## Fifth Annual South Plains Basketball Tournament Opens Friday

More Than 100 Make Loan Applications For Committee Here

Farm Tax Specialist
And Cotton Expert Speak Here Feb. 14

Soil Conservation Meetings
In Floydada First Of April
Demonstrate Terracing
Value On April Second

Annual County League Meet Held Here March 27 and 28

16 Teams To Compete In Invitation Games
 More than 100 applications for
1oans from the Drouth reiliet Fund
reently made


 The committes here and over the
 the huge amount of workinpal inved
and the number of innuir
applications made. An immense an

$\qquad$

## 

Valentine Follies At Palace Tomorrow Night


J. N. McCarty Dies Of Pneumonia; Body ':1 Cast Since Christmas

울표


## Paving Suit Trials <br> Continued To May Term



Ben Roberts Has Hobby All His Own-Collects Curios

## 

 5Shop On West California
Filled $\begin{aligned} & \text { With Interesting } \\ & \text { Souvenirs. }\end{aligned}$




trench mouth healed

knob of iron and pressure on it re-
leases the hammer which is mount-
ed on the outside by means of a
crew. It is cocked with the thumb.

-OR IN NEED OF NEW ONES
THE WHEEL OF FASHION SPINS and SEALE \& JONES (Everybody's) STORE IS READY

WITH


SPRING CoATs
19
$\$ 9.85$ and
 $\$ 12.85$

SPRING
HATS The smartest lin
millinery
mhown
sany season. Th.
straw
or ere
new fill
faces under


ANNOUNCEMENT Effective February 1, my the Readhimer building

Boothe Building

Dr. Hubert Seale Ear, Eye, Nose and Throa Glasses fitted, Tonsils Internal medicine and dis Res. Phone 329, Office 56

## SPLINTERS

Published in the interest of the
people of Floydada and vicinity
the south piatns lumber

H. G. Mcchesney, Editor \begin{tabular}{l|l}

Conpany \& | old hiouse on this place, to |
| :--- |
| in with new material in the con |
| struction of the new house. We |
| have the pleasure of furnishin | <br>

have
\end{tabular}

Folks, we have never moved
town before where the spirit
real friendship and the warm
handclasp of welcome was more
pronounced than it is in Floyd-
ada. You just can't hold a town
Wife: "When we were married,
thought you were a brave man.
other people.
If you need the services of a
Carpenter, handy man, or if you
require the services of a painter
or plumber, call phone Number
, we will see
Now is a good time to do that
repair job, or paint job that you


South Plains
Lumber Co.

WE HANDLE A COMPLETE LINE OF WINDMILL REPAIRS. <br> \section*{ <br> <br> <br> \section*{<br> <br> <br> A Message <br> <br> <br> \section*{<br> <br> <br> A Message <br> <br> <br> \section*{<br> <br> <br> A Message <br> <br> <br> \section*{<br> <br> <br> A Message <br> <br> <br> to the <br> <br> <br> to the <br> <br> BORED WITH OLD CLOTHES <br> <br> Women <br> <br> Women <br> <br> WHO SHOULDER <br> <br> WHO SHOULDER housekeeping housekeeping RESEEPINGIBILITIES RESEEPINGIBILITIES <br> <br> With the passing of time, the problem of house <br> <br> With the passing of time, the problem of house keeping increases. There are more things to be ac keeping increases. There are more things to be ac ands of practical uses in the home have been created ands of practical uses in the home have been created through necessity and each task that can be done by through necessity and each task that can be done by electricity lightens the burdens of housekeeping. It electricity lightens the burdens of housekeeping. It may be a toaster, a waffle iron, a heater for a room may be a toaster, a waffle iron, a heater for a room <br> <br> Texas Utilities $\mathrm{C}_{0}$. <br> <br> Texas Utilities $\mathrm{C}_{0}$. <br> <br> A Whisper to - . . . <br> <br> A Whisper to - . . . Chic and Youngish Women Chic and Youngish Women <br> <br>  <br> <br>  $\pm=4$ $\pm=4$





 <br> <br> ULDER <br> <br> ULDER <br> <br> anmer} <br> <br> anmer}

YOU WILL BE SAYING-"You see I'm back for another pair. I've really never
YOU WILL BE SAYING-"You see I'm back for another pair. I've really never fort out of your $\$ 4.85$ and $\$ 6.85$ shoes as I ever got out of the $\$ 10$ kind." WhereThey were originally produced to sell at nearly twice this amount.
It is possible to lower the cost and still use fine, soft leathers and expensive lasts
Seale \& Jones Dry Goods
FLOYDADA, TEXAS

