## THE FLOYD COUNTY HESPERIAN

## Want to Remember the Veterans <br> for Whom The War is Not Over?

Do you want to help make the holidays happier for the dis-
abled veterans of the World War, for whom the war is not yet
over, but who are still fighting after seven years of the Armis-
tice? The Auxiliary of McDermett Post, American Legion be-
lieves that you do want to help and are going to make it easy for
you to do. Members of the auxiliary who have visited the dis-
abled men who are patients in the various hospitals declare it
inst the fight they are still having to make for their re-habilita-
tion and restoration of health that is discouraging. They do not
mind that. It is the fact that they have been forgotten apparent-
ly; that the people in trying to forget the World War have also
forgotten them-unfortunate victims of the war.


Officers Legion, Auxiliary Elected for Ensuing Year

## 

\begin{tabular}{|c|}

\hline \multirow[t]{18}{*}{\begin{tabular}{l}
Next Week Last To Write Santa Through Hesperian
$\square$ <br>
write to Santa Claus through
Hesperian are reminded
$\square$ <br>
Santa Claus is to visit us that
next week's issue of The Hesper-
ian is the last before Christmas. <br>
The following week the paper
will be issued on Christmas Eve
day, so that letters appearing in
that issue would be too late for <br>


$\qquad$
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Floydada Boosters Club Organized at Noisy Feed

## Floyd County Poultry Show Opens <br> - Fine Entries Exceed Expectation

|  |  |
| :---: | :---: |
| Certified Cotton Seed | Welcome, Poul |
| Will be Distributed Here |  |
|  |  |
|  |  |
|  |  |
| Parm | to sh |
| shiped to them here for mers | $\underbrace{}_{\substack{\text { Thi } \\ \text { that } \\ \text { hiras }}}$ |
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|  | ${ }_{\text {and }}$ |
|  | ${ }_{\text {a }}$ |
| deail with coto Se |  |
|  |  |

utos, To Be Registered
Must Have Light Tests


Floyd County's Fourth Annual Poultry Show, being held in the city on December 10, 11, and 12, opened this morning with
the promise of being surpassed in the number and quality of birds exhibited in this section of the state only by the Amarillo early hour this morning, and over 600 are expected for the show 100 additional coops from Plainview so that sufficient room will from Abilene, Brownwood, Bowie, Amarillo and other distant
points, and Mr. Shoaf is of the firm belief that strong competiion will be had in the various classes entered.

## Lockney Railroad Contract Jubilee, C. of C. <br> Banquet Draws Crowd of 250 Tuesday Night





 HOMER STEEN Editor and Manager Entered as second class matter April 20th, 1907, at the Post
at Floydada, Texas, under the
Congress of March 3rd, 1879 . SUBSCRIPTION PRICES One Year.
Six Months
Three Months ....

## Advt. Rates Furnished on Application.

 HURRAH FOR TOM FINTYTom Finty, Jr., editor of the Dallas
Journal, told newspapermen at a meetJournal, totd newspapermen at a meet-
ing in South Texas the other day what
oeverbody knows and most everybody
depending on the public for a living, is afraid to say, i. e., that the primary,
system as practice in Texas is a fail-
ure and that the parties should go
back to the convention

## wh well-balanced, is newspaperman typhy-inform- who has had better opportunities than

 most of us to study state affaitimately in various capacities. leaders, whon have system develops real
to hold their tht, however, oters get a chancer to to pass upeause the the
quarificiations at the polls. Under
present conditions a militent cresent conditions a militant minority
can hold the balance of power and dic-
tate the affairs of state, much to the disgruntlement and, at times, morti-
fication of the electorate.

| KENNETH BAIN |
| :---: |
| LAWYER |
| Rooms 12 and 13 |
| First National Bank Building |
| General Practice |


