



Our Homes Are Our Castles

The very foundation of American life is the home.

A community is judged by its homes! As individuals, we are judged by our homes!

Five-sixths of the people of this community are living in family circles—homes. Over half of the space in this community is devoted to homes—houses and yards.

Fully half of our lifetime is spent in our homes. It is the center of our activities—the source of our greatest blessings.

Truly, our homes are our castles.

Your **banker** will tell you that the home is one of the greatest factors in the financial success of the average man and his family. It is usually the first and chief investment. Bankers will tell you that they loan more money to home owners than to any other class of people.

Public Officials will tell you that home owners are community builders. That the majority of the tax-payers are home owners and that they form the back-bone of the community structure.

The **real estate man** will tell you that more money is invested in homes and in home property than in anything else.

The **builder** and **contractor** will tell you that a true home, well financed, pays for itself. A home that will pay for itself and add to the convenience, comfort, pleasure, economy and efficiency of living, is the Ideal Home.

The **lawyer** will tell you that the home is the largest part of most estates,

inheritances, financial, as well as sentimental—that home loving people are law-abiding people.

The **insurance man** will tell you that a home and a family is a fine form of insurance—that home owners are good insurance risks.

The **churches** will tell you that the possessors of homes are the chief supporters of the church—that they provide the physical and material assistance necessary for the religious activity of the community.

The **schools** will tell you that the home is the greatest adjunct to education. That home owners largely pay for the building and maintenance of the schools.

Civic and **commercial clubs** admit that homes form one of the best advertisements for the town—that house yards are more extensive than parks, and their appearance more important to the "Town Beautiful."

Business, professional men and **skilled labor** will all tell you that the building, furnishing and maintenance of homes is necessary to their business. That aside from the financial gain for themselves they are interested in helping you plan, build and maintain your home, helping you beautify your grounds.

Home owners are a double asset to a community. They take nothing from the community, but contribute abundantly.

Nothing is more constructive in the upbuilding of our community than good homes. Nothing is more destructive in our community than sub-standard homes. One of the chief factors in the community's existence is the HOME.

*Let's exchange ideas on the "Home Beautiful" thought.
The undersigned are interested in helping*

FLOYDADA

Fry-Bishop Insurance Agency

"Anything Insured Against Everything"
204 Readhimer Bldg. Phone 238

Westers' Quality Bakery

"Home of Ho-Made Bread"

Wilson Studio

"Photographs Live Forever"
Phone 162

John A. Enoch

"Best Blacksmith on the Plains
In the Best Town On The Plains"

D. W. Fyffe

"Farm Machinery of the Better Kind"
Phone 92

Moore Drug Company

"Yours for Moore Service"
102 South Main Street—Phone 193

I. W. Hicks, D. D. S.

Phone 56

Texas Utilities Company

"Your Electric Servants"

Floyd County National Bank

Of Floydada
"The Bank of Friendly Service"

C. H. Davis, Jeweler

"Easy Payment Plan Jeweler"
Phone 30 — Woody Drug Co.

McGuire's

"The Store For Men"
Phone 66

Floyd County Abstract Co.

"Is Your Title Clear"
Room 7, First Nat'l. Bank Bldg.

Rutledge & Company

"Full Line International Dealers"
Phone 57

Floydada Insurance Agency

"The Agency of Service"
G. C. Tubbs W. H. Henderson

First National Bank

Of Floydada

Dr. J. S. Rhinehart

Phone 93 — Readhimer Bldg.

Arwine Drug Company

"Goteverthing" South Side Square

L. G. Mathews

Attorney-at-Law
Phone 131 — Readhimer Bldg.

Snodgrass Chevrolet Co.

Roy L. Snodgrass, Proprietor

Consumers' Fuel Association

Ajax Tires — Gas and Oils
Phone 300

Baker, Hanna & Company

"Where Most People Trade"

Higginbotham-Bartlett Co.

"Everything To Build Anything"
Phone 55

Felton-Collins Grocery Co.

Grocery and Market
Phone 27

White Drug Company

"The Store of Personal Service"
Palace Theatre Bldg.

South Plains Lumber Company

"Courtesy, Quality and Service"
Phone 6

C. R. Houston Company

"Dependable Dry Goods"

Radio Electric Company

Atwater-Kent Radios
Phone 201

J. C. Wooldridge Lumber Company

"Quality Building Material"
Phone 7

J. R. Yearwood

"Ask Your Neighbor" Phone 247

Willson & Son Lumber Co.

"The Home of Friendly Service"

Community Supply Company

Phone 21 — 112-114 West California Str.

