One Of Floydada's Oldest Institutions




EFFECT

## Brown Muslin

A good weight, 40 inch Brown Muslin. Our New Era Price, per yard,

10c
Wide Sheetings
Good Brown Sheeting, $9 / 4$ width. New Era Price, per yard,

> 21c

Towels
One lot Turkish Towels, with colored borders, $20 \times 40$ inches. A Real saving at this New Era Price-

14 c

## Men's Hats

One lot men's Dress Hats, in staple and Novelty Styles. For men and Young men. Regular values up to $\$ 5.00$, our new Era Price, now only,

$$
\$ 2.95
$$

## Wool OverShirts

Regular $\$ 2.50$ Val., New Era Price $\$ 1.89$ Regular $\$ 3.00$ Val., New Era Price $\$ 2.19$ Regular \$3.50 Val., New Era Price \$2.48 Regular $\$ 4.50$ and $\$ 5.00$ Values,.$\quad \$ 3.35$

## Mens' Overalls

One Lot, 240 Weight, New Era Price 79c One Lot 220 Weight New Era Price $\$ 1.00$ One Lot 220 Weight New Era Price $\$ 1.10$

## Boys' Overalls

Extra Good Wt. New Era Price only 85 c

## Blankets!

All Blankets Radically reduced to New Era Prices!

## Ladies' Fine Footwear

One Lot Ladies' Broken Lots in Patent, Calf and Kid Leather, New Era Price, Only,
$\$ 1.98$

The New Era of Merchandising Demands Less Overhead and Lower Prices. The C. R. Houston Company has Re-Adjusted its Merchandising Methods and is now located in a more compact store and with a series of

NEW ERA PRICES
We extend to you a cordial invitation to come to see us in our New Home. We have been planning for some time the New Fixtures and Merchandise and have moved everything into one building. With our new arrangement
we can give you better service in less time. we can give you better service in less time.
The most interesting thing is the slicing
The most interesting thing is the slicing of our expense account. This
is cut about one third enabling us to make even lower prices than ever beis cut about one tird enabing us to make even lower prices than ever be-
fore. Our stock is very complete and we find we are overstocked in many things. We must reduce it to get the best results of merchandising in the modern method.
We quote a few of the many items we are offering at Special reductions
just at the beginning of the seaso just at the beginning of the season.

| Come and buy your fall bill and save the difference for a Rainy Day. |
| :--- |
| NEW STYLE DETAILS-NEW |

 MATERIALS-RICHLY

FURRED!

## New Fall Coats

With the New Era of Prices every woman
can now buy what was once considered luxury.
$\$ 17.50, \$ 18.50, \quad \$ 11.95$
Now,
Now,
N $19.75, \$ 21.50$ and $\$ 22.50$,
Now, $\quad \$ 16.95$
\$24.75,
Now,
N27.50, $\quad \$ 21.45$
$\$ 32.50$,
Now,
N
N
\$39.50, $\$ 42.50$,
Now,
N
$\$ 59.75, \$ 65.00$,
Now, $\quad \$ 44.75$
MANY AND VARIED ARE THE STYLES-

## SpOrt Hrocks

-Of the new materials, priced so reasonable.
$\$ 9.85$ to $\$ 10.75$,
$\$ 7.95$ $\$ 17.50$ to $\$ 19.75$,
$\$ 14.75$
For more formal wear those well made Frocks, are low priced,
$\$ 27.50$ to $\$ 29.50$,
$\$ 22.45$


## SUITS AND OVERCOATS

Fat, Lean, Tall or Small-we have your model. Prices are very low.
$\$ 23.50$ Values, New Era Price, $\quad \$ 18.75$ $\$ 25.00$ Values, New Era Price_ $\quad \$ 19.75$ $\$ 32.50$ Values, New Era Price_-_ $\quad \mathbf{2 5 . 9 5}$ $\$ 35.00$ Values, New Era Price--- $\quad \$ 27.95$ $\$ 37.50$ Values, New Era Price $\quad \$ 29.45$ $\$ 45.00$ Values, New Era Price_-_ $\quad \$ 36.45$
Boys Suits and Overcoats Every boys Suit and OvercoatRadically Reduced
All Suits With Two Pair Trousers.

MONEY SAVING ITEMS FOR YOUR EVERY-DAY USE!

