EEPESSONNEL STUDY HOW Drouth Relief EEVVE MR. AND MRS. BUYER Seen in Wet Snow Tuesday

1951 Holidays

Recommended

Mrs. Katie Conner Died at Hereford on Sunday Morning

Red Cross Meeting Plans Fund Drive

Medical, Dental Personnel And Facilities Said Ample

## BANK FACILITIES GROW

Gifts of $\$ 100$ Bill<br>Endear Old Santa<br>Mrs. Gus Loyd<br>Hurt When Car is Side-Swiped

Rites For Little Son of Mr. and Mrs. Miller Yesterday

C Directors
ktion Soon

Officials, Old and
New, Are Sworn in

\title{

Consolidation Election Fails <br> 

Brother of Jack Burleson Succumbs

Wiley Mudgett Died in Slaton Sunday

1950 Was Freakish Rain Year, Record Reveals; Extremes of Prolonged Wet and Dry Prevail

## Views and Comment


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## Baptist Hour Topics Warns of Dangers In Tax Exemptions



Professionul Directory
$\qquad$
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This Year, Too...
ELECTRICITY WILL BE YOUR BIGGEST BARGAIN!

Mrr. and Mra, Wade Payne of


Promia
308 WEST KENTUCKY STREET AUDITOR AND ACCOUNTAN

INCOME TAX REPORTS
Silas E. Duncan, Sr, BROWN - HOLMES CO.

## A WORD TO THE FASHION WISE CLEARANCE

Don't miss Miladies Specialty Shoppe after inventory clearance beginning Frido January fifth! Many items marked wal below cost to us . . . Save on every thing for three days only Friday, Saturday ono Monday. All Sales Final. No approvals.

DRESSES
One group of dresses including prints, gabardines, crep-

Uncle Jay
AMARAL. 710 KGNC 6:25 a m Thurs. Sat

häshotraic sisitim
CUTS COSTS 50


## $\$ 4.88$

Costume Jewelr
$\frac{1}{2}$ Price

## DRESSES

## One group of dresses includ

 One group of dresses including crepes, taffetas, faile in complete range of sizes Values to

SAVE $\frac{1}{4}, \frac{1}{3}$ And $\frac{1}{2}$ ON SUITS, COATS, DRESSES

HATS HATS GONW
$\$ 3.00 \quad \$ 5.00 \quad \$ 3.88$
Hansen Gioves Choice 88c

## JANUARY

13 ONLY Women'sSuits $\frac{1}{3}$ OFF

WOMEN'S fall And WINTER COATS $1 \frac{1}{3}$ OF One Group Women's DIESOES $\frac{1}{3}$ 0FF One Group Women's
Dresses
$\frac{1}{4}$ OFF

One Group Women's

## Skirts

$\frac{1}{3}$ OFF

ONE TABLE Women's Hats $\$ 1.00$ Each

At 8:30 a.m. Saturday hale's bring you the sale of sales
The Sale Of The Year, Where Drastic Reductions Are Made On Beautiful And Durable Merchandise In Order That We May Clear Our Stocks For The New Season Ahead. A Wonderful Opportunity To Make Drastic Savings From Hale's In Spite O! Advancing Prices ..... Start Shopping These Departments Saturday.


NECKTIES . . . Picked Over Patterns . . . Reg. $\$ 1.50$ Value . . Now 50c Ea. Mens Mercerized Cotton White Sox ... Reg. 39c pr. . . . 4 prs. For $\$ 1.00$ BOYS SWEATERS . . . Slipover \& Coat Styles Take These at $\$ 1.00$
One Table Womens \& Childrens SHOES
$\$ 1.88$ pr. Values to $\$ 5.95$

## onelot WOMENS COATS $\$ 5.00 \mathrm{ea}$.


One Lot Piece Goods . . . . . Contains Some 54" Woolens
$50 \mathrm{c} y \mathrm{~d}$.
LACE PANELS
Regular \$1.49 This Sale
$\$ 1.00$ Ea. $44^{\prime \prime}$ Wide
one largegroun REMMTATVGI/T nrice

15 Only Mens Curlee
TOP COATS $\$ 19.88$
Values to $\$ 39.50$

27 Only Men's \& Students
SUITS
$\frac{1}{4}$ OFF
Curree and other well known brands.
One Group Boys Suits $\frac{1}{2}$ PRICE Sizes 6 to 13

