## THE FLOYD COUNTY HESPERIAN

LUME 33

## District Foothall Honors at Stake In Season's Closing Game For F. H. S.

| Early Start On Frisec | Christmas Turkeys Net |
| :--- | :--- |
| Extension May Be Seen | $\$ 11,000$ Since Dec. 1 |

Light, Power Contract Signed By City; Plans For Municipal Plant Abandoned

| hirlwind $\begin{array}{c}\text { Grid Clash With } \\ \text { Clarendon } \\ \text { Tostpond Unith } \\ \text { Tuesday Of Next Week. }\end{array}$ |
| :--- |

Climaxing the 1926 football eason on their home field, the
 Broncos and do battle for the
Bi-district Panhandle Champion-
ship, Conference B, in the last
game of the season next Tues-
game of gheme being posttponed
day, the grian. Word of the de-
from Friday.
cision to postpone the game reached $h$
morning.

ted. ${ }^{\text {The }}$ Clarendon eleven are planni


winds were taking a losing at Anson.
district honors. From the four team












Burglars Take Safe And $\$ 75$ From Station Here

Delay On Pipe Line Due To Material Shortage


Afternoon Open Hours
For Postoffice Xmas



The Quanal Route Is Coming

## (An Editorial)

It's a good thing for the Frisco's subsidiary, The Quanah Route, to come onto the plains-to extend from its
terminus under the caprock to Floydada. It means much terminus under the caprock to Floydada. It means much
more business to them. But it means more to Floydada and Floyd County peo-
ple than it reans to the railway company. To us it has putold possibilities, not in land booms and higher priced
unt
town lots and things of that kind but in competitive rail town lots and things of that kind, but in competitive rail service and lower freight rates, and closer markets and more markets in competition for our business-more peo-
ple for us to sell to and more opportunities to test the marts of trade before ws buy. It means the "front door" will be opened. It means two of America's greatest rail-
way systems interested in Floydada rather than just one. way systems interested in Floydada rather than just one.
It's the kind of thing to get enthusiastic about, and to It's the kind of thing to get enthusiastic about, and to
do something about. For there is something to be done. A right of way must be arranged for. To have the Fort
 but right now the work
quickly for the Quanah.

If all interested will lend a hand, the job is going to
comparatively easy. If we wait for "you fellers" to do be comparatively easy. It we wait
it, the job will be slow and tedious. It will be difficult.
Get in the proper state of mind to lend vour aid when Get in the proper state of mind to lend your aid when
you're called upon, if you are financially interested in the progress of your community. Whether it be in right-of
way that you pay or in funds to aid the other man in fur washing the right-of-way where land is cut into unwieldy
niseces, make up your mind to help and the job will be light


| The Quanal Route Is Coming |
| :---: |
| (An Editorial) <br> It's a good thing for the Frisco's subsidiary, The Quan- <br> ah Route, to come onto the plains-to extend from its |
|  |  |
|  |
| But it means more to Floydada and Floyd County people than it raeans to the railway company. To us it has untold possibilities, not in land booms and higher priced town lots and things of that kind, but in competitive rail |
| service and lower freight rates, and closer markets and ple for us to sell to and more opportunities to test the marts of trade before ws buy. It means the "front door" will be opened. It means two of America's greatest railway systems interested in Floydada rather than just one. |
| do something about. For there is something to be done. A right of way must be arranged for. To have the Fort Worth \& Denver in Floyd County is also a great thing, but right now the wor quickly for the Quanah. <br> If all interested will lend a hand, the job is going to |
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|  | (2) |
| :---: | :---: |

Co

| Collecting Guarantee <br> Do * And Rox Get Ta*kative <br> Soft Snap, They Allow |
| :---: |




# Pre Hotidan Sale of Men's Winter Clothing 

We now offer a Special Reduction on All Suits and Overcoats-none reserved-a money saving sale. Don't Miss It. Many other things in Winter Merchandise specially priced for our Holiday Sale.