|  |  |
| :---: | :---: |
| - ANNOUNCEMENT | in which to live. Likewise, the townor city that is up and doing, that is |
|  |  |
| about Dec. 10 will be | ancing in every respect is continu- meeting the school needs as they |
| repared to Serve |  |
| Ieals | Floydada has the same number of school buildings which she had thir- |
| the Manasco House one |  |
| ock west of the Sanitar- |  |
| ium. | perhaps four times then; and the enrollment steadily in- |
| Breakfast 6:30 to $8 \mathrm{a} . \mathrm{m}$. ; | creasing; laboratories, a library, auditorium and basement have been con- |
| Dinner 11:30 to 1 p. m. |  |
| Supper 5:30 to 7 p. m. | recommendations of the State Department of Education and doubtless |
|  |  |
| Mrs. J. A. Enoch | against the wishes of the State Health Department. yet the minimum numbe |
|  |  |
| MARLIN HOT WELLS |  |
|  |  |  |
| where life giving waters flow |  |
| Come to Marlin, the year-round health resort, for rheumatism, neuritis, stomach trouble and all chronic diseases. Modern up-to-date hotels, clinics and bath houses. Golfing and dancing. Ask your neigh- |  |
|  |  |  |
| who has been here or write, |  |
|  |  |
| THE MARLIN CHAMBER OF COMMER |  |

## CMEVROLET

 whether the price is economical

| The Coach | Highest quality materials and construction alone give <br> you fine car performance over a long period at low |
| :--- | :--- |
| cost for cupleepp. |  |

## FLIOXD MOTOR COMPANY <br> flownida, trexas

QUALITY ATEOW COSOT

THE FLOYD COUNTY HESPERIAN


## 

A Gulbransen in your home this Christmas would solve the Gift Problem for all the family, and give enjoyment through a Life-time

## WITH THE

## GULBRANSEN <br> The Regsisterng Reiano

Untrained persons can play music roll music with their personal touch-just like hand-playing. That's the difference between Gulbransen, the Registering Piano, and any other instrument in the world.
Four uright models-Community $\$ 450$, Suburban $\$ 530$, Country Seat $\$ 615$, White
House $\$ 700$, Straight Grand $\$ 785$, Registering Grand $\$ 1275$. We also show Gulbransen Pianos in three styles-

Style C at, $\$ 295$; Style S at $\$ 350$
Style W at $\$ 440$
WE MAKE THE TERMS FIT Your needs


Next Door to Surginer \& White Motor Co., in Building on South Main Street. With the Harmon Furniture Store at their new location.

## floydada, texas

# "Hit It Right" by ChoosingHis Gift Here! 


Just a Few More Days

in which to do your shopping and we are not over-urging you
when we say Shop Early and when we say Shop Early and
Early in the Day.
 Extra Neat
Lounging Robes


For his hours of leisure at home hed appreciate the comfort Robes here in Flannel, Velvet or Corduroy-neat colors$\$ 4.50$ to $\$ 13,50$

Classy Mufflers


No doubt he likes neatness and comfort about the neck. The kind he'll find in ourMufflers of Brush Wool, Camel's Hair or Cassimere$\$ 1,00$ to $\$ 3.50$
 Comfortable Pajamas


Several pairs of comfortable Pajamas added to his wardrobe would look good to him. Madras, Percale or Flannelette All sizes.
$\$ 1.50$ to $\$ 2.75$

 ceptable! this store!


## A Wearable Gift

A. "Wearable Gift" is a practical Gift! And to either man or boy it's the Gift that pleases most! There is no doubt about it. It's something that "strikes home" with his personal preference-for, any item that enriches his personal appearance or adds to his comfort, tends to increase his pride. And doing that, it's a Gift most ac-

So if you want to see him radiate true Happiness this Christmas-just watch him when he unties the Gift boxes addressed to him and containing articles of Haberdashery selected from the attractive assortment at

Note the suggestions illustrated and described here. If what you have in mind is not listed-come in anyway. If it's something for any of the family-WE HAVE IT.


## Extra Special Reductions

Take advantage of these cut prices to lay in your winter supply:


BOYS' SUITS
All wool fabrics, sizes 8 to 18 $1 / 2$ PRICE

LADIES' DRESSES
Wool, Silk and Satin. New Fall
$1 / 2$ PRICE
WOOL SHIRTS
Lumber Jacks, a big assortment, all sizes, in Plaids and Solid Colors
ansortment and $1 / 40 \mathrm{FF}$

## Finest Han'kerchiefs <br>  <br> A necessary item with ever man. He can't have too many of them. We offer: Handkerchiefs of Linen, Novel10 c to $\$ 1.00$  Serviceable Hosiery <br> 

Foot comfort and ankle nea ness are important to him. Our Serviceable Hosiery gives him both. Silk, Rayon, Silk and Wool, or 35 c to $\$ 1,00$
 Stylish Gloves


Genuine Leather Belts in all the popular plain or sports
styles. All sizes.
With Sterling Silver or Gold 50 c " ${ }^{\text {t }} \mathbf{5 2 . 5 0}$

