

You never tire of a GOOD SUIT

So make your first important Spring purchase one of these—in long jacket silhouette, the skirts animated by pleats. A wide selection of plains, herringbones, and Tweeds \$12.95 to \$19.50



"Love Day"
A high-colored dress in Shadow Box Rayon Crepe—three colors and very gay. In Watercolor with Grouse and Concarne. Grain Top with Bandana Green and Blue Flame. White Sand with Blue Grouse and Concarne. Sizes 11 to 15.
\$10.95



STYLE SHOPPE

MRS. MOLLIE A. MORTON,
OWNER

"Always Showing Newest Things First."

Phone 17 Floydada, Texas

The Floyd County Plainsman

PUBLISHED THURSDAY EACH WEEK
M. B. Cavanaugh, Publisher

IN FLOYD COUNTY \$1.00; OUTSIDE FLOYD COUNTY \$2.00
Entered as Second Class Matter June 23, 1930, at the Post Office at Floydada, Texas, under the Act of March 3, 1879.

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.

Children of Nation Contribute to Victory

College Station, February 11.—There is some service, no matter how small or simple, which every child above toddler age can perform as his contribution to Victory. This war activity must, of course, be suited to the child's age and abilities, says Dosca Hale, specialist in child development for the A. and M. College Extension Service.

Miss Hale, who has discussed war programs with both children and adults in 45 Texas counties during the last two months, reports how one four-year-old in Rusk County has helped salvage old silk hose from the neighbors. A five year old invests his pennies in war stamps "to buy guns for Uncle Will."

The war is an incentive to improve food habits of many children. Believing it unpatric to waste food, they learn to like new dishes and leave a clean plate after each meal. In a number of counties the six and seven year olds not only are buying war stamps but making scrap books for hospitalized soldiers and sailors, the specialist says.

Helping collect waste paper, scrap metal and rubber has impressed children with the importance of their own responsibility. And, Miss Hale says, "This sharing is important as a wholesome outlet for the emotions that war always arouses."

Here are other ways boys and girls, especially 4-H Club members, are helping: Sponsoring entertainments to raise money for the Red Cross and service organizations; making cookies and games to send to men in the armed forces, caring for children whose mothers are working in the fields or in defense industries, helping sick neighbors gather their crops, studying first aid and home nursing, and raising "food for fighters."

GROUNDWORK IS LAID

Groundwork was laid for a post war effort to regain foreign markets for United States cotton at a recent meeting of the national cotton council at Memphis, Tenn., attended by Dr. A. B. Cox, University of Texas professor of cotton marketing.

Dr. Cox was asked to attend the meeting as discussion leader during the session considering foreign markets. Delegates from cotton ginners, growers, merchants, warehousemen, cottonseed crushers, and textile manufacturers were present, Dr. Cox has reported.

Let Cavanaugh do your printing

School Milk Program Expands in Texas

Milk will be distributed to at least 64,000 Texas children in 595 schools through the school milk program of the Agricultural Marketing Administration. Other schools will receive benefits from the program as rapidly as applications can be approved. Since the beginning of the school year, 239 areas in Texas have been designated by AMA as areas where the program can operate.

County home demonstration agents of the A. and M. College Extension Service are helping rural people become acquainted with the program. Milk used is purchased locally, the AMA paying the dairyman's price for milk. Schools or sponsors pay for processing, bottling, and delivery. The program provides that children may be charged up to one cent a half pint, but children unable to pay receive milk free.

GUARD AGAINST INFLUENZA ADVISES DR. GEORGE W. COX, STATE HEALTH OFFICER

Austin, February 11th.—With the incident of influenza in Texas reaching new highs as winter advances, Dr. George W. Cox, State Health Officer, today issued a warning to the public to guard against exposure to this disease.

"Influenza patients should be isolated as nearly as possible to avoid spreading the disease," Dr. Cox said. "The germ is believed to be spread from person to person through discharges from the nose and throat."

To protect yourself and others from this disease, here are some things to be remembered:

Influenza is highly infectious. Practically everybody is susceptible to it. No matter how many times you have had the disease you may contract it again. Therefore, keep away from people who are sneezing, coughing, or sniffing or who are actively ill with colds, influenza, or pneumonia. Keep away from crowded places. Have your own towel and always wash your hands before eating, and sneeze or cough into your handkerchief.

Keep fit by drinking plenty of water, by eating simple nourishing food, by some exercise out of doors every day, by dressing according to the weather, by having plenty of sleep in a well ventilated room, and by keeping the bowels regulated.

