

"By Helping Business You Help Yourself" The Floyd County Plainsman

Floydada, Floyd County, Texas, October 9, 1941

Number 44

ME No. 12

Being ded up on Allotments

The Plainsman:
The up work to get 1942 AAA allotments to farmers by November 15 is a task facing county officials this week.

Letters are being issued about allotments before the usual time for the most part of the game, with Zimmerman's accurate punting giving the Longhorns a slight advantage.

Paducah threatened the Lockney goal line in the final minutes of the game when the Dragons drove from their own 7-yard line to the Lockney 26, where Mitchell, speedy Lockney back, intercepted a Dragon pass on the Longhorns' 5-yard line and returned to the Dragons' 45. Mitchell made 3 yards at right end as the game ended.

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The Governor himself leaned toward the traditional day, but would have been satisfied with either the third or fourth Thursdays. For both come after November 16, and November 16 is the date deer hunting season opens.—The State Observer.

Mr. and Mrs. L. W. Chapman had Mrs. Chapman's sisters, Mrs. C. W. Johnson and Mrs. Glen Thrush, of Lubbock, as guests over the week end. Mrs. Sallie Shuman, of Lubbock, Mrs. Chapman's mother, came with her daughters. She plans to visit in Floydada this week.

LET CAVANAUGH DO YOUR JOB PRINTING.

Lockney, Paducah Play Scoreless Football

The Lockney Longhorns and Paducah Dragons fought to a scoreless tie on the Lockney field Friday afternoon. The wet playing field slowed down considerably the offense of both teams in their first conference game of the season.

The ball seamed from team to team about the center of the playing field for the most part of the game, with Zimmerman's accurate punting giving the Longhorns a slight advantage.

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Thanksgiving Day Will be Last Thurs day in November

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A very satisfactory type of curb and gutter has been installed in this California subdivision. At street corners the curb is vertical but along the interior lots it is sloping. This feature permits driveways to be located anywhere without cutting curbs or making special aprons. Federal Housing Administration land planning officials describe this as a practical treatment which could be copied in many low-cost subdivisions.

Six Floyd County Men Are Called For Service

The following named men have been selected for induction by the local selective service board: George Mundal Wharton, Petersburg, Texas; Clarence David Hartley, Lockney, Texas; Warren Irvin Allen, Floydada, Texas; Carl Thomas Campbell, Burkburnett, Texas; Hershel Moor Harris, Lockney, Texas; Newsome Dougherty Wisdom, Floydada, Texas.

They shall report to the local board at Floydada, Texas at 9:30 a. m. on October 16, 1941; whereupon they shall be sent to an induction station of the United States Army at Fort Bliss, El Paso, Texas.

ROAD BOND ELECTION IS CALLED FOR NOVEMBER 8

The Commissioners Court in special session Monday called the Road Bond Election for November 8. The issue to be voted on called for the issuance of \$125,000.00 in bonds to be used in Precinct No. 1.

The early part of September a petition was presented to the court signed by J. M. Willson and 53 others asking for the election to be called by the court.

Would Invest in Defense Savings Bonds

Washington, D. C.—If given \$100 "all his own," one out of every three youngsters in the United States would invest the entire amount in United States Defense Savings Bonds, results of a nation wide poll just made public indicate.

William T. Reed, Chicago manufacturer, informed the Treasury that ten thousand children between the ages of eight and thirteen were included in the poll conducted by his organization with the cooperation of the Y. M. C. A. and other groups sponsoring summer camps. Children from families of all income groups were included in the poll.

Thirty-five per cent of the boys and twenty-eight per cent of the girls, representing thirty-three per cent of all children in the poll said they would invest the \$100 in Defense Bonds. Forty-seven per cent said they would put the money in the bank, one per cent would buy toys, seven per cent would purchase clothing, and two per cent would take "special lessons."

Matador Slaps Crosbyton 12-0 in Friday Night

In Friday night's game Matador defeated the Crosbyton Chiefs by an 18 to 0 score. The game was played in rain and mist, and the field was rather messy. Johnnie Anderson of Crosbyton sustained injuries during the game.

Mrs. Newell Parker's sister, Mrs. Willard Rylatt, of Louisville, Colorado, is visiting this week with her parents, Mr. and Mrs. A. L. Sparks, in Paducah. Mrs. Rylatt will visit next week with Mrs. Parker in Floydada.