F. L. Davis, Pastor
Last Lord's Day was one of the best. $\begin{gathered}\text { Union services at Cone Sonday. Rev. }\end{gathered}$

 At the morning service, the choir will
sing an anthem. At the evening ser-
vice Mesdames. King and Randerson
vill sing Mrs. E. C. Nelson, Sr., presided. The The
following progran was rendered:
Hymin Ner. Webb will then preach at Far-
mer at 3 oclock, and at MeCoy at 7

calendar. A A A good time will be had by
all present.
The services next Lord's Day will
be as follows. S. S. stud)
all present.
The services next Lorr's Day will
be as follows. S. S. study period will
stat at $10: 0$ orclock and the sermon
ot $10: 50$. The subject will be: "The at $10: 50$. The subject will be: "The
Glory of Jesus Christ" Mrs. E. C. Nel-
son, Jr., will sing for ws son, Jr., will sing christ" Mrs. E. E. C. Nel- this service.
The nitht service will begin at $7: 15$
and the subjet will be: "To
 amily." This is one of the the of teries on
"A Trip Through the Bible." We will
also attend to the ordinance of Chris
tian Baptism at the che mon.
Weather and roads
will preach at will preach at Newwhnd School house
at 3 p. m. Those Thiving near there are
urget to attend. We are
bring a sting bring a stinger. Wut are expecting to
singing. Come hear it some special font forget the Prayer meeting
each Wednesday night. It will be interesting and helpfull to come hear the
discussion of the Christian Stewardship. The class
progressing fine and the dis clas propress.
helpul.
The public The publie in aneral is invited to
any and all of the services.
Come to the little church with a. bi


AND AT THE THRIFTY-NIFTY SHOP We have ready for your selection now: Pillows, Vanity Sets, Scarfs, Luncheon sets, Bed Spreads and all Kinds
of Fancy Work, as well as Stamped Patterns for the Christmas Needle-worker. Attractive novelties also here for your inspection
proval, especially priced for the holiday shopper. MISSES MOLLIE \& LUCY CRUM, Props.

The "Thrill' She's Hoping For This Christmas Is A-

## DIAMOND!

Christmas is the happiest day on the calendar and, surely "ho most appropriate occasion to express your affection fo Ando if it's a stone selected from our display-she'll b Blue White Diamonds of the finest Quality- \$10 Basket and Tiffany settings of White Gold $2-2=-2$ or Platinu
Special D
Saturday

C. H. DAVIS



## SPECIALS!

For a few days we will sell the items as listed below for cash only.

|  | \$6.10 |
| :---: | :---: |
| SYRUP |  |
| PORK \& BEANS ${ }_{\text {No. Prow } \text { \& }}$ |  |
| TOMATOES No. Tromates |  |
| OATS Motere onat imse ite |  |
|  |  |
|  |  |
| Star Cash |  |

## FARM SALE

at the E. R. Harris farm, $51 / 2$ miles south of Lockney, $81 / 2$ miles northwest of Floydada, near Pleasant Valley School. Having sold my place I am quitting the farm and on-

## Tuesday, December 15th <br> Beginning promptly at $10 \mathrm{a} . \mathrm{m}$., will sell the following described

 property:
## WORK STOCK

Pair of Gray Mare mules, 6 years old, $151 / 2$ hands high, weight $2400 \mathrm{lbs} ;$ pair of Black Mare Mules, 5 and 6 years Pair of Black and brown mare Mules, $15.1-4$ hands high, 4 and 5 years old, weight $, 0,00$ lbs;
Gray Mare Mule, 4 years old, $153-41$ Gay Mare Mule, 4 years old,
hands high, weight 1200 lbs;
and Black Mare mule, 4 years old, 15 3-4 hands high, weight 1100 lbs ;
Black Horse mule, 4 years old, 14 3-4 hands high, weight 900 lbs ;
Sorrel saddle
horse, 7 years old, a good Sorrel saddle horse, 7 years old, a good
one. 1 Horse, 8 years old 16 hands high, weight Horse, 7 years old, 15 hands high, weight about 1050 Ibs;
1 Mare, 8 years old, 16 hands high, weight Mare, 11 years old, $141 / 2$ hands high, weight about $1,000 \mathrm{lbs}$;

## HOUSE HOLD GOODS

No. 12 De Laval Cream Separator in
No. 17 Economy King Cream Separator in good condition;
ten-gallon Cream Cans.
1 five-burner oil stove;
1 Kitchen Cabinet,
${ }_{1}$ Safe; 1 Dresser;
6 Cane bottom Chairs; 2 rocking chairs; ${ }_{2}$ Stand Tables, 1 heating stove FREE LUNCH ON GROUND.
Ladies of Sand Hill Home Demonstration Club will also serve cakes and pies.
Terms of Sale: On Sums $\$ 20$ and under cash; on sums over $\$ 20$ eleven months time will be given on approved notes bearing 10 per cent interest, or 5 per cent discount for cash.

