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## MBER 30, 1943



Four New Owners Moore Buildings On East Side

Rationing<br>Dates And<br>Deadlines

Fire Department Pre-New Year Dance Tonight
Masonic Lodge Fellowship Meet Planned

Huge Honor Roll
Would Name Boys In Armed Forces

Students Home
From Colleges


Emergency Crop Loans Will Be Available To Floyd Co. Farmers Again As In Former Years
 another year on the journey from time to eternity.
of 1944
 fluenza is of the mild type and that most
patients find themselves recovered and feel-
ing well again after only a brief lay-off from
As A Farm
Woman Thinks


## CASH PAID

For Late Model Used Cars and Pick-Ups
Oden Chevrolet Company


Freedom of CHOICE $\mathbf{W}_{\text {free }}^{\text {ITH }}$
the other fredom of choice can mean the people are talking abe abut- thing
and thers besides. In lar ooy beans in the suth means such ordinary things as
hing to do. It means bear. if tou think it
tive tou kind of thour you gives you the best biscuits th teand of your and you
doing the deciding whether he'll go to college, or lea Freedom of choice is the soil in which character grows.
This freedom of choice-and its counterpart, a sense esponsibinty for the cecisions made- has dong mut
develop the character that is going to win this war then
pattle fronts. on the farm, in indurty. And wien the Cory is won, the kind of America we have fought and w
op
$\qquad$

GENERAL ELECTRIC

Thanking You FOR YOUR Cooperation
$\star$ There is not the same smooth flow to war days that there was to peace days. We have to work hard now to give you good service than we ever did

nid your fiemend ato giving

LEGAL HOLIDAY ANNOUNCEMENT

THIS BANK WILL BE CLOSED ALL DAY

## SATURDAY JAN. I, 1944

The First National Bank
noretedese rome
WE SELL WAR BONDS

SoilConservation Conservation Could Add Much To Food Supply

 Ceell Purceil, members.
From reports reaching the Dis
trict oftre the Texas soin Conser
vation District Supervisors associa
Hion held From reports reaching the Dis
trict oftre the Texas oin Conser
vaton District Supervisors associa
tion held a very enthusiastic and
and
 cated from intormation received
some remarkable progress has been
made in the state as a whole dur-

 $\frac{\text { triets 24,669.014 acres. }}{\text { W. H. Nelson, chairman of Floyd }}$ W. H. Nelson, chairman of Floy
County distrint, points out that ac
complishments in the county this
year include terracing of 6095 tere year include terracing of 6095 acres
contor cultivation on 7816 arres
antigation systen treatment
co35 acres, as wel
coll as other conser

## Martin's Clearance! Shop These Values Beginning Friday At 9 o'Clock EXCEPTIONAL VALUES YOU CANNOT AFFORD TO MISS! -

## Sport And Dress Coats

Greatly Reduced Fall and Winter Coats in Boxed and Fitted Styles

| \$14.95 Coats for | 9.89 |
| :--- | ---: |
| \$19.75 Coats for | 13.90 |
| \$25.00 Coats for, | 17.85 |
| \$29.50 Coats for, | 19.60 |
| \$35.00 Coats for, | 24.00 |
|  |  |
| GIRLS' and MISSES' COATS |  |
| \$9.95 Coats for, | $\mathbf{6 . 8 8}$ |
| \$12.95 Coats for, | $\mathbf{8 . 7 9}$ |
| \$14.95 Coats for, | 10.99 |

## LADIES' DRESSES

Save on these Dresses - Reduced for Quick Clearance -Most all Sizes.
1 Rack, values to $\$ 5.95$ for 3.89

1 Rack, values to $\$ 7.95$ for,
1 Rack, values to $\$ 10.95$ for,
4.79
5.99

40-Inch Wide RAYON JERSEY

Beautiful New Patterns. A
Special Value. Per yard,
$\$ 1.44$

LADIES, HATS, $\quad$ All Hats $\quad \frac{1}{2}$ Price Ideal for Early Spring Wear.
Per yard,