Social Security Board Issues Warning

Lubbock, October 8.—Every employee connected with a county or regional fair, a community festival, rodeo, football game, or concessionaire was cautioned today by John D. Palmer, manager of the Lubbock office of the Social Security Board to make certain that each employer for whom he works is given a record of the worker's social security account number.

This account number should be given to the employer before the employee goes to work. If an individual having no account number will call at the Social Security Board office located at Lubbock, he will be issued one. "It requires only a few minutes to secure the account number that will save the worker and each of his employers a lot of time and trouble in the years to come. It is difficult to locate a worker who has not reported his account number in an effort to properly credit his old-age and survivors insurance account with the wage earnings which have been paid him."

It was pointed out by Palmer that work for concessionaires and amusement places, unless the entire proceeds are for charity, is regarded as covered employment under the Social Security Act, and wages for full time or part-time work are taxable under the Federal old-age and survivors insurance program.

"The employer," continued Palmer, "should be as much interested in securing the account number as the worker should be in reporting it. It is necessary for the employer to report the account number for each employee when he makes out his quarterly tax report to the collector of internal revenue."

FUNERAL RITES HELD FOR DR. LON V. SMITH TUESDAY

Funeral services were held Tuesday afternoon at 2:30 o'clock at the First Methodist Church for Dr. Lon V. Smith, age 63, conducted by Rev. I. E. Smith, of Snyder, assisted by Rev. R. T. Breedlove, local pastor, and Rev. L. A. Doyle, pastor of the First Baptist Church and Rev. R. E. Tyler. Interment was made in Floydada cemetery with Harmon Funeral Home in charge of arrangements.

Dr. Smith was born June 25, 1879 at Houston, Mississippi, came to Floydada in 1910 from Chico, Wise County, Texas. He was married to Miss Barbara Hawkins, at Chico, March 29, 1916. His parents, who preceded him in death, were Rev. and Mrs. H. E. Smith.

Dr. Smith is survived by his wife, one daughter, Miss Emma Louise Smith; two brothers, Dr. George V. Smith, Floydada; H. E. Smith, Jr., New Orleans, Louisiana; one sister, Mrs. A. R. Taylor, Arlington, Texas. Flower bearers were: Misses Bert Ione Smith, Dorothy Hoyle, Edith Wilson, Ima Jean Roy, and Mrs. Virginia Teutsch.

Pallbearers were: W. S. Goen, N. W. Williams, W. U. White, Glad Snodgrass, Ben G. Morton, and Dr. C. M. Thacker.

Mr. and Mrs. J. G. Martin Jr. went to Lubbock on business Tuesday.

Rev. and Mrs. Renfer left Tuesday for a weeks trip to points of interest in East Texas.

Mrs. G. W. Tubbs Kills Large Rattlesnake

Mrs. G. W. Tubbs, wife of Rev. Tubbs killed at her home this week a large black diamond rattlesnake which measured five and one-half feet long. The rattler had eight rattles and a button. Mrs. Tubbs was alone and she killed the snake with a plank that she picked up in the yard.

Rev. Tubbs was displaying the rattles from the large reptile this week while down town.

FOOD STAMPS OFFICE WILL OPEN NOVEMBER FIRST

Judge G. C. Tubbs announced this week that plans are being formulated by Wynn S. Goode, Supervisor of the Surplus Commodities Administration of Wichita Falls, who is in Floydada this week, to start the Food Stamps plan around November 1. Meetings are being held this week with Mr. Goode in an effort to work out details.

Judge Tubbs stated Wednesday that they had not as yet decided just where the office will be located. Clyde Henderson will be in charge of the office when the Food Stamp plan is ready to operate.

Paul Snodgrass Discusses Cotton Program

Determining an average lint yield and premium rate per acre for every cotton farm in Floyd county is the first task to be accomplished under the cotton crop insurance program, Paul Snodgrass, chairman of the Floyd County AAA committee, has announced.

Until these figures have been approved by the State AAA Committee and Federal Crop Insurance Corporation, applications cannot be accepted, the AAA official announced.

"We hope to start writing insurance applications in the county later in the fall, however, detail work will not begin until 1942 farm allotments have been determined," Snodgrass said in explaining that all allotments would be issued by November 1 in order that the food-for-defense program could get under way.

The 1934-1940 cotton history for a farm will be the basis of determining the average lint yield for a farm. In the event historical data is not available, appraised figures will be used in determining the average yield, Snodgrass explained.

Premium rates, which will reflect as nearly as possible the crop insurance risks on the farm, will be taken from losses shown in the base period. By this method, each farm will have an individual rating and the possibility of the good farmers carrying part of the risk cost of the poor farmer will be avoided, the AAA official pointed out.

