

"By Helping Business You Help Yourself"

The Floyd County Plainsman

FLOYDADA, FLOYD COUNTY, TEXAS, JANUARY 20, 1944

NUMBER 6

Blackmen asked to Secure Protein in Normal Trade

Blackmen should make every effort to obtain their requirements for protein concentrates through normal trade channels, B. F. ... Administrative Officer of ... Triple-A, advises.

Eighty per cent of the soybean ... produced in southern mills ... and western soybeans is re- ... by Commodity Credit Cor- ... for distribution through ... channels. The remaining 50 per ... is left in the hands of pro- ... for distribution through ... channels. The War ... Administration has issued ... effective January 1, 1944, ... the processors of cotton- ... soybean (except midwestern ... crashed in southern ... peanut, and flaxseed to set ... 20 per cent of their January ... of protein meals for ... only to protein defi- ... through State and county ... Committees.

Eighty per cent of the soybean ... with the southern mills, ... of any other soybean ... and 80 per cent of the cot- ... peanut and linseed meal, ... all other types of protein ... are therefore left in ... of the industry for dis- ... through the established ... of trade.

"Although Texas will get its ... share of the protein meals ... available for directed dis- ... by the War Food Admin- ... under the set-aside order, ... can readily be seen that the ... amount available for such ... distribution will not be sufficient ... care of all the needs of ... feeders," Vance said. "It will ... sufficient only," he continued, ... believe the most critical areas ... regular channels of dis- ... have failed to supply the ... of local feeders."

These stated that recent storms ... temperatures devel- ... a critical situation with range ... in the Great Plains Re- ... Every effort is being made ... supplies of protein cake ... that area to prevent heavy ... loss.

Boys Scouts Will Distribute 4th War Loan Poster

The hundred thousand Boy ... will distribute the Fourth ... Loan Poster, "Buying A ... No Sacrifice," to retail ... floor stores in 2,900 cities ... towns, the Office of War In- ... announced this week.

The Boy Scouts will circulate ... posters as OWI Government ... bearers, and will request ... retailers to give the poster ... front window display. ... Fourth Loan drive opens offi- ... January 18 and will con- ... until February 15.

Mr. R. Gamble, National Di- ... War Finance Division, ... Department, praised the ... spirit of the Boy Scouts: ... was pleased to learn that the ... of America will par- ... the Third War Loan in ... the Boy Scouts did a ... job for the Treasury. I know ... they will perform most ef- ... in bringing our message ... American."

First foreign organization ... by the French to march ... Arc de Triomphe was ... Legion, in 1927.

Mahon Against Complicated Tax Law

Washington, January 19.—Congressman George Mahon, who himself voted against the present complicated income tax law, stated in Washington this week that he felt confident the regulations would be simplified but simplification would probably be too late to be of assistance before March 15. He said that one of the most frequent and justified complaints which he heard during his recent visit to West Texas was in regard to complicated tax returns.

Mahon explained that simplification for the small income tax payer was attained but cautioned that in cases where large incomes and complicated transactions are involved, many of the regulations would have to remain highly technical in order to plug loopholes and prevent loss of revenue.

Funeral Services Held Saturday for Lt. Van K. Fuqua

Last rites were held Saturday afternoon at 3 o'clock at the First Baptist Church by Rev. L. A. Doyle, local pastor, for Lt. Van K. Fuqua, 26, who was killed Tuesday, January 11, 1944, in an airplane accident at Rosecransfield, Missouri. Interment was made in Floydada Cemetery with Harmon Funeral Home in charge of arrangement.

Lt. Fuqua was born November 14, 1917, in Hamilton County, Texas, the son of Mr. and Mrs. M. C. Fuqua. He moved with his parents to Floyd County in 1924. He graduated from Floydada High School in 1936 and worked with his father on the farm here. At the time he volunteered for service in 1940 he was employed with the State Highway Department.

Survivors are his parents, Mr. and Mrs. M. C. Fuqua, three brothers, Floyd, Truman and Mac; Truman is in the service of the United States Army somewhere in England; six sisters, Mrs. Amelia Ashton, Mrs. Joe Dunn, Mrs. Hubert Scott, Mrs. Jack Hunter, Misses Sherian and Estell Fuqua.

