

"By Helping Business You Help Yourself"

The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, February 6, 1941

Number 9

VOLUME No. 12

J. R. Maddox Dies Suddenly Tuesday Morning

J. R. Maddox, age 66, retired ex-county official and prominent citizen of Floyd County died at his home here Tuesday morning at 9:15 from a heart attack following a week's illness.

Funeral services were held this morning at 10 o'clock at the First Methodist Church, conducted by Rev. Breedlove, assisted by Rev. J. L. Henson.

Born in Faulkner County, Arkansas, June 15, 1874, Mr. Maddox moved to Red River County, Texas, when a youth and resided there until 1915 when he came to Floydada. He was married to Miss Lydia Wright in 1900. Mr. Maddox was prominent in the affairs of Floyd County, serving as deputy sheriff from 1919 to 1926, during J. A. Grigsby's administration as sheriff of Floyd County. In 1925 he was elected to the office of sheriff and served from 1926 to 1928 in that capacity.

Survivors include Mrs. Maddox, two sons, E. A. Maddox of Ventura, California and C. L. Maddox of San Diego, California; two daughters, Mrs. Hayes O'Neal of Mineral Wells, Texas, and Mrs. Jack Deakins, of Floydada; two sisters, Mrs. Robert Mehaffey of Detroit, Texas, and Mrs. Tom Turner of Alabama City, Alabama and one brother, R. S. Maddox of Fulbright, Texas.

Sunday, February 9th, Designated "Soldier Day"

"Soldier Day" will be observed Sunday, February 9, by the 3,100 Texas Baptist churches and their 750,000 members, in the effort to raise \$50,000 for soldier work in Texas, it was announced this week by Dr. A. C. Miller, newly appointed state supervisor of soldier work for the Baptist General Convention of Texas.

Declaring that "we cannot ignore our responsibility as Baptists to the vast army of young Americans being brought into the 22 military camps, posts, and stations in Texas," Dr. Miller said the funds given by the Baptists on "Soldier Day" will be used largely in the erection of suitable chapels near some of the major encampments and in employment of men to work with military officials in providing religious life for the soldiers.

Dr. Miller, who served as a chaplain with the 86th Infantry in World War I, says that personal interviews with the commanding officers and many of the chaplains, in the 15 locations he has already visited, show that these military officials have a sincere interest in the physical and moral welfare of their men.

"In performing this service," Dr. Miller said, "we can do much to develop in these camps and at home the high ideals of patriotism. The decay of religion has been one of the four underlying causes for the decline of every nation in history. The Germans broke through upon the heart of France the Sedan sector of the impregnable Maginot line was manned by young men from Paris whose physical vitality had been sapped by immoral indulgences. It was not the defenses that failed France; it was her defenders."

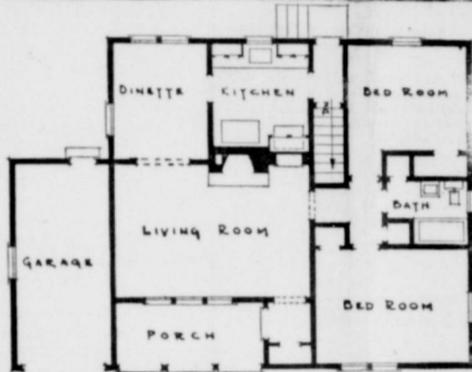
Dr. Miller estimated that by the close of 1941 there would be 200,000 men in Texas locations.

Ed Johnson's Mother Dies Thursday

Mrs. Eliza Johnson, of Omaha, Texas, mother of Ed Johnson of Floydada, passed away at her home early Thursday, January 20. Mr. and Mrs. Johnson attended the funeral which was held Friday following.

Railroads in 1940 spent approximately \$850,000,000 for fuel, supplies and materials used in current operation, or an increase of \$81,000,000 compared with the preceding year.

Mr. and Mrs. Ray Neal and Mr. and Mrs. Winston Reeves, of Lubbock, visited with Mr. and Mrs. Wilmer Jones, Jr., Sunday.