The crop insurance program, under which 50 percent or 75 percent of the average yield may be insured, protects farmers against hail, rain, flood, drought and other factors over which they have no control. It does not insure losses because of poor seed, poor management, or failure to plant cotton at the proper time of year, the chairman said.

Texas State-Wide Nutrition Program Is Objective

College Station.—Drafting of a State-wide nutrition program will be an object of the next meeting of the Texas State Nutrition Committee scheduled in Austin October 13 and 14. The state program will be aimed at an adequate diet for all Texans and will call for all-out cooperation of the state's citizenry.

Arrangements for the meeting were made by an executive group of the committee at a recent session on the University of Texas campus. Miss Mildred Horton, chairman of the state committee and vice director of the Texas A. and M. College Extension Service, says several nationally known authorities in the field of nutrition are being invited to speak to the committee's 75 members. General and sectional meetings will be open to visitors.

Among features of the program will be a symposium on nutrition problems in Texas directed by Dr. Erchel S. Eppright, head of the home economics department of the Texas State College for Women. Another symposium will be devoted to making food available to all Texans by overcoming handicaps in production, processing, and distribution. T. R. Timm, Extension Service economist in farm management, is chairman of the sub-committee responsible for this feature.

During the second day's program a group of Austin people, under the direction of Dr. Bernice Moore, sociological director in home-making education for the State Board of Education, will take part in a panel on techniques in nutrition education. Outstanding leaders in the fields of radio, newspaper, and visual education will take part.

Chairman of sub-committees who will be in charge of sectional meetings include Dr. Jet Winters, University of Texas, committee on research and nutrition problems in Texas; Mrs. Audrey C. Goree, State supervisor WPA welfare projects, San Antonio, committee on problems in group feeding; T. R. Timm, committee on problems in production, processing, and distribution of food; Margaret Weeks, dean of the department of home economics, Texas Tech, Lubbock, committee on education in nutrition.

Dr. J. M. Coleman, State Health Department, Austin, committee on public health and medical aspects of nutrition; Ruth Huey, state director of vocational homemaking, Austin, committee on economic policy and social responsibility as related to nutrition; Dr. Eppright, committee on community planning for nutrition.

Mrs. J. A. Patterson, Mrs. R. F. Luttrell of Floydada, Mrs. John Grudde, of Dallas, visited Mrs. Luttrell's and Mrs. Grudde's brother, Mr. and Mrs. J. W. Garland, at Clarendon, several days last week.

Mr. and Mrs. J. G. Martin Sr. and Mr. and Mrs. J. G. Martin Jr., visited with their daughter and sister, Mr. and Mrs. Jake Watson, in Amarillo Sunday.

Immediate Steps Necessary to get Assistance

Special to the Plainsman:
Unless farmers of Floyd County take immediate steps to earn their maximum soil-building assistance, they will lose the opportunity to use this money for improvement of the soil on their farms this year, A. A. Hoots, Secretary of the county AAA committee, has announced.

Since the 1941 program ends December 1, 1941 all practices must be completed by that date if payment is to be received under this year's program. Last year, farmers of Floyd County failed to earn all of the soil-building assistance allowed under the AAA farm program, Hoots said, while farmers of Texas fell short of earning the maximum by two and one-half million dollars.

The big issue is not the amount of money unearned, but the amount of soil-building practices farmers failed to use, Hoots pointed out.

Improving the fertility of the soil is all the more important now, the official said, since the demands of consumers in this country and the needs of nations resisting aggression require still greater food production in the interest of National defense. Practices which still can be completed by the end of the contract year include terracing, contour ridging, listing, chiseling and furrowing non-crop pasture, and building earthen tanks and reservoirs.

These practices tend to preserve soil and moisture, prevent erosion and improve grass supply, Hoots said, in pointing out their soil-building merits.

BURIAL MADE FOR FRED W. RANFT, WICHITA FALLS RESIDENT

Burial was made for Fred W. Ranft in Floydada Cemetery Wednesday afternoon at 3 o'clock, following funeral services held in Wichita Falls Wednesday morning at 9:30 o'clock at the First Evangelical Church, by Rev. P. L. Davis. Mr. Ranft, a former resident of Floydada, was found dead at his home early Tuesday morning. A verdict of death from natural causes was returned after an inquest by Justice of the Peace in Wichita Falls.