Pallbearers were: Roy Hale, J. A. Arwine, Charlie Bedford, Ernest Fowler, Jason Gordon, and Johnnie Baxter.

Lt. Paul Eubank of Matador Killed In Action

Matador, January 14.—Lt. Paul Eubank, a representative in the Texas Legislature, was killed in action in the South Pacific, his parents, Mr. and Mrs. C. W. Eubank of Dallas, were informed Friday.

Eubank, a naval pilot, came to Motley County in 1935 to teach school in Matador. He was elected State Representative of the 121st district in 1940, volunteered in 1941, and was re-elected in 1942. He had recently been awarded the Distinguished Flying Cross.

IN DALLAS MARKET THIS WEEK

Mrs. Mollie A. Morton left Sunday for Dallas and Fort Worth where she will attend the whole-sale market and purchase merchandise for the Style Shoppe. Mrs. Morton will return home this week end.

Women of America

IT'S UP TO YOU!



OUR ENEMIES have boasted that American women are pampered, luxury-loving morons who would be of no help to our fighting men at war. But—they were wrong. American women everywhere are doing a bang-up job—in the service, in industry, in business, on the farm and in the home.

But—bigger incomes are tempting some women to buy luxuries they've wanted, perhaps for years, but which they don't really need now.

Every true American woman prays that the war will end—soon. But you've

to do more to hasten

victory, for 1944 is the year of decision. You've got to do your full duty by our boys at the front by keeping up your regular purchases of War Bonds by buying at least one extra \$100 Bond during this Drive and by saving every cent you can in the world's best investment—War Bonds of the Fourth War Loan.



This sticker in your window means you have bought 4th War Loan securities.

When the war is over, you'll have a lot more money to buy what you want. Meanwhile, you can exult in the knowledge that you are fighting for your country in the most effective way possible. Women of America—it's up to you!

Let's All BACK THE ATTACK

GAS DISTRIBUTORS CALLED TO LUBBOCK

There will be a meeting in Lubbock at 2 p. m. today (Thursday), January 20, at the Court House in District Court Room of all licensed and intermediate gasoline distributors.

This meeting will be conducted by officials from the Office of Price Administration, Lubbock District Office. The purpose of the meeting is to explain to such distributors the proper method of handling gasoline ration coupons and ration banking accounts.

Measures recently adopted by the Office of Price Administration Enforcement Division for stopping black market gasoline operations will also be explained.

Distributors from the following counties will attend the meeting at Lubbock: Bailey, Borden, Cochran, Crosby, Dawson, Floyd, Gaines, Garza, Hale, Hockley, Kent, Lamb, Lubbock, Lynn, Scurry, Terry, and Yoakum.

The District Director of the Lubbock District Office stated that the meeting will be of vital importance to the future operation of these distributors' businesses, and all such distributors located in the counties mentioned are earnestly requested to attend this meeting.

There's no limit to the size of the airplane of the future, Dr. John H. Frederick, University of Texas authority on air transportation, declares. Only limitations today are (a) effectiveness of the landing area and (b) ability of the landing gear and other devices to bring the craft safely to earth, he points out, and these are problems that are on the way to being

Unused Coupons and Books Must Be Returned

In order to further the effectiveness of the Mileage Rationing Program the OPA has taken steps to prevent unused coupons and books from being diverted into the black market operations, J. Doyle Settle, iDistrict Rationing Executive, announced today.

The plan which went into effect January 1, 1944 requires that before selling or transferring a motor vehicle the present owner is required to send or deliver coupons that he has in his possession to his Rationing Board and obtain a receipt in duplicate. The original copy of the receipt will be presented to the County Tax Collector with the new owner's application for registration of that vehicle, Settle said. The purchaser must use the duplicate of this receipt when he applies to the rationing board for gasoline rations, it was pointed out.

Dealers and other persons holding new or used vehicles, including passenger cars, commercial vehicles or motorcycles, for resale will be required to file an inventory, with their ration boards of all vehicles on hand at the close of business as of December 31 and obtain a receipt for each vehicle. No vehicle is to be sold or transferred unless this receipt in duplicate is given to the purchaser at the time. "We are asking that each Tax Collector cooperate with their local rationing boards to the extent that where a transfer of ownership is involved, no vehicle should be registered or certificate of title completed unless the transferee submits the required receipt" Settle said.

