

The Easter FASHION PARADE

EASTER'S ON THE WAY—GET READY—Wondering what to wear for Easter? Of course you are! So we've collected the smartest of the new clothes that are slated for big fashion success! For your Easter Frock you will want something feminine, flattering and beautiful—and we are just as anxious to fit you in the dress that will do the most for you. With a beautiful array of styles from the nation's foremost designers we are in a position to do just that.

Silhouette in Flowers

Carole King ORIGINALS FOR JUNIORS

SITTING RIGHT ON TOP OF FASHION

\$6.50
\$7.98
\$10.98

THE YOUNG CROWD MEETS IN OUR CAROLE KING SHOP

Cherries are Ripe

"Three Cheers"
Three cheers for you when you wear this princess coat style in rayon Reppeline! It has a large Naval insignia embroidered on your pocket, Naval buttons on the shoulders, and down the front. Sizes 11-15. Colors, Naval Blue, Victorian Blue, White. \$6.50

"Cherries are Ripe"
Something new and ripe to wear right now! Tiny scallops outline the square neck and short puffed sleeves of this Carol Ruff crease-resistant rayon dress. Bunches of embroidered cherries swing in the skirt and rest gently on the blouse. Sizes 9-15. Colors, Pebble Beach, Aqua, Nassau Rose. \$7.98

"Silhouette in Flowers"
A Date-Time ensemble! An exciting white background Malibu Beach rayon print dress, under a princess coat that closes at the waistline. Sizes 11-15. Colors, Date Brown, Robinhood Green, Navy. Price... \$10.95

Carole King ORIGINALS FOR JUNIORS

\$6.50

"LUCKY RINGER"

Beautifully tailored crease-resistant rayon Nub dress in a youthful sports style. Pockets and belt are trimmed with gold eyelets. Ten gores skirt with plenty of swing. Sizes 11-17. Colors, Chartreuse, Royal Blue, Sungold, California Earth, Nude, Malibu Blue

14 DAYS 'til Easter



New ACCESSORIES

All the little accessory touches that add so much fashion fun to your costumes! Pick yours now.

Safe Sheerness for Active Women

THIGH-MOLD BY MOJUD

- Like magic, these beautiful silk hose end garter grip and ruinous knee strain. Four magic strips at the top
- absorb strain
- check garter runs
- hold garters firm
- keep seams straight

No wonder so many of our customers prefer them. You will, too!

\$1.00

Flower Fresh

Martha Manning
ORIGINALS FOR MISSES AND YOUTHFUL HALF SIZES

ORIGINALS DESIGNED BY YOUNG AMERICANS FOR YOUNG AMERICANS

\$6.50
\$7.98
\$10.98

No. 1639
No. 774
No. 1257

No. 1639. Go-to-town-and-date dress! A two-piece Shantelle rayon for the Spring parade! Every line in the blouse and skirt is new. The fitted jacket is full of appeal. Sizes 14-20. Colors, Palm Beach-Luggage Tan, Grey Blue-Navy, Teatime Rose-Navy. \$10.95.

No. 774. If you want classic distinction in half sizes, this dress of striped rayon is yours. It's a shoe-button shirt-frock and with its pleated skirt and chevron pockets, it's as tailored as a major's uniform. Sizes 16 1/2-22 1/2. Colors, Waterfall Aqua, Reseda Green, Rio Bank, Plantation Green. \$7.98.

No. 1257. The Good Neighbor Policy reveals itself! A South American border stripe makes this dress a "must" for your wardrobe! Notice stunning new ruffled cork trim, the simple, sporty neck blouse, and the pleated skirt. Sizes 12-18. Colors, Brazilian Blue, Rio Bank, Plantation Green. \$7.98.

Style Shoppe

"ALWAYS SHOWING NEWEST THINGS FIRST"

MRS. MOLLIE A. MORTON, OWNER TELEPHONE NUMBER SEVENTEEN



SPRING FELTS AND STRAWS

Snapped brim felts and flower trimmed straws

\$1.98, \$2.45
\$2.98

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Floyd County
Floydada, Ky.
ADVERTISING

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FLOYD COUNTY PLAINSMAN
Published Thursday Each Week
M. B. CAVANAUGH, PUBLISHER

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ADVERTISING RATES GIVEN ON APPLICATION

NOTICE!

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.