Maverick Column Needs Brand; Join Contest Today

Hear Ye! Hark Ye! Whoa!
And it has come to pass that the Editor gave (reluctantly) his consent and approval (mebbe) to a brand new collyum, or part of a collyum at least, for The Hesperian. Herewith the Cowhand Scribe gathered up his pencil and a brand-new sheet of paper and rode forth to rope some ideas. Well, 'tis said that if you give a guy enough rope he will hang himself and that is just what the Cowhand has about gone done.

After the first collyum had been read and brought in on the horn the saddle, the foreman sez, sez "Wal, what air yuh gonna name maverick?"

Shore nuf that was a knock-out and the poor blazed Cowhand just stood there with his mouth open and gaped and gaped. He gulped three times (a record was not kept of the exact number of gulps) and then he up and "calculated" that he hadn't thought up no brand for th' poor 'll yearlin'."

And right there th' thing hung—the matter of namin' the maverick

collyum—not the Cowhand Scribe, which latter might have been more appropriate and in keepin' with the occasion.

Anyway, folks, the collyum has not been named and it's gonna be up to you all to name the critter. The Scribe has gone plumb loco trying to figger out a brand that hasn't been used by other ranches. He's done throwed up the job and now it's up to you all.

How about a little contest? Say a big box of chocolates or something like that for the one who writes the brand that is accepted. If you've got a wife, write a winner and help her eat the goodies; if you've got a girl, write a winner and watch her kid brother gobble it up right in front of you; if you are a girl or woman to start with you can eat it yourself.

Come on, let's go! Costs you nothing but a few moments time and you shore will be helpin' the Cowhand plenty. He's about 'sick now from worryin' so much. He's been in his bunk all day drinkin' sasfras tea and gyp water since

there ain't nothin' any stronger this side of the Rio Grande. (He's laid off'n jake lately 'cause he's 'fraid of jakitis).

Here's some sample brands that gives you somethin' as a starter: "Town Talk," "Looking 'em Over," "About Town," and "County Ramblings." None of these seem to fit the bill. Get in two or three words something snappy about The Hesperian, a lasso, Floyd County, Floydada, or something that will be more appropriate like.

Try your hand. It's easy. Send in as many as you like and as often as you like. The contest will run for two full weeks. Address the envelope with your column brands to The Cowhand Scribe, care of the Floyd County Hesperian, Floydada, Texas. Let's go. Who'll be first to join in the fun with The Hesperian's big family of readers? No strings attached to the contest.

Everybody is eligible, from one to ninety-nine years of age.

The column appears on the editorial page in this issue. Read it and send in your suggested title.

Caterpillar Tractor Breaks World Record

Oregon State College at Corvallis, Oregon, last week captured the world's record for operating a farm tractor continuously for seventeen days and nights, according to a message received this week by the West Texas Tractor and Machinery Company at Plainview. The College broke the record by operating a Caterpillar Ten Tractor longer than any make or model tractor ever before continuously operated officially.

The official test was made by operating the tractor on college and adjacent farms, with the tractor pulling farm implements with a continuous day and night load as near as possible to normal farm loads.

From the beginning of the run, the tractor had traveled approximately nine hundred miles when the world's record was broken, and after breaking the record, continued on a day and night operation until noon Saturday, May third.

According to W. J. Gilmore, chief agricultural engineer of the college, complete records of the time, loads, fuel, oil and track, were kept in interest of the Oregon State College's contribution to more accurate production cost data for American agriculture.

ATTEND LEAGUE MEETING

The next quarterly meeting of the Plainview District of the Senior Epworth League of the Northwest Texas Conference of the Methodist Church will be held after the Sunday assembly June 2-6 at Canyon, it has been announced.

Representatives from the local senior league were in attendance at the last district meeting at Tullia Saturday and Sunday, April 26 and 27. The sessions opened at 5 o'clock Saturday afternoon and closed Sunday assembly June 2-6 at Canyon. Wright, president, Wilma Deen, Peggy McKinney, and Jodie and Alpha Boothe attended from Floydada.

MADE STORE MANAGER

Word has been received that Mrs. L. M. King of Long Beach, Calif., has been made assistant manager of Buffums department store in Long Beach. The firm is one of the largest in that city. Mrs. King is a daughter of Mrs. Albert Allens of Plainview. Her husband is a son of Mr. and Mrs. J. L. King of Floydada.

The Baker Says

"Money isn't Dough unless it sticks to your fingers"

MRS. HOUSEWIFE

Why Tire Yourself to The Breaking Point when we can DO YOUR BAKING EFFICIENTLY AND ECONOMICALLY

Hot Rolls add Zest to an otherwise Plain Meal.