J. H. Reagan Buys Insurance Agency From W. H. Henderson

Announcement was made early this week of a business transaction in which J. H. Reagan purchased the Floydada Insurance Agency from W. H. Henderson and took over the affairs of the business on January 13, 1944.

Mr. Reagan has moved the records of the business to his office at 127 West California Street, where he invites his friends and customers to see him.

The work incidental to carrying on the business of the Floydada Insurance Agency will be done in connection with Mr. Reagan's land and insurance business which he has been operating over a period of several years.

DR. O. B. WILLIAMS ATTENDS MEETING AT CHICAGO TO DISCUSS FOOD PROBLEMS

Austin, January 19.—A University of Texas bacteriologist was last week called to Chicago to assist in analyzing the country's war food problems.

Dr. O. B. Williams, professor of botany and bacteriology, was one of a small, select group invited by the U. S. Department of Agriculture to a conference on wartime foods. He was the opening speaker on a panel to discuss food preservation problems.

The University professor was for a number of years chief bacteriologist for the research laboratory of the National Canners Association in Washington, D. C.

LET CAVANAUGH DO YOUR JOB PRINTING

Pruning Vines and Fruit Trees is Necessary

Good fruit, both in quality and yield, is obtained through good care of trees and vines. And, observes J. F. Rosborough, horticulturist for the A. and M. College Extension Service, pruning is one of the most important items in the creed of orchard management.

Grape vines, of which Texas has abundance, must be pruned every winter, and January is the most suitable time of the year to do it. If they are cut too early in the fall, or left until February, they are likely to lose sap from pruning, Rosborough says. A normal plant can carry 30 to 40 bunches of grapes to maturity. But if too much growth is left, the bunches will be small and many small branches are likely to die on the plant in the latter part of the growing season. Accordingly, he recommends selecting 30 or 40 of the best side branches and removing all other growth. Cut back the remaining branches, leaving two buds on each shoot.

Normally, blackberry and dewberry vines should be pruned in June, but if the job was overlooked it should not be delayed further. Before applying the shears, all weeds and grass around each plant should be removed with a hoe. Then select three of the best and largest canes and cut out all others. If the remaining canes are more than three feet high, top them with the shears or a sharp knife. Young and boyser berry vines should be cut back to three runners on each plant, each runner not exceeding six feet in length.

FINE SERVICE CLUB FOR ENLISTED MEN

South Plains Army Air Field, Texas, January 19.—Soldiers stationed at South Plains Army Air Field now have the opportunity of attending one of the finest service clubs for enlisted men on any field in the Southwest.

The new enlisted men's club has lounge chairs, a snack bar, dance floor, writing tables and other conveniences which make the soldiers' stay at camp as comfortable as possible.

Garden Is Good Investment Jan. Time to Start

January is a good time to begin the preparation of garden soil. Weeds and grass may be removed at this time, looking ahead to February and March planting. A good gardener can expect a yield of one-half to one pound of vegetables per foot of row. That means extra space in the back yard devoted to a Victory garden will yield good returns, says the Texas A. and M. College Extension Service.

It is also possible to increase vegetable yields by the addition of fertilizer to the soil. In sandy areas, three to five pounds of commercial fertilizer per 100 feet of row is recommended. It should be chopped into the soil 10 days before planting time. But in heavy soil, or where moisture is limited, commercial fertilizer is not desirable. You can use barnlot fertilizer or compost, however, using 25 to 50 pounds of well-rotted manure to each 100 feet of row space.

LET'S ALL BACK THE ATTACK

Rationing Calendar Jan. 16 to Jan. 31

Sugar: Stamp No. 30, in Book IV, good for 5 pounds effective January 16 through March 31. Stamp No. 29, Book IV, expired January 15. Stamp Nos. 15 and 16, Book I, already expired but if unused, may be used in making application to the local board for sugar certificate.

Meats and Fats: Book III, "R" "S", "T", and "U", good through January 29. V. becomes valid January 23 and expires February 26. "W" becomes valid January 30 and is good through February 26.

Processed Foods: Book IV, green stamps "D", "E", and "F", expire January 20. Stamps "G", "H" and "J" expire February 20.

Shoes: Book I, stamp No. 18, and Book III, stamp one with airplane picture, are each valid for one pair indefinitely.

