## THE FLOYD COUNTY HESPERIAN

## VULUME 21 <br> Inspectors Re-Rating Under Revised Key Rat <br> Re-Mapping Mercantile Risks an Making Complete Individual Re-Inspection

L. O. Jarrell and R. E. Rustin, of Austin, inspectors for the
State Fire Insurance Commis State Fire Insurance Commis
sion, are re-rating the fire risks sion, are re-rating the fire risks
in Floydada under the revised key rate issued by the fire com key rate issued by the firs
mission early this month.
mission early this month, re-mapped and complete re-inindividual risk.
Mr. Jarrel stated Tuesdav that they were making a complete new fire map of the town, and tnat each risk was being personally inspected. "We rate individually because one of two men in the same business may have other and be entitled to a better rate, though their stock may be
the same in all respects. Much the same in all respects. Much
depends on the individual, hence the care w
ticular,'
Asked what he considered two of the most needed things in
Floydada from an insurance man's point of view, Mr. Jarrel said: "You need of all things an some sort. We have found much room for complaint in this respect, showing little care in
its handling. Another thing your city should have is a trashyour city should have is a trash-
burning ordinance. Carelessness with trash fires is respon we find are careless in this re speci in Floydada.
"You have a good town and country and your business men
have been courteous and helpful to us in every case. Evidently your country is developing rap idly. I never saw so much feed in my life as I see here, and I note that you mix cotton-grow ing and diversified farming in a most satisfactory
cluding hog-raising.,
cluding hog-raising.
Messrs. Jarrell and Rustin are touring the state the greater part of their time rating and re-
rating towns for the insurance rating towns for the insurance is maintained by law by a tax on the gross rroceeds of the fire insurance companies doing busi ness in the state.

## Preaching Announeement

Rev. J. F. Mathews will return this week from Rogers, where he is encaged in a meeting, and
will be here Sunday to preach at
the Christian Church. Services will be held at the usual rour

## 650 Feet of Sidewalk Contracted

Within the past ten days sidewalks have been contracted for across 686 feet of
age in $\mathrm{F}^{\prime}$ 'oydada.
Among the owners who have contracted are J T. Kirk, 150 feet, J. A. Price, 200 feet,
Farris \& Surginer, 55 feet, I. D. Gamble, 100 feet, Sam Dane, 100 feet, and C. Foster, 75 feet. Of this number I. A. Pric and C. Foster are not in the list Who have been notified by the The 55 it to build.
The 55 feet contracted for by Surginer \& Farris is on the south de of West Callforniz and is an mportant connection link on that block, which when completon will lack only the frontage on a 2 -foot lot and an
crossing being bult solidly.

## BEST HORSES AND MULES

 RAISED IN FLOYD COUNTYCharles Culp Says Raisers Aroun
Floydada Have Best Stock Hoydada Have Best Stoc in West Texas
Charles Culo, of W. L. Cook
Co., of Fort Worth, extensive Co.. of Fort Worth, extensive dealers in horses and mules, has
peen spending the past several davs in Floydada buying mules The last three days of last week be bought $\$ 5,500$ wortn of mules or the market, which will be shipped as soon as cars can be pany. Mr. Culp is enthusiastic about
this councry as a mule raising section. He has spent all the summer in Wesi Texas buying horses and mules, part of his time being spent on contracts for belligerent governments in Europe for cavalry and artillery horses. This trip he has handled mules altogether
"I have bought all summer here and all over West Texas," Mr. Culp said. "I find better horses and mules right around Floydada than at anv point in West Texas, and pay better prices here than at any other point in West Texas. You have some very fine mares in this county, as well as some high red jacks and horses.
"I am glad to know that Floyd County farmers have, learned that the top live stock are the kind to raise, because they are
the ones that are bringing the the ones that
top prices."
J. M. Wilcox, of Bridgeport lexas, visited during the earle
part of this week with J. M.

## IT MAY NOT BE YOUR BEST FRIEND



But to say the least, it is very convenient to have a Bank Account in the time of need.

WHEN GEEALTH AND PROSPERTTY
Are bringing a good pay income, you may not realize this; but there may come $a_{i}$ time. We always stand ready to help and assist. Start an account today

FIRST STATE BANK

## Sensational Week on Cotton Market

Burglar Gets Type-
writer and Che writer and Checks Ginners' Report..--Activity in All Lines of Products
E. oaks into Lockriey State Bank through Window--Gets 50c from Stamp Drawer
After two weeks of sensational advances, cotton broke 25 to 50 points yesterday upon receipt of the ginners' report, but the mar paratively steady. Best cotto sold at the highest point yesterday morning on this market when several bales of high grade lint brought 19 cents. This high market is the highest since 1870, ceording to official report. All other farm products als show an advance over last week Maize heads are bringing $\$ 23$ today and threshed maize quoted at $\$ 1.55$; one load o heads sold this week for $\$ 23.75$ Cotton seed have advanced
per ton, now selling at $\$ 48$. per ton, now selling at $\$ 48$.
Since wheat reached the $\$$ Since wheat reached the $\$ 1.50$
mark last. week six car load have been received on this maret. Today's quotation is $\$ 1.55$ Eggs have taken a five-cen advance, selling today at 14 cents, hens 11 cents and cream 25 cents. The local market has been
upplied all this season with cabbage raised in the county Cabbage are selling today at 31 cents. A supply for several weeks remains in the gardens of the county to be consumed before out-of-county shipment will he ordered.

## CAVENY COMPANY MONDAY

NIGHT AT AUDITORIUM
econd Lyceum Number Will Offer Program of Painting, Sculpture and Music
The Caveny Company, with J ranklin Caveny, Cartoonist and Clay Modeler in the principa parts, assisted by Marie M. Cav Woods, piano soloist and accomWoods, piano soloist and accomthe High School Auditorium Monday evening beginning a $8: 15$. This will be the second 8:15. This will be the second
number of the series of six ar ranged for by the locat-Iyceum committee.

