

Nothing Like It Ever Happened Before

FREE

The first 25 Ladies who spend \$2.00 on opening Day, will receive a nice present.
25 Valuable Presents given Away Free

A MIGHTY OFFER

STORE NOW CLOSED

To arrange and mark stock for rapid selling. Look for the colored tickets, they tell the Story.

SALE BEGINS SATURDAY, OCT. 16

Entire Stock Of

H. J. WILLIS HARDWARE CO.

Floydada, :: :: Petersburg

Furniture, Hardware, Buggies, Wagons, Implements, Chinaware, Glassware, Enamelware, Etc.

TURNED LOOSE TO THE MASSES

\$40,000

Stock To Be Sacrificed

\$40,000

15 Days—Of Underselling—15 Days

This is the Most Important Selling Event of the Season. The carefully pre-arranged plans enable us to offer during this Sale Our Entire Stock at prices where legitimate profits are shared with everyone. This sale, coming as it does, at this time, will prove a boon to the Bargain hunters of this and surrounding territory. Circumstances over which we have no control make this sale necessary and we want to say honestly and frankly that we believe this sale will prove the greatest money saving opportunity ever offered. This stock consists of high grade goods only, and our guarantee goes with every purchase. We are conducting this sale under modern methods and under no circumstances will any misrepresentation, exaggerated statements or price juggling be tolerated by this store. Our policy has always been to cement the friendship and confidence of the buying public through truthful advertising, and this sale will not prove an exception.

UNIQUE MONEY SAVING EVENT. A CARNIVAL OF GREATER CASH VALUES

Come to the Opening; come every day. There'll not be a dull moment during the entire sale. New and greater bargains each day. Every shelf, every show case and counter in this immense establishment is loaded to the utmost. The purpose of this sale is to unload the merchandise. Each hour and each day, as the counters and tables are swept clean by eager buyers, the shelves will be striped to the naked walls to replenish them, thus making new bargains and new attractions daily that will make it worth coming many miles to attend. Bargains bordering on the miraculous will signalize this, the GREATEST OF ALL SALES, the importance of which is of such vital interest to you that it cannot be overestimated. Nothing reserved. Entire stock offered at prices cut so deep that you will be compelled by the thrift, nature endowed you with, to supply your present needs and anticipate your future wants at these money saving prices.

No Restrictions. Everything Offered at Bargain Prices. No doubtful Methods Used.

... Never before in the history of modern merchandising has any store ever thrown open to the public a sale of such magnitude. We state emphatically and decisively that during this mighty sale we offer such bargains to the public as were never before seen or heard of. This immense stock converted into a grand sensational bargain panorama, a wonderland that will open your eyes in amazement by such daring acts of underselling. The bargains to be offered cannot help but bring forth the greatest crowds that ever attended a sale in this town. Don't hesitate. Scrutinize, compare. The boldest and most sensational bargain event of the year. This sale will benefit the public, and we cannot see how any one can fail to grasp the opportunity offered. No fake, no subterfuge; but an honest, legitimate sale with an honest, legitimate purpose. This Majestic Sale is unlike any you ever attended. The skeptical who come doubting these statements will go away mystified at our substantiation of them.

This Money Saving Opportunity will Make Merchandising History. The Special Prices Represent savings

Just 15 Sellings Days—no more, no less—so remember, it's not a time think of profits nor to worry about losses. A condition, not a theory, confronts us. No postponement—the time is set. It will happen on above named date, rain or shine. Just as Advertised. So come. Our Big Store will be ablaze with bargains. It is otherwise profits thrown to the four winds to be gathered by YOU and YOU. Send word to your neighbors—telephone them; tell them to be on time and the importance of, and the advantage of attending this sale.

Don't Forget The Day And The Date Saturday October 16th 9:00 A. M.

**Sale In Charge Of
The Fleig Sale
System
Dallas, Texas**

H. J. WILLIS Hardware Co.

Floydada and Petersburg, Texas
Be Sure and find The Place--Look for the
White Sign, Wanted: Salesladies, Salesmen.
Apply at this store Immediately

**A Strictly Cash Sale No
Money Refunded; No Goods
Exchanged; Nothing Taken
Back; Will Satisfy You Be-
fore Transaction Is Closed**

OUR 1915 CA

A HOUSE FULL

While Cotton Goods were Cheap we bought Heavy, Lucky we did, raw Cotton what we have bought will last, we will give you the benefit of our saving. As you may make your Purchases early.