| Wool Sweaters for Men |
| :---: |
|  |
| Special |
| \$5.95 |

## One Lot

Men's Army Overcoats Extra Long. A real Bargain Special \$3.95

## Special Reduction

On all Men's and Boys' Shoes

## Big Reduction

on all boys' Suits, Overcoats and Extra Pants

## Men's Corduroy Suits

One lot Men's Corduroy and Gaberdine Suits at

Big Reductions


## Men's Heavy Union Suits

 One Lot Men's' Heavy Bleached Rib Union Suits,Special 88c
Nerw Prices On all Work Clothing

## Special Reduction

On all Sweaters, Lumberijecks and Wool OverShirts
High Grade Felt Hats One-lot Men's high grade felt hats, broken sizes, regular $\$ 5.00$ values, Special $\$ 2.95$

## C. R. HOUSTON COMPANY

 FLOYDADA, TEXAS








## RHODE ISLAND REDS

Pure Strain, three pens, all selected stock from Illinois, Iowa and Spur, Texas.
Come and see what you are getting eg'gs from.
Place your order now for January delivery.

Located 1 Block North High School Phone 34 or write

> T. D. WOODS

Floydada, Texas
Box 741

Continues to ofter the most astounding values ever sold in Floydada. Just a plain old tashioned cut price sale. Don't miss it. You Save Money.


## 27 Inch Outing 13C 36 Inch Outing WOOLEN DRESS GOODS <br> Prices Slashed on all Wool Dress Goods, New Patterns and Colors.

W. Ed Brown Given Surprise

Mrs. W. Ed Prown gave a surprise
 Thed guests included: Mr. and Mrs
Boone Hall, Mri
 South Ward P. T.

The South Ward P. T. A. held a very
interesting maeting Friday afternoon,
 un for disenssion again and wo deidid
ad to put e cafeereria in the soth Ward
Wat school the firist of the yeur. Frile
that means work and we are counting cooperation of all. We want want
our school the best in every re
The children who were on the pro-
The next and last meting of the P.
 at
We: are are ankious that all parents be
present and all who are interested in
in the children and school. Reporte. Woman's Council will


Woman's Council To Have Charge
Christian Church will have tharge of
the services at the First Christian Church Sunday night, December 12 , and
will give their annual Missionary proram. The program will he given pro-
$\qquad$

## Tailoring Service

That Can't Be Beat
$\underline{\underline{ }}$
"Service in Cleaning, Pressing, and Altering that just can't be beat" is what YOU will say once you have us to do your work.

We are not bragging-we are just asking you to test us and see how well we stand it. Test us by trying us with your cleaning and pressing work.

## Once you do, you will agree that "Our Ser-

 vice Can't Be Beat.Hopkins $\neq$ Fry
WE CALL FOR AND DELIVER-PHONE 67

|  |
| :---: |

11 Wool and Flanne
Shirts
One Third Off

| BLEACH DOMESTIC |
| :---: |
| $221 / 2 \mathrm{c}$ Quality, now |

All Sweaters and Lumberjacks One Third Off

## SHOES

Every Shoe, Oxford and
Strap Pump on Sale at

## Cut Price



SHOES
Men's, Woman's and Children's Shoes Selling at Big Discount

## BAKER-CAMPBELL CO.




PHONE 120
W. H. SEALE AUCTIONEER For Dates or Call I. HAMMONDS ne 302-W Floydada
F. F. F. SERVICE STATION
Is The Place To get your tires while they are cheap.
Goodyear Cord - $\$ 11.15$ Goodyear Fabric $\quad \$ 10.40$ Pathfinder Fabric $\quad \$ 7.70$ Pathfinder Cord _ $\quad \$ 8.35$ Pathfinder oversize,
cord Also big Reduction on all other sizes.

## WATCH

FOR OUR AD IN NEXT WEEK'S PAPER

We will unload a large car of furniture -gift furniture of the best kind. See us and be convinced.

Just received a large shipment of rugs and cedar chests.

## KIRK \& SONS

NORTH SIDE SQUARE


## From Among Furniture Gifts

Choose a Cedar Chest
It is an item of furniture that every home should have, and if the person you wish to remember has none, you need look no further to find a fitting gift.
F. C. HARMON
"Where You Save The Difference"

## SPECIAL HOLIDAY BARGAINS!

We have a fine stock of "Brand New" Merchandise that we are going to make our friends and customers wonderful prices on. BEGINNING TODAY AND LASTING TILL DECEMBER 24TH. Don't buy till you look over these bargains.