Watch Belts, Collars This Spring

match the kaliack. ${ }^{\text {gid }}$ and purse that th style this
If you have an eye
spring, you will know that the neu spring, you will know that the neu-
tral suit or coat, with plenty of col-
or for blouse, hat and other acces sories is a safe and sane bet.
Here is a coat that any little girl
or woman will find useful and sty-

CHURCHES
trict group meeting at olton
Thursday and also brought
evening message.
The Sunday School had an
The Sunday School had an
crease of four Sunday Our scho
is growing. We are in a conte

## id join The pecial nalf of which is

Yu are welcome to attend our
services.
Rev. James G. Atkinson, Pastor.
S. H. Young, Pastor
At the eleven occock hour Rev.
J. L. Wills, our conference Sunday
School extension preach. At the evening hour Rev
J. W. Watson Contere School superintendenterence Sunday
The standard Traind the church workers will start Sunary . The instructors are Rebru- J.

## Lubbock Distrest, and Rever. J. A. Haymes, pastor of the First Church at Lubbock. Four courses will

offered.
The basement of the church is being re
ments
cial
week

## week. A cordial welcome awaits you the Methodist church. PRESBYTERIAN ChURCH



The jabot neckline of the beige wool coat, left, is outlined with beige
fox. The cuffs fasten with cuff- buttons. Notice the novel manner in which the sea sand beige suit, right, is trimmed
diagonal banding is fastened over by the belt.

$\qquad$

䑝 453. This was short of what we What Warneres money represent-Wil
wanted and expected, but we are Learning to spend-Nolan Rucker.
not discouraged and fully expect 500 Lea:ning to spend, Part 3-Selma
or more next Sund was full for the preaching services
both morning and evening.
The Senior B y playlet for the church at Fairview
Sunday evening. They were accom-
panied by the general directer


Texas Is $\$ 2,000,000$ In Red, Says Warwick


$\qquad$
,





CITY TAILORS
"Call Us, We'll Call" A. B. KEIM Phone 8

## (41).SOCIETY

## Social Calendar

 Monematy

## 

HUNDREDS OF DOLLARS WORTH OF GOOD MERCHANDISE WILL BE ON SALE FOR ONE DAY, FEBRUARY 7TH. YOU WILL HAVE TO COME EARLY TO GET YOUR PICK OF ALL THE THINGS WE WILL OFFER. DON'T FORGET THE DAY, SATURDAY, FEBRUARY 7TH.


## THE HESPERETTE



## Now! The New 1931 Model <br> Majestic -ELEETLR-G-R-A-D.H-

'Mighty Monarch of The Air"

THE GREATEST and MOST POWERFUL Radio that Majestic has produced . . . which, of course, means the very best in the Radio World. Contains Two New Tubes, patented and MADE EXCLUSIVELY BY MAJESTIC! These tubes, known as MULTIMU TUBES, eliminate Mushiness and cross-talk. They give sharper tuning and higher amplification, . but without the sacrifice of TONE!
GREATER VOLUME, adjusted by the new Accoustic Control, brings the reception into your home just as if you were in the broadcasting studio.

THIS NEW 8 TUBE SUPER-HETRODYNE MAJECTIC
In the New Beautiful Walnut Cabinet, and sold at CONSIDERABLY LOWER PRICES

Arwine Drug Co.
Majestic Dealers


PALACE THEATRE, FRIDAY EVEN ING FEBRUARY 6TH MUSICAL REVUE DE LUXE

## Valentine Follies of 1931

STAGED BY HONERA CHILDERS
Local Cast of 30 - Beautiful Chorus Girls-Peppy Songs-Latest Dances Hilarious Comedy Sketches-Boys and girls novelty ensemble numbers-Sensational specialties.

MUSIC BY THE GLOOM CHASERS

## On The Screen

Marie Dressler and Polly Moran In

## "REDUCING"

GOOD TWO REEL TALK COMEDY Two Big Shows-One Little Price ADMISSION
15c .-. 35 c

## Purina Baby Chick Feed

Be sure that your baby chicks hav the best of care. Insure rapid growth by feeding the very best of mixed feeds.