Mary Anne Kimble Weds Rev. Donald Harris

Mary Anne Kimble, daughter of Mrs. Wilson Kimble of Jacksonville, and Rev. W. Donald Harris, son of Dr. and Mrs. Harris of Dilly, were married Monday morning at 9 o'clock at the First Methodist Church here. The bride's father, founder and pastor for the past 25 years of the Methodist Institute of Puerto Rico, presided with a single ring. The ceremony was held at the home of the bride's mother, Mrs. Virginia Bills of Littlefield. The wedding music which included Cadman's "Downing" and Bond's "I

Love You Truly" preceding the ceremony and "Hallelujah" "Because" during the ceremony. Jack Norman of Slaton sang "My Task" (E. L. Ashford) before the professional. The wedding party stood before the all-white altar which was banked with fern trees and three large bouquets of calla lilies. Tall white tapers in wrought iron candelabars were placed on each side of the altar and the white calla lilies and fern were used throughout the church. The attendants, Miss Nannie Margaret Overton and Betty Alice Gordon of Lubbock, wore identical gowns of soft rose marquisette with bouffant skirts. The molded bodices and fitted midriffs of the frocks were embroidered with the same shade of rose and they wore pompadour bows of rose veiling in their hair. They carried bouquets of Sweetheart roses and blue delphinium with rose tulle backgrounds.

Cleland Harris of Dilly, brother of the bridegroom, was best man. Ushers were John Kimble, brother of the bride, and Rev. James Aiken of Hereford. The bride, who was given in marriage by her father, wore a satin gown of white, fashioned with long-fitted sleeves and a sweetheart neckline from which extended tiny saffron-covered buttons to the waistline. The paneled skirt widened from the waistline into a deep fan-shaped train. Her fingertip length veil of imported bridal illusion fell from a halo of pearled orange blossoms and she carried a bouquet of calla lilies. The bride's mother wore a rose and white print dress with black accessories and a corsage of pink roses. Mrs. Harris wore a black ensemble with a corsage of white roses.

Following the ceremony, a reception was held for members of the wedding party and out-of-town guests at the Kimble home. Calla lilies and white tapers were used in reception appointments and the three-tiered white wedding cake, topped with a miniature bride and bridegroom under a wedding bell, was edged with a garland of fern and small

white flowers. Those assisting in serving included the bride's aunt, Mrs. M. E. Collins of Fort Worth, who presided at the coffee service and Mesdames J. B. Claiborne of Floydada, John Mast of Wichita Falls, Guy Ginn of Hereford, Hugh D. McCullough of Clarendon and W. M. Cauley of Lubbock.

After a wedding trip to New Mexico, the couple will be at home in Jacksonville. The traveling costume of the bride was a two-piece suit of black tulle made with long-torso lines with braid-bound trim. Her accessories were black and white and she wore a corsage of gardenias.

Mrs. Harris is a graduate of Texas Technological College where she was a member of Las Chaparritas social club. The past two and one-half years she has taught in the Littlefield Public Schools.

Reverend Harris is a graduate of Trinity University and Princeton Seminary. For the past several years he has been pastor of the First Presbyterian Church in Littlefield and is now officiating in the same capacity in Jacksonville.

Jim Bert Bobbitt Is Awarded Scholarship

County Agricultural Agent D. F. Brethauer has been notified that Jim Bert Bobbitt, a 4-H member of the Sterley community, has been selected the winner of a \$100 scholarship which will be used when he enrolls in college this fall. This award is made to six boys each year in the State of Texas. The six counties were selected because of their high quality of program. In each case co-operative action in buying and selling was important, and the quality of cotton produced along with the amount produced was also considered in making a final selection.

The outstanding cotton demonstrator in the county was selected by a 4-H committee in the county and in the six winning counties. These six boys will receive the scholarship.

This is the second outstanding award that has been received by Jim Bert, as he was selected as one of the Santa Fe winners in November to attend the National 4-H Congress at Chicago. This completes Jim Bert Bobbitt's fifth year of 4-H club work.

Carl Johnston Enters Pig in Lubbock Show

Carl Johnston, a 4-H club member and son of Sidney Johnston, has entered his Chester White pig project in the South Plains Junior Fat Stock Show at Lubbock this week. He has

entered one pig under 240 pounds and another pig in the over 240 pound class. He is also entering a litter of five pigs in the pen class.

Carl has a very outstanding pig demonstration, and he can be remembered as one of the boys who is a member of the Floyd County demonstration team which is still receiving requests to be presented. Carl and Junior Cummings will present this demonstration again at Fort Worth next month at the Dairy Manufacturer's Meeting.