E. R. Harris and A. J. Ballard, Owners<br>SEALE \& NASH, Auctioneers<br>DAVID BATES, Clerk

TMPLEMENTS 1 P. \& O. One row Lister
Oiver One row Lister; Cultivator;
1 Two Section Drag Harrow;
Disc Harrow;
Oliver two row Go-Devil;
$12-\mathrm{ft}$. McCormick Header with Binder 2-dise breaking Plow

## 1 Slide Go-Devil;

1. Sulkey Plow,

2 Georgia Stocks; 1 high wheel wagon with new Grain Bed 1 high wheel wagon with new G ;
1 low wheel wagon with Barge;
1 Set of Leather Harness, Tug;
1 Set of Leather Harness with Breeching 8 These are good Harness.
8 set of chain Harness;
10 Bridles, 4 pairs of lines;
1 A. L. Funston Saddle, a good one
HIGH GRADE JERSEYS
8 high grade Jersey Cows, giving milk; 4 High grade Jersey cows, dry, to freshen in January and February,
6 High grade Jersey heifers, 2 years old, 18 High grade Jerse
heifers, coming 2 's, These cattle have been tested for tuber culosis and have health certificate;
WYANDOTTE CHICKENS
125 Silver Laced Wyandotte Hens and
Pullets. $\qquad$

$\qquad$
$\square$
$\square$

# BUY IT IN FLOYDADA 

## Floydada Firms Have It: Investigation Will Show

With the approach of Christmas the practice of seeking out the Home Man to patronize is thoroughly justified by the wonderful range of selections for your Christmas purchases made available here. Before you travel a distance to find what you want, look at home and buy for less. You'll find Home Merchants with hundreds of thousands of dollars worth of Merchandise ready for your choosing.

## Milady's Specialty Shop, An Exclusive Ladies' Shop

| Miladye's Specialty Shop, of which Mrs. A. J. Welch and Mrs. C. M. Wilson are proprietors, is an exclusive shop which caters strictly to the needs of Milady in Ready-towear and Millinery. |
| :---: |
| That it is filling a want that has been felt in the business circles of this fast-developing section is indicated by the very liberal patronage which the shop has enjoyed since it was opened on South Main Street, more than a year ago. |
| Both the ladies who are members of the firm are experienced $n$ the handling of Millinery and Ready-to-wear. Both have had an opportunity to learn the needs and desires of the feminine patronage through training selling for some of the larger firms of the southwest and in the purchasing department as well. This is attested by the |


fact that some of the most exquisite offerings in ready-to-wear shown in Floydada during the
this shop.

Recently the shop was moved from its quarters on Sout Square and it presents one of the most at tractively arranged interiors in the city.
Just at this time Miladye's is making Special Price Concessions throughout their items of ladies' wear being marked at wholesale prices. This will be welcome news to those who are shopping for Christmas Gifts for Misses or Women, the reductions at this
season making it possible for Christmas givers to effect material savings in their givers
budgets.

INTERIOR VIEW OF MILADYE'S SHOP, SOUTH SIDE SQUARE

Are You a Member of the Chamber of Commerce? Boost Floydada. Work for Floydada All the Time
The Following Progressive Firms Have Made This Campaign Possible:

## FLOYD COUNTY ABSTRACT CO. <br> "IS your title clear?"

We represent the owners of more than 300 Lots in Floydada, any
part of town, and at any price.
$\begin{aligned} & \text { R. C. SCOTT, Mgr. } \\ & \text { Room 7, First National Bank Bldg. }\end{aligned}$

## Texas Utilities Company

"For a Bigger and Better Floydada"
E. E. Brown, Mgr.