## Advance

The Caveny Program is sculpture and music, It is pre sented in such a way as to in struct and inspire and yet to do so in a manner so charming that the whole evening is one
lightful entertainment.
"Mr. Caveny draws rapidly with colored crayons, a variety
of pictúres, some amusing, oth ers beautiful; selects faces i the audience and puts them on
paper with almost lightning paper with almost lightning
rapidity; conistructs "rag" pic rapidity; constructs
tures that have all the effect tures that have Mr. Caveny i also an expert clay modeler and in addition to these varied lines, entertains the audience through
out all his art work with humor out all his art work with humor-
ous monologue readings and im-

## personations.

" "Marie M. Caveny has won high place in the Lyceum, not
only for her sweet singing, but for her charm of personality. Pauline Woods is both pianist
and accompanist. Both of these and accompanist. Both of these
musicians have the happy facul ty of choosing selections that are appreciated not only by critics, but
loves music
loves music.
"The program includes a varie-
ty of numbers in which the cra-
yon drawing and clay modeling yon drawing and clay modeling are accompanied by appropriate
piano numbers and piano numbers and songs. As a
whole, the program has that de-
gree of unity and artistic finish gree of unity and artistic finish
which has made 'The Cavenys'

A burglar with a turn for of ice work got fifty cents in and a second-hand L. C. Smith typewriter last Friday night when the window of the Lockney State Bank was prized open and entry made by this means. y the bank ifficials Saturday morning early when they opened up for business. The fifty cents was stamp money kept in a
drawer in the office. No money or valuables not mentioned wer taken,
In his leave-taking the burglar left cashiers' check No. 900 on the floor. It was neatly made out on the protectograph for the sum of $\$ 10$. Nos.
inclusive are missing.
No attempt was made to ente whe safe or vault. The type of T. E. Durham, formerly an official of the bank.

## Bank Deposits

Exceed \$1,000,000
Deposits in the banks of Floyd County exceed one million dol The two
The two banks in Floydada have in excess
bined deposits.

Land sales of the past sixty days have added little money to the total in the country, accord the greater per cent of the sales the greater per cent of the sales and January.

MATHIS-MARTIN BUYS OLSON
DRY GOODS - STOCK
Also Lease Building in Order to Increase Floor Space for Their Business
This morning at 10 o'clock Mathis-Martin Dry Goods Ccmpany boucht the O. B. Olson joining them on the south ad joining them on the south, and
are at this time invoicing the are at this time invo
stock for the transter.
At the same time Mathis-Mar tin are getting a term-lease on the 20x1C0 building occupied by Mr. Olson from the Masonic Lodge, and the two stores will be made into one by a connect lodge has already contracted or the change in the buulding.
Mr. Olson has not made fur Mr, Olson has not made fur ther plans for the fall than that market during the remainder o the season.

## AIXEN TRADING CÓ. IS CO-

 OPERATIVE BUYING CONCERN Irrigation farmers in the Ai ken community in the northwest part of Floyd County are saving themselves three and half cents per gallon on fuel oil half cents per gallon on fuel oi
for irrigation, well pumps thru collective buying. A corporation known as the Aiken Trading Company was organized with a
capital stock of $\$ 2,500$ in shares of $\$ 25$ each. About fifty tarm ers in the vicinity own the stock. Besides buying oil in this manner the company plans to mar ket the live stock of the mem-
bership on a co-operative basis, bership on a co-operative basis, same manner.
The directors of the company are F. T. Frieburghouse, H. A Pearcy, A. S. Baker,
Bettle and C. F. Meyers.

First Frost Falls
Thursday, Oct. 19
The first killing frost of the 1916 season fell Thursday nignt first frost fell about Nov, 10 .
The frost was very heavy and
killed all growing vegetation, including field crops which were not matured.
On the same night the temperature fell below freezing point for the first time this sea-
son, reaching 28 above zero Frison, reaching
day morning.

Increasing Floor Space of Price-Foster W. L. Boerner Making Fifty-Foot Extension on Building on West Side Main Street
W. L. Boerner contracted with Sam Dane Thursday afternoon foot extension on his a fifty brick in West Side of Main Street, now sccupied of Main Foster Dry Goods Company, the exter Dry Goods Company, the
exten to have a sixteen foot ceiling and he double-decked for floor space.

## 38 Tickets Sold for Special

Day At Texas State Fair
Thirty-eight persons took adrates to the State Fair last day when the Panhandle \& Plains Santa Fe Special left this section of the country. About the same number were sold at Lockney, and all the towns of the Plains furnished approximately the same proportion. More than two hundred people in all have attended the fair from Floydada and the immedi ate surrounding territory this year.

Auto Wrecked When it
Turns Turtle on Road Sunday afternoon A. J. Ryals, auto driven by his thirteen-yearcompletely over on the road leading west by the S. E. Williams place a mule west of town. The little girl was stunned for unhurt, while the car was badly wrecked, the damage including broken windshield, smashed top, broken spokes, and bent axles. Another Ford driven by Miss Ravannah Morris just ahead
when the accident occurred, returned to the scene of the acci-
dent and carried the girl home

## League Program

For Sunday, Oct. 29, 4 p. m. Leader-Mr. Daniel
Song.
Scripture lesson-Gen. 13.

## Do You Want to Sell Your Land?

I not only have Prospective Buyers coming, but have them on the ground now, if you will sell on reasonable payment and easy terms.

If you want to sell, list with me for quick results. Make the payment reasonable and terms easy and I can sell your land.

## JNO. A. HOLLUMS

"Land and Lots and Lots of Land"
South Side of Square
Floydada, Texas

$\$ 100$ Reward, $\$ 100$


## The Hesperian's Want Ad Department

WANTED-Copies of the Hes verian of dates Sep. 21, Sept. 28 , Oct. 12th. 10 cents per copy for the first ten of each edition
brought to this office in good brought to
condition. 2 t .
If youl dan grass, notify Jim your Su Jr., Lubbock Texas

Room and Board-Wanted by young man. Phone No. 8. Why break your back peering into a low oven? Get Cole's
High Oven Range. It makes your work easy.
47 head of stock cattle for sale, cash or credit. Also suffi-
cient feed to run cattle through cient feed to run cattle through
the winter. See G. D. Fench. tf Sows and pigs for sale. J. P. Brownlee. 3 miles west of Floy-
dada.
Remember you save money b tracing with a cash house.
2tc. White Sells for Less. White sells only for cash, and 2tc. White Sells for Less. See C. H. Featherston for fire insurance. 1tc.
Motorcycle for sale., See R W. Vaughan.

See C. H. Featherston for fire insurance. 1tc.

Miss Mollie Crum Spirella Co setiere. Phone 141. 4tp.

See J. A. Lowry \& Son for expert Blacksmithing and horse-
shoeing. Satisfaction guaranteed shoeing. Satisfaction guaranteed.
tf.
See C. H, Featherston for fire insurance. 1 tc.
WANTED TO BUY
hand windmill outfit.
tf
$\mathrm{E}, \mathrm{L}$. Morris,
For Sale.
Wagon Yard well equipped good location.
Two residences, might take Some choice business and resi tf. W. M. Massie \& Bro. Office rooms for rent. See
Gamble land and Cattle Co. 4tp For first class shoe and harness work bring your work to north side repair shop.
all work days of the week.