Mr. Ranft was a native of St. Louis, and had resided in Floydada a number of years before moving to Wichita Falls. He is survived by four daughters, Mrs. J. D. Bradley and Mrs. W. L. Spangler of Wichita Falls, Mrs. C. D. Ernce of Lone Wolf, Oklahoma, Mrs. C. E. Havens of El Paso, a son, Ted Ranft of Fort Bliss, one sister, Mrs. Champ Walters, Floydada, and a niece, Mrs. Ernest Gill of Oklahoma City.

GEO. T. MOORE HERE
Geo. T. Moore, of Kansas City, Missouri, is here this week on his annual visit and attending to business.

Mr. and Mrs. Lloyd Murray and son moved to Long Beach, California, Thursday.

and Sunday ing at South Church

will be held Sunday at 2 o'clock at the South Side Baptist Church for the regular Sunday School. Several out of town singings are expected to be present, and are invited to attend.

Mrs. A. S. Cummings, of the community had as their guests for the week end, their daughters, Mrs. J. D. Cates, of Lubbock.

Chinese Independence Day To be Observed In Texas Schools



Special programs in the interest of United China Relief will be held in the schools and colleges of Texas on Friday, October 10, the tenth anniversary of the independence of the Republic of China. Millions to aid the millions of Chinese children who have been left starving and dying through Japanese invasion will be taken up on that day. Shown in the picture are Chinese Vice Consul Ouang of Houston and his wife holding the Chinese flag, which will be prominently displayed October 10. Colors are red, white and blue, representing the white sun, the blue sky and the red earth. Nathan Adams, president of the First National Bank in Dallas, is vice chairman for United China Relief, and Governor Coke Stevenson is chairman. State Superintendent of Education L. A. Johnson is chairman of the United China Relief School Committee, and the school programs. Governor Stevenson has declared October 11 as China Relief Week in Texas. Contributions should be sent to the United China Relief, 1111 Broadway, New York, N. Y.

"Wonder How It Works . . ."



FIRST SHIPMENTS of American-made lend lease guns to help defend Asia against the Axis threat have reached these tough Sikhs, members of a famous North Indian race of fighting men in the service of Britain. Loss of the rich rubber and tin supplies of India, Malaya and Burma would be a blow not only to the war effort of Britain and her fighting Allies in the war against Hitler, but to the American defense program as well.

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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.

Floydada Loses to Crowell in 12 to 7 Score

The Floydada Whirlwind team last a hard fought game to the Crowell Wildcats 12-7 score in the inter-district game at Crowell Friday night.

The Whirlwind's first conference game encounters the Ralls Jackrabbits at Ralls Friday night, October 12.

Ralls scored a victory over Post, 18-12, lost to Kermit, 18-6. This promises a hard fighting battle between the Jackrabbits and Whirlwind players.

Matador, Lockney and Floydada are in the spot light for district 4-A Friday.

Miss Wilda Ruth Finley, daughter of Bill Finley, visited her parents over the week end. Miss Finley is attending West Texas State Teachers College in Canyon.

Mrs. George Johnston, of Albuquerque, New Mexico, visited Mrs. E. J. Womack Wednesday and Thursday. Mrs. Johnston was enroute to Gainesville, Texas, where she will visit her mother, Mrs. M. O. Wilson.

Walton Henderson, of Camp Bowie, Brownwood, visited his parents, Mr. and Mrs. Clyde Henderson, over the week end.

"Only Medicine I Ever Used"

and now I'm 81! Kept ADLERIKA on hand the past 27 years." (O. G. Tex.) ADLERIKA contains 3 laxatives for quick bowel action, with 5 carminatives to relieve gas pains. Get ADLERIKA today.

WHITE DRUG COMPANY, and BISHOP'S PHARMACY

INVENTORY OF TRUCKS FOR DEFENSE

College Station.—Truck owners, including farmers, are to be asked to help the War Department in its transportation planning for national defense, Director H. H. Williamson of the A. and M. College Extension Service stated today. M. L. Wilson, director of Extension work for the U. S. Department of Agriculture, recently asked the cooperation of all state extension services in the survey.

The inventory is being made at the request of the War Department and the National Defense Advisory Commission by units of the Federal Works Agency in cooperation with each of the state motor vehicle registration agencies.

Within the next few days each truckowner will receive a special national defense inventory card from the Texas highway traffic advisory committee to the War Department requesting information regarding the make of his truck, kind of body, capacity, time of year the vehicle is most urgently needed in its owner's business, and whether in an emergency he would be willing to hire or lease it to a government agency.

Similar facts also will be requested on all buses and on all freight trailers with a capacity of 3,000 pounds or more. Information given on the cards will be confidential.