Phone 232
Wilson Kimble Optical \& Jewelry Co.
We Give One Set of Teaspoons
Each Wedding Ring Sold
Eyesight Specialist
Phone 254

## H. E. Cannaday <br> Contractor and Builder

Plans and Estimates Cheerfully Furnished

## Day \& Night Garage

J. M. Hughes, Proprietor

Prompt, Pleasing Service.
Reasonable Prices

## R. E. FRY, Representative

Floydada, Texas.
Southwestern Life Insurance Co.


Rutledge \& Company
Full Line International Dealers
Phone 57
Floydada

## Tourist Garage

T. E. Loran, Proprietor.

General Auto Repairs. Tires, Gas, Oils. Phone US-No. 143

## Lewis \& Davis Gin Company

Phone 280
Floydada

| Olympic Theatre |
| :---: |
| "The Home of Good Pictures" |
| P. W. CLoud, Mgr. |

E. E. Boothe Bakery
We spare no Expense in preparing a Loaf that will
Expense in preparing a
Satisfy Our Customers.
Ask your Merchant for Bread Baked in Floydada

Surginer \& White Motor Co. Dealers in
Star and Durant Motor Cars

## Baker - Campbell Company

Dry Goods-Groceries-Hardware
"Home of Good Merchandise"-Phones 4 and 5

The First National Bank
Capital and Surplus $\$ 100,000.00$
E. C. Nelson, Pres.
J. v. Daniel, Cashier

Central Filling Station
Tires, Tubes, Accessories, Amalie Pure Pennsylvania
Phone 70
Floydada

## Wilson Studio

The Photographer in Your Town
Portraiture by Photograph
Phone 162

## H. O. Pope \& Son

General Electric Repairs, Battery Charging
Philco Batteries
U-Drive-it System

## Urgent Need For Additional Ward School Set Forth in Article by Sup't. J. C. Wester

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## Gift Suggestions ** Giitax ${ }^{\text {F }}$ In Footwear <br> Holiday Modes <br> With Two Dominant FeaturesSimplicity and Elegance



A Gift of Shoes! What a delightful and practical gift for mother, father, brother or sister-or perhaps a gift certificate for the loved one who likes to select his or her own foot-

For Women- $\$ 1.95$ to $\$ 8.50$
Men- $\$ 1.85$ to $\$ 8.50$
Children- $\$ 1.45$ to $\$ 3.75$
Women's Slippers
Pumps and Oxfords

Women's-Slippers, pumps and oxfords in satin, velvet, suede, kidskin, patent leather and calf; al favored heel heights; popular Winter shades.
Sizes $21 / 2$ to 8 .

## Men's Shoes

Men's-High shoes and oxfords; in street and dressy models. Of soft pliable kid, quality calf and patent leather,
brown and black. Complete range of sizes 5 to 11 .

## Children's Shoes

Children's-High shoes, oxfords and slippers in durable kidskin, sturdy calfskin and patent leather "for best." Built on broad toe
lasts; just the right shapes for little growing feet. Girls' sizes $81 / 2$ to 2 ; boys' sizes $81 / 2$ to $131 / 2$.
To your a

## Hassen Company <br> STYLE-SERVICE-SATISFACTION

## Satisfied Coal Users

Because they burn Mutual Coal. It's quality cannot be improved; it catches readily and burns to a clean ash. What more courd you expect of any coal?

Examine your bin today. Be prepared to meet that cold spell that may come tom
even though you don't need it.

Buy Mutual while we have it.
Here there is always something new for the follower of Footwear Fashions!



## In November

We had the best volume of business in our Historywe attribute this to the values we are giving-c
-Reduced over head-No losses to charge off.

You will be pleased with the extra values you'll find

## Prices Greatly Reduced

ALL WOMEN'S DRESSES, COATS AND MANY ITEMS IN READY TO WEAR AND PIECE

ALL MEN'S SUITS AND OVERCOATS WORK
CLOTHING AND SHOES. ALL SHOES AND SLIPPERS AT SUBSTANTIAI REDUCTIONS, MEN'S, WOMEN'S AND CHIL
DENS.

## InDecember

Double Premium certificates thru the entire month of December, redeemable at our store in Wm. Rogers \&
Son's Fine Silverware. Do Your Holiday Shopping at Our Store-Save Money-

## Carter - Houston's

"plains largest cash store PLAINVIEW

## 8



## Shersh Broad Cloth

From the size of the bills they are buying, the PRICES MUST BE RIGHT. With sales going on in every town on the plains they come HERE.

## We Have Slashed and Cut the Price

 to The CoreHERE is your opportunity to get in on these Big Bargains. Further reductions are being made this week in every department.