One Group Mens
Sport Coats $\$ 9.88$

One Group Mens FELT HATS $\frac{1}{2}$ PRICE
Some Slightly Soiled

15 Only Mens Wool
Plaid Jackets
$\frac{1}{3}$ 0ff

Mrs．R．Fred Conner
Complimented Friday Complimented Friday
$\square$

## BE SURE

## －$\underset{\substack{\text { feopral } \\ \text { Hill Rlisk }}}{ }$

crop lasuantic
INSURE！


Mt．Blanco News FIRE
Automobile and Casualty

G．C．Tubbs

| $\substack{\text { aurnece } \\ \text { Phone Agens } \\ 18}$ |
| :---: |

## Shop © Save In Floydada



TRADE IN FLOYDADA

## Ask your favorite Floydada merch

 ant for GOLD ARROW Profit Shar ing Stamps．
## GOLD ARROW

 PROFIT SHARING WAY REMEMBER！Each Book Filled is Worth


## FUOUA－BARBER

Farm Supply
Silverton Highway－Phone 307

## DAY \＆NITE TEXACO

Matador Highway－Phone 9505

## M．L．SOLOMON Jeweler

201 Main Street－Phone 81

Plainview Highway<br>Phone 699




| Miss Swepston Again | Miss Jeanne Battey |
| :--- | :--- |
| Chesen President of | To Wed February 14 | 1934 Study Club



Jeanhe, to Mr John C. Gramstortf
Me son of Mrs Harreet P Gram-

$\qquad$


Miss Charlene Battey Many Friends Call And Robt. Alldredge to Compliment Mr.
Married December 26 and Mrs. J. L. Heim Married December 26


News of Harmony

## Lakeview News



| COFFEE, | $\mathbf{8 5 c}$ |
| :--- | :--- |
| DOTTE FOOD, | $\mathbf{2 5 c}$ |

BEANS \& POTATOES, 35c

## BLEACH, 17 c

PORK \& BEANS, $\quad 10 \mathrm{c}$
Tomato Juice, $\quad 28 \mathrm{c}$

| OLEO, | 29c |
| :---: | :---: |
| grand fed |  |
| CLUB STEAK, | 69c |
| BACON, | 49c |
| SAUSAGE, | 41 c |
| PIGS FEET, | 29 c |

Grocery \& Market<br>PHONE 287<br>we deliver

MR. COTTON GROWER: Your Government is asking you to produce a large cotton crop in 1951. The Government is offering protection on the money and labor that you invest in the cotton crop against loss from causes beyond your control.

Doa't Risk Loss of Your Inves!ment
The stage of production reached by the cotton crop for an
ton determines the coverage applicable to such acreage.
PROTECT IT...
With a Federal Crop Insurance Policy $\qquad$

The entire premium is deductible from your income tax as an operating expense. The insured coverage for Floyd County is as follows:

Fourth stage: After harvest
Third stage: From the time the crop is laid by until harvest begins Second stage: From the time of the first cultivation until laying by
First stage: From the time it is too late to replant cotton until the first cultivation Premium per acre (before discount)

Irrigated Cotton
$\$ 29.00$
21.75
11.60
7.25
2.00

Dryland Cotte
$\$ 16.00$
12.00
6.40
4.00
2.35

January 31,1951 is the final date for writing this insurance. At least 200 units are needed before the insurance will go into effect. Investigate. Call at the PMA Office, Floydada, Texas.
ome Return
Fairview News mm Reports This Month

> Hart Kinsmen Enjoy Wafer Threaf Dinner in Plainview Alerts Plains Users' Assns






## Army Man, Family

Guests of Parents

## Dollar Day Specials

1 Lot Ladies Dresses at a Great Saving. Values to \$22.95. DOLLAR DAY ONLY \$5.00

| DIES DRESSES |  |
| :---: | :---: |
|  | CORDUROY JACKETS |
| \$4.00 |  |
| uroy DRESS VALUE Day Only. $\mathbf{\$ 1 0 . 0 0}$. | LADIES SKIRTS |
| Ladies Corduroy Slacks | an wool ad |
| \$4.00 |  |
| LADIES BLOUSES | BRASSIERES |
|  | Vate |
| Lar Davo ony | (in |
| Corduroy Suits |  |
|  |  |

## BLANKET SPECIAL

1 Lot 25 percent Wool, Double Blankets Size $72 \times 84.56 .95$ Values Going Dollar Day Only for -

## $\$ 4.00$

Hagood's Department Store
STANDARD BRANDS

Pre - Induction Calls Set for January Tenth

As A Farm Woman Thinks


TAKE If EASY TAKE A BOOK Latest Best Sellers modern Rental Library.