We'll bake them for you.

Perfect Bakery

MAC

Something Else

By Irving

Give Mother a Treat! Sunday is Mother's Day

Just one day away from the Every-day-worries of the kitchen will be one of the most appreciated gifts that you can give your Mother.

Why not bring your Mother to the Del Rue Sunday for dinner? Such a gift any mother will appreciate.

Special Mother's Day Dinner

Cafe Del-Rue

"Home of the Chess Pies"

Mr. and Mrs. W. N. (Dutch) Brewster, Proprietors

and Mr. and Mrs. Davis, host and hostess.

Mr. and Mrs. Flynn Thagard will entertain the club Friday evening, May 16, at 8 o'clock.

Mrs. Wakefield Hostess At Pretty Luncheon.

One of the prettiest social functions of the past week was a bridge-luncheon given Friday at 1 o'clock by Mrs. R. B. Wakefield. The home was decorated with a profusion of spring flowers.

Mrs. Luther Fry and Mrs. E. L. Angus tied for high score in the games played during the afternoon.

A three-course luncheon was served to the following: Mrs. E. L. Angus, Mrs. Luther Fry, Mrs. J. A. Arwine, Mrs. A. B. Keim, Mrs. George Smith, Mrs. John Reagan, Mrs. Fred Brown, Mrs. Carr Surginer, Mrs. W. H. Hilton, Mrs. R. R. Cloud, Mrs. Walton Hale and Mrs. Flynn Thagard.

Adding Machine Rolls at Hesperian Office.

UNDER THE OLIVER FLAG

Profits Rise, Costs Fall with the Oliver Hart-Parr Tractor

L. C. McDONALD
Floydada, Texas

OLIVER

"A New Idea in Neckties"

New Styles, New way of cutting them and a new way of making them.

These ties are guaranteed not to stretch or pull out of shape.

EXCLUSIVE AGENT :-

"Glad Snodgrass"

Hesperian Want Ads For Results

Power Pick-Up Mileage

400°F. End Point ANTI-KNOCK

AT NO EXTRA COST

GET and GET AHEAD

GULF

GULF NO-NOX Motor Fuel is Aviation Grade 374°F. End Point. At the Sign of the Orange Disc.

GULF REFINING COMPANY

GEE, MRS. JACKSON SAID SHE WOULD GIVE ME SOMETHING NICE IF I WENT TO THE STORE FOR HER. MAYBE

AN APPLE, OR CAKE, OR CANDY, OR PIE, OR EVEN A PENNY. GEE! I WONDER WHAT IT'LL BE

THANK YOU, MALCOLM

GEE WHIZ

Floyd County Clubs

PRAIRIE CHAPEL CLUB IS ENTERTAINED AT ANTELOPE

The Prairie Chapel club ladies went to Antelope on the 24th of April. We all had a wonderful time. There were seventeen club members from this place present.

Did I hear someone say "Now don't tell all you know"? I shall, it's too good to keep.

We never ate a better dinner in our lives. If you get hungry go to Antelope, for there is some of the best cooks that can be found anywhere.

Now, the way they entertained us was more like a bunch of old school friends than any other thing we know of. We never saw a friendlier club. We hope that sometime in the near future it will be our pleasure to have them visit with us.

We will try hard to show our appreciation to them for their goodness.

They have a nice club house built on their campus. If you want to make friends and be friendly, join a club some where in Floyd County.

club last Thursday afternoon at the home of Mrs. Poage.

A good representation of the Irick club was present and it was a joy to be with them for a social hour.

Various games and stunts were the entertainment for the afternoon. A reading by Miss Opal Ashby was enjoyed by all.

Nothing was left undone towards convincing us that we were being thoroughly entertained.

After the entertainment delicious banana ice cream tipped with cherries and angel food cake were served to the following: Mrs. Jake Greer, Mrs. Jim Holmes, Mrs. John Phillips, Mrs. M. B. Holmes, Mrs. W. M. Knight, Mrs. L. V. Ray, Mrs. W. M. Jeter, Mrs. A. R. Hanna, Mrs. Henry Bollman, Mrs. W. H. Pope, Mrs. Jake Brock and Mrs. W. E. Miller.