## tfc. $\quad$ O. R. Eastwood. $\begin{array}{ll}\text { till work days of the week. }\end{array}$

## Strayed or Stolen

 in also apo open 9 on right hip. Flour. When you try a sack you Reward for recovery.W. L. Boerner, tf will buy again.

## W. J. Boerner, H. E. Cannaday.

We deliver anywhere in the

## city. Just telephone 94.

| city. Just telephone 94. |  |
| :--- | :--- |
| 2tc | Phillips-Sands Co. Tribute to Class of Men |
| Who Become Drunkards |  | MR. FARMER - Trade with the east side grocery where the stock and prices are as good as the best, and where rents -a low and no clerk hire to pay.

2te
Just Received-Another car o the celebrated Mitchell wagons Come get yours.

Jones \& Mitchell.
-
1 Dissatisfied with the Coffee you are using? Then try one 4-pound bucket of Cheerful Cup
Coffee for $\$ 1.00$; reasole priced and found highly satisfactorv wherever tried. Buy it
only at Phillips-Sands Co, 94. See C. H. Featherston for fir

## $\begin{array}{r}\text { Sia } \\ \text { S } \\ \text { S } \\ \text { See } \\ \hline\end{array}$

See E. 1. Parrish \& Bro. fo
ianos. Easy terms
Sows, pigs and shoats fur sale, See G. D. French.

WANTED - Bright young wo men to enter the training school
for nurses. Phone Plainview Sanitarium, Plainview, Tex. 4tc

## Notice of Estray

 $\left.\begin{array}{l}\text { State of Texas, } \\ \text { County ot Floyd. }\end{array}\right\}$ Taken up by and Estraved before J. C Gaith er, Justice of the Peace Precinct day of loyd County, on the 16th certain sorrel mare 3 years old, $141 / 2$ hands high, bald face, white hind legs, grey spot on left thigh, wire cut on left front foot, and appraised at $\$ 500.00$.The owner of said stock is reThe owner of said stock is re-
quested to come forward prove property, pay charges, and take same away, or it will be deal with as the law directs.
Given under my hand and offi Given under my hand and offi-
cial seal this 16 th day of Octo ber. A. D., 1916

Tom W. Dee

## [seal.]

$\qquad$ , Texas
$1019-3 \mathrm{t}$

Flake White is guaranteed give you satistaction. 1te

I don't make the profit on lake White Flour that is made on inferior grades but it makes satisfied customers when I sell
it. 1te
Order groceries by talephone.
Buy at the store of low rents Four heifer yearlings, white
face, branded B on right side, and no clerk hire of low rents
Phone 94. face, branded B on right side, and no clerk hire. Phone 94 .
split left ear; one steer, white 2 te

Flake White Flour is the most Flake White Flour is the mos erfect flour on earth. Louisville, Ky., Oct. 15.-A
tribute to the class of men who become drunkards was paid by Ira Landrith, the prohibition
candidate for vice president, in candidate for vice president, in
an address to young women at an address to young women at ville today just before the national dry candidates left for here preparatory to resuming the carnpaign tomorrow.
"Don't judge the drunkard
"Foo harshly," Landrith said. tightwad. He who worships the eagle on the dollar seldom worships the bottle on the shelf. The mean, miserly, narrow skinman who becomes a drunkar likes mert; the miser has no so cial instinct. Prohibition of the liquor traffic will save to us a generation of men who wo
give blessing to their time."

## Oficial Announcement of

County Prize Winning
The following official an nouncement of prize winners in the county contest at the Texas State Fair was made Wednesday of last week in the Dallas News:
"After a re-examination of the ounty exhibits at the fair yesterday, the remainder of the awards were made. Fourth place and the $\$ 150$ prize went to Floyd Coun ty; fitth place, $\$ 100$ prize, Ellls County; sixth place, $\$ 100$ prize Hall County, and seventh place $\$ 100$ prize, Armstrong County First place, as announce y; sterday, went to Cooke Coun y; second to Wichita County Republican Gubernato rial Candidate in Address J. D. Starks spent last Thurs day and Friday in Amarillo business, and while in that city heard the address of $R$. $B$ Creager, of Brownsville, candidate for the office of governo on the Republican ticket.
Mr. Starks said that Mr Creager made an excellent ad dress which was heard by a large audience, being introduced by $J$. L. Van Natta, candidate
from the 13 th district for Con by J . L.
from th
gress.

## Prize Correction

In the list of awards in the Textile Department at the Floyd County Fair, first prize for Irish in the list a
Parrish, Jr

Indians Kept the Arrows
In writing to thank the editor at the State Fair Grounds a or the wtite-up of the "Last Dallas, according to the Dallas Buffalo Hunt" which appeared News report of the game, Stokie the Southwest Plainsman, played right half on the S. M. U. last woek, Col. Goodnight seys: team, The Indians returned all of the The Methodists were badly rrows to me, even the broken outclassed in the game, losing one, but knowing that they 48 to 3, Stokie's work, however would appreciate them more receiving commendation from gave thoud their own souls, said: "Bishop played News, who apsakes back to them as said. Bishop played a splendid eally shot with my own bows S. M. U's ground. He was also and arrows. The Indians claim good on the defensive." He that my bow was the finest was described as having "tackled hey had ever got on a horse fiercely." ith me. It is a Pueblo which I had always thought very ordmary, though sinew-lined, and they say that it is excepheavier than theirs, 1 had them select the best for the occasion., -Plainsmar.

Foot Ball Team of F. H. S
Bests Matador Visitors
Friday afternoon the footba
School won from the Migh chool won from the Matador High School 19 to 9 on the local field, their game being won
with three touchdowns and one free kick, while the and one were making one touchdown and one field goal.
The local boys showed much etter form both in offensive and defensive work in this game than in either of their previous

## The

The Floydada High Schoo am will play Plainview at They will also probably play Sil verton two games and Tulia two ames before the season is closed.

