## THE FLOYD COUNTY HESPERIA



RTIFICATE PLAN
SCONTINUED DEC- 1st. Limited to 60 Days Sup Litited to 60 Days Sup
ting Places 4 Pounds ting Places
Per Personn
being the dis-
and demands without restrictions.
"It is no longer necessary for retail
merchants to keep a record of their merchants to keep a record of their
sugar sales, and they may sell to the
consumer in reasonable quantities and no definite amount is named.
"While the restrictions are entirely removed, with reference to the distri-
bution of sugar, the consumers bution of sugar, the consumers are re-
quested, by the United States Food Ad ministration, to bear in mind the neces
sity for conservation in sugar and all sity for conservation in sugar and all
other food products. Public eating
places should also bear this in mind and not permit extravagant use of su-
gar or any other food commodities. gar or any other food commodities.
"All manufacturers, public eating
places, bakers and dealers are still places, bakers and dealers are still
restricted to the general rules, regard-
ing a sixty days' restricted to the general rules, regard-
ing a sixty days' supply of sugar. Also
the the general rules, limiting public eat-
ing places to four pounds for ninety ing places to four pounds for ninety
meals, and limiting sugar service, are

Dainty Stationery A Sensible Gift. At
LEACH'S

## Annoudicement

We have moved from our former location opposite the Post Office to the south side square next door to Brown Brothers grocery where we will be glad to meet our customers and friends.

Mr. Russell is now in the market picking up worth while bargains in seasonable goods anḑ we intend to make it to your advantage come and see then

## Don't Forget our New Location

Russell

## We Will Load

## Another Car Of Poultry

 About the middle of the month A. D. WHITE GRO. CO.
## PRICE-COEN $=$ CASH

$\qquad$ W. O. Tye is home from Ranger Hesperian Want Ads Bring Results. TYPHOID


A Nice Basket is a most desirable gift. Gat them at
LEACH'S

## Hardware at Wholesale Prices

Everything in Our Stock of Hardware, Stoves, Dishes, Guns Ammunition and Plumbing Goods to be on sale at prices less than wholesale. We need the money, you need the goods--

LET'S GET TOGETHER
Many Big Values yet here for your Money. See Circular.

# 0. P. RUTLEDGE 

"The Store of Service." Floydada.


This Store Has Been the Busiest Store in Floydada
And why should it not be? Never before has so many goods been placed on sale at such low prices. Tremendous underpricing of NEW FALL COAT SUITS AND DRESSES and all other ready to wear. This is our-

## Big Before Christmas Sale

And we make this announcement so that every man, woman and child in this whole surrounding country and town can take the advantage of our offering for themselves as well as gifts for others A gift is appreciated wheth er it be small or large. Let it be something useful. Below is only a few of our wonderful bargains:

##  <br> The Martin Dry Goods Company



LADIES' FINE COAT SUITS
Good assortment of styles and a great color range. Broadcloth,
velour, gabardine, serges and other materials. During our Christmas, Sale we offer these ssits at the extra cut prices:
Suits worth $\$ 17.50$, cut price. Suits worth $\$ 17.50$, cut price.
Suits worth $\$ 22.50$, cut price. Suits worth $\$ 8.5 .5$, cut price
Suits sorth $\$ 27.50$, cut price. Suits worth $\$ 32.50$, cut price.
Sints worth $\$ 350$, Suits worth $\$ 35.00$, cut price,
Siuts worth $\$ 40.00$, Suits worth $\$ 40.00$, cut price. Suits worth $\$ 50.00$, cut price.
Suits worth $\$ 60.00$, cut price.. Suits worth $\$ 60.00$, cut price,
Suits worth $\$ 75.00$, cut price
BEAUTIFUL DRESSES FOR LADIES' AND MISSES'
At a great reduction. You will find this season's newest models both in plain and fancy serges, satins, taffeta and many
tions of materials. Braid, button and fringe trimmed $\$ 22.50$ values, cut price.
$\$ 25.00$ values, cut price.
$\$ 27.50$ values, cut price
$\$ 35.00$ values, cut price
$\$ 37.50$ values, cut price
LADIES' WAISTS Beautiful Jap silk, flesh and white $\$ 2.65$ value
Silk Crepe de Chine waist, $\$ 3.95$ values. Silk Georgette waist, $\$ 5.00$ values.
Silk Georgette waist Silk Georgette waist, $\$ 6.00$ values.