## Work Pants

One lot Men's Khaki, Hong Kong and broken lots WORK PANTS, regular values from $\$ 1.50$ to $\$ 1.95$, your choice, only

## $\$ 1.00$

## School Pants

One lot Boys' Sport Style School Pants, Knit waist and regular styles, New Era Price

98c

## School Hose

One lot Children's School Hose, light colors, brown and black, New Era Price 19 c

## Silk Dresses

One lot New Silk Dresses, beautiful styles, New Era Price

## $\$ 5.00$

## 36 Inch Outing

36 inch solid color and fancy Outing, good weight, per yard, New Era Price.

12c

## Double Blankets

One lot full size fancy plaid Double Blankets, regular $\$ 1.95$ value, New Era Price,

## $\$ 1.48$

## Silk and Satin Crepe

One lot Flat Crepe and Satin Crepe in Navy, Black, Green and Brown, and prints-New Era Price.

## $98 c$

## Outing Gowns

One Lot Ladies' Outing Gowns. Assorted Stripes and White. New Era Price, only,

## $98 c$

## Sweaters! Sweaters!

All Sweaters Greatly Affected by the
New Era Prices!

We Want Your Business On The Merits Of Our Service And The Low Prices We Can Give Yous: C. R. HOUSTON COMDANY

FLOYDADA,



Paducah Passing Machinery Fails
To Stop Whirlwind 12-0 Victory


FOR SALE Complete stock of Aladdin Lamps
and parts. Floydada Hardware Co
3ne


## A Few Of Our Many SPECIALS

| Coffee | 99 c |
| :--- | :--- |
| Beans | 5 c |


| Shortening |  | 95 c |
| :---: | :---: | :---: |
| Sardines | 边 | 5 c |
| RAISINS |  | 10c |
| Cocoa | \%amem | 15 c |


| Palm Olive Soap | \%ime 23c |
| :---: | :---: |
| BROOMS |  |
| POTTED MEAT | .cme 25 |

HULL \& MCBRIEN


## Are You Completely Insured?

Are your car ànd garage insured as well as your home and its contents? A few minutes talk with us may show you the need of additional protection to be safe from every possible loss.

Our insurance is fitted to your own needs. Prompt and dependable indemnity assured in case your property is damaged.

Floydada Insurance Agency
$\begin{array}{lll}\text { G. C. Tubbs } & \text { W. H. Henderson }\end{array}$

## The Red \& White Stores

FRIDAY AND SATURDAY SPECIALS

| PINTO BEANS, | 498 |
| :---: | :---: |
| M. B. J. COFFEE, | \$1.20 |
| 3 pound can for, TOMATOES, No. 2 Can, | 41.20 |
| 3 for, | 256 |
| PEACHES, No. $21 / 2$ Cans, Each, | 19 c |
| $\underset{\text { Each, }}{\text { APRICOTS, No. }}$ 21/2 Cans, | 216 |
| CRANBERRIES, New Stock, | 22 c |
| SUGAR, | 55 |
| 10 pounds, | 18 |
| SUNGARDEN COFFEE, 1 pound can Free with each 3 lb . can for only, | \$1.18 |
| ONIONS, Spanish Sweets, | $12 \frac{1}{2} \mathrm{C}$ |
| CABBAGE, | 21 |
| PIKES PEAK COOKIES, Fresh, |  |
| Per pound, | 196 |
| CANDY, | - |
| hree Bars for, | c |

THESE SPECIALS FOR CASH ONLY
City Market and Grocery

Leaguers Attend Rally Of Plainview District

## ANNOUNCEMENT!

 BIG CLEAN-UD SAIEBEGINNING FRIDAY, OCTOBER 31, 9:00 WATCH FOR OUR BIG CIRCULAR

## South Plains Outlet Store

W. H. Seale, Manager

| Shortening :m |  |
| :---: | :---: |
| Everlite |  |
| Oranges | 를 |
| 崖 | 21 c |
| Coffee | $=\quad 29 \mathrm{c}$ |
| Apples | " |
| Catsup | $\underline{4}$ |
| Syrup | $=$ |
| Yams | = |
| Soap | $\cdots=35$ |
| Hominy | : 150 |
| Kraut | = |
| Oats | $=$ |
| Jello | $\cdots=23 \mathrm{c}$ |
| Rice | \% |
| Prunes | $\stackrel{5}{ }=$ |

## FLOYOADA GRO. CO.

It's that great big Dollar's worth of Groceries, Fruit
and Vegetables that makes this STORE so popular. and Vegetables that makes this STORE so popular. When you take your groceries home you find them to
be Superior and Plenty of Them!