## Men's Overcoats

$\$ 16.50$ to $\$ 30$ values, priced now-
$\$ 12.50$ to $\$ 19.50$

DRESS PANTS, now-
$\$ 3.00$ to $\$ 5.00$

SWEATERS, were $\$ 6.00$ to $\$ 7.50$, now -
$\$ 5.00$
Lot of Ladies' fine Sjilk Chiffon Hose
$\$ 1.75$ to $\$ 2.25$

Men's Hats
Snappy young men's styles, were $\$ 5$ to $\$ 10$, now- $\$ 2.95$ to $\$ 7.50$

COME IN, SEE THESE BARGAINS NOW.
Send us your old clothes. Have them cleaned, pressed and repaired for the holidays.

## RUSSELL'S STORE

Phone 66
Floydada


Is still going strong-New Goods arriving daily-and same are being marked down in line with 5c Cotton.
We still have about one dozen men's Suits left and-THEY ARE GOING TO BE SOLD BY NEXT SATURDAY NIGHT regal of price. You had better come early and get your pick.


We were busy last Saturday night selling bargains and will be open until 12 o'clock next Saturday night. A HOUSE FULL BARGAINS-COME IN AND COMPARE OUR PRICES then you will know that we are giving you your money's worth.



# CIOSIIIG OUU SHIE 

Don't Delay Now, One Day's Delay May Be Your Regret We Are Discontinuing Musiness In Floydada Down, Down Go Prices One Clean Sweep !!!

## Our Entire Stock to be Slaughtered and Building returned to the Landlord as soon as Physically Possible

Owing to the remoteness of our Floydada Branch Store from all our other houses and also to the fact that our Store in Floydada is not and can not be satisfactorily located, we have decided it the better judgment to close out entirely and remove elsewhere. Of course we know that in order to do this and do it quickly and economically the surest and best way is by quoting prices throughout low enough to automatically empty our shelves. Prices so ridiculously low as to defy all competition and argument and make each sale the matter of a twinkle. Our losses will be great; we run thousands of articles low which will be sold not at cost but at only a fraction of the former cost. This must be our loss, will be your gain if you are wise and grasp this opportunity.

## MERCHANTS NOTICE!! <br> During This Sale This Stock and Fixtures will also be offered for Sale in Bulk to any Satisfactory Bidder. A Fine Chance For Someone.

JUST A FTE SAMPHE PRICES
FOR REASONS BEST KNOWN TO OURSELVES WE WILL QUOTE ONLY A FEW PRICES, JUST A SAMPLE.

OUR PRICES WILL TALK FOR THEMSELVES WHEN YOU SEE THEM.

ONE THING REMEMBER!! This Sale is Final. There will be no Prices like These quoted in this Section of Texas. Everything included, Nothing Withheld.

## $\$ 25,000$ Stock Dry Goods, Clothing and Shoes Must Be Sold

| Lots One, Two and Three |
| :--- |
| CLOSING OUT PRICES |
| LOT 1-Values $\$ 3.95$ to $\$ 5.00$ |
| Closing Out Price |
| LOT 2-Values $\$ 4.50$ to $\$ 6.85$, |
| Closing Out Price. |
| LOT 3-Values $\$ 5.50$ to $\$ 8.50$, |
| Closing Out Price |

MEN'S AND BOYS' CLOTHING
Our Closing Out Sale is an Opportunity for Men and Boys of This Territory to fit themselves out from head to foot for the winter that has set in, at economies of-
40 to 50 Per Cent Below Regular Prices

No guess work. Everything marked in plain figures. We want to close these goods out quick.

Coats Suits Dresses


Closing
Out Prices

RIGHT AT CHRISTMAS TIME, When you seem to have a dozen places to put every dollar, comes this welcome news of smartly styled Coats, Suits and Dresses at Closing Out Prices. It is a sale that will serve to answer many problems for the women of this community in need of new winter apparel. We strongly urge you to come to see this display, since we know the economies you can effect on a single purchase will amply reward your visit.