Men's Suits
One lot men's suits, all wool worsteds and soft finished materials, suits that have accumulated from our regular stock, mostly all are dark patterns, values up to $\$ 25.00$, while they last-

YOUR CHOICE ONLY $\$ 12.50$
Hart Schaffner \& Marx, Frats and other good brands of clothing, all go in this sale. Note the prices.

| $\$ 32.50$ Suits, now | $\$ 24.75$ |
| :--- | ---: |
| $\$ 35.00$ to $\$ 40.00$ Suits, now |  |
| $\$ 45.00$ Suits, now | $\$ 29.50$ |

$\$ 45.00$ Suits now $\$ 29.50$
$\$ 50.00$ to $\$ 60.00$ Suits, now $\$ 39.00$
Men's Overcoats
Too many Overcoats are a bad thing to carry over. We have slashed them right and left, so that you may own one.
HERE IS THE PRICE-- 14.85 Orer

| $\$ 14.85$ Overcoats | $\$ 11.85$ |
| :--- | ---: |
| $\$ 20.00$ Overcoats | $\$ 15.90$ |
| $\$ 25.00$ Overcoats | $\$ 18.85$ |
| $\$ 27.50$ Overcoats | $\$ 19.95$ |
| $\$ 45.00$ and $\$ 50.00$ Overcoats $\$ 34.75$ |  |

## Men's Dress Pants

A big assortment, all sizes, light and dark patterns-

| $\$ 3.45$ Pants for | $\$ 2.59$ |
| :--- | ---: |
| $\$ 3.95$ Pants for | $\$ 2.97$ |
| $\$ 4.95$ Pants for | $\$ 3.72$ |
| $\$ 5.95$ Pants for | $\$ 4.41$ |
| $\$ 7.45$ Pants for | $\$ 5.59$ |
| $\$ 9.00$ Pants for | $\$ 6.75$ |



## Women's Dresses

Wool and Silk Dresses, all are going at slashed prices.

| $\$ 19.75$ | Dresses for |
| :--- | ---: |$\quad \$ 11.00$



## Women's Coats

We have them in all the new materials; in all the new
shades; in all the new styles. They are fur trimmed, and shades; in all the new styles. They are fur trimmed, and the prices have been slashed to suit your purse.

| $\$ 25.00$ Coats for | $\$ 16.75$ |
| :--- | ---: |
| $\$ 29.00$ Coats for | $\$ 19.95$ |
| $\$ 45.00$ Coats for | $\$ 24.75$ |
| $\$ 65.00$ Coats for | $\$ 34.75$ |
| $\$ 85.00$ Coats for | $\$ 49.00$ |
| $\$ 110.00$ Coats for | $\$ 69.00$ |

## All Wool Blankets

$\$ 13.00,66 \times 80$ Double, now -- $\$ 8.65$

$\$ 16.50,70 \times 80$ Double, now $\quad \$ 11.80$
$\$ 17.50,70 \times 80$ Double, no w $\quad \$ 12.85$
\$11.85, 72x84 Single, now $\quad \$ 9.50$ Bob Smith Blanket $72 \times 84$ Double, color dark grey, EXTRA SPECIAL $\$ 11.50$
200 Coats for 16.75
$\$ 45.00$ Coats for \$24.75
65.00 Coats for $\$ 49.00$
$\$ 110.00$ Coats for 69.00

## Boy's Suits

Suits with two pair short pants $\$ 17.50$ to $\$ 22.50$ now
Suits $\$ 14.85$ to $\$ 16.50$ now $\quad \$ 8.75$

Suits with one pair of pants $\quad \$ 4.95$

## Doll Special

For Friday and Saturday Dolls that say "Mama"
Full 26 inches long, very neatly dressed, bald head, with cap, patent leather slippers.
A big value at $\$ 2.50$, for Friday and
Saturday only
y -uma" dolls, 14 inches
One lot of "Mama" dolls, 14 inches

[^0]MARTIN
rr
D
RY
GOODS (2)
long full dressed
$\begin{array}{r}\text { 98 } \\ \hline\end{array}$

BIG REDUCTION ON ALL WORK CLOTHES

BIG REDUCTION ON ALL WOOLENS, SILKS AND SUITINGS


| Hesperian WVant Ads |
| :--- |
| Cheapest, Busiest Salesman in Floyd County |$|$