Gasoline: (Coupons must be endorsed on front). "A" coupons, 3 gallons each with No. 9 coupon expiring January 21. In B-2 and C-2 books valid on December 1, the coupons nationally have a value of 5-gallons each. Other "B" and "C" coupons, including B-1 and C-1, still outstanding will retain their two-gallon value. "R" and "T", five gallons each; "D" one and one-half gallons each; and "E", one gallon each.

Tire Inspection: "A" book holders before March 31, 1944; "B" before February 29; "C" before February 29; and "T", every six months or every 5,000 miles, which ever comes first.

Tire Inner Tubes: Certificates from local boards required for all new tires, used car and truck tires, all new inner tubes. No Certificates are required for passenger car and truck tire recaps, used tractor and implement tires, and used inner tubes.

SOUTH PLAINS ARMY AIR FIELD HAS GOAL OF \$100,000 IN FOURTH WAR LOAN

Officials have set an even higher goal for the Fourth War Loan campaign at the South Plains Army Air Field with a total of \$100,000 in War Bonds as its quota, it was announced today.

The goal had previously been set at \$75,000, but with civilian and military personnel working on an all out program of War Bond buying during the drive, an additional \$25,000 was added to the total.

With the start of the drive Tuesday, officials launched a campaign to boost officers' allotments, purchases on the allotment plan by enlisted men and cash sales among civilian workers at the field. Several bond rallies have been planned and bond raffles are to be conducted during dances the next few weeks.

And one of the highlights of the campaign will be a colorful military parade in downtown Lubbock at 3 o'clock Saturday afternoon, January 22, with soldiers and weapons spotlighted. The parade, giving citizens of the city and South Plains an opportunity to see to what use their fighting dollars are being put, will be one of the biggest in Lubbock's history.

The first college in the United States to confer a degree upon a woman was Wesleyan, Macon, Georgia.

English sailors are called "Limys" because of the extensive use of lime juice at sea, as a preventative of scurvy.

Rebuilt Navy More Effective

Plans to Give Emphasis to
Aircraft Carrier as
Battle Nucleus.

WASHINGTON. — The United States navy has now perfected one of the greatest tactical reorganizations in its history in order to bring massive air striking power against Japanese sea forces and air defended island positions in the Pacific.

It is completion of this reorganization, as well as the launching of 17 battle type aircraft carriers and hundreds of other ships in the last two years, which enabled Admiral Chester W. Nimitz, Pacific fleet chief, to say this week with full confidence of victory that "our time has come to attack."

A ranking naval leader said that "just about all our ships in the Pacific, except the submarines, have been grouped around aircraft carriers, and the organization makes such a formidable force that when I saw it, and the fighting spirit of the men in it, I almost felt sorry for the Japs."

Began Before Pearl Harbor.

The initial problem of this massed force is twofold:

To clear the Japanese out of key island positions, and, if possible, to create an opportunity to engage and destroy the enemy fleet. How soon the latter stroke can be delivered depends, of course, on when the Japanese are willing to come out and fight.

Reorganization of the Pacific fleet around carriers began tentatively before the enemy attack on Pearl Harbor. At that time the United States had seven carriers and several individual carrier task forces. The battleship remained the backbone of the fleet, and the tactical concept was that in any engagement it would deliver the knockout punch.

Paralysis of the battle line resulting from the Pearl Harbor bombing automatically forced the carriers into the fighting role of paramount importance.

Subsequently, Rear Admiral John H. Towers, then chief of the bureau of aeronautics, was assigned to Admiral Nimitz' staff with the rank of vice admiral and later his successor, Rear Admiral John S. McCain, was elevated to the new post of deputy chief of naval operations for air, with the rank of vice admiral.

All down the line battle-tested naval airmen have been promoted. Successful task force leaders have been given important new assignments. The concept of naval action has been reworked to fit the strategic requirements of Pacific fighting and the role of shipborne airplanes.

Carrier Is Capital Ship.

Now, at least for the time being, the aircraft carrier has usurped the role of capital ship, both because of the job to be done against enemy island air bases and the fact that whereas the battleship can destroy a target 20 miles away, the carrier's planes can reach out 200 miles.

The basic principle, however, remains the same: that is, to use striking power in masses against major objectives rather than fritter it away in dribbles.