SHOES! SHOES!, SHOES!
We are prepared to fit every member of your family with a guaranteed solid leather Shoe, through and through at a very substantial reduction. Buy now and save 20 to 50 Per Cent on every dollar.

FELT SLIPPERS, SPECIAL 55c

## DRESS GOODS

Woolen and Silk $\quad 25$ to $50 \%$ REDUCTION

| Gingham, <br> Per Yard,$\quad 8 C^{\text {to }} 15 \mathrm{C}$ |
| :--- | :--- |

Bleached and unbleached white muslin, 3610 and 40 inches wide, per yard. Cotton Bats
Closing Out Price,_ 556, 85c and \$1,00

TELL SANTA CLAUS
About This Sale. He can buy for all the Family Here, and Make his Dollars Have More Cents.
 CO.

Floydada, Tex.

EACH SALE A CASH TRANSACTION.
No Goods Sent out on Approval. No Exchanges, No Refunds. Each Sale Must be Final.


Floyd County Hesperian, Floydada, Texas, Thursday, Dece

| HESPERIAN WANT ADS |  |
| :---: | :---: |
| HEAPEST, BUSIEST SALESMAN IN FLOYD |  |
| For | FOR SALE- 1 Ford truck for less than $\$ 100$. Engine overhauled and new radiator. See me at once. HarperScoggins. Scoggins. |
|  |  |
| FOR SALE-My home place of about 100 acres, $11 / 2$ miles southwest of town. R. C. Scott. | Specials of furniture and floor cover- ings for Xmas. Kirk \& Sons. 411te |
|  | FOR SALE-Teams, tools and feed, and rent place to buyer. Jno. R. Gray, manager McCoy Gin. |
| Gifts of utility Kirk \& Sons, 411te |  |
| f house, priced right. R. B. Gary. one 903F43. | FOR SALE-Upright piano, in good condition, music bench included; alsodining room, and bedroom suit, nearly$\begin{array}{l}\text { new. Phone 360W or address } \\ \text { Floydada, Texas. } \\ \text { Box } 76 \\ \text { 412tpd }\end{array}$ |
| Real singers $38 t f \mathrm{C}$ |  |
| furniture will arrive soon. 411tc | FOR SALE or Trade-On land, priced right, close in to Floydada, a good automobile agency, garage accessories and filling station; business well located in Munday, Knox county. Write Willys Knight Motor Co., Munday, Texas o Mrs. I. M. West, Floydada, Texas. |
|  |  |
|  |  |
| Bros., Ford dealers. 413 kc |  |
| gifts | IF you are absent from home, How your picture will help at Yule-Tide. Do <br> It Now. Wilson Studio. |
|  |  |
| $\begin{gathered} \text { th } \\ \text { ion } \end{gathered}$ | Radios and radio equipment. Kirk \& Sons. |
| HOGS for sale. See L. B. Dawson at | WE Glaze your windows Free. Higgin- <br> botham-Bartlett Company. |
|  | FOR SALE-Windmill tower, tank tower and tank, pipe and sucker rod. See W. D. Smith. |
|  |  |
| 200 lots in Floydada. R. C. Scott, Mgr. | GENUINE Ford all-rubber encased, 13plate battery. New price \$12. Liberal allowance for your old battery. Barker Bros., Ford dealers. |
|  |  |
| tales, N. M. Will trade for city proper- ty in Floydada. Call Floydada Steam | FOR SALE or trade- 6 room house bathroom, 2 large closets, chicken yard, garage, cowbarn and lot, well and windmill, city water, front and back porch cement walks, near high school build ing. A real home. Will sell at par-gain on terms or cash.See G. R Strickland, City Water Supt. |
|  |  |
| for |  |
|  |  |
|  |  |
|  |  |
|  | Yellow Carbon Paper for Transferring Hesperian Publishing Co. 372 t . |
| FOR SALE-Nice, well-improved small | For Rent |
|  | $\begin{aligned} & \text { FOR RER } \\ & \text { door south } \end{aligned}$ |
|  | For bargatns in lands and town lots see Arthur B. Duncan, Floydada, Texas. |
|  |  |
|  | FOR RENT-Front bed room, close in. <br> Phone 297W. |
| R SALE-A few full blood cocker d one cock. F. L. Davis. | iscellaneo |
|  | Shoe repair work and re-soling done right at Jones Shoe Shop. |
|  | LOST-A Floydada High leather belt on the Joebailey road. Finder please return to Hesperian office. |
|  |  |
|  | Hemstitching at my home. Mrs. C M. Wilson, Phone $155-\mathrm{J}$ |
| $\text { lies. } \begin{gathered} \text { Kirk \& } \\ 411 \mathrm{tc} \\ \hline \end{gathered}$ | STREET SALE-Saturday, Dec. 11, be ginning promptly at $1: 30 \mathrm{p}$. m. Jno. W McDonald, Auctioneer. |
|  |  |
|  | $\begin{array}{ll}\text { Auto Curtain repair work at Jones } \\ \text { Shoe Shop. Don't Delay. } & \text { 411tc }\end{array}$ |
| eeting of you-Your Photograph. Do Now. Wilson Studio. 411tc | T. E. LEMONS, Plumber |
|  | Blooming plants, ferns and bu |
|  | ${ }_{\text {Home }}^{\text {H20F31. }}$ dyeing at $1 / 2$ Price. Pho ${ }^{\text {d }}$ |
| in good wheat now. Last year all eat made over 30 bu. acre. Fair imvements, wants $\$ 20$ acre. Will trade | LADIES-Let us re-sole your shoes with our new cementing process that save the use of tacks and is better. Jones Shoe Shop. |
| have you? Reagan Land Co., Clovis, | FOR TRADE-Good 1924 Model Ford touring car with extras, for live stock Ed McCarty. |
|  |  |
| Funeral flowers. Mrs. Maud E. Ho lums. | Hemstitching at my home. Mrs. C. <br> M. Wilson. Phone 155J |
| JAP-A-LACK - Covers old furnit and makes it look like new. Higg botham-Bartlett Company. | WANTED-Practical nursing and hous work. Mrs. A. J. Ryals. |

