## il Bank May Acquire Heavy Cotton Acreage $\substack{\text { Area Power nen Fete 'Winds Tighten Hold On District 2-AA Lead Colton Growers } \\ \text { Antinerest } \\ \text { Seen }}$

Twelve Called For Induction Feb. Twelfh

Citizens Set Tempo of Cof C Work Program for New Year
Poll Payments
Total Is L,266



Gilliam Is Cited For Iniliative

Triple Purpose
Lake Side Well
Is Put on Pump


Fifty Club Meets Work Simplification With Mrs. Moore Studied by HD Club


FARM \& RANCH LO See R. E. FRY in NEW OFFICE-206 W. Calif. St., Res. Phone YU 3-3140

为

BROWN ${ }^{7}$ HOLMES Is Pleased to Announce that Presley Kennamer is now it's Associate and Representative. Mr. Kennamer Properly Qualified and Licensed in These Activities

- FIRE insurance
- AUTO insurance
- CASUALTY INSURANCE

Including FARMERS COMPREHENSI
PERSON

- HAIL INSURANCE
- LIFE INSURANCE
- hospitalization insurANCE
- REAL ESTATE and RENTALS
- FARM LOANS

For the best of Insurance and Prompt, Courteous, Efficient Service, Plus Sub stantial Savings, Call PRESLEY KENNAMER At BROWN - HOLMES
Phone YUkon 3-3757, or at his residence
Phone YUkon 3-3949.

Adult Leaders Give Study To 4.H Club Work

Junior High And
Freshman Boys Win Cage Honors

Local Men Attend Patrolman's Rites


Meeting of VFW Post is Called Tonight, $1: 30$


| Hollums and Ci |  |  |
| :---: | :---: | :---: |
| eottheer H R R R Cage attended | state level work and of the narships that are given each |  |
| Jan. 28, at the First Meth- | The second part of the program |  |
|  |  | and others who moved away. |
| ${ }^{25}$, whe |  |  |
|  | ${ }_{\text {and }}^{\text {and }}$ |  |
| un the pertormance of his duty | given in such a stort time |  |
| detec | + H Laders atending this meet- | Post is Called |
| been reported speeding | Henry Bollman, Tom Portect Howr |  |
| th had been. ${ }^{\text {a }}$ patr than a year. He nad |  |  |
|  |  |  |



County Has 45 Tech Students

Rebekah Lodge Gives Welcome To State V. P.

$\qquad$


High Plains


Sprinkler


FROOM BJBD MODEL 30-TH Deteloped for and field rested in the Migh Plais

- Replaceable Teflon Bearing Insert
and absorbs normal sprinkler wear.
ne snug fitting neoprene bood proter
of the bearing from blow sand.
minimize wear on all moving paris.
Greater diameter and
Dependability - Performance - Long life -effliency Get the full details on Rain Bird Model 30-TH from your local Rain Bird dealer.
* RAINV SPRINKLER SALES
aili-Weuther"Oin


Weather-proof your car for Winter.
Now - you can forket about duces power wasting triction
changing grades of motor oil
so much that you will get up to suit the weather and the D-X Special Motor Oil flows Taday thangeto D. X Special at SO below zero, yet stands Motor oil Your engine de-
up under blistering summer serves it - needsit! Sold on :

## Consumers Fuel Association

## 

Plus The Added Bonus of Scottie Stamps-Double Tuesday. Shop Powells and Save.
 GOLD MEDAI
FLOUR 89

| GOLDEN RIPE <br> BANANAS <br> Pound |
| :--- |
| CELLO-FRESH <br> PKG RROTS |

$5 \int^{C}$

REMEMBER - DOUBLE SCOTTIE STAMPS - EACH TUESDAY On All Cash Purchases of $\mathbf{\$ 2 . 5 0}$ or more

PRICES GOOD FRIDAY - SATURD MONDAY
FEBRUARY 8-9-11


Rotarians Eat,
View New High School's Plant
$\qquad$

Band Booster
Club Meeting
c of C
J. C. Gilliam

Case of the Railway Spikes Solved

Pairol Reports Killed, Injured

Feb. 22 Confirmed As Date of Soil Fertility School

FRYERS<br>\section*{HENS}

Charley Berry DRIVE-N
Ned Bowers Dies At Matador Homs

FOR SAIE
san
$R$ ' $n$ ' $R$ Fashions

..people in the southwest
buy more Morton's potato chips than any other brand!