The Public Roads Administration is directing the inventory.

The purpose in collecting these records of trucks and buses, the Federal Works Agency explains, is more effective planning of highway transportation in the assembly of defense industry materials, delivery of military and civilian supplies, relief of dock and terminal congestion, and movement of passenger traffic in emergencies.

Mrs. Newell Parker and Mrs. James Cox, of Plainview, visited their parents, Mr. and Mrs. L. Sparkman, in Paducah, last week.

Mr. and Mrs. Richard Tubbs, of Lubbock, visited with Mr. Tubbs' parents, Judge and Mrs. G. C. Tubbs, Sunday.

Raymond Fogerson returned home from an Amarillo hospital Sunday. Raymond had a serious case of pneumonia when he went to the hospital two weeks ago. He is reported to be improving.

FLOYDADA HOSPITAL AND CLINIC NEWS

BORN—To Mr. and Mrs. T. V. McClure, a daughter, named Ruth Elaine, Sunday, October 5.

Henry Hinton was admitted to the hospital September 3, for medical treatment.

Clay Muncy was admitted to the hospital for examination and treatment following an accident in which he fell about 35 feet from a windmill tower. He was not seriously injured and is doing nicely.

Claude Hammonds left the hospital Monday after several days treatment for the flu.

Bob Carter was able to go home Monday after two weeks treatment for pneumonia.

C. N. Waiding was operated on Monday and is recovering nicely.

Mrs. F. A. Dennison underwent a major operation Tuesday and is reported to be recovering normally at this time.

Mrs. D. E. Meek was dismissed Monday. Mrs. Meek and new baby are doing nicely.

THE RECORD... Facts That Concern You

No. 32 of a Series



"THIS BOOK ISN'T WORTH READING ... tear down the Library!"

One bad book doesn't make it a bad library. You wouldn't destroy the library to get rid of a few bad books.

A similar situation holds in the beer industry. The vast majority of beer retailers operate clean, decent law-abiding establishments. Now and then an occasional "black sheep" retailer turns up who violates the law or permits anti-social conditions.

The Beer Industry is now actively working to eliminate such retailers. We want to protect your right to drink good beer and our right to make it.

We also want to protect the economic

benefits of beer. Right here in Texas, beer provides employment for 31,165 persons, supports an annual payroll of \$22,076,182 and contributed \$2,273,968.64 last year in state taxes.

This state, too, has an important stake in Beer's purchases from more than 100 industries supplying the brewing industry with materials, equipment and services.

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

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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

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

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FOR SALE—Good used Detroit Jewell Gas Range in excellent condition. Can be bought worth the money. Floyd County Plainsman office.

FOR SALE—Set of Model A Ford mud chains at Floyd County Plainsman office, cheap.



The chemical laboratories of the petroleum industry are now laying the foundation for industries of the future.

Out of their research are being created new products and more efficient ways of making old ones. Synthetic rubber, plastics, explosives, basic chemicals and scores of other essentials developed in petroleum laboratories are already being made on a commercial scale.

These scientific discoveries of materials vital to peace-time needs, as well as National defense, are opening up new fields of industrial activity.

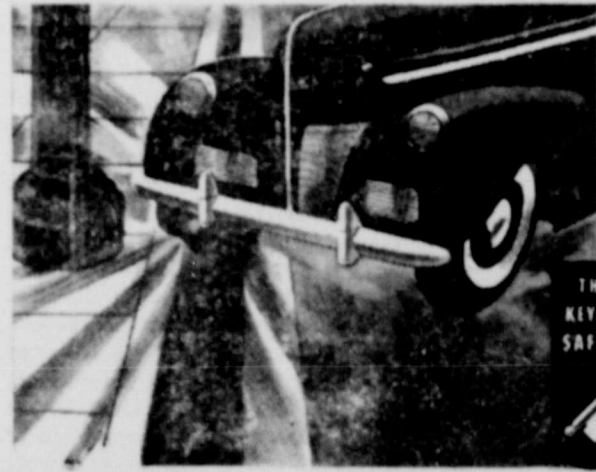
Texas as the leading oil State is playing an important part in the creation of these new American enterprises. As a result, many young Texans now preparing themselves in our schools and colleges will find places in the industries resulting from this research.

The test tubes of today make the jobs of tomorrow.