Motion Picture Program for Tonight

A two hour motion picture program worked out by the AAA, Soil Conservation Service, Farm Security Administration, and Coordinator of Amarillo that will be of entertainment to the farmers of the South Plains area will be held tonight in Lockney.

LET CAVANAUGH DO YOUR JOB PRINTING.



Half Soles And Heels

15 MINUTE SERVICE!
No Sacrifice in Quality of work. Quality workmanship is not forsaken in the interests of speed at Rainer's. Skilled craftsmen, proficient in their work, are able to increase their speed when aided by our scientific methods and machines.

Rainer Shoe Shop

SOUTH SIDE SQUARE

HERBINE

When Biliousness, Headache, Flatulence or Gas, and Listlessness or that tired feeling are symptoms of Temporary Constipation and you take a laxative or cathartic for relief, try Herbine. It is strictly a vegetable medicine. 60c a bottle.

WHITE DRUG COMPANY

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
Silas E. Duncan

Floydada Insurance Agency...

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

W. H. HENDERSON
OWNER

To Relieve Misery of
GOLDS
Take 666
LIQUID, TABLETS, SALVE, NOSE DROPS

FIRST NATIONAL BANK
Floydada, Texas

1903—TIME TESTED SERVICE—1940

Need a good Pick-up, see those

On the floor at our shop, in good condition, ready to demonstrate.

SPEARS & DANIELS

INTERNATIONAL TRUCKS AND PARTS AGENCY

Complete Automotive Repair and Replacement Service
Located Across Street from Post Office.

Where do telephone wires go, mister?



Well, Sonny, these telephone wires that begin here in your home reach to all America. They cover both our water fronts and the land between.

Which means that we must keep your Daddy's telephone service so dependable, so valuable, so "good" and so reasonable in cost, that he can call next door or far away... anywhere... any time. Southwestern Bell Telephone Company.

Nation-wide Service from Your Neighborhood Telephones

CLASSIFIED ADVERTISING

425 chair seats at 10c and 20c at Sandhill to see "The Girl From Out Yonder," Wednesday night, March 19th.

The best assortment of Flower Seeds at STAR CASH GROCERY. 13-3tc

Our FLOWERS are FRESH and are BEAUTIFULLY ARRANGED. IOLLUMS, FLOYDADA FLORISTS.

Your neighbor planted his lawn with seed from—STAR CASH GROCERY. 13-3tc

LANDS FOR LEASE
A few farm tracts to lease at reasonable prices for cash.
W. M. MASSIE & BRO.
Floydada, Texas. 11-4tc

Onion Sets—Seed Potatoes, Bulk Garden Seeds at STAR CASH GROCERY. 13-3tc

For best and cheapest monuments, either in marble or granite. See S. B. McCLESKEY 24-4tc

We invite you to visit the green house. PARK FLORISTS—Mrs. W. S. Goen. Phone 78. 46-4tc

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



Enjoy the Comfort of Instant HOT WATER

It's more than a convenience or a luxury... It's a necessity. It makes household tasks lighter. It's necessary for cleanliness and sanitation. And it's easy and economical with an Automatic Storage Gas Water Heater.

West Texas Gas Company



MEAT
for AMERICA'S MILLIONS
moves via



Efficient, smoothly regulated stock trains deliver, daily, thousands of live animals from farms and ranges to centrally located stockyards for marketing.

Modern Santa Fe Refrigerator Cars operating on swift schedules deliver to all parts of America choice meats and meat products produced from Southwest livestock.

The Southwest is an important producing part of America's great meat industry and Santa Fe provides transportation vital for connecting this vast territory to stockyards and meat packers, and for far-flung distribution of meat products to the tables of millions of Americans.

We are proud of our service to the livestock and meat industry, and equally anxious to serve other Southwestern freight shippers, large or small. For complete information on Santa Fe Freight Service — CALL...

Your Local Santa Fe Agent



Helpy-Selfy Laundry

DO YOUR OWN WASHING the quickest, easiest, cheapest way to do your laundry.

25c Per Hour.
PLENTY OF HOT, SOFT WATER.

Steam Laundry Charges—Rough Dry 4c

WET WASH washed and extracted ready to iron

2 Cents a Pound

Shirts 9c, in Thrift T and Rough Dry Bundles.

White Way Laundry

Formerly Floydada Steam Laundry

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Where you can get everything for your car at one-stop. Buicks, Mobils, Prestone, Mobile Freezone.