| STAR CASH VALUES |  |
| :---: | :---: |
|  |  |
|  |  |
| Stranberries | $17{ }^{\circ}$ |
| Coffer | $95{ }^{\text {c }}$ |
| PELCHES | $57^{\circ}$ |
| Pecan Sandies ${ }^{\text {49 }}$ 49 |  |
| Tomato Sauce 10' |  |
| ${ }_{\text {Pinto Beans }} \mathbf{1 0} \mathbf{1 0}^{\text {c }}$ |  |
|  |  |
| tide | $72^{\text {c }}$ |
| salmon | $57^{\circ}$ |
| ваке-Rtte | $79^{\circ}$ |
| TUNA | $29{ }^{\text {c }}$ |
| BACON | $49^{\circ}$ |
| 边 | $28^{\circ}$ |


| HEARTYMEALMAKERS <br> ..to win your Valentine! |  |  |  |
| :---: | :---: | :---: | :---: |
| TENDER |  | COFFEE, lb. 9 |  |
| BREAD | 23c |  |  |
| WRIGIEY GUM | for 10c | SHORTENING . . 7 |  |
| SOFLIN | DOTTIE | TUNA . . . 1 |  |
| tissu | duster | ANSWER CAKE . 3 |  |
| $\begin{aligned} & 4 \text { Rolls } \\ & \mathbf{3 5 0} \end{aligned}$ | Cloth | SHURFRESH OLEO$22 c$ | $\begin{gathered} \text { GLADIO } \\ \text { BISCUIW } \\ 2 \text { for } \\ 19 \mathrm{y} \\ \hline \end{gathered}$ |
| ratury | - |  |  |
| FRYE | 1b. 33c | FROZEN ROLLS . 4 |  |
| BACO | lb. 49 c |  |  |
| SAUSA | E. 30c |  |  |
| FRESH | STERS |  |  |
| FELTON.-COLLIN |  |  |  |
| PHONEYU3 2 252 GROCERY \& MARKET |  |  |  |

SOClETY
in Powers Married Saturday, Speaker At Couple Will Make e Brunch Home At Sand Hill




 5 Ward PTA






 vealed OFFICE 211 SOUTH MAIN ST, Phone YU3-3460 - Floydada, Texas

Mrs. G. W. Jones of Amarillo. It , white carnations
xas given to Mrs. Jones as a wed. W. Jones.
Miss Thelma Ferguson, sister of of tiat the vand hill parsonage. The
bridal table was taid with a line the bridegroom. attended as maid. drawn work cloth and centered with
ot-honor. Mrs. Roger Poage of Fioy- the two tiered wedding cake and the
dada and Miss Donnie Young of brides bouquet. Crystal appoint.


 mers bied in love knots.
Jimmy Collins, student at Hardin.
er traveling,
corsage. red ghe wores a a red an orchid

 ter's wedding a dress of copen blue
with $\begin{aligned} & \text { White and black ace acesories } \\ & \text { Her corsage was of white carnations }\end{aligned}$
.


MRS. RAY GENE FERGUSO
lar. We lerarned how to make pop sim
ply because we love the taste and
cont find
to get us going on the project. The



$\qquad$

## our new phone number

 (10) is YU 3-3113Please Mark Your Directory BUILDERS MART

Texas Farmers In Price-Cost Squeeze Silll

KITCHEN AND $\star \star$ FIELD NEWS

\section*{GOOD LAUNDRY SERVICE - DIAL -

YU 3-3451 OLLIE MEEK LAUNDRY

\section*{CAPADA

## CAPADA <br> 





News of Harmony



THAT GIVE THE YEAR ROUND


Oldfield Will Be Lockney's Profix

Higginbotham-Bartlett Open A Budget Account With Loans Up To \$3,500 jest call yu 3.240 - FLoyda You no longer have to delay your plans
nk and improving your home Our easy





ABC

## ELECTRIC CLOTHES DR

No Fading No Oo No Work

$\$ 179$.
Credit Terms Pers
Cren

ELECTRICAL IIVINGthanks to EDISON


The many modern electrical appliances we need a use today are enj
trical inventions.