# AUCTION SALE <br> -OF- <br> <br> Farm Implements <br> <br> Farm Implements 7 Head Work Stock 7 Head Work Stock Household Goods Household Goods <br> <br> SOUTH SIDE SQUARE IN <br> <br> SOUTH SIDE SQUARE IN FLOYDADA 

 FLOYDADA} Saturday, December 12

BEGINNING AT $10^{\prime}$ CLOCK

## Buying on the Spoken Word

The Faith That Men Have in each other is evidenced nowhere as strongly as the de-
pendence that is nowadays placed on the spoken word.
The seller in a distant city hears a voice
over the telephone and though a record of over the telephone and though a record of details goes out with the hanging up of the
receiver, thousands of dollars of goods are rushed to fill the needs of the man who has asked for them. Faith that the man will stand by his message is seldom, if ever, mis-
placed.
Without this faith the telephone would lose
its effectiveness in business. But with it its effectiveness in business. But with it immediate touch with the great sources of supply and brings to your office such service and assistance as you may desire. Is it any wonder, then, that the telephone, in daily touch with this evidence of the faith serve them well.


SOUTHWESTERN BELL TELEPHONE COMPANY

| Hesperian Want Ads Help Make | Society and Clubs |
| :---: | :---: |
|  | Mrs. Travis P. |
| w a little Want Ad of Theerian, hired by B. C. Bar- |  |
| got busy and sold Mr. Barnett'sresidence inFlogyada, makes in- |  |
|  |  |
| Mr. Barnett on November 26 th |  |
|  |  |
|  |  |
| Want Ad got bus |  |
| few days Mr. Barnett had who is now the proprietor |  |
|  |  |
| the little Want Ads tell so many |  |
| afford not to | LTkT Tyo Bros. drill and equip your |
|  |  |
|  |  |
|  |  |
| chicken Pie dinemi | Chlace pineapple and cherries. cur-rentrants and orange peel.411t.Brown Bros. |
| $\begin{aligned} & \text { At c. Surginer \& Son's Hardware on } \\ & \text { Saturda, Deember 12th, served by the } \\ & \text { Sarent-Teachers } \\ & \text { Pssociation. } \end{aligned}$ |  |
|  |  |
|  |  |
|  | THE OLD RELIABLE, The |
|  | wants your loan business. 6 per cent interest. 33 yrs. to pay. See us about <br> it today. Dickey \& Goen. |
|  |  |
| winter. McCleskey Top Shop. 411 te | WANTMDM-Three men boarders M Mod-Win convenienes. Phone No. 275entp. |
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|  |  |
|  | ern conveniences, and one three-room duplex apartment, modern. Phone 299 , Mrs. L. V. Rogers. 401tc |
| There are many useful gifts in fur Hardware Kirk \& Sons 411tc. | $\int_{\text {Michigan }}^{\text {Brown Bros. }} \text { and Kansas meat saltity }$ |
|  |  |
| $-1.20$ service for putting up or repairing your mills.lins. 29 tic | We can accomodate a few new cus-tomers with diary supplies.telephoneO13F12.Fitch Daite |
|  |  |
|  |  |
| WANTED crop on halves, have good Yorce, can give references. Workingnow for S. M. Rowdon, 1 mile South of Floydada. |  |
|  |  |
|  |  |
| Glace pineapple and cherries, curnts 1 tc. |  |
|  |  |
| CHOICE pot plants for sale at alitimes. Call any time. Mrs. Maud E. | For SALE-sett of trums, chan in good connition PhoneEastridge at Popes Battery Station. |
|  |  |
|  | AUCTINM SALTE-Of work harses, , onood milk cows, Iarm implements, on streof Floydada, Saturday, December 12. ${ }^{\text {402tp. }}$ |
|  |  |
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|  |  |
| Have your Abstracts made by <br> ARTHUR B. DUNCAN $\qquad$ |  |
|  |  |
|  |  | in Floyd County, and will not consider

any other kind. P. G. Stegal.
41tife







## One Day Tire Service

Tires vulcanized same day received, and tube repair We specialize in tire service. We have the experito be had anywhere. The extreme high price on tires and tubes makes GIVE US A TRIAL

## Gullion \& Son

N. Side of Square

Phone 83

## NOTICE!

Until Christmas we will be open at night until a reasonable hour. Visit us and see the useful gifts we have. Our stock is complete and we are offering some very fine values throughout the line. We shall show our appreciation of your patronage with Real Values, rather than with words. We have plenty of space to store gifts until they are called for, and the wise shoppers are already making their selections. Real values-we mean it. Let us show you.