This Advertisement Paid for by Various Units of the Industry and Sponsored by **TEXAS MID-CONTINENT OIL AND GAS ASSOCIATION**

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DID YOU KNOW that any hard, fast impact tends to break the fabric of a tire; that the injury rarely can be seen on the outside of the tire; that such a tire may run for many miles and then go flat or blow out on a fine, smooth road; most blowouts are born hundreds of miles before they happen?

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Floydada, Texas



Williams Honored With Shower

Williams, daughter of Mr. W. E. Williams, was honored with a party-shower Saturday afternoon at the home of Mabel June Foster, of Mr. and Mrs. Clarence Williams.

Games were played, the honored her gifts. Joyce expressed her regrets for having to attend and her many friends. Mrs. Williams will soon return home in Dallas.

Refreshments were served to Misses Stanley, Marjorie Jones, Ora Jean Williams, Phyllis Smart, Phillips Jean Simon, Joyce Williams and Mabel June Foster, hostess.

W. B. T. U. Study

Yearly bible study of the church will start Monday at 7:30. Members will have charge of the study for the four evenings.

BRIDGE CLUB MET WITH MR. AND MRS. A. B. KEIM

Mr. and Mrs. A. B. Keim were hosts to the weekly bridge club Friday evening at 7:45.

After their informal dinner was served, games of bridge were enjoyed. Invited guests were: Mr. and Mrs. C. L. Minor and Mr. and Mrs. Calvin Steen.

Mrs. J. C. Gilliam and B. K. Barker held high score. Regular members present were Mr. and Mrs. J. A. Arwine, Mr. and Mrs. B. K. Barker, Mr. and Mrs. L. T. Bishop and Mr. and Mrs. J. C. Gilliam.

WAYLAND BAND VISITS FIRST BAPTIST CHURCH

The Wayland Band from Wayland College, Plainview, had charge of the First Baptist Church services, Sunday.

Those on the program in the morning service were: Mr. and Mrs. Joe Taylor, Mendal Wharton, song leader, and P. J. Tyler, pianist.

In the evening service, P. J. Tyler, Leo McDonald and Juanita McLeroy gave interesting talks.

Misses Frances Jo Terrell, Lela Faye Hicks, Edith Shirey and her guest, Jimmie Lee Bolch, of Wayland College, visited their parents over the week end.

LET CAVANAUGH DO YOUR JOB PRINTING.

Y. W. A. Girls Hold Monthly Social

Miss Lyndell Mae Glenn was hostess to an informal social party for the Y. W. A. girls at her home Monday evening at 7 o'clock.

After several games were played the girls enjoyed an informal luncheon.

Attending were: Misses Nelda Fagan, Mary Frances Jones, Josephine Britton, Margaret Camden, Katharine McDonald, Thelma Doyle, Aline Warren, Mrs. J. B. Houston, Y. W. A. teacher, Mr. and Mrs. H. C. Stanley and children, and the hostess' parents, Mr. and Mrs. Glenn.

HOME BUILDERS S. S. CLASS ENTERTAINED

Mrs. Everett Collier entertained the Home Builders Sunday School Class at her home Tuesday evening.

Mrs. R. C. Patton assisted Mrs. Collier. After playing several games, they held a rummage sale to increase their treasury.

Refreshments were served to about twenty members.

Let Cavanaugh do your printing

Farmers Receive Irish Potato Allotments

The Irish potato is up for new consideration under the 1942 AAA farm program, according to Fred Rennels, assistant AAA administrative officer in Texas.

For the first time, Texas potato growers will receive allotments, yields and conservation payments for complying with provisions of the AAA program, he said. The 1942 acreage allotment has been announced at 60,238 acres and a yield of 82 bushels per acre.

The allotment includes commercial and noncommercial growers but yields will be set only for commercial farms, the AAA official said. Basis for the Texas allotment is the acreage of commercial and non-commercial potatoes harvested during 1936-1940 with a trend adjustment based on the 1940 and 1941 acreage.

Rennels pointed out that commercial potato farms are farms on which an average of three or more acres were harvested during 1939 to 1941 or on which three or more acres will be harvested in 1942. Conservation payments, to be earned only on commercial farms, will be based on acreage allotments and normal yields. Deductions for exceeding allotments will be approximately ten times the regular payment rate.

Allotments will not be established for farms having a harvested acreage of less than three acres and no penalties will be made on these farms, he said.

SILVER THIMBLE CLUB MET WITH MRS. PATTON

The Silver Thimble Club met with Mrs. Holland Patton Wednesday at 2 o'clock.

Gifts were exchanged among the members. Light refreshments were served to the group.