BIG CLEAN-UP IN WOOL DRESS GOODS
All wool serge, 36 inches wide, all coloris, 51.15 value.
40 and 44 inch shrunnken serere, regulars $\$ 2.45$ value.

## INFANTS'SWEATERS

## Fancy Outings

25 cent Grade, now. 29 cent Grade, now

18 cents 35 cent Grade, now 23 cents SPECIAL PRICES
On all Childrens' Misses' and Ladies' Knit Caps

MEN'S EVERY DAY SHOES
$\$ 2.50$ Shoes, closing out price.
$\$ 3.50$ Shoes, closing out price. $\$ 3.50$ Shoes, closing out price.
$\$ 4.00$ Shoes, closing out price.
$\$ 4.50$ Shoes, closing out price.

REAL BARGAINS IN OUR SILK SECTION BRIEFLY TOLD


## BROADCLOTH


COTTON MERCERIZED POPLIN
Beautiful poplins in all the wanted colors, 40 c values._ 29 c
Taffeta poplins, a cloth that will wear better than silk, yet has
 WARM SWEATERS FOR BOYS
 Cotton Jersey Sweaters navy and cardinal, $\$ 1.45$ value $95 c$
Wool Jersey Sweaters, khaki, cardinal and navy, $\$ 2.95$ at $\$ 2.35$
Ton Boys wool sweaters with military collar, $\$ 5.50$ values.
NOTIONS

```
L_Ladies'hndkerchiefs, 5c values, 6 for.
Lacies 'andkerchiefs, 10c values, 3 for,
Ladies' handkerchiefs,s, 30, values,, ( %or.
3-4 and 7-8 black and white elastic, per yeard
1-4 inch black and white elastic,per yard
6 Spools 0. N. T. thread.
SSanitary napkin
5c pearl buttons, }6\mathrm{ cards for
loe Peayl buttons, three cards fo
l
Men's Newwwyy stretch s
```

MEN'S WORK PANTS


## IN OUR MEN'S DEPARTMENT

 sale of our men's suits have been wonderfully surprising. The only have now :abut severnty suits well assorrec sizizes, 34 to 46 , again lowered the every suit is closed out by Christmas we have Regular price $\$ 15.00$ p $\$ 17.50$ and $\$ 18.00$, Regular price $\$ 22.50$ to $\$ 25.00$, closing out price Reguar price $\$ 22.50$ to $\$ 25.00$, closing out priee
Regular price $\$ 27.50$
to $\$ 29.00$, closing out price Regular price $\$ 30.00$ to $\$ \$ 5.00$, closing out price
Regular price $\$ 40.00$, closing out price Regular price $\$ 40.00$, closing out price.
Regular price $\$ 50.00$, closing out price. MEN'S WORK COATS Duck coat, blanket lined, value $\$ 3.00$, closing out pric $\$ 10.00$ corduroy coats, closing out price. $\$ 11.00$ Mole skin coat, closing out price.....
Mackinaw coats, all pure wool, $\$ 17.50$ values Mackinaw coats, all pure wool, $\$ 17.50$ values.
Mackinaw coats, all wool plad, $\$ 14.00$ value.. Mackinaw coats, all wool plad, $\$ 14.00$ value....
Corduroy suits, $\$ 18.00$ values, closing out price. MEN'S UNDERWEAR Heavy ribbed union siuts, s.1.55 values, closing out $p$
Wrights Health union suits, 4.50 values MEN'S WORK SOCKS Men's gray mixed work sox, per pair.
Men's heavy wool sox, 75 c values for..