## KIRK \& SONS

##  <br> 

Speak Up! What'll It Be For TheCHRISTMAS TABLE?
"EAT AND BE MERRY"- you know-is part of the Yuletide spirit. So you'll have to PHONE 40
Fresh Vegetables and Fruits in ample abundance. All quality brands of Bottled, Can Among the many Holiday Grocery needs of the housewife we have for your approval

Raisins

## Glace Cherries

 Glace Pineapple Orange Peel Lemon Peelesh Fruits resh Vegetables
Star Cash Grocery


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## REAL BARGAINS



In Overcoats. Regular prices $\$ 16.50$ to $\$ 30.00$; we are closing them out at $\$ 13.50$ to
$\$ 25.00$. You can't beat them at anywhere near the price. Many different colors and ALL NEW Just received a new ship-
ment of Selz Shoes and Imperial Shirts for the Holidays Bargain prices on them too. Get out your old clothes. Let
us clean and press them. We make you think you have new ones when they are finnew ones when
ished. Call us.

## Russell's Store



INSURANCE

## Is a Necessity

Nowadays, whether you
own your home or not, own your home or not,
and doubly so if you are a and doubly so if you are a
home owner. Household home owner. Household other belongings should be insured, for no one knows when he may lose these
things. things.
Are your dependents cared for in case accident or dis-
ease snuffs out your life?
he with Mrs Heenry Edwe Clds, Friday
evening at $7: 30$, December 18 , at which
ent Mrs. Bertha Savage will receive whic
Mre the
customary tortures of the initiate! The I. o. o. G. CLUB MEETS The I. O. O. G. Club met Tuesday
night of last week in the home of
Misses Belva and Lillie Solomon from
: 30 to 10 occlock After some time spent in embroider-
ing and talking the guests popped popThose prasent were Mrs. Henry Ed-
wards, Mrs. Homer Baker, Mrs. Bi1 Sharp, Mrs. Homer Baker, Mrs. B . Will
Siliams, Misses Jen-
ie Lewis, Anna Marie Moore, and the Sharp, Mrs. N. W. Williams,
nie Lewis, Anna Marie Moore
Misses Solomon, hostessses.
|How About "Uncle Ezra?"
Listen, Lady With The Xmas List!
Of course there are Boys, big and
littie, to buy giffs for and you want tete, to byy gifts for and you want
hem to like their gifts. The sure way is to give them some-
thing good looking to wear or use. One suggestion is a warm muffler-
Of matstone bag-Neckear-and of Gladstone bag-Neckwear-and, of
course, a beau with warm wool hose ourse, a beau with warm wool hever get cold feet. There are any
will never get

"GLADS"


There's always some kindly relative
who is over looked until his Xmas Who is over looked until his Xmas
present suddenly arrives and you must,
rush a last minute gift to present suddenly arrives and $\begin{aligned} & \text { pr } \\ & \text { rush a a last minute gift to him. }\end{aligned}$. 'Think' over your "Uncle. Ezras" now.
And remember useful gifts are most And remember useful gifts are most
welcome to him. A wool shirt, necktie

## "Uncles.

"GLADS"
P. S. 200 Snappy Suits and Overcats not
two weeks old at practically wholesale.

Look Here Folks!

SEE<br>G. C. Tubbs<br>For All Kinds of Insurance CASH SPECIALS

Green Velva
Blue Bre'r Rabbit ....75c
Gallon Peaches $\quad$ 50c Gallon Blackberries 55c Gallon Pears $\quad$ 60c Gallon Catsup _-_-.-.-.-75c
Pink Salmon, 2 cans 25c
Fisher Peas, 2 cans _25c
Bean 'Ole Beans 2 cans for
Hooker Lye, 3 cans _25c
Armour's 10c size
Toilet Soap, 9 cakes 50c
10c size table salt, 4 sacks

25 c
25 lbs. Sunmaid
puffed Raisins _---. $\$ 2.75$
25 lb . choice
$\qquad$
Quaker Oats, large _20c $121 / 2$ lb. Mexican
Beans -----------------.- $\$ 1.00$ 3 lb. Can South Texas extract Honey -.--- 45 Dynashine, any col-

1 cartoon, 6 boxes
matches
---
imperial Cream Corn
These items are for cash
Brown Bros.


[^0]:    "The Store With
    The Goods"