PURINA BABY CHICK FEEDS

## Farmers' Grain Co.

## One Retailer

## To Another!

NINE GOOD POINTS
for advertising in THE NEWSPAPERS

A big retailer who has spent the greater part o
his advertising appropriation in good newspaper
copy gave nine points which had helped him to be
come a successful business man through advertis
ing. The nine points:
I advertise regularly. Every issue of the pape
I make every ad look mine. Years ago I adopted a distinctive style, and have stuck to it. use plenty of white space. My ads are never

I put into my newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it
three per cent of the previous year's gross, with three per cent of the previous year's
more if special conditions justify it,
4. I brighten my ads with frequent illustrations, either humorous or practical. This costs me litand keep the cuts, as I buy them listed to use again some time.

I am careful never to over-promise. When make claims I back them up with reasons. Then When I really have an unusual bargain, people

I THINK advertising all the time. I buy goods that will advertise well. Sometimes I buy goods
just for their advertising value.

I get good display for my ads by seeing that the time. I DO THIS BY HAVING A DEFINITE HOUR TO WRITE THE COPY.

Whenever possible, I carry the nationally advertised goods that are advertised in my own home
paper. I feature them. Sometimes they give me a smaller margin than fly-by-night cerns, but I find that I sell faster and make customers

## Dougherty News






The Junior Leaguers rendered th
following program Sunday night.
Song. "Stand up for Jesus.",
Scripture: Ephesians 4:32.- 1 Il
Alman.
Prayer
Talk: "Kerabeth Newton.
CREAM STATION in operation

## "FARM WITH A FARMALL"

The lower the prices on farm commodities, the more
necessity
for red reducing your production costs. Mod necessity for reducing your production costs. Mod
ernize your farm with a McCormick-Deering Farmall tractor, with which you can produce wheat and row
crops mueh chaper than with live stock, especially crops, much cheaper than w
when feed is high and scarce.
The 1931 Farmall has a number of improvements er former models; we have them in stock, ready for immediate delivery, and can give terms that will en-
able you to own and operate one successfully and proable you
fitably.
Come in and let us show you actual costs for operat-
ing a Farmall, and you will be convinced.
"FARM WITH A FARMALL" Rutledge \& Co.

Full Line International Dealers
S. RAY GROCERY dougherty, texas


Lakeview News


| Fairview News | Center News |
| :---: | :---: |
| Fairview, Feb. 3.-We are sorry to port so many people of this community on the sick list. | Center, Feb. $\overline{3-W e}$ are certainly having beautiful weather, not but fine for all kinds of work. |
| We had a fine day at the Baptist | We had fine services over Sun- |
| Urish Sunday Revj Ethrideg | day, Bro Autick, editor of the laiains Eaptist, spoke at the Satur- |
| gerald and Rev. Aulick prea Sunday afternoon. We we | day night and Sunday morning ser- vice. Several of our folks went to |
| Shaleased to have with |  |
| visi |  |
| mea Iew or our home-coming |  |
| nview were Rev. | Mr. and Mrs. Veach took Sunday |
| Ethridge, pastor | Bro. Aulick and Bro. Fitzerald |
| st Church, Plainview, |  |
| Church, Rev. H. F. Aulick, editor of | Mr. and Mrs. Gill attended church |
| Plains Baptist, Roy |  |
| isterial students of | t |
| st College, Mrs. I. J. | in |
| E. Ray Smith and family. | Bureau Convention. <br> Mr. and Mrs. W. L. McAda |
| visiting in the home of Miss Helen | a |
| $\mathrm{min}_{\text {in }}$ senior B. Y. P. U. |  |
| ca |  |
| Sunday night. The program was | ${ }_{\text {Mrs }}$ |
| enjoyed by everyone and we give them a cordial invitation to visit us | erine, $\begin{aligned} & \text { ernd ve } \\ & \text { and }\end{aligned}$ |
| again. | ar- |
| Card of thanks | Miss Clarett Tardy, of spent Thursday night and |
| wish to thank all the | with Miss Opal Harsell. |
| nindness and |  |
|  | Mr. and Mrs. Grimes and Miss |
| McCarty. | Evans visite |
| May Heaven's best blessings abic | Messames Mank |
| McCarty, |  |
| 3. Mccar | enters are at wor |
| Wrs. D. D. B. Humphreys. | coundetion of the Mereeith house. Mr. Coilighty and family have |
| Maxim for Politicias | moted back int our community. |
|  | once again. |
| ern political minds, just as squar- | The Wilde |
|  |  |
| We're Not So Smart |  |
|  |  |
|  |  |
| arem |  |
| Eromatcaster' Puzzio | Thirst for Knowledge <br> e than $1,000,000$ pupils are en- |
| t | roled in the night schools of the country, or 250.000 more than in |
| teroranity and obscenity with- | country, or 200.000 more 192. The Country Home. |
|  |  |

## Hesperian Want Ads

Cheapest, Busiest Salesmen In Floyd County,|  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

Complete stook of Aladdin Lamps
and parts. Floydada Hardware Co.
32tic.