RADIATORS REPAIRED, Radiator Hose and Clamps. Heater Hose. Parts of all kinds, Welding, Tires, Batteries. In we have everything for your car.

Buy junk Batteries. Phone 37

SHORTY BARKER and CLAY ANDERSON, are in charge of shop, and will appreciate your next job.

CLINE AND RAINER

WESTERN AUTO ASSOCIATE STORE

A REPORT to America

The Ford Motor Company's business has always been to serve the needs of the American people. In providing them with low-cost transportation for the past 38 years, we have developed one of the country's largest and most useful industrial units. During a national emergency, we feel that these facilities should be devoted without reserve to our country's needs. Toward that end we started rolling months ago, with these results:

- 1 A \$21,000,000 Ford airplane engine factory, started only 6 months ago, is nearly completed. Production will start with an initial order for 4,236 eighteen cylinder, air-cooled, double-row, radial engines.
- 2 We are building a new \$800,000 Ford magnesium alloy foundry, one of the few in the country. It is already producing lightweight airplane engine castings.
- 3 Army reconnaissance cars—military vehicles of an entirely new type—are rolling off special Ford assembly lines at the rate of more than 600 a month. We have produced Army staff cars and bomber service trucks.
- 4 The government has given the "go-ahead" and work is now under way for the fast construction of an \$11,000,000 Ford plant to produce bomber airframe assemblies by mass production methods.



5 Several months ago work was started, on our own initiative, on an entirely new 1500 horsepower airplane engine especially designed for mass production. This engine is now in the test stage and plans are being developed for producing it in large quantities when and if needed.

6 A Ford aircraft apprentice school has been established, to train 2000 students at a time.

That is a report of progress to date.

The experience and facilities of this company can be used to do much of the job which America now needs to get done in a hurry.

Our way of working, which avoids all possible red tape, enables us to get results and get them fast. This benefits users of our products and workers who produce them.

We are ready to make anything we know how to make, to make it to the limit of our capacity if need be, to make it as fast as we can go, and to start the next job whenever our country asks us to. And to this end, we know we have the full confidence and loyal support of the workmen throughout our plants.

FORD MOTOR COMPANY

Final Plans Made For Stock Show Here April 4th

The show committee who met in the County Agricultural Agent D. F. Bredthauer's office Friday night completed final plans for the livestock show which will be held in Floydada on April 4th.

The site for the show will be the lot adjoining Armour Creameries on the south and east of Higginbotham Bartlett Company.

Due to the large number of livestock being entered no building was available in town suitable to house the show so it was necessary to move into the open.

The 4-H, F. F. A. and adult breeders are requested to have their livestock on the ground ready to show at 9:00 a. m. Pens are being arranged for this week under the direction of the County Agricultural Agent, E. L. Angus, Geo. B. McAllister, and H. G. Barber.

Attention is called to 4-H and F. F. A. boys that the committee requests that no boy enter more than five pigs or five lambs, and that no 4-H or F. F. A. boy can enter more than three dairy calves or three fat calves.

A. L. Smith and G. G. Gibson of the Extension Service, College Station, Texas, will act as judges and make the proper classifications during the show. The judging will start immediately after 9 o'clock.

The adult dairy breeders of Floyd County entered some fifty head of dairy cattle last year, and it is expected that a fine array of dairy cows will be on display during the show from such herds as Geo. B. McAllister and V. Williams, Judge Alton E. Chapman, W. H. Brock, J. E. Hinton, Oscar Stansell and others.

The show committee decided in their meeting that they would encourage as many of the 4-H and F. F. A. boys who have projects to sell their fat calves and lambs with the South Plains group who will take their livestock and sell on the open market at Kansas City. This will give these boys another opportunity

to show their livestock at the Plainview Dairy Show, which is one week later. The livestock going to Kansas City will move over the Santa Fe system and arrangements are being made where 4-H and F. F. A. boys will be able to load their stock at Floydada in the morning by 8 o'clock, and the remainder of the remainder of the Plainview cattle will be concentrated at Plainview. Floyd County junior feeders have contributed livestock to the Kansas City junior sale for a number of years and it is expected that a number of 1940 feeding demonstrations will be disposed of in this manner. Arrangements are also being made where boys can accompany their livestock to Kansas City under the supervision of adult leaders and agricultural agents in the South Plains. In the past the expenses of travel, lodging and meals have been around \$7.50 and anyone, 4-H or F. F. A. boy, wishing to make this trip personally may contact the county agricultural agent and make reservations.