This is what posed the technical problems in the reorganization. The task force of 10 big carriers, for example, with its attendant battleships, cruisers, and destroyers, covers many square miles of ocean. It can put into the air at one time 800 or more planes.

The task of controlling these planes—fighters, dive bombers, and torpedo bombers—is enormously complex, and many months of work and experiment were required to perfect the methods now in use.

These methods were tried out fully in the big raid on Marcus Island in September. They were later used in the assault on Wake Island and in the attacks on Nauru and Tarawa. Currently they are credited with producing the successful results obtained by carrier planes during the last two weeks in the Rabaul-Bougainville area, where heavy damage has been inflicted on the Japs with small cost to American forces.

Names of Men in Army Seems to Be Confusing

TOPEKA, KAN.—The telephone rang at one of the headquarters of the Topeka army air base and a voice told the clerk who answered: "This is the sergeant major calling Major Sergeant."

"How's that?" asked the clerk.

The caller repeated several times. Still the clerk didn't get it. Finally the caller broke it down: "I'm Master Sergeant Southiller, the sergeant major," he said. "I want to talk to your major, Major Sergeant. His name is Sergeant."

The clerk got it then but long after he made the connection he was muttering to himself: "Sergeant Major, Major, Major Sergeant. Brrr."

Bag Makes Sea Water Palatable in a Hurry

WASHINGTON.—Development of a device which will make sea water palatable in 20 minutes was reported by the navy. The equipment, now perfected, weighs less than four pounds, and consists of a plastic bag with attached drinking tube and 14 "desalting briquets." Its use consists solely of dropping a briquet into the bag filled with sea water and a gentle kneading of the bag, it is said.



Welcome

these Soldiers of Victory

THE "shock troops" of your Government's 4th War Loan Drive—a drive that must raise \$14 billion to put the punch behind the punch that may make 1944 the date of doom for the Nazis—will soon call on you to buy your personal quota of Bonds. For, of the \$14 billion that must be raised in this Drive, \$5.5 billion worth must come from individuals.

Welcome these American men and women—5 million of them—who are not only buying their share of Bonds but are giving their time to call on you, personally.

Every office, every plant, every home, every individual in America has a quota to meet. Your personal quota is at least one extra \$100 Bond. That's above your regular Bond buying.

If possible, buy your extra Bonds during this drive at the plant or office where you work. A volunteer Bond worker will sell you there. Otherwise, welcome him to your home when he calls. Or find one in the thousands of retail stores all over the United States. They want to find you—you must help see that they do.

If you are unable to make your purchases from a soldier of victory be sure to go to one of these other special War Bond stations to buy your extra Bonds:

BANKS AND TRUST COMPANIES
U. S. POST OFFICES
SAVINGS AND LOAN ASSOCIATIONS
BUILDING AND LOAN ASSOCIATIONS
BROKERAGE AND INVESTMENT FIRMS
MOTION PICTURE THEATRES
CREDIT UNIONS
CERTAIN GOVERNMENT AGENCIES
NUMEROUS CORPORATIONS AND FIRMS FOR THEIR EMPLOYEES
PRODUCTION CREDIT ASSOCIATIONS
NATIONAL FARM LOAN ASSOCIATIONS
MISCELLANEOUS BOND BOOTHS
RADIO STATIONS
RETAIL STORES
NEWSPAPERS

Remember your job in this Drive is to buy more than your share of Bonds. That's the only way you can be certain you are still backing the attack. So be ready to meet your War Bond representative with an open check book.



This sticker in your window means you have bought 4th War Loan securities.

Let's all BACK THE ATTACK

FARMERS GRAIN COMPANY
WHITE DRUG COMPANY
H. M. McDONALD, HARDWARE
THE FIRST NATIONAL BANK
STYLE SHOPPE, MOLLIE A. MORTON
NICHOLS LUMBER COMPANY
H. G. PARKER COMPANY
G. C. TUBBS INSURANCE AGENCY
WESTERS BAKERY

HIGGINBOTHAM-BARTLETT
RADIO ELECTRIC COMPANY
A. V. STEWART'S CLEANER
L. C. McDONALD & SON, IMPLER
THE FLOYD COUNTY PLAINSMAN
BISHOP MOTOR COMPANY
HENRY EDWARDS ELEVATOR
J. H. REAGAN INSURANCE
DALE STRICKLAND BUTANE
STANSELL-COLLINS COMPANY

This is an official U. S. Treasury advertisement—prepared under the Treasury Department and War Advertising Council.