SPACE WILL NOT PERMIT US



There is one point we wish to impress on you and that is, in buying merchandise from us, you are buying absolutely the best on the market today.



A very heavy black overcoat with large ulster collar, 52 inches long \$4.85

A medium weight gray mixture coat with a convertible collar, 52 inches long

a nice coat for dress wear \$7.85

A very heavy grey storm Ulster, with extra large collar 52 inches long sizes from 34 to 46 at \$8.85

\$12.50 Coats	\$9.95
15.00 "	11.95
17.50 "	14.85
20.00 "	16.85
22.50 "	18.95
27.50 "	23.45

Work Clothing Department

Men's Mogul Overalls Union Made per pair .85c

Men's brown khaki work pants, full cut, belt loops, 2 hip pockets, a good heavy weight, a regular \$1.50 pant per pair \$1

No. 174—A very heavy twill work pant, the very best workmanship, made full and roomy, a good rich tan color per pair \$2.45

Men's Black Satin work shirts at .43c

A good flannel shirt 4 button front cut full at .48c

Our "big enough" work shirt, the largest cut, made of the best cheviot at 48c

A heavy wool shirt comes in colors, Brown or Navy Blue at .98c

Our "Eskimo" brand all wool shirt has a new patented collar that can be worn three different ways at \$2.45 and \$2.95

A Fact We Wish You To Remember

If Not convenient for you to come to our store to make your purchases, send us your order by mail and they will receive the most prompt and careful attention. Cash must accompany each order.

Men's Dress Pants

No 605—A very good woolen mixture dress pant in black and blue with a small pen stripe.—Our regular \$2 value at per pair \$1.65

We have been very fortunate in securing this season Loth Hoffmans line of trousers and are better prepared to offer you bigger values than ever before at \$2.50, \$3.50 and \$5.00.

Our Monarch Brand Dress Shirts for men all coat style at .98c

Arrow Shirts at \$1.45

Arrow Collars 2 for .25c

We have a large assortment of mens and boys belts, all sizes and colors, 50c values at .40c

All 25c and 35c values .20c

A good assortment of new ties in four in hands and bats in the very newest.

Men's Suit Department

There are smart style lines to our Men's Clothes, which brings admiration to the eyes of every fashion correct girl. And remember that wives and mothers, as well as big sisters admire a well groomed man. Women kind alert to style superiority, are quick to recognize the touch of the master tailor and designer. Here are nice clothes, products of makers who originate. You young men who are just graduating into manhood, you fathers of these young men, and you fathers of fathers, will find clothes here to meet the demand of your age and society and business environments and will save you fully 20 to 30 per cent on any price you wish to pay. Make sure you are dressed in a Hart schaffner & Marx or a Spero-Micheal & Co, Suit and you will be pleased.

\$12.50 SUIT	FOR	\$9.95
15.00 SUIT	FOR	11.95
17.50 SUIT	FOR	14.85
20.00 SUIT	FOR	16.85
22.50 SUIT	FOR	18.95
25.00 SUIT	FOR	21.65
27.50 SUIT	FOR	23.45
30.00 SUIT	FOR	26.00
32.50 SUIT	FOR	26.00



No. 401 Heavy Duck work coat big corduroy collar, blanket lined a big value at \$1.50

T104A heavy Brown duck work coat, corduroy collar heavy blanket lined, absolutely rain proof at \$2

T110A very heavy Khaki work coat with large tan Corduroy collar blanket lined, a coat made for rough and heavy wear at \$2.95

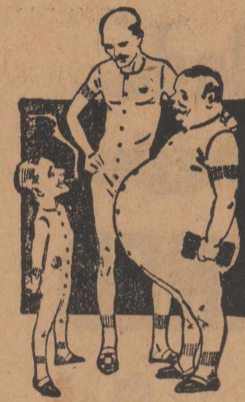
No. C478 A heavy Work coat reversible, Corduroy on one side and a heavy brown duck on the other an extra ordinary value at \$3.95

T115 A heavy brown duck work coat with large corduroy collar, sheep skin lining at \$4.85

T118 A heavy black corduroy work coat with a large fur collar, sheep skin lining an excellent value \$6.45

8 oz. Duck per yard 8 1-3c

Men's Underwear Dept.