## Milk And Cream

## 

 roy patron dairy SoME GAS ranges to close out atsi.0.
siown and
si.00 per week

| Complete stock of Aladain Lamp and parts. Floydada Hardware Co 32tfc. |
| :---: |
| COMPLETE line of Snappy Val tines at Moore Drug. |
|  |
|  |
|  |




The Floyd Co. Hesperian Published Every Thursday By
THE HESPERIAN PUBLISHING
COMPANY

 In Adrance
Outsidiff Flayd and Adidining
Conties

$\qquad$
$\qquad$
$\qquad$
象

## Here


caunty, state and nation, also.
stroutd be kept. in mind that the ma-
ehinery set up is the work of the taxpayers themselves and those who
levy and collect these taxes are only However, there shocild be study on
the matter of duplication of effort, on che question of dispensing with
the non-essentials in our govern-
mental agencies and the mental agencies and the manner of
collection. To let the bill run for a
whiole year is too much for whoce year is too much for Mr.
Averaee citizen, who refuses to bud-
get his expense and to whom the
tax bill, when the last day for the ment arrives, represents an addi-
tional expense for the month that
he must take several months to work out. Not that we are not get.-
tirge our money's worth, but simply
that we axe spending too much on
the items that the items that governmental agen-
ceies can give us, oo we say the tox
bills are getting too big we should retrench along this line and this
kind of time is the time to begin.

## basic cause is debt

 Cor. W. M.. Massie says the basiccause of the present troubles in
whith Floyd County people, along
with the rest of Americac a and the
Write find themselves floundering woride find themselves floundering,
is just plain debt. Everybody, prac-
ticalty, owes debts they cannot meet


## The (un) (pound uep



## Joter jest

## Then there is the dumb fellow whe took his bagey trousers to the press agent

 Motto of the conservative investor: "Centlemen prefer bonds." Many, a bootlegger thinks his
credit is good because of his liquid One must have grace and dignity,
says a fashion expert, to wear the
new frocks effect says a fashion expert, to wear the
new frocks effectively. Well, poise
will be poise. A judge suggests that the unem-
ployed be given a chance to serve
on juries. It's worth a trial, at least. Nine Metropolitian opera singers
were 1aid up with influenza and the witty headiline writer captioned
the story: "Songbirds Have Flu."
An Iowa man divareed his An Iowa man divorced his wife
and then later hired her as a a cook.
That's one way to be sure shell
leave him. GOES FOR BOTH
The old rule about making guests
at home, "Show them they are wel-
come," is also the one great rule come, , is also the one great rule
cor raising children.-The Country
Home. No matter how costly the man-
sion, it it no longer a home when
neighbors don't drop in unexpected-

 to be more explicitit he deseribed as
"Hoover Ham as the "running gear
of a jackraboit."
A fellow came along the other





 being turned down
bank,", Martin sald.



Contemporary
Thought Clarendon News: The inaugura-
tion of his successor, Ross sterling,
as governor of Texas, relegated Dan
Moody to the immediate role of private citizen, and whatever may have
been the justice of the criticism of
his herailed "mistakes," Dan Moody
is one ex-governor of Texas who
os ond
passer from office without the hint or taint of dishonesty.
Dan Moody made Texas a good
governor, better than many who
claimed far more political experi-
ence than dide the evo governor,
and the light of passing years wil
reflect added credit to his four
ret reflect added ceredit to his four
years of administration. Mr. Moody
failed to get enatment of many of
his proposed reforms, but no one
is able to charge that he was
sincere in his efforts to improve t.
machinery of state government i,
what he advocated. Yes. Dan Moody is now a pri-
vate citizen-much wiser than when
he assumed the governorship four
years ago, and while he may remain
temporarily in private status, there
are many who predict that his retirement will be tamporary. An-
way, he has the faith of the people
of Texas in his personal and politi-
cal integrity, which in far above the
ordinary emoluments of office.
$\qquad$ Ferguson Forum: There will be
no solution to the crime probleny
until it is attacked from the stand-
noint of fund political cundamentals. So long as
priminal associations are
possible, so long as technicalities
make it


| FLOYD COUNTY |
| :---: |
| 14 YEARS AGO |



| Shut 'er down, George! |
| :---: |
| FLOYD COUNTY |
| 14 YEARS AGO |


| $\substack{\text { the Floyd County Hesperian pub- } \\ \text { lished in Flogdadaa fourteen years } \\ \text { agoo. }}$ |
| :--- |