Stokie Bishop Playing Good
Foot Ball at S. M. U. Stokie Bishop is playing a good game with the Southern
Methodist University foot ball Methodist University foot ball team this year, his playing being
responsible for the greater part of that term's couins in their $\qquad$


## AUTO MAIL LINE <br> FLOYDADA--ROARING SPRINGS--MATADOR daILY EXCEPT SUNDAY <br> Connecting Q.A. \& P. Ry. at Roaring Springs with Santa Fe at Floydada. The shortest, quickest, and cheapest route between East Texas and South Plains points. Adelightful trip for tourists. 45 miles of pic turesque scenery, showing a sample of every kind of land in the Panhandle. <br> OFFICIAL SCHEDULE: Leave Roaring Springs eave Floydada <br> 1:30 P. M 8:00 A. M. Arrive Matador2:10 P. M 11:30 A. M. Arrive Floyda <br> RATES: Floydada to Roaring Springs or Matador, $\$ 3.50$. Round Trip \$6 <br> W. R. RLLOYDADA. TEXAS Prop.

Announcements Nominees of the Democr Primary held July 22, 1916: For District Attorney, 64th Judi cial District: Austin C. Hatchell For Co. and Dist. Clerk Tom W. Deen.
For County Judge:
E. P. Thompson

For County Attorney C. K. Holloway

For Treasurer Floyd County Mrs. Addie Thagard.
For Tax Assessor
A. A. Whyte.

For Sheriff \& Tax
For County Surve
For Commissioner Pre. No. 1 W. Е. Smith.

For Commissioner Pre I
W. F. WEATHERBEE.
W. F. Weatherbee.

For Public •Weigher Precincts 1 and 4
S. B. McCleskey.

For Justice of Pe
R. T. MILLER.


CHILDERS PRIVATE SANITARIUM


For Medical and Surgical Cases
R. A. CHILDERS, Physician and Surgeon F.oydada, Texas

Hespeeian and S. W. News $\$ 1.75$
HUSBAND RESCUED DESPARING WIFE

After Four Years of Discouraging Conditions, Mrs. Bullock Gave Up in Despair. Husband Came to Rescue.

## I had gotten so weak I could not stand

 and $I$ gave up in despair.At last, my husband got me a bottle of Cardui, the woman's tonic, and I com menced taking it. From the very first dose, I could tell it was helping me. I can now walk two miles without
tiring me, and am doing all my work," If you are all rma down from womaniy Ir youbles, don't give up in despair. Try troubles, don't give up in despair. Try
Cardui, the woman's tonic. It has helped more than a million women, in its 50 years of continuous buccess, and should surely help you, too. Your druggist has sold Cardui for years. He knows what it will do. Ask him. He will recommend it. Begin taking Cardui today mend 1. . Begin laking Carail today.


Catron, $\mathrm{Ky},-\mathrm{ln}$ an interesting lette from this place, Mrs. Bettie Bulbe years, with womanly troubles, and durin this time, I could only sit up for a little all. At times, I would have severe pain in my left side:
The doctor was called in, and his trea
ment relieved me for a while, bun
soon confined to my bed again. After
that, nothing seemed to do me any good

Out o

The Night

| By REX BEACH. |
| :--- |
| Copyright by otis I. Wood. |


 "That is the onlye piriece of your pro,
essional advice l ever carea to follow
eit how?"

## beto doe doe

\section*{| $\begin{array}{l}\text { othe } \\ \text { her } \\ \text { She }\end{array}$ |
| :--- |}

## You and youn

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\section*{| the |
| :--- |
| in $f$ |}



## fact

## $\xrightarrow{\text { Whe }}$

## for


a tight place, but you know what
mean. I feel lonenome in a dress suit,
a butler fills me with
a butler fills me with gloom, and-wel
r'm not one of you, that's all."
"Perhaps that's, "Perhaps that's what makes a hit
with Marmion. She's used to the othe
kind."

## 

##  <br> 

 worked," ruminated the former spaeak-er. 1 don't remember that I ever had
time
 the street, where Austin's groom wa
struggling with a huge blat "It's coming pretty soft.

"Wish me luck, Doc. I'm going to
ask her today,",
"Good for you, old fellow." There
was great fondness in the younger
man's eyes as he wrung the rider s.s
hand and waved him adieu, then
watched him disappear around the cor watched him disappear around the
ner.


PRICE-FOSTER

# KEEPING UP WITH THE TIMES <br> A New Addition,-A Modern Store Throughout 

> -Sky lights; Side lights; High ceiling; Easy stairways; New fixtures; Larger sales force; Higher class merchandise; Stronger lines,--In fact one of the largest stores in the West, with electric lights, and all conveniences including Ladies Rest Room.
> - Millinery Department, Ladies Ready-to wear Department, Shoe Department, in fact all lines in departments to suit your convenience. If you are not a customer of ours, come give us a look; we will be only too glad to show you through our new store when finished.

## Honest Dealing, Good Quality-That's Why We Succeed.

-DONT FORGET we are headquarters for Star Brand Shoes; Carhartt Overalis; Busby Gloves; Schloss Brothers Suits for Men and Young Men; Sunshine Suits for Women and Children; Armour Plate Hosiery; Billiken Shoes for the Little Folks.

We have the Merchandise at the Right Price,-Come see for
Yourself. Give Us a Look. Get Our Prices before You buy.

# Price-Foster Dry Goods Company <br> "The Store of High Quality and Low Price" 

## The Floyd County Hesperian

PUBLISHED EvERY THURSDAY B
HESPERIAN PUBLISHING COMPANY Homer Steen - - Editor and Manager

## Entered as second-class matter April 20th, 1907, at the Texas, under the Act of Congress of March 3rd, 1879.

## Subscription Prices

One copy one year, in advance
One copy six months, in advance
Advertising Rates: Furnished on Application.

Cotton Crop Prediction Now that frost has fallen pre dictions as to the cotton produc tion of the county and produc tion per acre are in order. Taking estimates furnished by raisers it is safe to say that hardly half of the crop in the country has been marketed, Cot ton is extremely late in many fields and some farmers had hardly gotten their first bale
when the frost fell, while few when the frost fell, while few have finished more than half heir picking.
The unknown quantity in the estimate would be the "bolly" cotton which may exceed expectations or fall under, according as the weather is dry or wet the next few weeks. Figuring the
bollies to be about as usual and bollies to be about as usual and
taking the present ginnings at taking the present ginnings at
Floydada at slightly under 1200


Excursions
To Abiline, Texas, account District assembly Hamlin District Pentecostal Church of the Nazarenes Oct $25-29$ Round trip tickets on sale, Oct. 23 and 34. One and one-third fare for round trip.
J. T. J. DAWSON