## CHILDREN'S COATS

collection made of wool coatinges. Also of plush and other materials. Size two years to ten years
$\$ 6.00$ values, cut price
$\$ 7.00$ values
$\$ 8.00$ values, cut price
$\$ 9.00$ values, cut price

## $\$ 12.00$ values,

## Table Damask and Linens

75 cent Damask
\$1.00 Damask
\$1.50 Table Linen
$\$ 2.00$ Table Linen
$\$ 2.50$ All Pure Linen
EXTRA SPECIAL-Ladies' heavy fleec-
ed drawers, $\$ 1.00$ value, now....-. 55 c

## The Martin Dry Goods <br> Company <br> North West Corner Square



## GLAD'S for CHRISTMAS

 Gifts for MenTHINK OF XMAS-THEN GLADS
Ties for Xmas, "Keen" ones at Glads
JEWELRY FOR MEN-Christmas gifts of all kinds at Glads
GRAPHONOLA and records (mahogany color) Cost $\$ 124$, for $\$ 95.00$. This would be some gift for the wife. See it at Glads.
Every present you would care to give the man or lady-

## AT Clad'S

## The Zedeler Symphonic Quintet <br> and that huest music, properyly interpreted, has an appeal to the ized this Company tor the eurroses of in inerpereing the nusucic of the In the pursuit of an ideal he has surrounded himself with a com- pany of musicians of high artistic standing whose abilities as solo artists have won enthusiastic commendations from discerning critics, and has arranged a program piving wide scope to the several abilities and has arranged a program giving wide scope to the several abilities of these artists. All of the numbers used by the company, both in ensemble and individual offerings, are chosen from the works of the master musi- cians, and a 'brief and comprehensive explanation of the number precedes its presentation ,adding much to the enjoyment of the music and giving real educational values to the entertainment. <br> in which a specially constructed reed organ is used. This instrument has been built for Mr. Zedeler's organization, and its use enables the securing of symphonic effects never before heard in the work of a small company. Musical critics are constantly amazed at the volume and reed and wind which this organ makes possible. The vocal solos of Emma Bruce Beck, formerly a member of the Chicago Grand Opera Company' are of splendid quality, and add the <br> HIGH SCHOOL AUDITORIUM Thursday Eve., Dec. 19

resolutions be spread upon the minutes
lof our Chapter, cocy furnished the
family copy furnished The Hesperian for pub
loced
 FANAII JENKINS,
TOM W. DEEN. mrs. bulah wiseman dead Mrs. Bulah Wiseman, 41, died $\overrightarrow{F r}$ day night of last week of paralys
and was buried Saturday in the Floy
and

$\qquad$ husband and six children,--four so
and two daughters. The eldest daug
ter is Mrs. Galloway, of this city E. C .NELSON, JR., COMING Hom E. C. Nellos, S., had a cable
yesterday from his son, Lieut.
Velson, 5 ,
 ter was enroute home from France.
He is expected to reach home about Christmas.
$\qquad$
 in Floydad this week, having arrived
Wednessan a ftennoon They will go
on to hoonx Arizan, to make their
home after spendina a few days here. on to Phoenix, Arizona, to make thei
home after spending a fev days here
Mrs. Callahan was formerly Mis Min

## Joe wiItiams, of Plains, Texas, $\begin{aligned} & \text { Flopdada asiting gis brother, will } \\ & \text { family, having arrived Tuesday }\end{aligned}$




## old false teeth

We will pay up to $\$ 21.50$ per se
(broken or not). Send now. Cash sent by return mail. Package held 10
 es, Platinum and Silver.
United States Smelting Works, Inc.

# OUR WINTER CLEARANCE BARGAINS 

## SPECIAL BARGAINS IN STAPLE WINTER MERCHANDISE

We have several bargains in our store that we particular ly call to your attention. Now is a good time to buy and our store is the logical place. Look at these:
We are now showing a nice line of Ladies' Boots in black and brown, military heel, 9 inch tops, special......... $\$ 6.75$ Ladies' brown boots, military heel, worth $\$ 10$, at.... $\$ 6.75$ Ladies' brown boot, a beauty, worth $\$ 7.50$, selling at $\$ 5.00$ We have also received a new line of school shoes for girls,
low heels, English last. They go at $\$ 3.50, \$ 5.50$ and $\$ 6.50$ low heels, English last. They go at $\$ 3.50$, $\$ 5.50$ and $\$ 6.50$ We have a new line of school shoes for children from 8 's to 12's, all leather at.