##  <br>  Modern Salesmen Is Taken in By <br> 'Country Boy



WINDSTORMS The Windstorm of November 25 brings forcibly
to the front the need of Windstorm coverage on your property and the rate is so cheap you can hardly afford to be without it.
We write all lines of We write all lines of In-
surance and write it right. surance and write it right.
If you have occasion to use a Doctor or Lawyer you want the best. Let the
best insurance Agency in best insurance Agency in
Floydada handle your Insurance for you.
Floydada Insurance Agency
PHONE 273

##  <br>  <br> The firm that exported the celebrat- d chests of tea that figured in the

A statuette of the Babylonian
having bobbed hair with a fring
bangs in front has been found.
At the modern wage rate, it would
have cost more than $\$ 6,000,000,000$ to
construct the great pyramids of Egypt. In the United States there are $47,-$
461,588 chured
ministers. Owing to the unnatural heat of the
utumn months. chestnut, apple, and
aear trees and lilacs have been . pear trees and lilacs have been bloom-
ng in France for the second time this
year. A rubber collar has been devis
erve as a buoy for a swimmer. Oxygen in liquid form may be carried
n vacuum bottles, as the result of ex-
eriments by M periments by M. Garsaud, of the Fyench
Academy of Science. This is a boon to Liators who fly to great altitudes.
Live hogs are being tatooed in an
ttempt to trace diseased pork back Portraits of sixteen Presidents of the
United States nited states and ineteen other per-
ons prominent in American history ave been used as the subject for our
tamps.