No. 2700. Extra heavy sanitary fleece lined shirt and drawers. Color grey, Shirt averages 16 to 20 ozs Drawers 14 to 16 ozs according to size of garment, per garment .47c

No. 2000. Special value men's fleece lined shirts and drawers extra heavy weight per garment .39c

An extra good value in a heavy elastic ribbed shirt and drawer slightly fleeced per garment .47c

No. 3407. An extra heavy flat knit union suit, inside of garment is a heavy soft sanitary fleece lining, elastic cuffs and ankles, closed croch, per suit .94c

An extra heavy jersey elastic Union suit, comes in white and Egyptian highly finished, closed croch per suit .94c

Boys Underwear Dept.

Boys heavy sanitary fleece lined shirts and drawers per garment .19c

Boys heavy fleece lined union suits a good one, per suit .45c

Boys heavy ribbed union suits, an excellent value per suit, .45c

Boys Overalls.

Made of heavy blue denim per pair .48c

Boys Dress shirts and Blouses good patterns and sizes at .48c

Boys Clothing Department

Little Mr. Up to Date enjoys being well dressed too, and no mother who takes pride in her son should fail to exercise care in selecting his clothing. Our nice line of suits for little gents should invite the attention of all mothers. Let us supply your sons needs in The Suit line with a "Perfection" Boys suit, some of these suits can be supplied with 2 pair of pants, all suit pants are lined throughout. They range in sizes from age 4 to 19 years. The Colorings this season are beautiful and the patterns are the very newest. We have exercised great care in the selection of our boys clothing stock this season and you should be sure to take advantage of this saving in prices on these suits.

Boys Clothing



\$3.00 Suits	\$2.45	\$3.50 Suits	\$2.95
4.00 "	3.45	4.50 "	3.95
5.00 "	4.45	6.00 "	4.85
7.00 "	5.95	8.50 "	6.95
10.00 "	8.85	12.50 "	9.65

Boys knickerbocker pants, a large assortment of patterns and Colorings, Mostly dark colors. Very special values at 49c, 75c, 98c, \$1.45, \$2.00 and \$2.75

Don't put off your Buying to the Last Moment, Buy your goods early, take your purchases in the forenoon if possible and avoid the usual afternoon rush.

CASH IS WHAT COUNTS.

Buy Your Goods From The Largest

MATHIS-MARTIN

FLOYDADA,

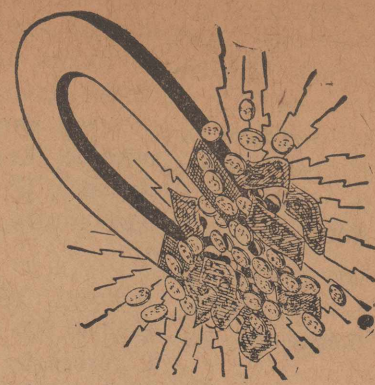
"THE STORE"

SH CIRCULAR

OF BARGAINS

is now bringing a big price, All cotton Goods are advancing, But as long as we are making these extremely low prices at the beginning of the Fall season that

QUOTE PRICES ON EVERYTHING



Prices the Magnet that draws your trade, but prices alone are not sufficient to hold it unless "backed up" by real values. We attract you with our prices and will hold you with our Values.

Goods Dept.

ten gate gingham a strong woven cloth in all and winter pattern per yd. 8c
ginghams 9c
C's gingham and DuNord gingham 11 1/2c
Miss Madras 9c
Mississippi chevots 9c

Domestics

ery heavy brown do-cloth woven 36 in. good grade per yd. 9c
bleached Domestic wide an excellent per yd. 9c
and Cambric 36 in. good value per yd. 9c
ry till a good heavy cloth per yd. 8 1-3c

nton Flannels

pride bleached canton, smoothly woven good nap and extra per yd. 10c
n canton flannel a very nap closely woven wide an extra good per yd. 10c
n Canton flannel in a ne twill back heavy in wide per yd 12 1 2c
vy 8 oz Brown and red Canton flannel wide close twill back soft nap, per yd. 14c

Outings

1915 flannel outing, ting we have heretofore had to charge you 10c good range of fall pattern per yd. 8 1/2c.

rens Dresses

thers will welcome opportunity to buy such Girls and Misses and at such low prices ranging from 50c to pretty patterns.

Ladies Colored Underskirts

A Very nice petticoat comes in black, blue and tans all sizes, has the patented flexo waist bands at 98c.
We have a full line of ladies petticoats in, Hydegrade Messalines, taffetas etc ranging in prices from 50c, 75c, \$1.00 \$1.50, \$2.00 \$2.50 and \$3.50.



Dress Goods Dept.