## MEN'S SWEATERS:

Special purchases, special prices. Men's heavy wool sweaters worth $\$ 6.00$, special price of Men's heavy ribbed cotton and wool mixed sweaters, worth $\$ 5.00$, to go at..........................................
Men's heavy cotton sweaters in navy and red, worth $\$ 2.50$ go at Men's avy .............................................................. $\$ 1.95$
ing in this cotcon sweaters in Oxfords worth $\$ 1.50, \mathrm{~g}$
Boys' Jersey sweaters, good grade, worth $\$ 1.50$, at $\$ 1.19$
Boys' cotton sweaters, worth $\$ 1.25$, go at.............. 90 c

## MEN'S WORK COATS :

Heavy corduroy coats, blanket lined, worth $\$ 8$, at $\$ 5.95$ Heavy duck coats, blanket lined, worth $\$ 4.00$, go at $\$ 3.50$ Duck coats, blanket lined, mediution weight, worth $\$ 3.50$, go at during this sale...
$\$ 2.50$

## MEN'S OVERCOATS :

Special-Overcoats worth $\$ 17.50$, go at
Overcoats worth $\$ 15.00$, go at
$\$ 12.50$
Boys' overcoats, worth $\$ 12.50$, go at
Boys' overcoats, worth $\$ 10.00$, go at
Boys' overcoats worth $\$ 5.00$, go at
We have a nice line of Mackinaws for men Specially priced.

## LADIES' COATS AND COAT SUITS :

Coats worth $\$ 40.00$, go at
Coats worth $\$ 30.00$, go at
$\$ 30.00$
Coats worth $\$ 25.00$, go at
 We have just received anew line of ladies' coat suits and
 Also a new and beautiful line of wash silk and crepe de chine waists. They go at from.
$\$ 2.75$ to $\$ 4.95$ Also a new line of serge dresses for girls, ages 8 to 14 years.

Our store is becoming more Christmassy looking every day. Christmas presents, to be appreciated most, must be useful and pretty as well. We have many more gift goods coming. You must visit our store often to keep up with them.

## W. H. SEALE, DRY GOODS

Northwest Corner Square
Floydada, Texas


[^0]
## Men's Suits and Overcoats <br> Quality Unexcelled <br> $\$ 17.50$ Suits and Overcoats. $\$ 22.50$ Suits and Overcoats $\$ 25.00$ Suits and Overcoats. $\$ 30.00$ Suits and Overcoats $\$ 35.00$ Suits and Overcoats $\$ 40.00$ Suits and Overcoats $\$ 45.00$ Suits and Overcoats. $\$ 50.00$ Suits and Overcoats. $\$ 13.75$ $\$ 17.50$ $\$ 20.00$ $\$ 25.00$ $\$ 32.50$ $\$ 55.00$ Suits and Overcoats. $\$ 37.50$ <br> Boys' Overcoats 40 Per Cent Discount. Boys' Suits 25 Pur Cent Discount <br> Now is the time to buy the boy's extra Suit. <br> Men's and Boys' Mackinaws 20 Per Cent Discount <br> SHOES MANY 'SPECIAL BARGAINS IN OUR SHOE DEPARTMENT <br> Men's Gun Metal Calfand Vici Kid shoes, lace and button, English and medium toe, priced up to $\$ 5.00$, choice $\quad \$ \quad . \quad \$ 2.95$ Boys' Gun Metal Calf, solid soles, good wear in every pair, lace and button styles, $\$ 3.50$ and $\$ 4.00$ values, for $\$ 2.85$ <br> SPECIAL PRICES TO RETURNING SOLDIERS <br> Carter-Houston's

Plainview, Texas
"Goods That Speak for Themselves"

## CARTER-HOUSTON'S

CHRISTMAS SALE CLOSES DECEMBER 14th. EVERYTHIN IN OUR STORE BER 14. EVERYTHING IN OUR STORE CLUDING DECEMBER 14th.
Plan to do your winter buying as well as your Christmas shopping before that date The savings in money and the wider selec tion will well repay you for your Early Shopping... By shopping in the fore-noon you can be better served
The reductions quoted here will continue until December 24, as well as many special bargains all over the store.