Nothing we use in the house adds more to the plea ure of eleetrical living than the Automatic Electr Elothes Dryer.

Don't deny your household this important applian any longer-See your dealer in Floydada today a start today to enjoy the many advantages of elect drying.

Electricity is the best buy on your family budget.
CITY LIGHT PLANT
Floydada, Texas


## TELEVISION SICK?

JVe just the Answer. During February HT TO OUR Repair Shop and pays for parts only

Regular Service Charge On All House Calls. Try Us For Fast D ependable Service


## G. \&. KPUMP

6
Cheryl's Chatter (about
events at
Floydada High)
 and Mrs Eddie Wayne Coon Mr. and Mrs. Eart Cooper,
Mr. and Mrs. Tom Files,
Mr. and Mrs. Charles Beedy

## LIVE BETTER Electrically <br> \#

YES You Can Live Better Electrically With Modern Appliances. HOTPOINT offers you unequaled performance and at a price you can afford to pay. Hotpoint Electric Clothes Dryers. The take the drudgery out of wash day and beat the sun at drying clothes.

BUILDERS MART

$\qquad$
Newly Covered Self-Employed Making Reports <br> \section*{Electric Clothes Oryers <br> \section*{Electric Clothes Oryers beAT THE SUN!} beAT THE SUN!} $=2=2=2$
See Your
BYRON
JACKSON
PUMP DEALER

上isu are be
an a. m .



CLOTHES DRYER
FRIGIDAIRE
less than the Come in today and see how easily

BOREN FURNITURE \& APPLIANCE





## 

Your favorite teckerer is de. Here's a chance $\quad \begin{aligned} & \text { pending on your vote... to make } \\ & \text { her eligible for regional and na }\end{aligned}$ for one of our checkers to win a FREE TRIP her eligible for regional and national honors which include many fabulous prizes including an allexpense trip to Hawaii, Cuba or Miami Beach aroard a Únited Air Lines DC-7, Lucien Piccard Watches, Samsonite Luggage, Sacony Garments and Motorola Portable radios. - Vote for your favorite checker today.

> MAGELLSSHMAL 6 Bat SPEGLLED ALIAA No. 3 So POTTED MEAT

## JAM... 29c

CATSUP 17c TUNA. . 15c MIX $=25 \mathrm{c}$

GRAPE JUICE
WELCH'S
24 oz . Bottle
3 for $\$ 1$

TAMALES CAMPFIRE No 300 Can
$15 c$

## VELVEETA SPARERIBS

## CHERRIESRNK orange dr

 CINNAMON ROLLS $25^{\circ}$
## BANANAS . 1

 ROLLS
## Grapefruit

## TOMATOES <br> 19c

 AND TOPS, Large BunchTURNIPS
10c

## GREENS

## Strawberries

LIBBYY', 6 oz. Can Frozen
ORANGE JUICE 2 for 29c
Spears, LibBy's, 10 oz. Pkg. Beef, PATIO, 12 Count, Pkg
BROCCOLI frozen 23c TAMALES riozen

## Blackeye Peas $=$

veal. Lean Tender, bb. VEAL CUTLETTS Fresh Sliced, Baby Beef, Ib.
LIVER
U. s. Standard Baby Beef. lb.

CHUCK ROAST

89c LOIN STEAK pousi 49 c
39. ARM ROAST pound 43.