Ast. P. . S, F
bales an estimate of three thousand bales to be ginned here ought to be conservative. Some, however, estimate the as low as handled at Floydada as low as 2,500 bales while oth
ers run the figures to 4000 . is posslble for the to 4000 . It to materialize.
The larger part of the crop will be gathered within the next four weeks, with good weather, as the frost will open what is to open. This will make a heavy demand for pickers, too.
The per acreage production in some instances will run easily above a half bale per acre. A. T. Pratt's ninety-acre field will reach these figures. W. L. Mor
ris has about field that will yield same sized bales, or a third of a bale per acre, and some other fields will average as low as a fourth bale the general average estimate at present being around one-third

## Sensationalism in the Pulpit

At a recent meeting of one of the Methodist Episcopal confer ences, the bishop in charge told
his members to preach sensa tional sermons. He pleaded with them for this because otherwise it is hard to get men to church. We are surprised to read of this. If there is one thing that to our mind ought to be con demned, it is sensationalism in the pulpit. Sensationalism in dress is bad enough; sensationa ism in political theory may be excused. But in the pulpit where
the best that is in man ought be appealed to, and where the
noblest ideals ought to be preach-ed-in the pulpit we see no ex cuse for sensationalism! It is not an insignifieant fac that sensational sermons have done more to detract from the good name of religion than any thing else. If religion has been dragged in the mire, it has been
by sensationalists. If religion has lost any of its influence, and we are afraid it has, it has bee
.00 through an irreligious sensation50 alism. We recall that it is the still small voice that is real ef-
fective, not the loud and blafective, not the The finer nature of man cannot be appealed to by sensationa sermons. The religious teach ings of any religion demand a respect which sensationalism cannot brook, The greatest teachers of the world have no been loud sensationalists. They have decried wrong, but they have avoided, and their succes sors still avoid that crass and coarse method of preaching which attracts men and women training mentality and general training answer only to appeals that are couched in terms o sensationalism calculated arouse reactions that are carried
on in anything but a refined on in anythin
ligious sprit.

## The world needs good sermons

 and appealing preaching; but we honestly believe that a vulgar sensationalism and these two terms cannot be divorcad in two minds of sensational minds of sensational preachers,will do anything but appeal to will do anything but appeal to
the hearts and to the minds of those who really crave communion with their Maker.-Rab munion with their Maker.- Rab
b1 George Fox in the Christian Science Monitor.

Exponents of House Bill 30 which is distinctly an education al bill, and which will be voted upon as a proposed constitutional amerdment on November 7 may as well give up hopes now after the votes are counted.
While the bill does not carr While the bill does not carry appearance of a tax measure and Texans have had enough taxes for a while.
The moord the people of Texas are now in is such that an
he view point-would meet 78,299 on the corresponding date with great favor; but most any last year.
other amendment is going to meet with a sad fate.
The frost and freeze did dam. $\begin{aligned} & \text { box cars in the shartage is in the states, }\end{aligned}$
The frost and freeze did dam- while the lack of coal and gon-ge-no doubt of that--coming dola cars is felt most severely predictions of gross production tions,
of maize and cotton will have to
duction will reach cotton pro-
bales this year for the Floydad gins, it is now pradicted, where as, 2800 or 3000 was considered with a late frost as probable. Much late maize probable. Much late maize and kaffir bundle. The fact that high prices are enticing much feed out of the country may make this a blessing in disguise, however; as in a stock feeding coun ry it is quite easy to over-sell People of Texas are watching with interest the political tangl nto which Governor Ferguso has led the State University. Of all the institutions which kept out of politics, Texas Uniersity is first and foremost.
The University faculty and regents will be the political storm center when the legislature convenes, much to the in stitution's detriment.
First each in the individual gricultural exhibit contest for watermelons, peaches and feter ta, and second each on maize kaffir and speltz-and possibly other prizes besides fourth prize and $\$ 150$ in the county contest is not bad. Fact is, it is mighty good for eight days ${ }^{\circ}$ preparation and a four-hundred mile hau before being shown.
Floyd County at the Stat
Fair!
Combined depositis of the Floydada Banks have reached more than a half million dollars. U. S. Railroads are Short

Net 61,030 Freight Cars
New York, Oct. 21.-Railroads
the United States are sulf
ing from the greatest shortage time of the year, according figures made public here today On Sept. 30 there was a net
shortage of there was a ne


## Happy Hooligan

Couldn't be better Pleased

Than we are to be able to tell you that we are well prepared to take care of your need in the line of BUILDING MATERIALS

Well-seasoned siding insures long wear and first appearance in a dwelling or other structure. Our stock of siding is made of carefully selected lumber and seasoned thoroughly; that is why it wears so well

Tell us your plans for building and we will show you how to avoid waste and get the most for your money. Our customers are our best friends, because they can rely on our advice about building material. They always return. We guarantee the quality of everything we sell.
A. G. McAdams Lbr. Co.

## The Knocker's Prayer

 0 Lord, please don't let ou town grow. I've been here for thirty years, and during that time I've fought every public mprovement. I've knocked everything and everybody; no firm or individual has establish ed a business hill to put the doing all I could I've the rout of business. Would have stolen them. and would if I had the courace I have done all I could to keep the town from growing and the town from growing and for it. I've knocked hard and often. I've put ashes on the children's slide and I've made the police stop the boys playing ball on my vacant lot. When. ever I saw anyone prospering or enjoying himself. I've started a reform to kill the business or spoil the fun. I don't want the young folks to stay in this town and I will do all I can by law, rule and ordinance, to drive them away, and I have always advised the people of our town to buy their goods from a mail order house, although I knew they could buy them cheaper athome.
It pain me, 0 , Lord, to see that in spite of my knocking, our town is growing. Some day, I fear I will be called upon to put down sidewalks in front of
my property and who knows but what I may have to help keep up the streets that run by up the streets that run by my
premises? This, Lord, would be more than I could kear be would cost me money, though all I have was made right here in this town. Then, tov, more people might come if the town continues to grow, which would cause me to lose some of my pull. I ask, therefore, to keep this town at a standstill, that I may continue to be the chief "ca lamity huwler."-Exchange.