WOMEN'S SUITS AND DRESSES
$\$ 60.00$ Suits and Dresses.-.....-- $\quad \$ 40.00$ $\$ 50.00$ Suits and Dresses
$\$ 50.00$ Suits and Dresses $\begin{array}{r}\$ 33.65 \\ \mathbf{\$ 2 6 . 5 0} \\ \hline\end{array}$

$\$ 25.00$ Suits and Dresses........................... $\$ 16.65$
CHILDREN'S COATS AND DRESSES Reduced 33 1-3 Per Cent
$\$ 20.00$ Coats and Dresses...................... $\$ 13.35$

$\$ 12.50$ Coats and Dresses.................... $\$ 8.35$ $\$ 10.00$ Coats and Dresses $\$ 8.35$ \$10.00 Coats and Dresses $\$ 8.65$
$-\quad 5.00$
All Other Prices Suits and Dresses Reduced Accordingly
WOMEN'S COATS REDUCED 25 Per Cent
$\$ 42.50$ Coats Reduced to....................- $\$ 31.65$
$\$ 29.50$ Coats Reduced to -.....-- -- - $\quad \$ 22.15$
$\$ 39.50$ Coats Reduced to ................ $\$ 29.65$
$\$ 50.00$ Coats Reduced to
$\$ 37.50$
$\$ 35.00$ Coats Reduced to $\$ 26.25$
$\$ 20.00$ Coats Reduced to
$\$ 15.00$

## Sweaters, Mens Women's and Children's

REDUCED 33 1-3 PER CENT
$\$ 15.00$ Sweaters Reduced to $\quad-\quad \$ 10.00$ $\$ 12.50$ Sweaters Reduced to $\$ 10.00$ Sweaters Reduced to \$ 9.00 Sweaters Reduced to $\$ 4.50$ Sweaters Reduced to $\$ 4.00$ Sweaters Reduced to $\$ 3.50$ Sweaters Reduced to $\$ 3.00$ Sweaters Reduced to \$1.50 Sweaters Reduced to . $\$ 1.00$ KNIYY NAVY AND ALL DESIRED COLORS, \$1.00 Hanks.
65 c Hanks

| $\begin{array}{c}\text { 65c } \\ i . \\ 53 \mathrm{c}\end{array}$ | $\begin{array}{l}50 \mathrm{c} \text { Hanks. } \\ \text { 35c Hanks. }\end{array}$ |
| :---: | :---: |

ALL SEPARATE SKIRTS REDUCED $331-3$ PER CENT ALL SLLK AND COTTON PETTICOATS REDUCED 1-1 ALL LADIES' WAISTS, $\$ 1.00$ to $\$ 25.00$ REDUCED 20 Per cent AND COTTON BLANKETS $\$ 3.00$ Grades going at. $\$ 3.50$ Grades going at $\$ 4.50$ Grades going at $\$ 5.00$ Grades going at \$5.50 Grades going at \$0.0
$\$ 9.00$ Wool Blankets going at $\$ 12.50$ Wool Blankets going at $\$ 13.50$ Wool Blankets going at \$15.75 Wool Blankets going at \$16.50 Wool Blankets going at $\$ 2.50$ $\$ 20.00$ Wool Blankets going at

## Carter-Houston's

Plainview, Texas
"Goods That Speak for Themselves"