FUR-TRIMMED COATS
$\$ 39.50$ Coats for,
28.00
$\$ 49.50$ Coats for 34.50
$\$ 59.50$ Coats for, 39.95
$\$ 75.00$ Coats for, 48.50 $\$ 100.00$ Coats for

TWO RACKS LADIES' SUITS
Rack No. 1-Ladies'Suits Less $\frac{1}{3}$
Rack No. 2 Ladies' Suits,
$\frac{1}{2}$ Price

## O. P. A. RATION-FREE SHOES

You do Not Need a Stamp to Buy these Ladies' Shoes.
If you have narrow feet it will
Pay you to come in
$\$ 1.00$ Pair

54-Inch Wide Light Weight Woolens
$\$ 1.64$

## Social Events, Clubs

Miss Bedford
Bride Of Cpl.
J. L. Hight


Navy planes shot down over the ocean, may be raised to fly and fight again under a plan worked out bany as five or six of them may be attached to the heavier type planes. The bal-
loon pictured above will lift five times the weight of the girls shown holding it up.



 , the table
The cientists explain that
the









Seale \& McDonald Auctioneers FARM and LIVESTOCK We are SALES now. If you are planning We sell it all in one day and get your money. Call-
W. H. Seale

## Telephone 120 Floydada, or

 Jno. W. McDonald

FLOUR,
50 Lbs.
PURASNOW,
$\$ 2.29$
Double Your Money Back Guarante

| ORANGES | Navals, | Pound | 712 |
| :---: | :---: | :---: | :---: |
| si walm | 38c: Pee | ${ }^{35 \mathrm{c}} \mathrm{C}$ |  |
| Pruss, latato Rusets, 10 Lemer |  |  |  |



## 



|  |  |
| :---: | :---: |
| POST TOASTIE <br> 11-oz. Pkg., | $8{ }^{\text {c }}$ |
| GRAPE NUTS <br> 12-oz. Box, | $14^{\text {c }}$ |
| GRAPENUT MEA | 12 c |
| RAISIN BRAN, | $10^{\text {c }}$ |
| D W |  |


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

SUGAR $=.5$

| BACON, No. 1 Sliced, | Pound | 38c |
| :--- | :--- | :--- |
| BEEF ROAST, AA Ouality, | Ib. | $\mathbf{2 8 c}$ |
| PICNIC HAMS, Pienic | Pound | $\mathbf{2 6 c}$ |

BOLOGNA,
No. 1 Grade, Lb.,

- WE WANT YOUR CREAM AND EGGS

Wone Ties Dear At Chistmos, Time Fleeting
Holidays Bring Families Together


Amphibious Truck Gets Cargo


[^0]


## "AMOGG THE PLEASANT CALLERS AT THIS OFFEF







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$\square$



 KHiVA TEMPLE WILL HOLD
EIGHT-NINER CEREMONAL


Khiva Tempemonials ever held by
IThe cereminal will be conferred
In full form
He aiso stated
in full form stated that final reports
of the Maso Masonic Bond orrive will be
made and the Ladder of Baby Smiles
mat
Lil be displayed.
now Main street. spur with
now leats. Return io Hespertan


Wanted! Men and Women Who Are
Hard of Hearing

E. P. NELSON BONDS And All Kinds of
INSURANCE Second floor First Nation. al Bank Building.
Telephone 285

| New Pianist: From "Dardanella | NEW FAST SCHEDULES BY BUS |
| :---: | :---: |
| Dr. Wilson Kimble Optometrist Specializing in fitting giasses \{and straightening crussed eyes. | Travel in Arr-Condritioned Buses for cool, comfort |
|  | East bound |
|  | To Vernon, DALLAS, orlahoma city |
| $\left\{\begin{array}{cc} \text { TELEPPHONE } & \text { MOPDADA. } \\ \text { TEXAS } \end{array}\right\}$ | west bound <br> $10: 25 \mathrm{a} . \mathrm{m}$. - arrive Floydada $4: 55 \mathrm{p} . \mathrm{m}$. , out at 5 p . |
| A best-selling laxative | To plathyiew, amartilo, dm eet conneotion to all points West |
|  | Roturn from Lubbock, Amarilo and Plainilew |
| All over the south | NORTHEAST BOUND |
| because it's thrifty and fits most folks needs | 40 |
|  | OON, MEMPHIS, CHLDRESS |
|  |  |
|  | Coact |
|  | NE, Agen' |