The simple character of this building makes it adaptable to many different lots and many localities. The interior planning has a number of desirable features, one of which is the independence of the two bedrooms and bath. This property, which was financed with a Federal Housing Administration insured mortgage, is located in the mid-West and is valued at \$6,500 by the FHA. Costs may vary in other sections of the country.

Highway Body Is Formed to Urge Bond Assumption

Lubbock, January 31.—A Texas State Highway Improvement Association was formed here Friday afternoon and passed a resolution to petition the Legislature to amend and re-enact the bond assumption law to include all road bonds voted prior to January 2, 1941.

More than 125 men representing 27 counties attended the meeting, which was called by county judges and commissioners of Terry, Gaines, Hockley and Lamb Counties, which have voted more than \$3,000,000 in bonds since January 2, 1939. Under a proposed constitutional amendment advocated by the Texas County Judges and Commissioners Association, bonds voted since January 2, 1939, would be ineligible.

W. Coffee, Jr., of Silverton, Briscoe County judge, was elected president; W. E. McDuffee, Brownfield banker, vice president, and A. J. Schroeter of Hereford, Deaf Smith County judge, secretary.

The meeting authorizing Coffee to appoint a board of directors of nine men.

Each county in the organization will be asked to contribute \$100 toward financing a campaign to obtain the highway association's objectives.

Counties represented were Glasscock, Sterling, Potter, Garza, Wichita, Yoakum, Cochran, Castro, Floyd, Hale, Lamb, Moore, Deaf Smith, Martin, Baylor, Mitchell, Collingsworth, Farmer, Andrews, Gaines, Hockley, Terry, Broseco, Hall Dallam, Hartley and Lubbock.



MISS JOE MORRIS

What's the 1941 Ranch Girl Like?

If you drew a composite picture you would find that she is a versatile young woman, beautiful, educated, and the belle of the ball, not to mention her ability to ride and handle a lariat with the best of the cowboys.

Such a girl is Miss Joe Morris, 19, daughter of Mr. and Mrs. Press Morris of Coleman, who has been announced as one of the ranch girl honor guests at the Southwestern Exposition and Fat Stock Show in Fort Worth.

13,950 Bales of Cotton Ginned in County

Census report shows that 13,950 bales of cotton were ginned in Floyd County, Texas, from the crop of 1940 prior to January 16, as compared with 9,930 bales for the crop of 1939.



E. F. VANCE



FRED RENNELS

A Officers Assume New Positions

E. Vance, administrative officer of the Agricultural Adjustment Administration in Texas, and Fred Rennels, assistant administrator, assumed their new duties Monday when E. N. Holmgren became business manager of the A. and M. College. Vance had charge of the range conservation program in Texas.

B. Robertson Dies In Amarillo Monday

B. Robertson, 63 year old of the Santa Fe Railroad, died at 1:30 o'clock Sunday afternoon at St. Anthony's Hospital in Amarillo.

Robertson was chief clerk to the District Superintendent W. R. ... and had been with the Santa Fe for 44 years, 38 of them in Amarillo.

Robertson was in Pleasant Hill, Mississippi, when he entered the employ of the Santa Fe at Hagerman, New Mexico. His home in Amarillo was on Harrison Street. He was a member of the Masonic Lodge.

Robertson was in Liano Cemetery with the Brothers Funeral Home in Amarillo for arrangement.

Survivors include the wife, Lillian Robertson; three sons, Mrs. F. M. Yarbrough, Jr., of Amarillo, and George Robertson of Amarillo; two brothers, P. M. Frank W. Robertson of Amarillo and a sister, Mrs. C. P. Roberts of Lubbock, Texas.

J. D. Christian, of Floydada, conducted the funeral of her son-in-law, B. Robertson in Amarillo Monday. Mr. Robertson had been in Amarillo for sometime. Mrs. Robertson is the former Miss Lauream ...

Wilmer Jones, Jr., Underwent Operation

Wilmer Jones, Jr., underwent an appendicitis operation last Thursday at the Floydada Hospital. Mr. Jones is reported to be recovering satisfactorily.

Wilmer Jones, Jr., of Lubbock Tech, visited with his parents, Mr. and Mrs. W. O. Jones.