## Announcing

F.F.F. Service Station
man -um

G. A. and Clyde Maddox

State Federated Clubs Plan \$100,000 Home At Austin (Editor's Note: Following is an (Editor's Note: Following is an
arriciel by Mrs. . . R. Buchanan of
Snyder, chairma of publicity of
the Seventh District of the Texas the Seventh Dititrict of the the Texas
Federation of WYomen's Cubs, on
ine proposed $\$ 100,000$ club house
to be erect the proposed $\$ 100,000$ club house
to be erected at austin as per-
manent headquarters for the state

$$
\begin{aligned}
& \text { Genuine Burroughs adding ma } \\
& \text { chine ribbons at Hesperian Offe }
\end{aligned}
$$

$\qquad$
jests, strengath arver






## ger work of grace to be be effected

## FLOYDADA

 TRANSFER he ages, and it is in such types aeeter that the real power of the It was in the salvation of Pete
that Jesus understood him. H
understood Peter a great deal bet understood Peter a great deal bet-
ter than Peter understood himself,
for despite his weakness Peter was something of a braggart. His im-
pulsiveness led him into declara-

## Money to Loan

 FARMS, RANCHES \& AUTOMOBILES
## R. E. FRY

Readhimer Building Floydada
Office Phone 238
Residence Phone 320

## C

old weather is motor-punishing weather... Now, more than ever, you need the extra protection of this De-waxed, Easy-starting Oil



In In olld weather motors bually are hard to start,
bonoco Germ - Prostarting easier! There are two reasons for this. First: Germ-Processed oil is thoroughly dewaxed and does not congeal at low temperatures. Second: Germ-Processed otr doos not
drain away during periods of motor idleness. The initial "turning over" process is made easier by the protective lubricating film which is on duty before you touch the starter. The
usual $40 \%$ to $60 \%$ of motor wear occurring during the starting period is greatly reduced. Conoco Germ-Processed Motor Oil gives yo
safe starting-and quick starting, even at zero temperatures.
Change now to this new oil. Use it all winter for motor safety and economy. You always
will find Germ-Processed Motor Oil at sta. tions bearing the Conoco Red Triangle.

> CONOCO GERM PROCESSED MOTOR OIL



 | gloriously expresses the power that tural size. |
| :--- |
| Christ reveals in weakness and the $\begin{array}{l}\text { The difficulties encountered in } \\ \text { salvation that saves effectually. } \\ \text { photography at high magnification, }\end{array}$ | CAMERA PICTURES INSECTS

300 TIMES NATURAL SIZA

DR. WILSON KIMBLE, OPT.D. specializing in the care of chil-
dien's eyes and fitting glasses Consultation free.
Examination $\$ 1.50$ to $\$ 5.00$
ne or write for appointme
Office Phone 254 Residence Phone ${ }^{245}$ P. O. Box 518 P. O. Box 518
Established in 1916

Drs. Smith \& Smith Sanitarium For surgical cases Phone No. 177 Floydada, Texas

## New Perfection Ranges!

Floydada Hardware Co.

Martin Brown, Mgr. South Side Squar

C
areful purses are glad to meet this new range


* Frvily
\$18
down


## other <br> new Perfection ranges as low as $\$ 7 \underline{50}$ down

No. 339 The finese oil range
ever built WWhite porcecliai fnise ever buile whire porclain
Giant superex buraers
As shown $143^{\circ}$
No. 127 (Not illustrated) Fourburner range in iniver-gray porcelain
and Perfectolac with sation-black trim. Giant Puritan short. drum




$Y_{\text {taking family purse doesn't ask you to wear yourself out }}^{\text {OUn }}$ king care of a dilapidated, hard-to-clean old stove putrery, worn-out burners. Even the thriftiest pocketbook will gladly say "yes" to this offer of a swift-cooking new Perfection range for only a few dollars down.

The beautiful white porcelain model illustrated has a compact design with convenient new burner arrangement. Five Giant Superfex burners, one a big Giant, give all the controlled for simmering.
The oil reservoir holds fuel for ten to twelve hours of cooking. When refueling is necessary, the glass container can be tilted to remove for filling without disturbing the cooking. Smooth, washable porcelain lines the built-in oven. An accurate oven heat indicator makes perfect baking easy. Other new Perfection ranges, one of which is pictured here, give you a choice of many sizes, finishes and prices. the one you like best and start to enjoy its help this week. N

Idealer displating this sign will offer you free crial


# PERFECTION 

oil Burning $\mathrm{R}^{\text {anges }}$

SOLD BY


See the New Perfection Ranges Today You'll Be Delighted.