Those present were Mrs. W. J. Womack, Mrs. Joe Martin, Mrs. Ralph Taylor, Mrs. Hershel McNutt, Mrs. Weldon Gibbs, Mrs. Howard Amick and Mrs. J. W. Kinnard.

Mr. and Mrs. A. L. Rice and family visited friends in Plainview Sunday.

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Ensemble Your Dress with a FALL COAT from our Collection.

Flowing Lines Set Style in '42 Ford Cars



If, as salesmen assert, the woman generally has the last word in selecting a new car, the Ford for 1942 is due for a big year. A new "high" in feminine appeal is achieved in

the '42 Ford lines, with long graceful fenders, and flowing streamlines combined with a lower body. Running boards are entirely concealed. This is the new Ford Super DeLuxe

Tudor Sedan. The Super DeLuxe and DeLuxe lines are equipped at the factory with either the famous V-8 engine or an advanced 90-horsepower "six."

Ford Cars for '42 Stress Safety in Lower Body Styles

Advanced Six-Cylinder Engine or Famous V-8 Optional in Super DeLuxe and DeLuxe Lines

The Ford car for 1942, powered with either an advanced six-cylinder engine or the famous V-8, went on

display this week in dealers' salesrooms throughout the country.

Featuring new exterior lines and new styling within, the 1942 Ford car was disclosed to be lower, safer and easier riding than any of its more than 29,000,000 predecessors.

Either of the optional Ford engines delivers 90 horsepower. Their performance is even higher than before, and operating economy has been improved through a long series of engineering refinements.

Although production of 1942 Ford cars will be sharply curtailed as the immense program of defense work being carried out by the company gets into full swing, Ford engineers declare the new cars are unquestionably the finest in the 38 years

of the company's history. While some new materials have replaced old ones because of defense requirements, the change has meant added manufacturing cost rather than any let-down in service or appearance of the parts affected.

Three lines of Ford cars are offered—the Super DeLuxe, the DeLuxe and the economy Special. The first two are equipped at the factory with either the six or eight-cylinder engine. The Special is offered with the six-cylinder power plant only.

In appearance the new cars are larger and more massive. A completely new frontal design has a low, wide grill of bright metal as its dominant feature. Headlamps and auxiliary lamps are recessed in the front of the wider fenders, and the fenders themselves flow smoothly into the body lines to accentuate the general streamlined effect of the car's styling.

Bodies flare out at the bottom concealing the running boards completely. The Super DeLuxe models have bright exterior moldings around all windows as an additional style touch.

Advanced style innovations are evident in the interior treatment of the 1942 Ford cars. Most striking of these are found in the Super DeLuxe body styles which this year reach a new high in luxury and comfort. Leather and cloth upholstery are used in combination to achieve an appealing two-tone effect in a variety of colors and fabrics. The new instrument panel in all three Ford lines is exceptionally attractive, with instruments designed for easy reading. The speedometer, and thirty-hour clock in the Super DeLuxe, now have large circular dials, one on either side of the new plastic radio speaker panel. Most of the other instruments are grouped directly in front of the driver.

One of the chief engineering advances in the 1942 car is a softer and more stable ride. The car tread—that is, the width between the wheels—has been widened 2 1/4 inches in front and 1 1/4 inches in the rear. Springs have been redesigned and lengthened. Double-action high-pressure type hydraulic shock absorbers are provided all around. The effect of the improvements is to produce a "velvet" ride, even on rough country roads.

The center section of the new front axle is lower and this, in connection with the changes in the springs, has permitted the car floor and the car's center of gravity to be lowered proportionately. The frame is designed for great rigidity, which tends to keep bodies quiet through long service.

Stabilized, easier steering is another safety feature of the 1942 Ford. The torsion bar, which helps maintain balance on curves and in cross winds, has been improved further and now is combined with a track bar to help keep the steering mechanism in perfect alignment under all conditions.

The steering column is heavier and the wheel turns in a self-adjusting ball bearing. Operation of the finger-tip gearshift and hydraulic braking system also has been made still easier. Danger of skidding has been minimized through a 60-40 distribution of braking pressure between front and rear wheels.

Controlled ventilation is a feature of the car's body engineering. Visibility is exceptionally good because of large safety glass area and through the use of narrow body pillars. The windshield is low and this, in addition to the low hood and the high position of the adjustable front

seat, permits the driver to have a clear view of the roadway close to the car.

Bodies are of all-steel construction. No wood whatever is used in the body structure. They have been very carefully sound engineered and are remarkably quiet, in part because rubber is used at all points of metallic contact as a sound insulator or vibration absorber.