35 c

CHEESE KRAFT'S 2 lb . Box FRESH
FROSTED PORK, lb

## 74 c

17 c peanit buiti 79c chili

DRESSI
SALAD BOWL
bint


| Subscription Prices: In Floyd and adjoining counties - one year, $\$ 2.00$; six months, $\$ 1.00$; four months 70 c in advance. | Subscription Prices: Outside Floyd, and adjoining counties-one year, $\$ 3.00$; six months, $\$ 1.50$; four months $\$ 1.10$ in advance. |
| :---: | :---: |
| M |  |
| Floydada is due for a warm city election in April if the signs fail not. The whole council and a mayor are to be chosen. And all of us, informed and uninformed alike, will take it on ourselves to make pronouncements of whom should be chosen and why. Even, critically, who should not be chosen. Certain it is that we need a wise administration of city affairs the next two years. The city is pledged to do many things that proper handling of the city's money would help get accomplished. Also there are numerous things being let go undone because the city does not have additional money, not pledged, to do them. | cleaner, the insurance man, the electrician, the plumber and the florist. Not all of these are small operators by any means. But think on them. This will remind you of others not named here, "We" speak of the great new enterprises that will make the town boom. What do "we" do about the enterprises we already have that need to be kept in a prosperous condition? Think on this if you live and work in Floydada. Building a town isn't just moralizing on what other people ought to do. If enough support is maintained by an old organization or won by a new venture by which one new family is added to the number |
| Hazing in School. Always there's a good friend who thinks something ought to be written about hazing of freshmen by the upper classmen in high school. That is, when excesses prevail, like reported at term opening and again in January and may be continuing for ail we know. Bigger boys always have clobbered the smaller ones. Ofter the thing is carried to excess, to halt only when it is jerked up short by an irate parent an accident or a hospitalizing injury. Every generation makes an innovation though. This generation has come up with a demand for money. If the freshman has it not, then he can write a check on the old man and explair it any way he can when the old man sees his bank statement and comes unbuckled. Plumb funny, ain't it. | of those who go to make up the community that means another auto sale, another account at one each of the grocers, department stores, et cetera. Even a part time worker helps to stabilize local industry. Contrariwise every door we let close costs a family to buy groceries, medicines, other necessaries and the good things of life. Every business loses a little. To be content to let such happen without an effort is a serious matter. Every business dies just a little when it occurs. <br> Quick. Dr. Krick! We'd have liked to try out Dr. Krick's silver iodide crystals on the high plains during the last week when moisture completely saturated the atmosphere. Lacking only a trigger to make it fall, there was |
| In Floydada's Search for the grand new enterprise that will bring more breadwinners to the community, speed business activity and make the town boom, do we overlook the opportunities already around us? "We", for the purpose of this paragraph, does not mean anybody outside of the hard business corethe people who have doors to open Monday mornings and the people who open them. The others, "we" should know, tolerate us kindly but they have other fish to fry. Their loyalty is only incidental as "we" make their loyalty worthwhile. What about the enterprises "we already have? Is the business community supporting them like they should? For in stance, the photographer, the sign man, the mattress maker, the upholsterer, the sheet metal worker? And, no less, the dentist, the | surface lake in the country full and the ground wet to the roots of the range grass. This ideal condition does not happen too often but it does happen often enough that it must tickle the ingenuity of the scientists who could be a great blessing discovering the secret of how to make the moisture gather into drops and fall on the parched earth. whether or not a cold front was handy to do the job for free. <br> It usually is the small-expense items, especially those paid for in cash, which are overlooked at income tax reporting time, says Cecil Parker, extension farm management specialist. He urges farmers to learn which of these are tax deductible and to keep all expenses and receipts. |



KFLD Schedule

FIND OUT
WHY WE SAY "IT'S PERFORMANCE THAT COUNTS!
Test Drive Philligos 66


As A Farm
Woman Thinks



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M May,
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 Lizzie and M .


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## SEE JIM WOR

About The Best Insurance Buy Availa NEW COMPREHENSIV DWELLING POLICY

This New Policy Gives The Home Owner Following Protection:

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A car has to have a special kind build and balance to keep curre under control. And nobody outdot Chevrolet in that department! corners" with all the solid assu ance of an honest-to-goodness spor car. Chevy doesn't throw its weig around on in the recaure it And if the road should turn ward, Chevy can take care of the nicely, too-with up to 245 wheel of a new Chevrolet.


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Good 4-Row Equipment
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thought a s100.000.000



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Do You Need An Extra Room?
Do You Want to Repair, Repaint Your Home? We Have The Answer To Your Problem.

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You Can Include Labor And Materials

## 60 MONTHS TO PAY

Why wait for what your family needs and

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Builders
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## NEW AND IMPROVED FIRE INSURANCE POLICY

ON TOWN DWELLINGS AND OUT BUILDINGS THIS NEW INSURANCE OFFERS THE MAXIUM OF COVERAGES AND PROTECTION - AT REDUCED RATES

THIS NEW POLICY COVERS:

- FIRE and LIGHTNING
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