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






 the turkey market Figures compiled in a report from
the United States Department of
Agriculture by the Bureau of Agri-







|  |
| :---: |
|  |  |




$-=-=$ $\pm=$ $=\underline{=}$ shestock peroauction, the Preatest
sheuding becone ofe the grections in the United
States," This statement comes from an ar-
tice in a reent issue of Farm \&
Ranch written by ${ }^{\text {Ra }}$. W. Holland,
field editor. The article ends thus:
"This territory has every needed
advantage. The soils are produc-
tive the climate healthful and wative, the climate healthful and wa-
ter is abundant at a convenient
depth. It is peopled by an agges-
sive and intelligent citizenship. They have built flourishing cities
with wide clean streets. They have
the best of educational advantages the best of educational advantages,
and it has all been accomplished
within a period of twenty years with agriculture and livestock the
basic resource. There have been
no oil booms, no leasing sprees or any other outside influence. The
alains section has proved the value
of agriculture. It is just entering into an era of greater prosperity by
balancing its farm program ewith
livestock finished in the feediets
this means savings
Five constitutional amendments
are to be voted on in November. All
are progressive, and all deserve. the are to be voted on in November.
are progressive, and all deserve
support of the voters of Texas. ays. Divide session for introduc-
2.
tion, hearings and passage of bills; raise salary and cut mileage of leg-
islators.
3. Permit University of Texas to invest its permanent fund in
own securities, thus advancing
building program. 4. Permit West Texas counties to
tax for local purposes university
lands within their borders. This has the approval of university regents.
5. Provide that the Supreme Court
may sit at any time during the year. The judiciary amendent, provid-
ng that the Supreme Court may sit ing that the Supreme Court may sit
at any time throughout the year for
the transaction of business, should receive unanimous support. should unverstic to the counties where
university lands are situated, they
hould be permitted to tax these, should be permitted to tax these,
seeing that the State Tax Board,
not the counties themselves will fix the valuation and the State will
provide for the payment of the tax-
per general fund.
The need investing the per-
manent university funds profitably as well as safely necessitates the ap-
proval of this amendment also. It authorizes an enlargement of the
field for permissive investments, and
that is a financially sound policy. The chief objection to the amendinvestments is too large, but th place their investments wisely, with-
out incurrin the risk of impairing
the perranent funds of the university. has learned by experience
Texas
that a sixty day session of the Leg-
islatare. once sufficient when the
state had little business to transact. is now entirely too short a period
for efficient legislation. Five spec
ial sessions of the present Levisia-
ture testify to that. The amend-
$\square$









 oranid hame and

## new raran ratiox



 nationally will certainly contribute.
toward the reduction of the big sur-
plus that is supposed to have been
responsible for the low prices that
have prevaited thi Lubbock alrport ready Lubbock has completed a ne port field has been announced ready
for air traffic. The City of Lis
bock spent $\$ 68.825 .60$ in securing the largest in the southwest. Ap-
proximately $\$ 7,000$ remain from a
$\$ 75,000$ fund to equip the airport. not such expensive facilities for air
planes. The fulfillment of such a
need is not too far in the futuie
no is to be considered as

Center News


Scoutmaster Gives Requirements Of Tenderfoot Scout in Article

| Bits $0^{\prime}$ News |
| :---: |
| from |
| Here And There |

A scout is reverent. He is rever-
ent towards God. He is faithful his religious dutites, and raithful in
the convictions of others in of costoms and relighon. in matte,
And finally, the Scout Motto,
which says ", Ways reays "Be Prepared." Mou
life
life ife in danger, a child falls into
water-a Scout is prepared to help
save a life. He is preper first aid or call a dopeter. to He
also "preparing" himself to be a us
ful cit It is believed that more than
$4,000,000$ children will hish schoolilildren of the Unilled enter the
this year.-Woman's Home Com SORE BLEEDING GUMS Remedy is needed to convince any
one. No motter how bad your case
get a bottle, use as sirected

you you are not satisfied druggists | Arwine Drug Co. |
| :--- |

DR. W. HUBERT SEALE
Readhimer Building Floydada, Texas
L. C. PENRY Attorney and Counsellor-at Practice in all State and in Readhimer Buildin Floydada, Texas

## LAND

have land to Sell and to Lease for Farming,
Stock-Farming and Graz ing purposes, from arout
80 acres up, in Floyd, BrisHall, Motley and other
W. M. Massie \& Bro.

Of Infantile Disease

## $\mathrm{c}_{\mathrm{a}}^{\mathrm{and}} \mathrm{The}$ mag



highways but why not a pmooth
nale
green or green or brown concrete, instead of
the miles of dazzling white?-Wo.

-The City Of Floydada Received Her First Electric Lights.

