year did you & center. \\
\hline give any thought to clean- & please remen \\
\hline car? & \\
\hline For safe winter driving & \\
\hline tor & , \\
\hline work befor & \\
\hline ry work betore & \\
\hline you a large amount
money. & th \\
\hline & Those vistung Euntee Welborn \\
\hline We Have New Cores & durinse the seok were Marraret \\
\hline & Jones Jean Bitce, Bobby Plumlee \\
\hline adaef & Mrs Prank Poht and diuchte of Matador vistre wrin Mark Dun \\
\hline  & \begin{tabular}{l}
Sunday. \\
Visitors in the J. B. Jordan hom
\end{tabular} \\
\hline &  \\
\hline dasco & Clyde Bagwell, Mr , and Mr
Sandefur, and Mr , and Mrs \\
\hline OR SHOP & Welborn Muller J. D. Welborn en \\
\hline & tertained Mr. and Mra, J, B Jor \\
\hline
\end{tabular}

\section*{FARM \& RANCH LOANS}

4 Per Cent Interest
Payable on or before maturity, without payment of
R. O. SIUVERHORNE

Directors Named For Labor Camp


nsw MINCE MEAT, 35c APPLE BUTTER, 25c
\begin{tabular}{|c|c|c|}
\hline \multicolumn{2}{|l|}{\begin{tabular}{l}
Red \& White \\
COFPEE,
\end{tabular}} & \[
\begin{aligned}
& \text { 1.1.L. Can } \\
& \mathbf{4 9 c}
\end{aligned}
\] \\
\hline The Perfect Bleach LAUNDREX & 10 C SOAP, & 10 c \\
\hline WAS & & \[
\begin{aligned}
& \text { Lize Box } \\
& \mathbf{3 3} \mathbf{c}
\end{aligned}
\] \\
\hline
\end{tabular}

36c SUPER SUDS, \(\mathbf{3 6 c}\)

\section*{Webb's Food Market}

FOR SPEEDY DELIVERY PHONE 60 BRING US YOUR EGGS
 Home Laundry


HICKERSON-STRICKLAND BUTANE CO.
Butane Gas, Butane Gas Systems, Appliances Domestic and Commercial Installation
501 West Georgia West Side of Wye
\[
\text { Floyd County Hesperian, Floydada, Teras, Thursday, November 13, } 1947
\]

HESPERETTE

\section*{Portraits of Class} Queens Presented

De' Quacker

\section*{}

\section*{Normanas 5ctos S1 Store}


Sonds.ofsatisfaction



WINTER IS HARD ON
BATTERIES good sign you need a new battery. If you have that ymptom change now. Patteries are hard to get and are likely to be harder, so change to quick starts now

\section*{SPEARS AUTO COMPANY}

NOW You can build that new
inance it through J. E. Foster \& Son
G. C. Tubbs Insurance Agency 216 Bishop Building Phone 162


\section*{LET'S KEEP OUR ROAD BUILDING PROGRAM ROLLING!}

\author{
OUR INDUSTRY AND OUR SCHOOL SYSTEM DEMAND THAT WE GO FORWARD!
}

Floydada Junior Chamber of Commerce, an organization of young men who believe in the future of Floyd county and its institution wants to urge the people of Floyd county to keep permanent road-building construction under way in our county. We believe

\section*{We are for the program mapped out, after due consider-} ation, by the State Highway Department and the Commissioners Court of Floyd County, because we recognize the fact the authorities have to have a beginning place and a program to work from. There are other important Farm-to-Market roads, of course. We ought to have them built and must have them built. In fact, we ought to have many more miles of good, hard-surfaced
roads right now. But we do not have them and never roads right now. But we do not tave them and never
will have them until we make a start. So, in saying we are for these road-building plans we do not say we are against any other roads that the people need. We are for a start on a Road Building program.
At This Time the Highway Department says they can and will help us with continuing a Farm-to-Market Road Building program. This program will stop when the Lakeview Road is finished, for at least two years, unless we take postive action to prevent it. The Highway De-
partment of the State of Texas pledges the partment of the State of Texas pledges the State to (1) Handle all engineering; (2) To make the road contracts and to supervise all work; (3) To maintain the hard surfaced roads that are built; and (4) to pay one-fourth of the construction costs. This means that the county will get the benefit of the services and the partnership of the Greatest Road Building and Maintainence Organization in our nation at half price. We take no chances on losing! We will be big winners!

The State Highway Department is Making Promises for Only Two Years Ahead!
This is not an empty statement. It is a fact which any citizen can verify by inquiring. Our state's road building program is only beginning. It will continue to grow as our people permit it to develop. If we want our own communities all to have good roads in our time we
go along with the State Highway Department now. go along with the State Highway Department no
crastination will steal away our opportunities!
Fortunately Floyd County Property Valuations for Taxes are Low Regardless of what part of the county our lands are Situated.
With total valuations slightly above 10 million ( \(\$ 10,000\), 000 ) there is not a piece of Farm Land, in the county, re gardless of how highly developed, that is valued at mor than \(\$ 9\) per acre for taxation purposes. Some of it car ries a tax valuation of \(\$ 8\) per acre, some \(\$ 7\) per acre, and our rough land is on the tax rolls at \(\$ 2\) to \(\$ 2.50\) per acre Town property also is valued most reasonably for county and state ad valorem tax. At these values th bond issue to take care of the county's part of the pro gram would be not to exceed \(\$ 11.52\) per year on the highest-priced section of land in the county and would scale down to \(\$ 2.56\) per section on rough land.
Please check these figures before you decide that they are wrong. ROADS; OUR SCHOOL CHILDREN MUST HAVEA WAY TO GET TO SCHOOL.


\section*{Toothsome Baked Goods of Every Description}


\section*{buTTER-KIST}

\section*{FLOYDADA BAKERY}

\section*{One-Day} SERVICE Cleaning That STEWART'S CLEANERS

\section*{LOWEST-PRICED LINE} IN ITS FIELD...


Oden chevrolet company
Floydada, Texas



Dr. Wilson Kimble Optometric Clinic
 Efficiency
We maintain a modern optical laboratory for the prompt and accurate filling of opthalmic prescriptions Dr. Wilson Kimble-Optometrists-Dr. J. W. Kimble

\section*{Livestock OWNERS}

Free Removal of Dead Animals Consumers Fuel Ass'n
Phone No. 122
Hoydada, Texas

ECONOMY
using Bennett's Build-

CONCRETE and VOLCANIC ASH Call on Bennett, too, for
Drain Tie, Concrete Slabs,
Curbing, Stepping Stones to
Can You Imagine?
Rose Beard-without red hair?
Fred Conner-not becing a wolf?
Fed Kathryn Waddington-dating Ger-
ald gmilleyd
Rueben Whitfill-not being bash-
ful? Bobby McGuire-carrying a torch
for some eqirl?
Clara Pollan-not arrying?


Strengthen Your Business With Life Insurance

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