One Million Acres of Schōol
Land Left Unsold According to the biennial report of J. T. Robison. Commis sioner of the General Land Office, there remains only 1,065 ,000 acres of unsold land out of the once vast domain owned by the school fund of the State of exas.
In his report, which covere the two years ending August 31 , last, Commissioner
briefly sets forth the of his department during that period, In the first place, he commends the new law provid day from Dalhart, where he had

## The Caveny Company

Giving a Program blending the arts
Painting, Sculpture and Music
High School Auditorium
Monday Evening, October 30th, 8:15

[^0]The Hesperian's Want

## Ad Department

High grade binder twin cheap at Dnncan's.
White sells only for cash, and White Sells for Less. List your lands with Steen \& Smith.
2000 pounds to each ton of coal at Crews \& Burke.
SEWING WANTED by Mrs. Woodall at Mrs. Liston's, two doors north or City Hotel. Work guaranteed. 1 tp
Block stock salt, also crushed rock and other salts at Duncan's, 2 tc
Leave your old hats with Henry S. Haines, the tailor Get them cleaned and blocked Guaranteed work.
We want your butter and We want your butter an
ggs. Duncan Grocery. Try our guaranteed hat work $\$ 1.50$ for a new hat.

```
2 tc Henry S. Haines,
``` Two more cars big lump coal received Monday by Crews \&
Burke. Phone 94. 1tc Let us supply your coal wants. Two more cars on hand this week. Crews \& Burke at Phillips Sands Grocery Co.
List your live stuck with Steen \& Smith.

High grade kerosene oil wholesale and retail, at Duncan Grocery. 2te Duncan Grocery is now buy ing cream for Plainview Cream ery. Will test and pay highest market price in cash at store. 2 tc Windmill oil, auto cylinder oil and high grade filtered gasolin at Duncan's.
Hats cleaned and blocked for \$1.50 Henry S. Haines. 2 te High-grade ḱerosene oil wholesale andretail, at Duncan's. Remember you save money by trading with a cash house.
lte White Sells for Less. - Chase - Sand Sants high Chase and Sanborn's hig cans and in bulk, at Duncan's. 2 tc

\section*{Providence Blow Outs}

Providence, Oct. 22, 1916. Mr . and Mrs, Cleve Hartman
went to Dallas last Friday to take in the fair.
Mrs. E
Mrs . E. O. Dodson returned
from Canyon Thursiter from Canyon Thursday last af-
ter spending a week with her ter spending a week wither
son and daughter there. About five inches of rain here the past few weeks. Mr. and Mrs. Ben Smith and Paul Pierson were pleasant callSunday.
Sunday,
Miss Hilda Richter went to Abernathy Saturday and returned Sunday
The first party of the season was held at the 1. C. Nations was there and everybody enjoy was there and everybody enjoy-
ed themselves, ed themselves,
Mrs. M. E. Nations ceceived a message from Bailey, Okla., to Mrs. Dean, was very low with Mrs. Dean, was very low with
fever. Mrs. Nations left fever. Mrs. Nations left lues-
day morning. W. C. Ooley sold 200 acres land near Lone Star to a party F. C. Dodson is the proud E. C. Dodson is the proud possessor of a
last Saturday
last Saturda
Want to sell it, trade it or give it away? Hesperian ad

\section*{2 Inch Pipe, 17 Cents}

We have just received a carload of pipe in all sizes from pipe for plumbing fittings to well-casings, and including

\section*{2 Inch Well Pipe}

We are selling the two-inch pipe at 17 cents per foot. Visit our store and fill out your hardware needs for improvements from our large stock.

\author{
C. SURGINER \& SON \\ Telephone 24, \\ Floydada, Texas
}

\section*{\begin{tabular}{l|l}
1 \\
N \\
S \\
COTTON
\end{tabular} U \\ INSURANCE \begin{tabular}{l} 
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\end{tabular}}

\section*{Floyd County Land \& Abstract Co. \\ Rooms 5 and 6 First National Bank Building \\ Floydada, Texas}
town. Mr. Sparks is engaged
First Entertainment of I. M. P. S. The I. M. P. S. Club was very Anna Irick on Tuesday evening, Anna Irick
October 17.
October 17 .
A business
A business meeting was held first, during which new names were submitted for membership
to be voted upon at the

\section*{meeting.}

Misses Collier and Howard were then put through the mys-
terious ceremonies of initiation and came forth as "full-fledged" I. M. P. S.

An interesting and original contest consisting of "Well
Known Names of Unknown Known Names of Unknown
Imps" was then held. Misses Ford was then held. Misses
Foorhouse proved themselves very efficient in the art of "guessing." Several "one hundred" per cent. A second contest then followd of: "Find on a Penny" and some lively discussions ensued as to the answers of: "What all girls]want?" and "Things we all like to receive.'
After the contest, the hostess, assisted by Miss Julia Collier, served delicious hot chocolate and wafers to the following I. M. P. S.: Misses Hamilton, Higdon, Miller, Terry, Henderson, Howard, Leonard, Collier, Butler, Nelson, Ford, Davis and At the "re
At the "regular" hour of adjournment declaring Miss Irick an parted declars.
ideal hostess.
The next meeting will be with Miss Butler,

\section*{Although-}

Wheat Cotton and Maize are higher We are still selling our Merchandise at bargain prices. Come around and see us. pleasing dish than an order of fresh oysters Have you eaten with us lately? Perhaps you would be pleased with our service. We certainly apprectate your patronage

\section*{Eubanks Cafe}

\author{
S. D. Tant \\ Attorney at Law \\ General Civil and Criminal Practice \\ Room 6 \\ First National Bank Building. \\ Floydada, Texas
}

\section*{P. H. Flynn Hurt in Accident} P. H. Flynn had his left knee
severely injured last Thursday severely injured last Thursday afternonn, when with Charley Moore he was driving east o town adjacent to the N.
Armstrong place in a hack. His horse shied suddenly throwing Mr. Flynn from th high seat. He was carried home in an auto, being unable to walk,
and has been in bed since that time. The tendons of the that were injured.

\section*{Triplet Girls Born into}

Family at Southland The Southland community has experienced a remarkable year lands and in the town, but it re mained for Mr. and Mrs. Lee Clark to kring to that vicinity
honors that muen older places honors that mucn older places can not claim. Dr. S. M. Henry reports the birth of triplet girls to Mr. and
Mrs, Lee Clark on Friday, Oct. Mrs, Lee Clark on Friday, Oct.
6. When the little misses began 6. When the little misses began
to call for admission to this good to call for admission to this good
home Friday, the family little dreamed of the treat that wa in store for them. Regularly at intervals of two hours, the little girls came untill three of them
enrolled as members of the enrolled as members of the home. The girls are healthy and
robust and perfect specimens of robust and perfect specimens of
babyhood, with every promise babyhood, with every
of growing to maturity.
Thewing to maturks live south of South land near the Hackberry school land near the Hackberry schos
house. The entire country takes house. The entire country takes a friendly and solicitous inter lets.-Slatonite.
George Stiles and wife, of
Hamilton County, who visited
sometime here with Hamilton county, who visited
sometime here with Mr. Stles' rothers, S. E. and
turned home Saturday. turned home Saturda