## Alaska Reindeer Meats

 -forYour Holiday Dinners

A Delicious Game-Flavored Meat that is sure to prove
and palatable as any wild deer in any part of the world, with an additional advantage that during his whole life-time the reindeer lives upon the purest food-reindeer moss-and
is reared under climatic conditions that produce the most delicious meat obtainable.
WE WILL HAVE REINDEER MEATS FOR YOUR dining table during the holiday THE FIRST OF NEXT WEEK
Reindeer Steaks
Reindeer Roasts
Reindeer Chops
Reindeer Sausages
Reindeer Stew
If you prefer a special cut of game-flavored mea hone your order at once. We will have a complete d
Shaw, Felton \& Collins Market

## OLD BUT TRUE

I am back with the old, old story, trying to tell you how good my coal and service is. Just try me, I will show you why I have had the biggest percentage increase of any business in Floydada. Or Just-
"ASK YOUR NEIGHBOR"

## J. R. YEARWOOD

Phone 247

## The Christmas Ideal

A Bracelet Watch is an article and utility that'll make any woman's heart beat with delight on Christmas.

JEWELRY
All of our jewerry is guaranteed and with prices that talk. Compare our prices.

## CHRISTMAS CARDS

The largest and most artistic line of Xmas Cards ever displayed in Floydada


XMAS CANDIES
pANGBURN'S BETTER CANDIES, any size box you want in pretty Xmas packages.
Cedar Chest Boxes. The Bear and Log
Lo
B. \& A. DRUGS



Simple Mixture Stops Gas Bloating
 etc., as mixed in Adlerizke, often helpers
stomach trouble in TEN minutes by re-
moving GASl. Brings out a surprising amount of old waste matter you never ner
thought was in wis. thought was in your system. Sou never
full, bloated feeling and makes you enjoy eating. Excellent for chronic con-
stipation. Adlerika works QUICK and delightfully easy. Floydada Drug Co
L-


## SEND US ALL YOUR LAUNDRY WORK

You will have plenty to do during the Holidays without trying to wash and MER mil Cen your laudry ALL. Send your laundant where the clothes are clean where the clorbly without wearing out the materials. Perfectly - Economically ROUGH DRY WASHED AND IRONED Phone 141

WE WILL CALL
Floydada Steam Laundry

$\underset{\text { Chevrolet breaks record }}{\text { for production in }}$

$$
\begin{aligned}
& \text { Again shattering all production rec- } \\
& \text { ords in the history of three-speed anto } \\
& \text { mobiles. the Cheyrolet Motor }
\end{aligned}
$$


vious record year.
The unparalleled public favor which
has attached itself to the Chevrolet car
has anabled the


519,060 units were produced.
Under pressure of the most al demand the great organization has
ever withessed, factory wheels turned
at a treord clip throughout the year
building a Chevrolet car every 12 yeec-
onds of each working day. Daily proonds of each working day. Daily p
duction averaged, ,450 cars and reac
ed a high monthly level in Sentember
whe ed a high monthly leyel in Septemb
whend aily output averaged 3,381 unit
Output for the Output for the year far exceeds tha
of the combined total production in the
first ten years of Chevrolet production

## citation by publication

The State of texas
Floyd County-GREETING:
You are hereby commanded, That you
summon, by making Publication of thi
Citation in some newspaper publishe
in the County of

then in the nearest County where
newspaper is pablished once each wee
for four consecutive weeks previous
the return day hereof, the unknow
heirs of Lyman Blake, their heirs and
her
$\xrightarrow{\left(\begin{array}{l}\text { heirs of Lyman Blake, their heirs an } \\ \text { her }\end{array}\right.}$
John W. McDonald AUCTIONEER
Graduate of American Auc tion College
Specializing in Farm, Live PHONE 9020-3
Lockney, Texas

Dr. W. M. Houghton general practice

Diseases of Women and Children a Specialty
OFFICE IN MITCHELL BUILDING PHONES
Residence $250 \quad$ Office 256
UNEQUALED ANYWHERE!
Every member of the family may choose men's gifts from ur comprehensive collections

Wood Bros. South Side


## These Improvements

 are Important

MOTOR SUPPLY COMPANY Roy L. Snodgrass, Prop. floydada, texas


We Also Sell Dependable Used Cars MOTQR CARS


Light, Power Corrract
Signed By City Council


## THE FLOYD COUNTY HESPERIAN

VOLUME 33

# Chrisimas <br> Number 

# the beloved throng "Him," "Her" And "Them" 

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

E HAVE heard people sneer at Christmas; 'we have heard them remark that folks spend more than they ought to spend and that giving has become a matter of a "great annual swap" with each one wondering whether he or'she will get the best of the bargain; we have heard how the demand for gifts has been commercialized and made to boom trade.