## T…






[^0]Mrs. T. S. Stevenson Delivers Address 0n 'Truth And Honesty



NOT
expensive when you figure the - possible loss you may incur
INSURE

Floydada Iusurance

> THE DISTINCTION , PROMPT.PAYING DATRON

To have proprieter and clerk bow to you, to have them snap into service, to select the best of what you wanttheir shop bills promptly
The merchants who supply you with the necessities of ife are your best friends. To keep your credit with them in healthy condition makes them even better riends.

The householder's greatest asset is his credit. To maintain good credit means extended credit when mergency or trouble demands sit

## Agency <br> functions that they signify. We associate preaching. especial ly in our modern day, vith forma discourses in which the rhetoric <br> yis in our modern day with forma discourses in which the rhetorical and oratorical quality is emphasize. Probably the great preachers have

always been teachers even when
their ministry has been exercised



## 1

MR. and MRS.
Note Low Prices
Cleaning and Pressing
Menns
Suits $75 c$ Cleaning and Pressing
Men's
Overcoat
or
Overcoa
Cleaning and Pressing
Women's Plain
D
$\begin{array}{lr}\begin{array}{ll}\text { Dresses } \\ \text { Women's Fancy } \\ \text { Dresses }\end{array} & \$ 1: 00\end{array}$
W. L. Fry

TAILOR
 West Texas Gas Co. Remits Interest On Meter Deposits Here
More than s600 was paid to Froyd-

 of Texas. The payments made re
perest the first interest payment made by that company since enter
ing busines here, the company off
cials being unaware of the law un

## Always Market <br> FOR YOUR

## CREAM

## EGGS

 POULTRYEvery farmer is virty ways assured of a steady cash income from his poultry, eggs, cream and allied produce, by the Titman

Egg Corporation. Here we assemble your market ducts for shipment and sale in all the principal cities of this country. By taking advantage of the best price to be obtained in any one place, we can always
assure you of the best possible prices to be obtained at any time. Come in and let us help you. Ask
about our Arcady and Wonder feeds-we have a full line for all purposes.

## TITMAN EGG CORPORATION

Phone 146

## Gas Leaks

## Are Expensive

About 15 per cent of the gas you buy is lost through small leaks in your house piping, according to government experts.
This waste, which is often the cause of high gas bills, may be prevented easily. A leak that may appear trifling to you will, in the course of a year, increase
your bills considerably. A loss of only one cubic foot every is minutes will waste almost 3,000 cubic feet of gas in a month.
The waste of gas is considered so very important by the West Texas Gas Company that it spends a large sum annually in an effort to keep the leakage in dis tributing systems as low as possible

## HOW TO FIND LEAKS

On every domestic meter is a dial mark ed "One Foot" or "Two Feet." This is used for detecting leaks.
Turn off all the fires in your house and note the position of the hand on the small dial of your meter. Then look at it a little while later. If the hand has movad, there is a leak-for the meter will not work unless gas is going through it.
To find just where the leak is located, cover each joint with strong soap suds. If the gas is escaping, it will bubble through the suds. If you then do not know how to fix the leak, call a plumber
NEVER LOOK FOR A GAS LEAY WITH A MATCH
Our service department is alw to help you with any of your s lems

West Texas

Amarillo Presbyterial Rally
Program Set For March 29


Be Held Here In March

SPECIALS
Friday and Saturday

| Bananas | rer poem. | 20c |
| :---: | :---: | :---: |
| Coffee | ${ }_{\text {a }}^{\text {a }}$ | 98c |
| Sugar | In. same | 55 c |
| Jéllo |  | 20 c |
| Potted Meat ${ }^{\text {cans for }} 10 \mathrm{c}$ |  |  |
| Vienna Sausage |  |  |
| Spuds |  | 180 |
| Syrup |  | $65 c$ |
| Beans | in bes | 39 c |
| Cleanser | Ofit buc | 15 c |
| Sausage |  | 11 c |
| Bird Seed | d per matase | 12 c |
| Lettuce | Letre matas | 6 c |
| Pnions |  | 5 c |
| rrots | Par memer | 5 c |
| lips |  | 5 c |
| 'h | Pear Bmash | 5 |

OPER'S



## DROUTH—RELIEE SPECIALS




[^0]:    Maddox and Jack Deakins
    a business trip to Matador