Col. R. P. Smyth Dies In Amarillo Hospital

Col. R. P. Smyth of Plainview, pioneer surveyor, legislator, and civic leader of the Panhandle Plains area, died early Monday morning at the United States Veteran's Hospital in Amarillo.

Funeral services were conducted at 3:30 Tuesday afternoon at the First Presbyterian Church of Plainview with Rev. J. K. Story, pastor, officiating, with the Masons assisting. Burial was in the Plainview Cemetery.

Col. Smyth had been in the veteran's hospital at Amarillo for several weeks and during the past few days his condition had been considered critical. Late Sunday night he became worse and death followed early Monday. He was 85 years old. A resident of the Panhandle Plains region for nearly 55 years, Col. Smyth's influence as a legislator, engineer, soldier and citizen played an important part in the development of this region.

Col. Smyth was married to Miss Florence Tucker at Fort Worth in 1892. Mrs. Smyth died two years later at Plainview.

Survivors include a brother, Capt. D. D. Smyth, a sister, Miss Lucy J. Smyth, and a niece, Miss Mattie Smyth, all of Austin.

Mrs. D. A. Ford Dies In Lubbock Monday

Mrs. D. A. Ford, of Lubbock, age 69 years, passed away at her home in Lubbock Monday morning at 6 o'clock. Funeral services were held Wednesday morning at 10 o'clock at the First Baptist Church Lubbock, with Rev. Hereford, local pastor officiating.

Mrs. Ford was well known in Floydada, having visited in the home of her daughter, Mrs. W. Hicks, during the past several years.

Survivors include five daughters, Mrs. D. H. Mansell, Hollywood, California; Mrs. I. W. Hicks, Floydada; Mrs. Edmond Sansing, Council Bluffs, Iowa; Mrs. Horace Tatum, Boston, Mass.; Mrs. John T. Asher, Lubbock; one son, Steven Ford, Fort Worth, Texas.

Milk consumption at the Texas A. and College mess hall averages one and one-half pints daily for each student.

Demonstration Women and 4-H Girls are Active

Thirty-two million pounds of food! Sixteen thousand tons of fruits, vegetables, meats and nuts!

That's the amazing volume of food canned, stored fresh, dried or cured, or placed in freezer lockers by home demonstration club women and 4-H Club girls in Texas during 1940. Grace I. Neely, specialist in food preservation for the A. and M. College Extension Service, says the exact figure is 32,020,042 pounds, according to compiled reports of county home demonstration agents in Texas.

Breaking down this figure she says about 20,444,744 pounds of this were canned, and about half that much was stored fresh, dried or cured. Club women stored 7,508,290 pounds and club girls stored 2,777,913 pounds to bring this figure to 10,285,303.

A remarkable increase was noticed also in the amount frozen—that is, stored in freezer lockers. Of the 1,289,996 pounds of food preserved in this way, more than a million pounds was meat. Reports showed that 5,042 of the families cooperating with the Extension Service have storage lockers. These families live in 85 Texas counties.

Miss Neely also pointed out that in 1940 ventilated pantries and ventilated cellars were increased by approximately 2,000. She finds the report encouraging not only because of the increased volume of preserved food, but because farm families are using a variety of ways to store it—canning, drying, curing, and freezing.

1901 Polls Paid In Floyd County For Year

Total poll tax receipts issued by Geo. B. Marshall, Assessor-Collector of taxes show that 1901 polls were paid. While a final check has not been made, it was stated by Mrs. Graham, deputy collector, that this total would not vary by only a few receipts. This number of polls paid is considered good for an off election year.

SECOND SUNDAY SINGING

Regular Second Sunday Singing will be held at the South Side Baptist Church Sunday afternoon beginning promptly at 2:30. All interested in good singing are urged to attend.

Job Is Approved to Index Minutes of Commissioners'

An allotment of more than \$2,000 by the Work Project Administration for public records work in Floyd County was made last week when the State Office in San Antonio approved a project for indexing the Minutes of the Commissioners' Court of Floyd County. Work is expected to begin within a week or ten days, it was announced by the District Office in Lubbock.