But what, after all, does Christmas stand for except for the spirit of unselfishness; of "giving." Christmas was "fathered" by sacrifice and "mothered" by pain. It was born on Calvary and stands for the GREATEST GIFT to all the World.

And if folks at this time can, in a way, leaven the coldness-the selfishness-the hardness of the world by offering gifts of love to their dear ones, then let them give - give 'til it hurts -for they shall be richer in the giving.
And it is to the beloved Christmas throng: To "Him," "Her" and "Them" that this issue of The Hesperian is dedicated. Besides the regular news of the Community and County we feature here Gifts of beauty and rarity; Gifts of comfort and Usefulness; Gifts for "Him"Gifts for "Her"-and Gifts for "Them."

Furthermore, we feel honored in being in a position to do a small part toward-the making of Christmas the happiest time of the year. Someone has truly said, "It is better to give than to receive," so in the giving of love tokens and remembrances to our dear ones we are letting the utmost happiness into our hearts and bringing the year to a delightful conclusion.

So we are glad to dedicate this issue of The Hesperian to "The Beloved Throng"-to "Him"-to "Her"-and to "Them."
With the wish for each and everyone that this may be truly a Very Merry Christmas.

The Publishers

A Practical Gift is always appreciated. Give something useful this year. In our store you can find something useful for each person on your Christmas list


Santa Suggests
Silk and Wool Dresses
Sale Prices Prevail on all Ready-To-Wear. Priced from $\$ 7.45$ to $\$ 29.50$

## Gift Lingerie

A most popular Christmas gift-always appreciated, too. Teds, Step-ins, Bloomers, Pajamas, Slips, Gowns

## $\$ 1.95$ to $\$ 5.50$

## Silk Hose

All silk Chiffon, Sheerest Weights,
$\$ 1.50$ to $\$ 2.95$
SERVICE WEIGHTS-

$$
95 \mathrm{c} \text { to } \$ 1.75
$$

Bags and Purses
Pouches, Beaded Bags and Vanities
$\$ 1.00-\$ 2.00-\$ 2.50$ $\$ 3.50-\$ 5.00-\$ 7.50$

House Slippers
Leather, Felt and Quilted Satin, in Children's, Men's 75 c to $\$ 2.50$
Box Handkerchiefs
A large assortment of pretty handkerchiefs. Price 35 c to $\$ 1.00$
Gloves
Kid Gloves, newest novelties in fancy cuff styles $\$ 2.75-\$ 3.95$
The ever-popular suede cloth, children's and ladies' sizes 50 c to $\$ 1.65$


Santa Suggests
Dress Gloves
Kid and Calf Skin; Brown, Grey, Biege or Black. Iostly silk-lined. Priced$\$ 1.75$ to $\$ 3.75$
Warm Overcoats
Or a Suit. Newest fabrics in both fancy weaves and the more conservative worsteds. Priced $\$ 14.95$ to $\$ 33.25$
Men's Sox
Warm Silk and Wool or Cashmere Hose, priced50 c to $\$ 1.00$
Rayon and Silk Hose in plain and fancy patterns $50 c$ to 75 c

## Ties

You have always heard that a man never had too many. It's true. Newest novelties in patterns and weaves. Priced- 50 c $\quad 75 \mathrm{c} \quad \$ 1.00$
$\$ 1.50, \$ 2.00, \$ 2.50$
Mufflers and Scarfs
A most useful Gift. Scotch Highland Plaids, Silk Knit and Flat Crepe.
$\$ 1.50, \$ 2.00, \$ 3.00$ $\$ 3.45 \quad \$ 4.00$
Luggage
Travel is the middle name of Most Americans-a GladTravel is the middle name of Most Americans-a Glad-
stone, Hat Case, or Bag is very appropriate. Priced$\$ 3.75$ to $\$ 27.50$
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