Hesperian Want Ads Miss Mollie
setiere.
crum.
Phone 141.
Spirella FOR SALE-Combination toilet an dition. For particulars see S. C. Van
derlip. emmed dry
also baled
 Have been grown on the plains for
At my place 4 miles north and 1-2 eight years, will open much earlier mile east of Petersburg: 40 tons maize
than imported seed. $\$ 2.00$ per bu.,. f. heads at $\$ 28$ per ton, about 6,000 bundthan imported seed.
o. b. Lockney, Texas. J. R. Collier. les kaffir at $81-2 \mathrm{c}$ each, 4,000 bundles
39-tfc EDR SALE OR TRADE

## outfit. Foo threashing rig and plo

| Kaffir is most all well-grained. W. A. |
| :--- |
| Stoddard. |
| $39-2 t p$ |



Come to Plainview and select your
nonument from complete stock, transonument from complete stock, transPlains Monument Co. Plainview. 27-tfe SPECLAL—Pink, blue and cream Leslie Honea returned nome thi bout, worth 30 c ,go at 25 c . Read W. H. Seale, Dry Goods. Liberty Bonds or Vendors Lien Easy will buy nice home in Floydada
Eas. See W. M. Massie \& Easy
Bro.
Call D. E. Pitts at the Palace Barbershop for transfer work. Quick ser-
vice. We have the vice. We ha
Transfer Co All work finished and erected by experts. South Plains Monument Co
Plainview.
B. Y. P. U. PROGRAM

Lesson-Heroes of Faith
Leader-Truett Butler
Leader-Truett Butler.
Scripture reading-Hebrews Scripture
Introduction and Scripture readi -by the leader.
roy McDaniel.
Some heroes that faith has produces -Miss Abernathy Abraham-Miss Windsor. Duett-Mrs. Kizzair and Mr. Wood
Poem; Winning-Miss Harrington Seoem; Winning-Miss Farrington. For December 8, 1918 at 4 p .
Juniors opening with songs Juniors oper
201 and 199 .
Scripture Scripture-Quindy Kizza
Prayer-Wesley Parker.
Reading-Virey Mas Special Music-Ray Parke The story of Jacob's
th Ann Hopkins. Life of Moses-Ruth
$\qquad$
$\qquad$

## TOYLAND

DOLLS DOLLS PRETTY DOLLS
Leach's

ARTHUR B. DUNCAN GENERAL LAND AGENT ND ABSTRACTE

Buys, sells and leases Real
tate on commission; Re tate on commission; Renders
and pays taxes for non-residen land owners; Investigates and
perfects titles perfects titles; Furnishes ab
stracts of title from records Owner of Complete Abstract all Floyd County Lands and Town Lots; Have had 25 years experience
with Floyd with Floyd County Lands and
land titles. List your land and lease; and give me your ab-
stract of title work. Office
South .

ARTHUR B. DUNCAN

- flovmana tey



## OYSTERS IN SEASON

The oyster season has come again and you'll find our cafe the best place to get them ac ording to your taste.

We always have everything the market sup plies and give, in addition to reasonable harges, courteous and efficient service. PLAINVIEW BREAD DAILY WE WANT YOUR PATRONAGE

## The Movie Cafe

West Side Square
Floydada, 'Texas

25 years residence in West Texas and 12 vears experience dealing in Plains lands Its us in position to handle your business in the most satisfactory manner.

List your land with
Fawver \& Christian
First National Bk. Bldg. Floydada, Texas

##  <br>  <br> THE <br> FARMER'S TRUCK <br> $$
\begin{aligned} & \text { not working. The aggress } \\ & \text { consider the possibilities } \end{aligned}
$$ <br> $$
\begin{aligned} & \text { ive farmer has only to consider the possibilities o } \\ & \text { the Ford truck and he is ready to buy one. We judg } \end{aligned}
$$ <br> RKER BROTHER <br> 

## New Location-Allen's Tin Shop

## New locat

We will the first of next. Completely re-equipped with modern ma hinery and prepared to do all kinds of Sheet Metal and Repai