The Project, which will involve an expenditure of approximately \$2,200, Federal and Sponsor's funds, will provide employment for approximately six people for a period of seven months. A complete index, which will contain approximately 25,000 entries, will be prepared for the entire series of volumes of the Minutes of the Floyd County Commissioners' Court.

The employees of the project will be selected from the local certified WPA rolls and the work will be under the supervision of the District Supervisor of Statewide Records Projects, in collaboration with A. B. Clark, County Clerk, it was indicated.

Reid Strickland Taking Advance Pilot Training

Reid Strickland, Texas Technological College sophomore, enrolled this week for advance pilot training under CAA instructors at Lubbock. He received his private license last summer, following completion of a primary flying course.

Strickland, son of Mrs. G. R. Strickland of Floydada, was selected through examination and is expected to enter the army flying school, possibly at Randolph Field, Texas, sometime during 1941.

BORN—To Mr. and Mrs. Weldon Gibbs, Tuesday, February 4, a son, weight 9 pounds. Mother and son are doing nicely.

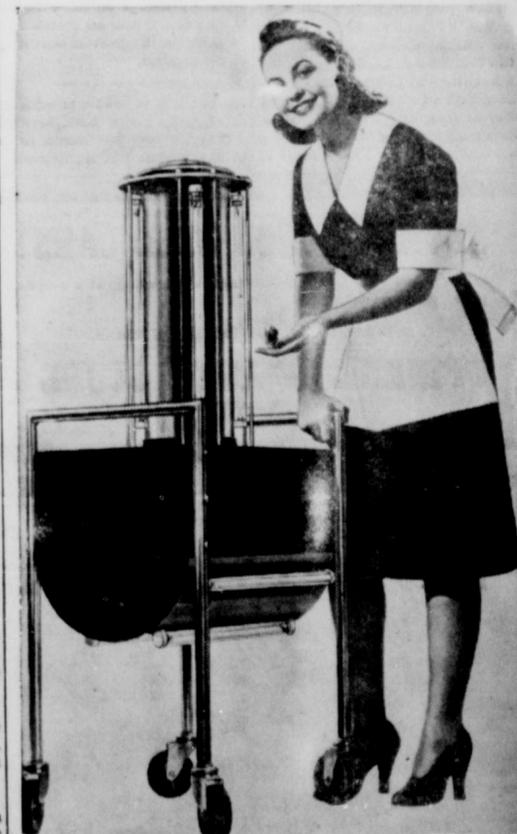
Mr. and Mrs. Harold Brown are the parents of a son born Friday, January 31, at the Floydada Hospital and Clinic.

A survey of 50,000 Negro farm families last year showed their net worth has increased from \$451 to \$752 since inauguration of the Department of Agriculture's rehabilitation program.

Carloadings For Santa Were up for Week

The Santa Fe System carloadings for the week ending February 1st, 1941, were 17,992 compared with 16,975 for the same week in 1940. Received from connections were 7,205 compared with 5,402 for the same week in 1940. The total cars moved were 25,197 compared with 22,377 for the same week in 1940. The Santa Fe handled a total of 25,614 cars during the preceding week of this year.

Mr. and Mrs. H. B. Hatley visited Sunday in Abilene with Mrs. Hatley's brother, Bill Cardwell and Mrs. Cardwell.



Science's latest contribution to modern comfort is this portable electric clothes wringer, introduced at the Hotel New Yorker, which renders bathrooms hospital-clean. The machine was developed by the hotel in cooperation with the General Electric Laboratory at Nela Park, Cleveland.

THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week
M. B. CAVANAUGH, PUBLISHER

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Entered as second class matter June 23, 1930, at the post office at Floydada, Texas, under the Act of March 3, 1879.

ADVERTISING RATES GIVEN ON APPLICATION

NOTICE !

Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Floyd County Plainsman will be gladly corrected upon its being brought to the attention of the publisher.