Household hint—Ink is more easily removed from white tablecloths before it is spilled than after.

CLINE AND RAINER GARAGE

Where you can get everything for your car at one-stop. Mobilgas, Mobiloil.

RADIATORS REPAIRED, and bled out for cars, tractors and combines. Parts of all kinds, welding, tires, batteries. In fact we have everything for your car. See us for lawn mowers and hose.

We buy junk Batteries. Phone 37

CLINE AND RAINER

WESTERN AUTO ASSOCIATE STORE

She's an American Beauty—

She's Still Prettiest...

in...



MADE BY
Young Americans
FOR
Young Americans



"Winkin"
Tri-Color dress of Marvel-teca spun rayon. In Sand with Concarne Red and Bombay Luggage. Sand with Bombay Luggage and Bandana Green, Sand with Laguna Blue and Concarne Red. Sizes 9 to 15.
\$6.50



"So Suitable"
Combination color two-piece of Sweepstake Spun Rayon. In Watercolor with Nut Brown, Flag Red with Royal Blue, Sunbeam Yellow with Emerald. Sizes 11 to 17.
\$7.98



"Drum Beat"
Dress of Lipton's Hand Screened Rayon Acetate Jersey, trimmed with gros-grain ribbon. In Peacock and Luggage, Black and Red, Purple and Chartreuse. Sizes 11 to 15.
\$10.95



"Furlough Frills"
Gay two-piece with a fitted princess jacket of Furlough Rayon Crepe. In Brabant Blue, Wheat, Peacock. Sizes 9 to 15.
\$12.95

STYLE SHOPPE

**As Farmers
Accumulate
Substantial Bankroll**

Farmers accumulated a substantial bankroll in the year ending in 1942. The University of Texas Business Research has reported that the year is marking up their most profitable year in history.

The cash income was computed by the Bureau to be 908 million dollars during the year as compared with 616 million for the year ending in 1941. Government subsidies amounted to about 75 million to this year. The Bureau report also shows that preliminary computations of farm marketings are an increase of from 6 to 10 percent, thus bringing the actual income of Texas farmers to approximately 1 billion dollars.

The increase in 1942 was nearly double that over 1941, while the year itself represented a substantial gain over the immediately preceding years, the Bureau reported.

Due to the shifts in sources of income which have been noted for several years were indicated, Dr. F. A. Buehler, assistant director of the Bureau explained. The biggest factor in enormous farm income was livestock and livestock products.

It is still important to agriculture, cotton was of great importance in relation to sources of income, Dr. Buehler declared. In 1941, cash from cotton and cottonseed amounted to 41 per cent of total farm income for that year, while income from livestock amounted to 46 per cent of the total.

In 1942, cash derived from cotton represented only 34 per cent of total, while livestock had nearly 50 per cent. This was a shift from cotton toward livestock products, an evident trend since 1927, Dr. Buehler asserted. In that year, cotton accounted for fully two-thirds of farm income, while livestock and miscellaneous products, brought in the remainder.

Put your scrap into the fight.

**New Program Will
Include Spanish
For Texas U.**

A new program of cooperation with Spanish-speaking minorities of Texas is to be launched soon by the University of Texas, working with the aid of a \$17,000 grant from the Office of the Coordinator of Inter-American Affairs, President Homer P. Rainey has announced.

The University was the only institution selected to carry on such a program, Dr. Rainey revealed, though similar projects may be set up later in other states.

The University program is to be an inter-departmental one, using facilities of the Hogg Foundation, Latin-American Library, Extension Division, sociology department,

Institute of Latin American Studies, and the Texas Commission on Coordination in Education.

Objectives of the undertaking are to develop more friendly relations between English and Spanish speaking elements in Texas communities; to effect tangible improvement in the living and educational standards of Spanish speaking minorities; and to "plan with" rather than "plan for the minorities," Dr. Rainey explained.

The former chief architect of the French government who escaped from Paris the day before the Nazis took possession, Jacques Carlu, this week lectured at the University of Texas, discussing the relationship of European and American architectural design and development. Carlu plans to settle in Texas now.

Let Cavanaugh do your printing

**FIRST NATIONAL BANK
Floydada, Texas**

1903—Time Tested Service—1943

TRACTOR TUBES

REPAIRED IN ANY CONDITION

PASSENGER RTUBES

REPAIRED IN ANY CONDITION
WE HAVE COMPLETE STOCK OF TIRES

**BILL DYER'S AUTO STORE
WEST SIDE SQUARE.**

PRINTING !!