Due to the complications that have come up in a number of entries in the different classes of livestock, the committee decided that it would be best to distribute the prize money equally among dairy calves and beef calves; therefore, instead of \$50.00 in one class or \$75.00 in another class the money would be added together and \$125.00 placed in the calf division for dairy and beef calves.

The hog and lamb money would be done the same way, making \$7000 in the "pot" for hogs and lambs. Three divisions in the prize money will be made. All livestock entered in the first class will receive three points; all in the second class will receive two points; all in the third class will receive one point and each exhibitor will share in the prize money according to his rating or classification.

The National Research Council's committee on food and nutrition says it will cost less than two-thirds of one cent more to produce "enriched bread" than ordinary white bread.

If artificial lighting of poultry houses has been started it must be continued until early April. Sudden stoppage of lights before that time would seriously lessen egg production.

In a frozen food locker, if temperatures rise above zero, odors may transfer from one to another.

Wheat Farmers' Lack of Market Is Problem

College Station, March 26.—Texas wheat farmers, considering the possibility of wheat marketing quotas for 1941, are taking a look at Canada, Argentina and Australia.

For in those countries the wheat producers are now taking steps along somewhat the same lines as those taken by American wheat producers seven years ago, Wilmer T. Swink, state AAA committeeman and wheat grower from Olney, points out.

The Argentine and Canadian governments protect their farmers by offering to buy their wheat outright, but this has led to difficulties, the committeeman said. Argentine farmers are assured about 55 cents a bushel and Canadian farmers about 50 cents.

The Commonwealth of Australia has provided measures which guarantee wheat farmers a price of about 56.5 cents a bushel on an annual crop of not more than 140,000,000 bushels. In return for this guarantee, farmers must agree to market their wheat through the government and carry out certain practices designed to reduce wheat acreage. In Argentina, the government guaranteed the price of 55 cents a bushel on condition that the farmers agree not to increase their wheat acreage for 1941.

It is estimated that Argentina will have nearly 200,000,000 bushels of wheat available for export in 1941, and Canada will have more than 700,000,000.

The committeeman compared the one-point purchase programs of these countries to the six-point farm program of the United States, which includes acreage allotments to adjust production and conserve the soil, crop loans to put a floor under prices, parity payments to bolster income, crop insurance to guarantee a return even in years of crop failure, export subsidies to help move surpluses into

THE RECORD... Facts That Concern You

No. 25 of a



EVERY SCHOOL AND EVERY BUSINESS HAS ONE OR TWO

In a school full of bright, self-respecting students, there are very likely to be one or two completely lacking in good common sense. And that goes for business, too... particularly the beer retailing business.

Out of thousands of beer retailers who conduct respectable, law-abiding businesses, there may be a few "dunce" retailers who disobey the law or permit anti-social conditions.

These few unwanted retailers are a menace to the future of the beer industry...and also of the benefits beer has made possible. Right here in Texas, beer provides employment

for 31,165 persons, supports an annual payroll of \$22,076,182 and contributes \$2,273,968.64 last year in state taxes.

It is the brewers' responsibility to make good beer—the retailers' responsibility to sell beer in wholesome surroundings—and the legally constituted authorities' responsibility to enforce the laws. All of these, working together with the public, are needed to protect the future of beer.

You, too, can help the cause of moderation by (1) patronizing only reputable places where beer is sold; (2) reporting any violation you may observe to the duly constituted authorities.

BEER...a beverage of moderation



SPECIAL REDUCTION

ON ALL SPRING COATS AND SUITS FOR FRIDAY, SATURDAY AND MONDAY...

Taking advantage of this reduced price will save you money on your...

NEW EASTER COAT OR SUIT

Remember 3 days only

PRICED AS LOW AS

\$6.49 to \$15.75

STYLE SHOPPE

"Always Showing Newest Things First"

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



Week-End SPECIALS

- | | |
|-------------------------------|-----|
| PINTO BEANS, 4 pounds | 19c |
| OLEO, Parkay, 1 pound | 15c |
| DEL MONTE PEACHES, No. 2½ Can | 15c |
| CATSUP, 14 oz. bottle | 10c |
| P & G SOAP, 3 bars | 10c |
| Ft. Howard Tissue, 3 rolls | 19c |
| HYPRO, quart | 15c |

HULL & MCBRIEN