Notice to Bidders

Sealed bids will be received by the Commissioners' Court of Floyd County, Texas, on the 10th day of March, 1941, at 10 o'clock A. M., at the Courthouse in Floydada, Texas, for the following machinery:

One or more Tandem Drive Road Graders with Diesel Engine, with approximately 12 foot blade; pneumatic tires, regular tubes front and low pressure (single) pneumatic tires, puncture-proof tubes, rear, muffler, jack, leaning front axle, and dual brakes, and accessories.

Said County offers in trade as a part of the consideration to be paid for the above described machinery the following:

One Austin Western 99 Diesel Motor Grader, Serial Number Ds791.

The Commissioners' Court reserves the right to reject any and all bids.

If purchase is made pursuant to said bids, Floyd County will issue time warrants for the payment of all or a part of such purchase price, such time warrants to be issued in the maximum amount of \$4,300.00, bearing interest at the rate of four and one-half (4½%) per cent per annum, and maturing serially, the maximum maturity or final maturity being not later than ten (10) years from the date of said warrants.

EXECUTED this the 30th day of January, 1941.

G. C. TUBBS,
County Judge, Floyd County, Texas.
9-2tc

Texas High School Students Gather At Waco

One thousand Texas high school students are expected at Baylor University Friday and Saturday for the institution's fifth annual scholarship forensic tournament. Prof. Glenn Capp, director of Forensics at Baylor, announced.

Enrollment for last year reached 800, he pointed out, making the tournament the largest in the state.

Contesting students will debate on the question: "Resolved, That Texas should increase the tax upon natural resources." Each team will debate both sides of the question.

There will be four preliminary debates in which all teams will participate. Judging will be on a double system by which teams may pass to the elimination rounds on either of two evidences of merit.

Activities will begin Friday afternoon with a demonstration debate by Baylor students. Debating, extemporaneous speaking and declamation contests will begin Friday night at

Baylor and Waco high school. Scholarships to Baylor, representing an entire year's tuition, will be given to winners of debate. Other forensic winners will receive trophy cups. Professor Capp announced.

Systematic Farm Planning Is Suggested

College Station, February 5th.—Systematic planning of farming operations for the coming year will enable each farmer cooperating with the national farm program to get the greatest benefits from the program. To that end representatives of all branches of the United States Department of Agriculture and the Texas A. and M. College Extension Service are working together in an effort to have every farmer cooperating with the Agricultural Adjustment Administration fill out a farm plan sheet for 1941.

Working with the individual producers in planning farming operations will be representatives of the various agencies, when possible, members of Land Use Planning Committees, and AAA county and community committeemen. On the farm plan sheet will be listed the farm's allotments, estimated payments for complying with allotments, and estimated maximum soil building allowance. The farmer and the committeeman will work together in planning the acreage to be devoted to soil-depleting and non-depleting crops and the soil-building practices which will be carried out on the farm.

Preliminary meetings in the 12 districts of the state already have been held. B. F. Vance, state AAA administrative officer in charge said. The meetings, at which farm plan sheets and procedure for getting the sign up were studied, were attended by representatives of the interested agricultural agencies.

As soon as a supply of the Printed plan sheets is received, similar meetings will be held in each county, followed by intensive drives to sign up all farmers in the state who are cooperating with the farm program. Planned farming will result in greater conservation of the soil in the state, the administrator predicted, in that the individual producer will have access to technical advice as to what conservation practices are especially needed on his farm and will be able to plan his operations so as to obtain the greatest benefit out of the program.

Production of rubber is being encouraged by a new Latin American division created last month in the U. S. Department of Agriculture.

All Texas Special Allotments Are Reported up

All state allotments for special crops under the 1941 AAA program have been increased slightly over the allotments for 1940. B. F. Vance, administrative officer in charge of the AAA in Texas, has announced.

The total cotton allotment, not including new grower allotments, in 1941 will be 9,880,197 acres, an increase of 4,072 over last year's 9,876,125 acres.

The peanut allotment has climbed from 238,151 acres in 1940 to 243,437 acres in 1941.

The rice allotment for 1941 will be 199,766 acres as compared with 194,546 acres in 1940.

Already announced was the wheat allotment of 4,232,822 acres as compared with 4,182,923 acres in 1940.