TELL US OF THE JOB AND WE'LL DO THE
WORK CORRECTLY AND PROMPTLY

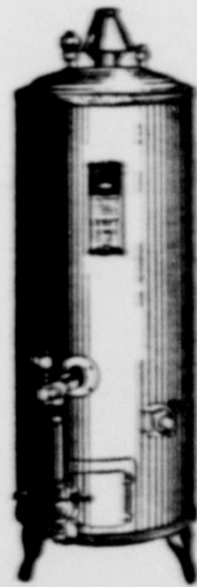
We have modern type and equipment to handle the work in an efficient manner, which results in most moderate cost to the buyer. When you order printing from our plant you may depend upon it that the work will be done to your complete satisfaction.

- | | |
|-------------|---------------|
| LETTERHEADS | WEDDING |
| ENVELOPES | ANNOUNCEMENTS |
| BOOKLETS | FOLDERS |
| BUSINESS | CIRCULARS |
| STATIONERY | SHOW CARDS |

NO MATTER WHAT THE PRINTING JOB
MAY BE, WE WILL DO IT RIGHT.

**Cavanaugh Printing
Company**

**Take Care
OF YOUR
WATER HEATER**



To conserve vital materials, the War Production Board has ruled that you cannot obtain a new household appliance except under special conditions. That's why you must take extra care of your gas appliances. It may be a long time before you can replace them.

Put your appliances in tip-top operating condition, keep them clean, take care of them and they will help take care of you.



**HERE ARE SOME SUGGESTIONS ON THE CARE
OF YOUR WATER HEATER:**

1. Keep burner adjusted properly.
2. Do not let pilot light burn too high.
3. Be sure vents are unobstructed.
4. Drain water from bottom of tank once a month.
5. Keep water heater thermostat below 140 degrees.

West Texas Gas Co.

Feed Wheat Price Set at 91 Cents Per Bushel

It was announced early this week that Floyd County farmers will pay 91 cents for feed wheat which is being sold under the new

POLITICAL ANNOUNCEMENTS

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 to be held on April 6, 1943:

FOR CITY MARSHAL—
Bob Smith

DR. KIBBY J. CLEMENTS
Osteopathic Physician and Surgeon.
Diseases of Women and Children successfully treated.
221 Austin St., Plainview, Texas.
1st Door South of Baptist Church
Phone 683

Floydada Insurance Agency . . .
Insurance of all kinds. Your inquiries and business respectfully solicited.
W. H. HENDERSON
OWNER

"wheat to meat" program of the U. S. Department of Agriculture. Sales of feed wheat on this basis will help utilize part of the tremendous wheat surplus, thus relieving storage space congestion, and at the same time, will provide America with more badly needed meat supplies.

Meat is one of our most vital war crops and the feed program will enable us to produce more meats to provide the food needed to feed America's civilians, armed forces and allies, the announcement stated.

For additional information see the AAA Committee or inquire at the AAA office.

Culling and Better Feeding Help Dairy Herds

College Station.—Herd culling and a better job of feeding and milking are progressive steps in solving the dairyman's twin problem of labor and feed.

The Federal government does not expect dairymen to produce milk at a loss, says E. R. Eudaly, dairyman for the A. and M. College Extension Service. But it wants as much milk as each farm can produce. The only solution of one horn of problem is to cull the cows to the number which can be handled with the labor available, Eudaly believes. To relieve the other half of the difficulty he suggests culling the herd and feeding the roughage available.

In some cases, the feed situation, especially roughage, is hampering dairymen more than labor, he explains. In many cases a herd can

be reduced in size and by doing a better job of feeding and milking as much or more milk can be obtained from the cows remaining as formerly.

The specialist does not recommend sending to market for slaughter culled cows still capable of profitable production. There is a market for such animals among farmers who want a cow or two for home milk production and those who want to buy a few to increase a herd. An unprofitable cow should be marketed for slaughter, but Eudaly says each dairyman will have to decide for himself when she reaches that stage. To help reach a definition, however, he offers this broad general rule: Where milk is being sold for manufacture a cow should produce an average of at least 175 pounds of butterfat a year to return a profit. In other instances where the milk is sold for drinking a dairyman might make a little profit on a cow producing no more than 150 pounds of butterfat yearly.