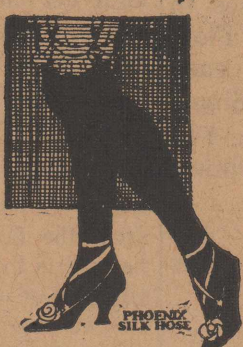
A 36 in. wool finish suiting in blue brown and grey per yd. 23c
36 in. wool serge Navy, Brown, Red and Black, Extra quality per yd. 49c
54 inch heavy broadcloth in all the best colors extra quality per yd. 49c

The Newest styles in ladies coats this season vary in length from three quarters to full length, also many loose effects are shown. wide belts, and several styles showing fur trimmed collars. The materials are fancy mixtures, plaids, plush, Green, black navy blue etc, giving the warmth that winter coats should have. We have these coats in all sizes for Women also any sizes in Misses and childrens coats. The prices are very reasonable.

Ladies Coat Suits

Every woman is bound to find a becoming suit this fall, so great is the variety of styles. The Russian blouse coats are very good, also the new box coats are favored very much. The seasons newest materials are Velvets, Whipcords, gaberdine broadcloth, serges and manish mixtures.
\$12.50 Suits \$9.85 \$15.00 Suits \$11.85
18.00 " \$14.95 20.00 " 16.85
22.50 " 18.95 25.00 " 21.50
27.50 " 23.00 30.00 & \$32.50 25.00
We are showing many ladies dresses and they are beautiful when made up of such rich materials, trimmed with silver and gold or fine laces, nets or fine velvets in Combinations of silk velvet, and striped satin Panne velvets Georgette crapes fancy buttons and Embroidered materials.

Hosiery Dept.



Jolly Clown hose for boys and girls, comes in sizes from 5 to 9 1/2 made of good cotton yarn, a very durable hose 3 prs. 25c
Our Drummer boy hose, an extra heavy ribbed hose worth 20c pr will give you a very special value at 15c
Cadet hose for boys and girls, we have these in all sizes and weights, light medium light, heavy, reinforced with pure irish linen in knee heels and toes where hose need reinforcement to stand the strains, absolutely guaranteed at per pair 25c
We have an extra good Ladies hose fast black at 3 prs. for 25c
An extra good knit seamless ladies fast black hose at 2 pr for 25c
In our better guaranteed lines for women we carry at all times the celebrated Phoenix and cadet hosiery ranging in prices from 25c 35c 50c \$1.00 and \$1.50 per pr.

Mens Hosiery

A black medium weight hose for men, This is a hose that you usually pay 10c per pair, our price is 65c per dozen pairs.
An extra good mens tan hose, extra heavy ribbed top, good quality cotton yarn at 3 pr for 25c, same in black at 3 pair for 25c
Our Phoenix and Cadet lines of hose for men in a heavy lisle fully guaranteed per pair 25c
Same brands in a heavy guaranteed pure silk hose, per pair 50c

We Pay The Market Price For Cotton.

Blanket Department

We have taken great care in this department and have the biggest and best assorted line of blankets ever shown in this section of the country, in cotton and wool No. B321 Is an all cotton blanket, comes in grey with colored borders, double blanket, per pair 95c
B232 Is a very durable heavy double blanket, size 68x80, per pair \$1.65
B357 Our Monarch double, wool nap blanket, comes in tan with colored borders, size 64x76, price per pr \$2.35
B380 High Pile wool nap blanket feels and looks like wool, very heavy, an extra large size, 72x84, price per pair \$3.48
B463 Our Nashua wool nap plaid blanket, finished stitched edges, an extra smooth finished blanket, size 66x80 price per pair \$2.85
B926 Wool blanket, comes in blue and white, pink and white plaids, stitched edges nicely finished, size 70x80, Price per pair \$4.95
643B A very fine all wool blanket, solid white with blue and pink borders, bound edges, size 70x80 Our regular \$9 per pair seller now \$7.45
We haven't room to quote more prices on blankets.

Ladies Underwear Department

No 1398 A ladies bleached ribbed union suit slightly fleeced, high neck, net average about 18 ozs, an excellent value, the suit. 75c
611 Ladies bleached sanitary fleece lined union suits elastic ribbed, very neatly tailored per suit 98c
Ladies shirts and drawers a nice elastic ribbed heavy fleeced garment, price 47c
Misses fine cotton union suit, elastic ribbed, fleece lined, any size, 2 to 16, per suit, 48c

Shoe Department



Our line of Queen Quality Shoes for Ladies are beautiful, stylish shoes that were selected because of their fashion features, and they will be good styles for a long time. We also carry a full line of stylish shoes for misses and children.
Ladies shoes priced from \$1.50 to \$4.25; Misses \$1.00 to \$3.00; Childrens from 50c to \$2.75.