Only allotment taking a cut was the general crop allotment which fell from 14,412,173 acres in 1940 to 13,538,212 acres in 1941.

Generally speaking, cotton allotments in the various counties in the state remained about the same. Vance said, although some county allotments increased slightly, while others decreased. Cotton allotments are computed by a set formula as provided by the Agricultural Adjustment Act passed by Congress, the administrator pointed out, and are not subject to the discretion of AAA officials or committees.

Texas University Students Open Legal Aid Clinic

Austin, February 5th.—Free legal assistance for those who cannot afford an attorney's fee becomes available at the University of Texas this week as 40 of the school's best student lawyers open a Legal Aid Clinic.

Modeled on the successful legal clinic at Duke University, the University bureau is one of ten university sponsored agencies of this kind in the United States.

It was authorized by University regents with the approval of the Travis County Bar Association upon the suggestion of Attorney General Gerald Mann.

Services of the bureau's staff, directed by Prof. Edward Crane, will be open to indigent citizens of Travis County.

Tests of 16 varieties of apples showed that the vitamin C in the peel was about five times that of the flesh.

LaCONGA



\$17.50

A dramatic fitted reefer coat for juniors that catches the spirit of Spring—in colors that fire the imagination. Flame Red, Flight Blue, or Nude. Azura Shetland. Sizes 9-15.

STYLE SHOPPE

"Always Showing Newest Things First"
Mrs. Mollie A. Morton, Owner
Phone No. 17

\$3.95

dainty
THIS FOUNDATION HELPS YOU TO BE feminine



Madame Grace
SEMI-STEPIN GRACEFULETTE

If you like to be truly attractive, this exquisite creation of nude, polka-dot batiste with lace and net uplift bust pockets enables you to realize your ambition.

Concealed boning in front and back gives splendid support, and wide elastic panels insure a perfect fit. Here is the garment for which you have been wishing.

STYLE SHOPPE

"Always Showing Newest Things First"

Mrs. Mollie A. Morton, Owner
Phone No. 17

As Seen in Picture Play Magazine

Loma Leads REDINGOTES



The latest trick out of Hollywood DOUBLE FEATURE DRESS. You'll wear it 'round the clock... with and without the matching redingote. You'll find this bright star in the Loma Leads collection at this store.

Blue, rose, gold, aqua.
Sizes 12 to 20.

\$7.98
\$12.75, \$16.95

With Waldees Cover-Zip Slide Fastener.
In a CREST Fabric.

STYLE SHOPPE

"Always Showing Newest Things First"
Mrs. Mollie A. Morton, Owner
Phone No. 17



Joan Miller

JOAN MILLER DRESSES

BE FIRST . . In The Spring . . Fashion Picture

BEAT THE ROBINS TO THE FIRST SIGN OF SPRING—
Choose from this outstanding group of JOAN MILLER Early Spring Dresses. They're the bright answer to your winter-weary wardrobe. They will perk up your spirits and give you the real feeling of Springtime smartness.
Alpaca, Romains and Faille Silks in New Spring Shades. Also distinctive prints, some with solid colored coats.

Price Range \$3.98 to \$5.95



Snap Brim Felt Hats
IN PASTEL SHADES
\$1.98 to \$2.45



Skirts
BLACK ALPACA, PLEATED,
ALL SIZES
\$3.98
Other Skirts in New Spring Woolens, plain and fancy materials.
\$1.98 to \$3.98



Sweaters
NEW SPRING STYLES
AND COLORS
\$1.00, \$1.98

Style Shoppe

"ALWAYS SHOWING NEWEST THINGS FIRST"
MRS. MOLLIE A. MORTON, OWNER
TELEPHONE NUMBER SEVENTEEN

SEVERAL GOOD USED CARS!
We have a few GOOD USED CARS which will go at a bargain price. Come see us
SPECIAL CLOSE OUT PRICES ON TIRES.
FINKNER'S AUTO STORE
EVERYTHING AUTOMOTIVE

FIRST NATIONAL BANK
Floydada, Texas
1903—TIME TESTED SERVICE—1940

Many Depend on Oil and Gas For Their Living

Amarillo, February 5th.—Nearly 65,000 residents of the Panhandle depend for their entire living upon oil and gas, Mel B. Davis, vice-president for the Panhandle of the Texas Mid-Continent Oil and Gas Association, announced today. The figure is based upon a survey of the Panhandle just completed by association statisticians.