Additional power, greater fuel economy and improved cooling of the 1942 engines highlight the year's engineering advances on the engines. Faster acceleration and improved climbing ability have been brought about through a "streamlined" exhaust system which permits faster disposal of exhaust gases, reduced back pressure and correspondingly improved performance. The compression of the Ford V-8 90-horsepower engine has been maintained at 6.20, and the compression of the 90-horsepower six-cylinder engine is 6.70.

Among other engineering improvements are changes in the ignition system to facilitate service. There is now a separate coil. The "pan cake" distributor has been redesigned for clearance but otherwise retains the features of the past. Improvements in the carburetor have resulted in greater fuel efficiency. The changed location of the fan is one of the factors in improved cooling. The fan now is belt-driven at speeds higher than engine speed.

There are six Super DeLuxe body types, including a convertible club coupe of the top for the rear seat passengers, and an eight-passenger station wagon. The Super DeLuxe cars are available with a choice of six colors, all in the durable Ford baked synthetic enamel.

DeLuxe car body types are the Tudor sedan, Fordor sedan, coupe and a new sedan coupe, with a choice of three colors, which the Special body types are coupe and Tudor and Fordor sedans. The Special comes in black only.

Let Cavanaugh do your printing

Texas Food Production Goals Are Set

College Station.—Texas farmers are being asked to produce 162,000,000 pounds more milk and 18,000,000 dozen eggs as their share in the food production drive for national defense.

The Texas food production goals were announced at a southern regional defense meeting of farm leaders at Memphis, September 29, B. F. Vance, chairman of the Texas USDA Defense Board, said. Increases were also announced in various other food products, such as peanuts for oil, vegetables, and several feed crops to help meet the food needs of this nation, to feed the nations resisting aggression, and to improve the diet and well-being of Texas farm people, Vance declared.

The Texas production goals are in line with Secretary of Agriculture Claude R. Wickard's announcement of February 8 setting national goals to encourage vast increases in the nation's food supplies.

The Texas USDA Defense Board and county USDA Defense Boards will review the goals and assign to each county a local goal, Vance said. County and community AAA committees, working with the county

Boards, will contact every farmer in the state to assist in planning farming operations for 1942 so that each farmer may do his share in attaining the defense production objectives.

Mrs. E. M. Smith left Monday for her home in Fort Worth. Mrs. Smith has visited Mr. and Mrs. T. B. Wilkinson, and other relatives for the past week.

LET CAVANAUGH DO YOUR JOB PRINTING.

Mr. and Mrs. Walton Hale and daughter, Floy Jean, attended a convention for Penney's store in Fort Worth Thursday and Friday.

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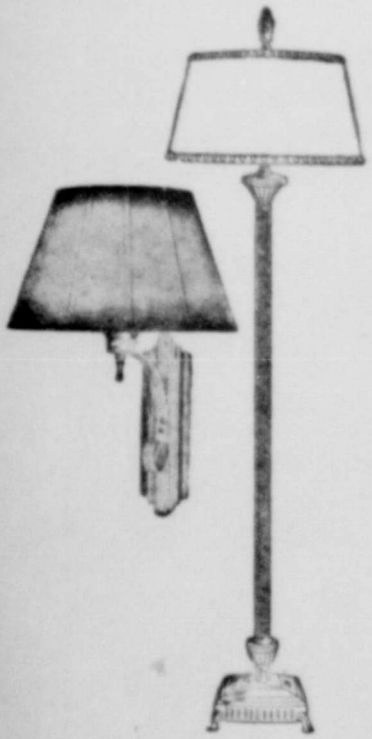
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"6" OR "8"



IN THESE UNUSUAL TIMES we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two fine 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will stay good for years. On a lower, wider chassis, we have designed new long, low, wide and modern lines.

Interior treatment is entirely fresh, distinctive, pleasing. The beauty of this Ford will more than hold its own in any company.

Inside, the car is big—wide across the seats, generous in knee-room, leg-room, elbow-room. On the road this year you find the "new Ford ride" still further advanced in its softness, quietness, steadiness and all-round comfort.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

In quality, the car is sound to the last detail. Defense requirements have all been met without a single reduction in the basic and lasting goodness of the Ford mechanically. Some new materials have replaced old ones, usually at a greater cost to us, but in every case the new is equal to or better than the old.

If your family needs a new car, go see and drive this Ford. For what it is today and for what it will be through the years ahead, we believe that you will find in it more and better transportation for your money than you have ever found before.



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