From that minute until this, the Texas Utilities Company have been striving to give this territory a constant electrical service upon which we may look with pleasure.

Following is an extract from the Floyd County Hesperian files, issue of November 2, 1916, which tells you again of this firm's first introduction to Floydada and Floyd County:

| ELECTRIC LICHTS ARE SWITCHED ON |  |
| :---: | :---: |
| Texas Utilities Company Busy Completing Installation rent Here. |  |
| The first elearicic irihts furnished | con on tothe current |
| Tesients of foydata by the Texas | , without abatement when the francise was |
| chise granted them prateicaly motix | the cuilites company in the |
| ed on Tuesay yiligh when The First | mas that Hights would |
| Sank and the local office of | 隹 |

## On Our Fourteenth Anniversary

May we again pledge to you that constant, reliable service that we shall always strive to give you to the very best of our ability

We came to you as Pioneers-and Pioneers we are today. As this territory develops so shall the Texas Utilities Company develop. We are proud to have had a part in the development of this great territory during the past 14 years and we hope that our pleasant relations with the people of Floydada and Floyd County shall continue for many, many years to come.

YOUR ELECTRIC SERVANT-YESTERDAY, TODAY AND TOMORROW!

## Texas Utilities Co.

'Billy The Kid' Is
Portrayed In Film At Palace Sunday

CHURCHES

## Glad

 Snodgrass smant Werilor wenTHIS WEEK

Friday and Saturday Night

Friday Night, October 31 Hallowe'en Mid-Night Matinee 12:01 a. m. good, snappy All Talking Feature Picturewith fun for all.

## SUNDAY MATINEE, MONDAY AND TUESDAY



With John mack brown, wallace beery, All-Talking Picture. Also Fox News Events and

Wednesday and Thursday November 5 and 6 "HARMONY AT HOME

$\square$

15 "TRIGGER TRICKS" and Clarence $\left.\begin{array}{c}\text { Travis. All All of the } \\ \text { musicians reside in Floyd County. }\end{array}\right\}$.


 Good Fat roast,
per pound,
Ger
PURE PORK SAU- 2DC bologna sausage 17 c
bring us your cream

## C.P.Looper

## What-Do-You

 Think-of-This
## SPECIAL PRICES

FOR FRIDAY AND SATURDAY

| PORK \& BEANS, 2 Cans for, | 14 |
| :---: | :---: |
| DESSERT - PEACHES, 2 lb. Package, |  |
| WHITE SWAN COFFEE, 3 lb . Can, | \$1.2 |
| PEABERRY COFFEE, Per Pound, | 16c |
| ARGO CORN STARCH, Per Pkg., | 11. |
| CRACKFRS, 2 lb . Box, | 24 c |
| C0VP0UND, Builk, 8 lbs. for, | 88 c |
| PEAS EMPSONS, No. 2 Can, | 12 c |
| JOLLY-TIME-POP-CORN, Per Can, | 13 c |
| KAR0 BLUE LABEL, 1 ² Gal. Bucket, | , 35c |
| KAR0 RED LABEL 1 ¹ 2 Gal. Bucket, |  |
| BROOMS, Good Ones, Each, | 10c |
| RICE, Bulk Fancy, Pound, | 6 c |
| COC0ANUT Bakers, Southern Style, per Can, |  |
| PUMPKIN, No. ${ }^{1 ⁄ 1} 2$ Can, | 15 c |
| MARY JANE SYRUP, Gal. Bucket, | 5 c |
| KAFFEE HAG, 1 lb . Can, | 5 |
| PEACHES, Texo, Gal. Can, | c |
| APRICOTS, Dried 2 lb . Pkg., | 5 c |
| P. \& G. S0AP, 10 Bars, | 34 c |
| MATOES, Wapco, No. 2 C |  |

Flour $=59 \mathrm{c}$

| SPACHETTI, 4 for, | 2 c |
| :--- | ---: |
| MACARONI, 4 for, | 25 c |
| MATCHES, 6 Boxes, | 12 c |
| GRAPE FRUIT, Texas, Each, | 5 c |

Bread - 15 c
SALMONS, Tail Can, 11c
MLK, White Swa:, Smail Can,
PICIILES, Large Ones, 7 for,
LIVER, Nice Tender, Pound,
BARBECUE, Nice Lean, Pound,
COUNTRY BUTTER, Per Pound,
OLEOMARGARINE, Pound,
FANCY SLICED BACON, Rindless, lb.,
SMOKED BACON, Per Pound,
DRY SALT BACON, Per Pound,
GET OUR PRICES ON EGGS
JONES
Market and Grocery Phne 130

We Deliver