"Figures gathered from individual operators and companies in the 33 counties comprising the Panhandle proration district show that 62,900 persons in this area depend upon the oil and gas industry for their livelihood," Mr. Davis said. "This is based upon the employment of 15,725 Panhandle workers in this industry, and using an average of four persons to a family."

"The wage-earners of this group receive the huge sum of \$10,541,700 a year in wages and salaries. Panhandle farmers and ranchers get almost half as much in lease and royalty payments which total \$8,532,583 a year additional. Together, Panhandle workers and land-owners receive the huge sum of \$27,874,333 annually."

"In addition, the Panhandle petroleum industry pays out \$3,862,448 a year in State and local taxes, NOT counting the motor fuel taxes paid by the individual motorists. Thus petroleum now pays almost half as much in State and local taxes in our section as it pays our farmers and ranchers."

"Counting Federal taxes and the reinvestment of the industry in field developments and plant expansions, the petroleum industry spends in the Panhandle the tremendous sum of \$50,000,000 a year. Most of this huge amount is spent and respent with our retail merchants, professional men, landlords, insurance and savings institutions and others of our district."

A survey of the tax rolls of the 33 Panhandle counties shows a total assessed value for all kinds of properties of \$269,151,061 of which oil and gas properties alone represent \$79,113,840, or almost 30 per cent, Mr. Davis reported. A check of Panhandle land under lease reveals that 4,238,548 acres have been leased for oil and gas development, and that 1,376,200 acres have already been proved productive.

"The Texas Panhandle has an oil and gas empire of over one and one-third million acres," Mr. Davis said. "This is the largest gas area in the entire world, and also one of the most important oil areas. Gas and oil are this section's greatest assets, and their importance to the future economic welfare of Panhandle citizens cannot be overemphasized. It is up to everyone living in this area to see to it that nothing interferes with the continued development and expansion of this great industry."

Remarkable growth in the frozen food industry in the last decade has made more than 1,000,000 frozen food lockers available now to farm and city housewives, according to the Farm Credit Administration. Three-fourths of the lockers now in service are being used by rural families.

Political Column!

Those whose names appear below have authorized the Floyd County Plainsman to announce their candidacy for nomination for the office under which their name appears, subject to the action of the City Election April 1, 1941.

FOR CITY MARSHALL:

Morgan Wright

FOR CITY SECRETARY:

Clyde W. Henderson
Elias E. Duncan

SINCE 1883

Ballard's Snow Liniment has been an inexpensive aid in relieving the discomforts of Muscular Congestion that accompanies Sprains, Strains, Bruises, and Muscular Soreness from over-exertion or undue exposure. In 30c and 50c bottles.

WHITE DRUG COMPANY

Floydada Insurance Agency...

Insurance of all kinds. Your inquiries and business respectfully solicited.

W. H. HENDERSON
OWNER

Efficiency In Herd Operation Will Pay Well

College Station, February 5th.—Ten months in milk and two months dry, says G. G. Gibson, assistant Extension dairyman for Texas A. and M. College, has been found to be the most efficient basis for operating a herd. Cows, therefore, should be bred back about twelve weeks after freshening. It has been found that a large part of the lactations being reported from herds on test in dairy herd improvement associations are less than ten months in length.