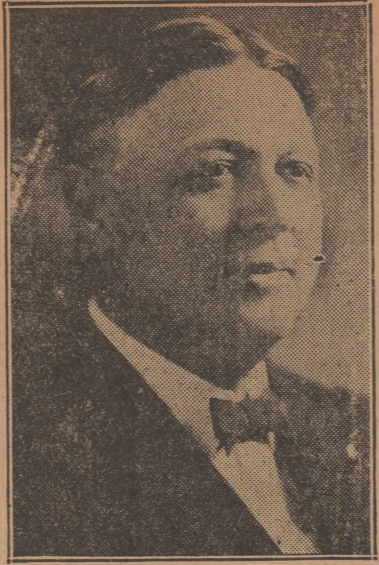
Pleasing Everybody

The smarter radio stations now put on bedtime stories for night watchmen at 7 A. M., and vaudeville theatres have performances starting at 6 p. m. which they call milkmen's matinees.—The American Magazine.

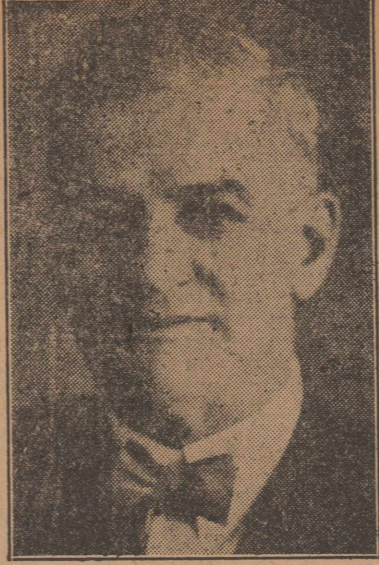
CIVILIZED DOGS

For 7,000 years the dog has been the friend and companion of man. It has grown to be the most intelligent of domestic animals and certainly the most devoted.—The Country Home.

Oklahoma Goodwill Trippers



Dr. W. B. Bizzell.



Carl C. Magee



Stanley C. Draper



Ed Overholster

Perhaps the most widely known in Texas of the group of men making the booster trip is Dr. W. B. Bizzell, head of the University of Oklahoma. He was for a number of years president of Texas A. & M. College and is well-known in education circles throughout the nation.

Mr. Magee is editor of the Oklahoma News, a Scripps-Howard newspaper at Dome oil deal.

Back to Nature

The art of living in America is returning to the open. This is a return to sources, for it was from the farms that our ideas of beauty and dignity in living arrangements first came.—The Country Home.

It is poor economy to crowd chicks in the brooder. Better chicks can be produced by placing 350 chicks under a 500-chick brooder than by filling it to capacity. Ease and comfort are essential to the development of the chicks into strong, healthy pullets which should begin their laying period at the right time and continue through the fall and winter months when egg prices are high.

DEMAND FOR ROADS FORCES NEW METHODS

Conditions of automobile travel have become such that federal built and owned roads will become a necessity of the near future, according to Ernest Elmo Calkins, writing of interstate traffic in Woman's Home Companion.

The present plan of the federal government and states joining in the construction of main highways has been a great improvement in the auto age, but the preponderance of unpaved or state improved roads is so great that crossing state borders often entails as much trouble as crossing some of the passport barriers of European states, Calkins insists. His findings are based upon the fact that while America has less than 600,000 miles of hard roads, there are five times as many miles of dirt roads. This, with more than 23,000,000 automobiles owned in the United States gives each car a bare twentieth of a mile—264 feet—of space on the hard roads if all were used at one time.

Calkins argues further that the old system of road building by local or state funds is antiquated. In the horse and buggy era construction was left entirely in the hands of local supervisors and commissioners whose business before their election had nothing to do with road construction. In many cases running a scraper over a highway constituted the only improvements required. The problem is now one for able engineers.

"Concrete costs something like \$60,000 a mile," the writer continues, "but we need not be dismayed at this figure, who as a nation accept without protest a program for a whole fleet of battleships to cost \$700,000,000, which will not last as long or give most of us so much satisfaction as 10,000 miles of good highway."

The longer a broody hen is allowed to sit on the nest, the longer it takes to get her back into laying condition. As soon as a hen is seen to remain on the nest at night, she should be removed and put in a broody coop; that is, a coop with a slat bottom so that the air circulates underneath and tends to keep her from sitting. While confined in the coop she should be fed and watered regularly.

Don't plant the entire supply of string beans, bush lima beans, sweet corn, lettuce, or radish at one time in the farm garden. Make successive plantings from 10 days to 3 weeks apart, so that fresh vegetables maybe had throughout the season. For successive harvests of peas, plant early, medium late, and late varieties, and plant all varieties early. Late plantings of peas give low yields.