## Selected Groups Of Women's COATS and COAT SUITS

In Hagood's
AFIER - CHRISTMAS CLEARANCE

Women's Handsome
WINTER COATS



## Picture News Of The World



Reunion In Italy


Pvt. Domenico Parrino of the U. S. Army, whose parents
were born in Caserta, Italy, talks with an Italian dock worker in Caserta. (Rural Press Section-OWI)

Our Merciant Marine The Ice Trade



Proper Care Of Farm Motors Is A Minor Chore-But Don't Miss It






 electric motor happy and healithy to
a ripe old age.













Hess Sure to get v...-WAIL

 to and from all overseas scenes of military action, the War Depart-
ment is intensifying its efforts to bring about a greater use of this safest of all overseas postal facilities. By holding the original letter
at the port of embarkation until the microfilmed copy has arrived anfely at its destination, it is possible in the casee of V-Mail to incure overseas arrival of every individual letter. Already well over 100,-
ooc,000 V.Mail letters have been handled by the Army Postal Secvice
witnout a singlo loss V-Mail received the highist peersas
 without a singlo loss. V-Mail received the highst overseas mail
priority and always is carried by air.


THE PROPOSED $\begin{gathered}\text { expansion program } \\ \text { of Wayland college }\end{gathered}$ of Plainview, Tex, is clearly portrayed in the architect's drawing. The over-all project calls for an
expenditure of approximately $\$ 750,000$. This will provide adequate housing and equipment to accom-
modate more than twice the present enrollment. The new dormitories are to be modern in every The new dormitories are to be modern in every
detall and each will care tor about 125 students.
The present dormitory for giris will be remodeled The present dormitory for girls will be remodeled
throughout to provide light housekeeping facill-

The college anticipates extensive courses in agrlculture to provide a long felt need. Facilites are being provided to make this possible. The library
will be built in connection with the chapel building The present administration building will be re-
conditioned and used for English, Language, Social Science and other departments. John W. Cobb, dean of the college.

Hi-Ho, Hi-Ho, Off To Work They Go


Production of life belts at the General Tire \& Rubber company plant in Akron began to skyrocket after in morale and in the number of life belts turned out for American soldiere was immediately apparent, company production men said. The tad started when one of the sirls knit hersell a stars and stripes swenter tosesed out in red white and bee.

Hope Of America In Young Folks Says Phillips


BERRY<br>Produce \& Feed

Phone 74


Way to u NEW YEAR

| Regular size |
| :---: |
| HYLO, $25 c$ |



[^1]PAYANDPACK
SUGAR, 10 lb . 54c
Halliosine, ic Size, 18c FiTches' SHOMPOO, los Site, 17 c Phillips' Milk of Magnesia, Soc Size, $\quad \mathbf{3 5 c}$



Sugar Cure AlCOHOL, Full Pint, 19c

49c TURPENINE, 8002. 19c KOTEX TABLETS, 3.5c for $\quad 10 \mathrm{c}$ 19c MATCHES, Carton, 21c
 PRUNES, Brimfull, Gallon 51c TISSUE, Fort Howard, Roll, 5 c PEANUT BUTIER, Armour's, Full Ot. 35c



[^0]:    
    Thank you for your patronage and favors of the year 1933 .
    Here's wishing you a good year in 1944.
    H. M. McDonald Hardware

[^1]:    FELTON-COLLINS
    Grocery \& Market
    Telephone 27