\section*{Don't Try to Beat a Train} advice of H A. Gausewitz, super
intendent of the Fort Worth Denver City Railway Company to the new motorists and es
pecially to the driver who tries pecially to the driver who tries
to beat a train across a railway to beat a train across a railway
crossing, as told in the Childrese erossi According to Mr. Gausewitz most accidents are the results o miscalculation on the ariver's
part. The inexperienced motor part. The inexperienced motor-
ist is the fellow who usually ist is the fellow who usually
goes in the ditch because he has goes in the ditch because he
not acquired the instinct not acquired the instinct
knack of knowing just the mi ment to swerve his steering viously dangerous as railroad crossings are, there seems to b iatal fascination in them for counts of motoring accidents o railroad crossings are of almost daily occurrence. The story practically always the same-the occupan's killed or seriously in jured because the driver mis. calculated.
If the motorist would bear in mind that a train traveling sixty miles an hour is really moving about ninety feet a second, an that in the five seconds that will take him to cross the tracks, the train will have moved about so quick to rush would not be ahead. But the moturist doesn't dc this. He is deceived by the speed of the train, which does not seem to be coming so very
fast after all-and he gets into trouble. And the remarkable part of it is that these fellows
who get hurt seldom have any reason to be in a hurry. In mosi cases they are driving along with their families or friends with al the time in the world to spareand yet this fascination of beat ing the train over gets them. Mr. Gausewitz's advice of "play it safe" is worth serious inward digestion by all who drive cars and particularly by the motorist in his driving intancy.
"If you ever get stalled on railroad crossing," says Mr. won't start, you can fall back upon your starting system to pull you over. Just throw her in high, let the clutch in, step on your starter hard and keep your foot right on it -until you
are in safety on the other side."
Miss Lela Windsor visited las week in Plainview with friends. Be a Floydada booster

\section*{HONESTY FIRST PARTITICS AFTERWARDS}

Hor . R. B. Creager, of Brownsville, T

IN FAVOR OF
Retention of Robertsnn Insurance Law. Submission where demanded by a majority. Amendment of the Warehouse Law. Abolition of many useless State Offices.
Abolition oi the useless Office of Coun Treasurer. Woman's Suff rage-As a matter of Justice
Low Taxes, and lower Governmental Amendment of Delinquent Tax Law. Amendment of Delinquent Tas Law.
Governor obeying corstitution as to salary
limitation Placing all public offcers on strict salary
basis.

Dishonesty in AGAINST-
The apoointment of iucompetents for polit Paying out public-funds for private exThe collection of excessive back tax penalA candidate accepting campaign tunds from corporations.
"Personal representatives,", "social secre-
taries" and other illsqal appointments taries" and other illeral appointments
at public expense. The Terrell Election Law. The Fee System,

\section*{Do You Agree with Mr. Creager?}

For every dollar property tax-payers paid the State in 1908 they paid \(\$ 7.10\) in 1915. For every dollar the CORPORATIONS paid the State in 1914 they paid only 52 cents W H Y ?

\section*{}

\section*{ama} man positions trips

VOTE FOR R. B. CREAGER FOR GOVERNOR

\section*{And tor the balance of the Repulican Ticket- State and National. Let us have the}

IF YOU VOTE FOR GOVERENOR FRRGUSOSN You APPROVE HIS ACTS

Such tobacco enjoyment
as you never thought could be is yours to command quick as you buy some Prince Albert and fire-up a pipe or a home-made cigarette!
Prince Albert gives you every tobacco satisfaction your smokeappetite ever hankered appetite ever
for. That's because for. That's because it's made by a patented process that cuts out bite and parch! Prince Albert has always been sold without coupons or premiums. We prefer to give quality !

\section*{PRINGE Albert}

\section*{has a flavor as different as it is delightful. You never tasted the like of it!} And that isn't strange, either


When Killing Wild Duck
Watch for Leg Bands If you kill or capture a wild duck hearing an aluminum band around one leg, havinga num ber on one side, and on the other a statement requesting that the United States Depart ment of Agriculture, or Biologi. cal Survey, be notified, you are requested to send this band a once to the Rureau of Biologica Sucvey, Department of Agricul hand, if accompanied C. Thi ment as to date, place and cir ment as to date, place and cir bird was taken, will be of ser vice to the survey in its efforts to determine the longevity of individual ducks and the routes of migration of the species. The bands are being attached to considerable numbers of wild duck of several species which have been cured of the duck sickness prevalent around Great Salt Lake, Utah, and there reteased. The department is particularly anxiuus to secure reports from these birds to determine their complete recovery from this
malady, which has killed hundreds of thousands of ducks in Utah.

\section*{Speakng of Thanksgiving} There is really no good reason not soar. It is estimated that not soar. It is estimated that
Fort Worth will ship out 100,000 turkeys to the Eastern markets within the next two months. Poultry dealers quoted a price of 20 c "on the foot" to farmers for their turkeys. Last year at this time the price ranged 10 and \(121 / 2\) cents. Turkevs are necessary for Thanksgiving pur-
poses, and fine for any other poses, and fine for any other
dav in the year. If all the other day in the year. If all the other
prices soar there is no reason prices soar there is no reason
why both the red and the white Why both the red and the white
meat should not go up, not to speak of the dressing.-Dallas News.

8 Entries, 7 Prizes W. R. Cope made eight entries in the individual premium de partment at the State Fair and out of this number received seven prizes,
The prizes received were: first on watermelons, peaches and feterita; second on mat.
kaffir, speltz and soft wheat.

> Railroad Car Shortage Serious
> Not only locally, but from othstations comes the informa are of cars throughout this see tion of the Southwest. This tion of the Southwest. This many complications incident the harvesting and handling of crops throushout the country. Food products are high-price and the prices seem steadly ascencing with little or no pros. pects of a reversion to lower planes. Grain and cotton also are climbing by leaps and bounds and added to this comes the information of such a shortage as has seldom been witnessed, in rolling stock
> So far as may be determined at this time there seems little reason to expect a change in this car famine, for the kaffirs hroughout this territory will soon be on the market and then there will be an increasing de-
mand. Just what the ultimate mand. Just what the ultimate
outcome of this matter will be emains to
Daily News.