In any case a dairyman offering cull cows for sale should tell prospective buyers how much each will produce and let the purchaser decide whether they can make any money out of them, Eudaly observes.

Classified Advertising

Our FLOWERS are FRESH and are Beautifully Arranged. HOLLUMS, FLOYDADA FLORISTS.

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

Our FLOWERS are FRESH and are Beautifully Arranged. HOLLUMS, FLOYDADA FLORISTS.

SEWING MACHINE REPAIR
Let me repair that Sewing Machine. S. H. WRIGHT, 226 E. Tennessee Street. 50-8tp

"Pick your field and stick to it" is the advice given University of Texas co-eds by their dean of women, Miss Dorothy Gebauer, in a recent bulletin outlining their opportunities for war service.

AT FIRST SIGN OF A
COLD
USE 666
666 TABLETS, SALVE, NOSE DROPS



Your Child's Shoes Ready For Spring

Let us put them into tip top shape, ready for a lot more of comfortable wear. We do expert reconditioning and repairing at lowest cost.

Saddle Repair Work

Bring us your old saddles not beyond repair—we can fix them up so they will give you much additional service at a very nominal cost to you.

Full Line of Quality WEAR-U-WELL SHOES
See Our Stock.

"Foot Comforts, Our Motto."

Rainer Shoe Shop
SOUTH SIDE SQUARE

STAR CASH Values

Royal MEAL, Large sack	60c
Chorch's GRAPE JUICE, qt.	35c
WHITE SWAN OATS	20c
FULL THREE POUND BOX	
OXYDOL, Large box	25c
Light House CLEANER box	5c
W-P PEAS	15c
TALL CANS, TWO CANS	
TOMATO JUICE, 47 oz. can	25c
CATSUP, Gallon	75c
OLEO, Banner, pound	20c
ORANGES, Large size, doz.	30c
SWEET—JUICY—FROM TEXAS VALLEY.	

WEEK - END SPECIALS !!

LIGHT CRUST FLOUR	\$1.09
TWENTY-FOUR POUNDS	
Del Monte Pineapple Juice	39c
FORTY-SEVEN OUNCES	
Tomatoes, No. 1 can	8c
Post Raisin Bran	11c
Hershey's Cocoa, 1-2 lb	1 c
CALUMET, 1 lb	13c
Diamond Matches, Carton	2c
Lux Flakes	11c

HULL & McBrien

REMEMBER THIS..



..if you're annoyed by "private blackouts"

Military blackouts are often necessary these days... but "private blackouts" aren't! You can save time and nervous strain... as well as the annoyance of an unnecessary blackout in your home by remembering two things: (1) Keep a supply of fuses... correct size... always handy. (2) Check your switch box fuses immediately if your lights go out... replace any "blown" fuses with your good ones.

Here's How...

Get Extra Fuses from Your Dealer, or

Southwestern PUBLIC SERVICE Company

ARE YOU INTERESTED IN YOUR CEMETERY?

DO YOU LIKE TO SEE IT LOOKING LIKE A WELL KEPT PARK OR GARDEN?

DO YOU APPRECIATE THE EFFORTS THAT ARE BEING PUT FORTH BY THE CEMETERY ASSOCIATION?

IF YOU ARE INTERESTED AND WANT TO HELP THEN BE PRESENT AT THE ANNUAL MEETING OF THE ASSOCIATION

TUESDAY NIGHT, 7:00 P. M. FEBRUARY 16, 1943 IN THE HARMON FUNERAL HOME.

FOR THE PURPOSE OF HEARING A FINANCIAL REPORT, ELECTING OFFICERS AND ALL OTHER BUSINESS PERTAINING TO THE OPERATION OF THE UPKEEP OF OUR CEMETERY.

F. C. HARMON, SECRETARY-TREASURER

By Order of the Directors.

P. S. WE ARE SHORT ON FUNDS AND WE WOULD APPRECIATE YOU MAILING IN ALL THAT YOU ARE ABLE TO PAY AT THIS TIME AND SAVE US THE TROUBLE OF CALLING ON YOU.

Just Arrived!

NEW SPRING HATS AND BAGS

NEW SPRING HATS IN STRAWS AND FELTS, \$2.45 to \$2.95

Spring Bags...

IN PATTEEN LEATHER AND FAILLE, ALL NEW STYLES.

Price \$1.95

STYLE SHOPPE

Mrs. Mollie A. Morton, Owner
"Always Showing Newest Things First"