The objection is raised, Gibson observes, that in trying to allow a two months dry period sometimes a cow is put dry after she has been milking ten months, and because she was not bred at the time dairymen thought she will stand dry longer than two months. This has happened in many herds. But about the

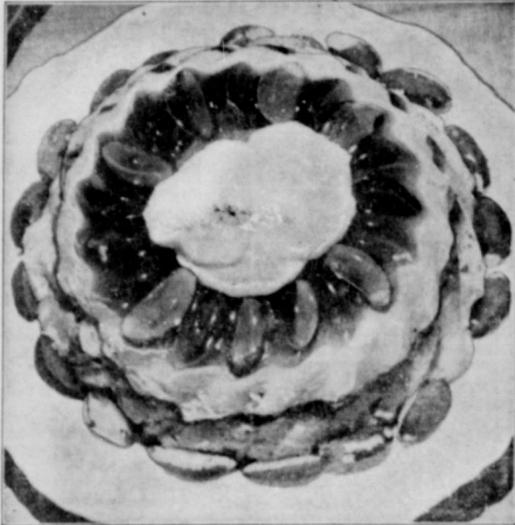
only solution is to keep breeding dates on every cow and make it a rule to turn each dry seven months after she is known to be with calf.

The importance of inheritance should not be under-estimated. Definite progress is being made in improving the inherited capacity of dairy cows through the location and use of sires of known ability. About 7,500 bulls have been proved in the last five years.

Texas has lagged in the number of bulls provided, due in part to lack of information needed for the dam and daughter comparisons. By having all cows identified and the production records reported to the Bureau of Dairy Industry, dam and daughter comparisons will be prepared at no cost to the herd owner, Gibson says.

The U. S. Department of Agriculture reports that 2,200 of the 50,000 bales of cotton Spain imported in the first three months of the cotton year were from the United States. The remainder came from Argentina.

Here's Brazilian Mocha Charlotte



STUDDED with slices of creamy Brazil nuts, the simple "charlotte" goes royal and crowned with cream, is worthy of the name of an English queen. Brazil nuts are the "gems" set into this shimmering gelatine mold that's as full of flavor as a cup of coffee and smooth and crunchy at the same time. It's "the nuts"—to the Queen's taste, and you make it with this recipe:

Brazilian Mocha Charlotte
1 envelope plain unflavored gelatine
3 or 4 package 1/2 cup cold water
1/2 cup hot coffee
1/2 cup powdered sugar
1 cup heavy cream
1 package cream cheese
1 teaspoon vanilla
12 Brazil nuts
4 Lady Fingers

Cover Brazil nuts with water. Boil 5 minutes. Drain. Cool slightly and slice lengthwise. Set aside until

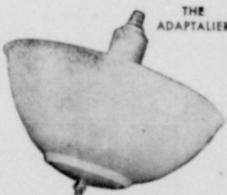
needed. Soften gelatine in cold water. Add hot coffee and sugar. Stir until gelatine is dissolved. Chill until mixture begins to thicken slightly. Arrange sliced Brazil nuts in decorative pattern on bottom of mold. "Anchor" these nuts into place with a thin layer of clear coffee gelatine. Chill until set. Beat cream cheese until smooth. Add to remaining gelatine. Add whipped cream (not too stiffly beaten) and vanilla. Chill until it begins to set. Then pour a thick layer of this coffee cream over the clear layer in the mold. Again chill until set. Cover with sliced Brazil nuts. Decorate mold with lady fingers and sliced Brazil nuts. Fill mold with remaining coffee cream. Chill. Unmold and serve. Makes 6 servings.

Keep Your Eyes Young With Modern, Sight-Saving Fixtures

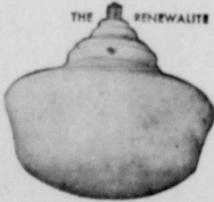


You can give your eyes extra years of youth and beauty with lighting to eliminate glare and eye-strain. The fixtures illustrated here were specially designed to change your open, glaring lights to even, eye-pleasing light-conditioning with economy and ease.

You can't afford to let your eyes grow old before their time when you can modernize your home, office or store lighting at so little cost. Your vision is your most priceless possession... protect it with good light!

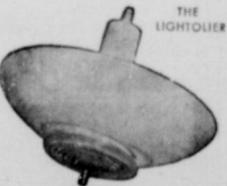


A quick lighting improvement for any room. Regularly \$4.45. Save your eyes and your purse during our special lighting sale—get this fixture NOW for only \$3.45



The ideal fixture to transform your bath or kitchen... or office or store into a bright, cheery place to work. NOW ONLY... \$1.95

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