> BORN - To Mr. and Mrs. . \({ }^{\text {I }}\) Shurbert, Oct. 21, a daughter.
> Hesperian ad liners pay
> Dallas, Texas, Oct. 21. -More than ten thousand people partcipated in the Panhandle and Pains grounds program at the State
Faddition Fair grounds today. In addition greatest in history of the State Fair, and istimated to state one hundred and fifty thousand visited the fair grounds, causing the Parhandle building to liter ally swarm with people all day long.
> Panhandle booths were awarded 42 firsts, 61 seconds and 17 arrd prizes in individual agricultural classes
> Scott Laycock, of Claude, vice-president of the Panhandle
and Plains exhibit association, and Plains exhibit association,
oresided at the exercises, principal address being delivered by Hon. R, B. Cousins, of Canyon, Hon. R, B. Cousins, of Canyon,
who delivered a magnificent hisorical review of the Panhandle Mike Kerrigan of Quanah told of the Panhandle forty years ago, and Hon. W. J. Riddle, of Dallas, who spoke on the subject "Dallas and the Panhandle," advocated a piked highway be tween Dallas and Amarillo, a
national park at Palo Duro, and the immediate establishment of the proposed West Texas A. ànd M. College.

\section*{The Farmers' Exchange}

The Place to Get your Money's Worth

\section*{We have the best coal money can buy}

We have alfalfa hay, maize chops, oats, brand, shorts, tankage, cotton seed meal and salt.

We want to buy your grain and will always pay the best price the market affords.

We have the Foremost Flour. Try a sack and use any part or all of the sack and if you don't receive better results than from any other flour you ever used return the sack and get your money back.

\footnotetext{
The Farmers' Exchange
The People's Friend.
J. S. DICKEY, Mgr.
}


\section*{Lower Cost of Living}
Three cents (3c),worth of coal heats our house

\section*{Cole's}
High Oven Range
"We save the big gas bill of the old gas stove,
We save the big coal bill of the old heating stove."
Both these large fuel bills \(\mid\) You can afford to put one
the convenient, modern, fuel-
fuel saved buys the range.
combines in one the work o
If you want big returns
the best modern range and
sure way to get it.
See the name "colets") on the opore
H. J. Willis \& Co.

Now it's the homely Boisd'are Church Being Built is by Penteproducer. Boisd'are has flour- costal People, Not Nazarenes ished for hundreds ot years in In last week's issue of The Texas and its chief mission hore- Nazarenes were completing a and provoke those to profanity who plowed in the vicinity of its was due to a misunderstanding that Boisd'are will make splen-l of the terms applied to the did dyes, and on account of the \(\quad\) The Pentecostal branch of the war, this country is very short church is the one established ginia factory has already made here, and having
several million dollars worth of
der construction. dyes from Boisd'arc.-Plainview News. \(\qquad\) W. L. Jackson, who attended the State Fair during the earlier
days of its opening, has returned home.

\section*{Fish and Oysters}

During the Fish and Oyster season we plan to include them on our menu each week. Fresh shipments each Tuesday and Friday.

\section*{MOVIE CAFE}

ROOMS IN CONNECTION.

\section*{Concrete Walks}
-Add many times their cost to the value of your property.
-Especially the kind of walks I build-the guaranteed kind
-Thinking of building? Let me give you estimates on the cost with no obligation on your part.
SAM DANE
GENERAL CONTRACTOR AND BULLDER Concrete and Brick work a Specialty Floydada,

Texas.



THE HESPERIAN \(\$ 1.00\) per YEAR. Order Filled According to Directions ArthlarB. Duncan
\begin{tabular}{|c|c|}
\hline A provision house which & General Land Age \\
\hline prides itself on filling orders ac curately received an order from & and Abstracter \\
\hline provision customer recently, & ydada, \\
\hline plaining bitterly that the & Sells and Leases \\
\hline ordet of eggs supplied had & \\
\hline very p & Renders and Pay Resident \\
\hline  & Investigates and \\
\hline dee at stake, but the bright & \\
\hline \(d\) of the junior partner found & Furnishes Abstracts rom Records \\
\hline y out of it. He wrote & \\
\hline ntlemen: We are sorry to & \\
\hline \(r\) that our consignment did
suit you. There was, how- & \\
\hline \(r\), no mistake on our part. & \\
\hline have looked up your origi- & \\
\hline ds & mee if for \\
\hline \begin{tabular}{l}
ollows: "Rush fifty bo \\
. We want them ba
\end{tabular} & \\
\hline change. & \\
\hline Willis Home & Office S. E. Corner Address \\
\hline J. Willis and family, wl & ARTHUR B. DUNC \\
\hline e been spending the & \\
\hline returned from the health Saturday, after spending & W. M. Massı \\
\hline some time at intermediate points visiting. & \\
\hline 5 Stock Cars Tuesday & BOY, SELL, LEASK, OR EXOHAN \\
\hline ve stock cars received Tues- & \\
\hline heped to relieve the more & \\
\hline who desire to put their & \\
\hline rs who desire to put the & \\
\hline e stock on the market. & \\
\hline Shree of the cars were 36 -fo & N RESIDENT LAN A SPECIALTY \\
\hline & \\
\hline Mrs. Mary Johnson and daugh ter, Miss Frona, were in Floy & \\
\hline Ed & W. M. Massie \& \\
\hline Mrs. H. E. Edwards. & Floydada, Texas \\
\hline
\end{tabular}

\section*{365 COPIES}

DURING BARGAIN DAYS \(\begin{gathered}\text { De. } 1 \text { to } 15 \\ \text { Ammally }\end{gathered}\)
STAR-TELEGRAM
 A \(\$ 6.00\) Daily and Sunday Newspaper for \(\$ 3.65\).
A PENNY A DAY
IMPORTANT NOTICE!

 increase of 40 c per year (3 113 c per month) or 12 per cent cont.
conservative estimate increase in production cost of 100 per
this price the division of added expense will be as followst. Increased expense to The Star-Telegram
Increased expense to The Reader

Rate Period, which has been in effect since the establishment of The
Star-Telegram.
Do thate chances, save the \(\$ 2.35\), by ordering before Bargain
Days expire. Take advantage of the \(\$ 3.65\) rate.

365 CENTS
```


[^0]:    "No one ever forgets the appeal of these delightful people, to the eye, ear and heart."---Parlette.

    Second Number Lyceum . Course
    Auspices Civic Improvement Lyceum Committee
    Single Admission 50 cents, Adults.
    School Students 35 cents.
    Season Tickets, 5 Numbers, Adults $\$ 1.60$ School Children \$1.00
    Tickets on Sale at Floydada Drug Company