A. M. Allen

nomamom mas

## Letters from France

| LIEUTENANT HARRY DAWSON WRITES OF WAR IN FRANC |
| :---: |
| Dear Mamma: <br> Have not had a chance to write, or even cable, you for the last month. We have been moving into and out of the line and were not near any place where mail could be handled. I went through without a scratch, but had some pretty narrow escapes. Have had shells burst within ten feet of me, but fortunately they were small ones and did nothing but throw dirt on me. Have had machine gun bullets pass close enough to me to make my helment ring. Had always wondered whether I could stand artillery and rifle fire, and this time got a chance to find out. We had some pretty severe shelling and I was able to run around in the midst of it, and carry on my work. <br> Have not had a chance to bathe or change underwear for a month. Did Iget to change socks about ten days ago.. We were not in trenches, and every night, or at times during the days when it got too hot, we had to dig our own holes. This bunch of men could make prairie dogs and badgers turn green with envy. I have seen men digging with their mess kit lids. Believe me, I can dig a hole big enough to get out of sight in, in a very few minutes now: <br> I have got all your letters up to number seven. Have got two or three in the last few days. Also got two from Leland, and two or three each from Papa and Marie. It did not feel natural for so many letters to come for me at once. Guess I will get mail more regularly now, and also |
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# At Last Here is the Big Story About 

 THE PUMPKN! You Have Been Hearing So Much About To our customers and to the public generally: Beginning FR. WOXIIIS ITC: 6We are going to start the most interesting contest that the.people of Floydada have ever had the opportunity to enter. We have a large pumpkin on display and with every $\$ 1.00$ purchase we give you a guess at the number of seeds in the pumpkin. You keep your numbers and gue ses and we keep the corresponding number.

## 

Everybody brings in their numbers and the person who guessed the number or the closest to it gets this BEAUTIFUL MAHOGANY GRAND OPERA PHONOGRAPH.

## the 24th, 1918



Save your cash sales tickets until you hare one dollar's worth and get your guesses. For one week we are going to make some special prices on seasonable goods... Repeated shortage of crops, added to many special calls for cash, make it difficult for many good people to secure all they need without some price concession to today's values. As merchants, we realize our obligation to relieve this situation as fār as is possible to do, which, at this time forces us to make reductions and substantial prices on merchandise. We know that we are just entering the season of most rapidly and profitable selling.

## Our Stock is Large, Complete and Dependable

The trend of prices is still upward-high as they are now. But notwithstanding these facts we have decided to make all substantial prices and some REALLY BARGAINS. In addition to these rare prices, every customer will have equal chance to obtain this beautifut Grand Opera Phonograph.

Note the price concessions below, which give just an idea of the special offerings we make for you, and make your arrangements to avail yourself of your needs now.

We have just received a big shipment of shoes. Billiken's for the school children, all sizes.

TEN PER CENT OFF ON ALL SHOES
Special prices on men's hats.
Toilet goods and notions
Good, warm, fine underwear for men, women and children, at money saving prices.

25 Per Cent off on all Ladies' Shirts, Dresses and 25 Per


## MEN'S COATS AND PANTS

Men's knit sweaters, heavy roll collars, $\$ 1.50$ value, Special price Heavy duck, slicker lined high corduroy collar coats, $\$ 6.00$ value, special price $\quad$ - $-\quad$ - $-\quad$ - $\quad \$ 3.85$ Heavy well made corduroy pants, $\$ 6.00$ value, special Price during this sale
All toilet soaps, per cake Shaving soap All 50 cent Face Powder $\quad$ - $\quad 39$ cents
 30 cent Tooth Paste 19 cents

By aglance through our stock you will see that we are offering the very best merchandise. Select and dependable at substantial prices. And now as in the past, we will make good on every price and promise, for we are here to stay. REMEMBER This is headquarters for nice, useful CHRISTMAS PRESENTS. Something new every day.


[^0]:    OUR PRICES ON COOK STOVES AND HEATERS ARE LESS THAN TODAY'S WHOLESALE
    COST. BETTER STOVES CANNOT BE FOUND IN FLOYDADA. COME AND SEE FOR
    YOURSELF.