HOME BUYING PROBLEM IS TOPIC FOR WOMEN'S CLUBS

Many women are anxious to know more precisely what constitutes good quality in the articles they buy for their households, and what services they may expect from their purchases. At present, except in the field of food products, there is very helpful information to be obtained. The Bureau of Home Economics of the United States Department of Agriculture believes that if manufacturers and retailers would provide a set of specifications concerning each of the more staple articles sold, the woman who buys would be in a better position to judge between different makes of the same article or different grades of the same make.

For example, specifications on a refrigerator would tell its storage capacity, its shelf area, the temperature which it will maintain under standard conditions, and the amount of ice, electricity, or gas required to maintain that temperature. If the home maker can find out the essential facts in regard to the construction of the things she wants to buy and what they will do under certain conditions, she can choose the ones best suited to her needs. In most cases manufacturers would give this information if they were convinced that women wanted it and would use it intelligently.

It is, therefore, essential that groups of women fully inform themselves on the subject and cooperate with those who are working on the problem. Organized groups of clubs for study and discussion of the various aspects of the matter can accomplish much. The Bureau of Home Economics, in cooperation with the American Home Economics Association, has suggested a number of interesting points and has prepared a series of reading references. Some of the topics suggested are: Difficulties the consumer meets in the present market; food standards and grades, including the Federal food and drugs act, standards now existing, and standard food containers, measures, and weights; problems connected with buying textiles and clothing; what the Government can do to help the consumer. The bureau also indicates ways in which a club or group of women can aid in securing information on consumer purchasing.

Try apple and rhubarb pie for a change—using 1 large apple, 3 cups sliced rhubarb, 2 tablespoons butter, ½ to ¾ cup sugar, and ¼ teaspoon salt as the filling for a pre-baked pastry shell. Prepare and cut the apples in thin slices and cover the crust with them, sprinkle with part of the sugar and salt; spread the rhubarb over the apple, add the remaining sugar, and dot with butter. Lay stripes of pastry criss-cross over the fruit and bake in a moderate oven until the fruit is tender.

"Organized Pleasures"

Men and women submit to organized pleasures because they would find their leisure intolerably boring if they had to dispose of it themselves.—Woman's Home Companion.

The Age of Priming

There is no age limit to priming. Twelve to ninety six—beyond those ages one is seldom asked questions—but within them, plenty—Woman's Home Companion.

Dr. George V. Smith made a business trip to Plainview Friday of last week.

LAND

We have land to Sell and to Lease for Farming, Stock-Farming and Grazing purposes, from about 80 acres up, in Floyd, Biscoe, Hall, Motley and other counties. Also large list of Lots in Floydada.

W. M. Massie & Bro. Floydada, Texas

CLOSE-OUT PRICES!

ON J. I. CASE AND OLIVER
TWO-ROW GO-DEVILS
AND TWO-ROW
LISTERS.

C. Surginer & Son Hardware

North Side Square Floydada

Number 12647—For the Year 1930

Valetor Franchise



This will certify that

McGuire's "Store for Men"

has been appointed a Valetor

This appointment has been made: (1) Because of the desire of this establishment to gain a larger measure of public confidence through a better pressing service; (2) Because it operates modern Valetor equipment; (3) Because it subscribes to the modern method of garment pressing described in the Valetor manual; and (4) Because it agrees to comply with the conditions under which this Franchise is granted.

Registered by
DOUGLAS HOLYOKE.

Albert C. Bruce,
President, U. S. Hoffman Machinery Corporation.

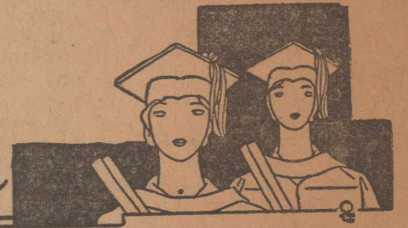
Tony B. Maxey

Lawyer

Room 212 Readhimer
Building.

Floydada, Texas

Gifts for GRADUATES



Hundreds of appropriate gifts for the Graduates. Little gift items that mean so much to the graduate....yet costs the giver so little. Costume jewelry....rings....purses... toilet sets...vanities...and a hundred other gift suggestions.

WHITE DRUG CO.

Palace Theatre Building

Youthful And Useful Presents For Graduates



PAJAMAS

With all of their beauty and usefulness make splendid gifts for graduates.

The above garments are made of pretty printed Broadcloth, guaranteed not to fade. The latest tuck-in styles, some with coats to match and so reasonably priced.

\$1.95 \$2.98 \$3.45 \$4.98

Martin Dry Goods Co.

"The Store With The Goods"