BISHOP'S
PHARMACV

For BETTER BAKING


TENDER, FLAKY BISCUITS
Harest Oueen Mill \& Elepenta Company

Plainview, Texas

CATTLE AUCTION
EVERY SATURDAY . . . 1 P. A Farmers Sale - For All Farmers FARMER'S LIVESTOCK AUCTION COMPANY Doe Grohom AMARILLO, TEXAS amarillo stockiab
gitch heimay- ory

## INSURANCE

REAL ESTATE \& LOANS
you saving on all of your insurance? Let
BROWN • HOLMES CO.
Floydada, Texas Phone

## NEW 1951 CHEVROLET TRUCKS

. with the new Ford Tractor and



$\qquad$
 ITSO R.P.M. Nothing easier, thanks to the Proel Meter Proof.3eter helps you to get best results on belt
puiley and PTO fobs too fout wo textly. It his miny

## ${ }^{5}$ Proot

Spoed, Beter shows you Tractor Travel Speed PTTO
Only the Ford Tractor has the Proof-MeterI

## 

 Braselfon Implement CoBuy on
PROOF! ASK FOR A DEMONSTRATION

## make these Advance-Design Trucks

## YOUR GREAT BUY!

## GREAT FEATURES

HESE now 1951 Chevrolet trucks tell their own thery . . . with features that add up to long, They're engineered to toke the roughest, toughest kind of work, and keep on taking it, with the owest passible maintenance and upkeep. These Chevrolet trucks are a step forward for the Tocks that already are America's favorite-first in to yourself to see the nation's leading truck-Chevrolet-before you buy your next truck. Check the features thot will pay off for yout. Then renember that Chevrolet trucks offer you all this at surprisingly low cost. You'll see it pays to buy Chovrolet. See these 1951 Advance-Design trucks
-and get all the facts-today!

First in demand First in value

## more chevrotrts in use than any otmer truck

Great Features Everywhere You Look...
GREAT ENGINE FEATURES

| - Two Great Engines <br> - Valve-in-Head Efficiency <br> - Blue-Flame Combustion <br> - Power-Jet Carburetor <br> - Perfected Cooling <br> - Specialized 4-Way Lubrication <br> - Thermostatic Heat Control <br> - Cam-Ground Cast Alloy Iron Pistens <br> GREAT CHASSIS FEATURES <br> - Rugged, Rigid Frames <br> - Hypoid Rear Axles <br> - Single-Unit Rear Aule Housings |
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Amproved Full-Width Seats - Adjustable Seat Ass Large Door Openings Side Doors Held - Side Doors Sturdy Steel Constrict Pick-Up Bodies Strips - Extra-Strong Stake Bodies Extra-Witrong Gravel shied One-Piece Fenders Countartalanced Aligator-Jaw Hood
$\qquad$
$\qquad$
$\qquad$



## Time to-Winterize Your Pantry

 WINTER-SUMMTHES: SAVE day. GREEN STAMPS THE YEAR 'ROUND| CORN, | 14 c |
| :---: | :---: |
| SYRUP | 27 c |
| PEAS, . | . 14 c |

SLICED APPLES,

VERMONT MaId
SYRUP


| MEADOWLAKE | SPINACH, . . . . 25c |
| :--- | :--- |
| MARGARINE, . . . . . 36c |  |
| 36und |  |


| KETCHUP, . . . . 25c |  |
| :---: | :---: |
| TUNA FISH, . . . 25c | BABO, . . . . . 25c |
|  |  |
| VIENNA SAUSAGE, . . . . . . . 10 cam |  |
| TOMATO SOUP, |  |
| ? | 0 Vegetabies] |

CABBAGE6c
APPLES, ..... 15 c
BANANAS, ..... $12{ }_{2}^{1} \mathrm{C}$
ORANGES, ..... 13 c
POTATOES, ..... 49c


These are but a few of the values that put the 'Sizzle' in our 'Red Hot' White Sale -

EVERYTHING YOU'VE HOPED TO FIND AT PRICES YOU NEVER DREAMED YOU'D FIND.

| PILLOW CASES | Handkerchiefs | BATH TOWELS |
| :---: | :---: | :---: |
|  | Fing quality white handererchiefo |  |
|  |  | 81.2 |
|  |  | 89c |
| 64c each | 4 for 49c |  |

## Handkerchiefs

andkerchiefs always needed.