Winter Flock Management is Important

College Station, January 19.—Egg production during winter is not difficult if poultrymen keep the layers comfortable and well fed.

According to George P. McCarthy, poultryman for the A. and M. College Extension Service, consumption of water and feeding mash, and ventilation of poultry houses are the important factors. During cold weather, fresh, warm water must be provided each morning in order to maintain production. If higher production is to be sustained, the water consumption of the layers also must be maintained.

Equally important is the consumption of mash. Plenty of good laying mash should be kept before the birds, and stirring it occasionally will increase consumption. Where possible, feeding of a moist mash at noon will stimulate production. In preparing this, about three pounds of mash, dry weight, mixed with just enough water to make it crumbly will be sufficient for 100 hens. During extreme cold an extra feeding of grain just before the birds go to roost will help to keep them warm and also aid in maintaining better winter production.

Providing a good green range for laying hens is an important part of good poultry management. Tender, green feed furnishes protein, minerals and the health producing vitamin A. A small patch of green feed planted adjacent to the poultry yard where the birds can run in the late afternoon will give excellent grazing and aid materially in maintaining winter production.

Poultry houses should be well ventilated, but at the same time free of drafts and moisture, and warm enough to keep the hens comfortable. If metal roofs of houses are insulated with heavy cardboard or other insulating material, sweating with consequent damp floors will be eliminated. Moisture condensing on the inside of a metal roof otherwise drips upon the floor and often causes colds among hens.

NATIONAL UNIVERSITY OF MEXICO HAS SPEAKER IN TEXAS ON LECTURE

Austin, January 19.—The third ranking official of the National University of Mexico is spending four weeks at the University of Texas as visiting lecturer under sponsorship of the E. D. Farmer International Scholarship Committee here.

He is Dr. Manuel Gonzales Montesinos, director of the office of protocol and publicity, and professor of comparative literature. Dr. Montesinos is delivering two public lectures each week on literature and culture, and will conclude his series with an address on "Workings of the Good Neighbor Policy."

Ten to twelve commercial air transports carrying 50 to 150 passengers each will fly the Atlantic daily in the post war period, predicts a University of Texas air transportation expert. Dr. John H. Frederick, University professor of transportation, believes this stage in non-stop flights will be reached within five years after the war.

REAGAN BUYS FLOYDADA INSURANCE AGENCY

This is to advise you in regard to the purchase of The Floydada Insurance Agency from Mr. W. H. Henderson on the 13th of January, 1944.

From the above date we expect to service all policies to the best of our ability. If there is any thing about your policy you want to know please advise us and we will get the information to you.

You must know why us buying your business that we are very glad to have same and will put forth every effort to take care of it. You will please give us just this chance.

Yours respectfully,

MR. AND MRS. J. H. REAGAN



Huge, vivid handscreened prints dance across fluid molding rayon jersey... a dress cut to swing to dining... dancing... and dating. It's a sure favorite on any "Hit Parade."



2124—Heart shaped nailheads and scroll embroidery dramatize this dress of Independence-rayon crepe. In Black and Crystal Aqua, Black and Sky Blush, Caramel Tan and Cream, Florida Sky Blue and Cream. Sizes 16½ to 22½.

\$12.95



Fashion Twins to Call Your Own

Indispensable now more than ever are these letter-perfect Classics, the coat and suit mate, but each garment an individual fashion. Sold separately, made to go together. Distractingly lovely, pale-color Shetlands, beautifully constructed to the tiniest tailored detail... your bosom companions for months to come.

SUNDANCE BEIGE, LOYAL RED, ALTITUDE BLUE, MESA GOLD



1944—Smooth, slender lines are the high spot of this lovely dress in Triple Tuck Rayon Crepe. In Black only. Sizes 18½ to 24½.

\$10.95



Classic FLY FRONT

1948—Fly-front classic in Spun Rayon Flannel... double rows of saddle stitching provide a distinctive touch. In Indian Leather, Honor Gold, Salute Blue, Smoky Jade. Sizes 14½ to 20½.

\$10.95

STYLE SHOPPE

"Always Showing Newest Things First"

Mrs. Mollie A. Morton, Owner

Phone