4 for 49c
BATH TOWELS
 etty.
89c

IMPORTED TABLE CLOTH,

| Capital Stock | \& | $100,000.00$ |
| :--- | ---: | ---: |
| Surplus | $100,000.00$ |  |
| Undivided Profite | $110,475.72$ |  |
| Reserve for Taxes | $38,00.00$ |  |
| Deposits | $\boxed{6,243,883.02}$ |  |
| Total | $\mathbf{8 6 , 5 9 2 , 3 5 8 . 7 4}$ |  |

OFFICERS AND DIRECTORS
J. V. NELSON, Chairman of the Board
E. L. Norman, President

Glad Snodgrass . H. Bedford, Vice President

Kinder Farris Earl Crow, Vice Pres. \& Cashier
E. L. Norman Lyda Walding, Asst. Cashier Earl Crow

71,664.17 5,700.00 19,785.00
Stock in Federal Reserve Bank Banking House, Furniture \& Fixtures

1,866,427.14
192,290.86
2.326,042.52
, in white, peach, blue, gold, and green.

|  | noy tem by the dean | Lat mater |
| :---: | :---: | :---: |
| WAFFLE CLOTH | WASH CLOTHS | WHITE LINENE |
|  |  |  |
| 69 cyd . |  |  |
| 69c yd. | 6 for 59c | 79c yd. |

One of the Finest Qualities Made

## BROADCLOTH,

This beautiful fabric is mercerized for a lustrous sheen, Sanforized for insurance ag ainst shrinkage. 36 " width. SEE OUR CIRCULAR FOR MORE VALUES.

SALE STARTS THURSDAY



Made of heavy welded steel unbreakable construction. You would expect these fine, highest of quality implements to cost more, however, modern engineering and production plus mass buying makes it possible to bring these plows to you at cost below almost all similar farm tools. Come in and com pare and you will buy.

## INDEPENDENT PLOW, INC.

NEODESHA, KANSAS
W. E. GRIMES Attorney At - Law

Income Tax Service Room 202 Bishop Bldg.

## Announcement

Beginning this date I will no longer Hospitalize patients in The Floydada Hospital (Guthrie Hospital) but will continue to maintain my office and clinic in the present location.

The other two Hospitals have offered me the use of all their facilities. From this date my patients needing hospitalization will be sent to the hospital of their choice but will be entirely under my control and supervision.

## Dr. A.E. Guthrie

Methodist Join in Mid-Century Farming Texas Prayer for Just, Lasting Peace Road, Bridge
Jobs Progress

Style, Versus
California Way


Crushed Pineapple, $\quad 15 \mathrm{c}$

## PORK \& BEANS, 25c

CORN, $\quad 17 \mathrm{c}$
SPUDS, $\quad 39 \mathrm{c}$
Facial Tissue, $\quad 19 \mathrm{c}$
Turnip Greens, $\quad 25 \mathrm{c}$
Tomato Soup, $\quad \mathbf{1 0 c}$
Aluminum Foil, $\quad 35 \mathrm{c}$
Northern Tissue, 25c
Salad Wafers, $\quad 49 \mathrm{c}$

FLOUR, 89
HULL \& McBRIEN
$W_{0}$ Delver


STAR CASH VALUES


|  |  |
| :---: | :---: |
| FLO |  |
|  |  |
| COFF |  |
| Ora |  |
| Cut Be |  |
| Pinto Bea | $25^{\text {c }}$ |
| CORN |  |
|  |  |
| ${ }_{6}^{\mathrm{Car}}$ |  |
| SOAP |  |
| $\overline{\mathrm{V}}$ | 30 |
| Spic | 25 |
| $\begin{aligned} & \text { PANAC } \\ & \text { BACN } \\ & \text { Pond } \end{aligned}$ | $49{ }^{\text {c }}$ |
| hams. | 49 ${ }^{\text {c }}$ |
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| Spic | 25 |
| $\begin{aligned} & \text { PANAC } \\ & \text { BACN } \\ & \text { Pond } \end{aligned}$ | $49{ }^{\text {c }}$ |
| hams. | 49 ${ }^{\text {c }}$ |
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