If you men are standing in our shoes you have right to talk, and when you are tired of standing they will rest you when you walk. A good line of stylish dress shoes for men that cant be duplicated any where also the best work shoes on the market all prices from \$2.50 to \$6.00.

Boys need shoes oftener than any one else. Save part of the school shoe expense and fit the boys out here. Sturdy, stylish shoes for rough and tumble youngsters, made to fit growing feet and calculated to stand the hard knocks. Mothers will welcome this chance to save money.

Notion Dept.

Your special attention to our well assorted notion departments, we haven't room to quote prices on but a few.
3prrs brass pins 10c
Dress snaps black and white pr. cd. 5c
Wilson dress Hooks per cd. 5c
Hooks and eyes 5 cds for 5c
Hair pins 3 pkgs 5c
Chalmers pearl buttons 6 cd. 25c
Our regular 10c cd. Chalmer pearl 3. 25c
Horn, metal back 7 1/2 inch combs ea. 10c
Unbreakable rubber comb each 15c
Steel Thimbles 2 for 5c
Gold plaited 10c collar buttons each 5c
Sanitary hair brushes, metal lined 35c
Good line of nice hair brushes at 50c 75c and \$1.00 each.
A Good Clothes brush each 35c
Darners something every house wife should have each 15c

House Canvass C

Grade 3 1-2

ntage of low prices and complete stock. Remember! We ask that you make

nd Best Assorted Stock Of Dependable Merchandise on the South Plains

DRY GOODS CO.

H THE GOODS"

TEXAS.

CHARTER OAK STOVES, RANGES AND HEATERS

JUST RECEIVED--A large shipment of these justly famous stoves, ranges and heaters, all sizes and all prices. Get yours while my stock is complete. Also a complete line of stove fixtures, such as pipe, dampers elbows, T-joints, stove boards, Coal Hods, etc.

TELEPHONE NO. 91
FLOYDADA, TEXAS

JONES HARDWARE

"Simon Says Wig-Wag"

And Its Famous Creator,

BOOTH LOWREY

Will Be In

Floydada, Thursday October 21
ONE EVENING ONLY

Those who have heard Booth Lowrey are not going to miss it; If you have never heard him, ask those who have. If you do, you'll not miss it, either. Third engagement here

The Date: Thursday Night, October 21

The Place: McandY Theatre

Benefit: Drinking Fountains Public Square

ADMISSION: 50c and 35c

Community Co-Operation

Copyright Farm and Ranch-Holland's Magazine

If a corporation contemplates spending as much as \$25,000 in piece of construction work, an expert is employed, first of all, to draw plans and formulate specifications. Then, after these are studied, and often times materially changed in many features, the actual spending of the money is put into the hands of one or more experts.

As a result the corporation gets a dollars worth for every dollar expended.

Now, a community, or a county, is in a measure little other than a corporation, its citizens the stockholders. And it frequently spends money in big sums for construction work, as, for instance, in road building. Shouldn't its method of

procedure be very similar to that of the real corporation?

That would mean for the community contemplating the building of roads to employ an engineer to survey the roads, make maps, grades and profiles and draw up estimates of cost. Then a bond issue should be asked for for a sum covering the engineer's estimate and a campaign conducted that would explain every point to every voter.

When the election is carried and the bonds sold, every dollar of the money should be expended under the unhampered direction of an expert or experts. Such business methods get business results.

THE NAME

"Mountain Peak"

Implies Highest Quality

That's what it Should Stand for and that's what it means, when applied to Flour. Housewives will find Mountain Peak, Highest Quality Soft Wheat Flour to be Just what they need.

For Sale In Floydada, Only

Williams Bros.

EAST SIDE

THE FEEDING VALUE OF

KAFFIR AND MILO

By G. S. Fraps State Chemist of Texas, College Station, Texas.

Kaffir corn chops contain in 100 pounds 7.0 pounds digestible protein, and it has a productive value of 18.2. Corn chops contain in 100 pounds, 6.5 pounds of digestible protein and has a productive value of 20.6. These are average values. It is seen from this statement that corn chops are somewhat more valuable in protein and about 10 per cent less valuable in fat producing power than ordinary corn. As the price of kaffir corn is decidedly less than 90 per cent of the price of corn chops, kaffir corn chops is more economical feed stuff. Since the grains of kaffir are small and hard and may escape mastication and digestion, it is always advisable to grind them before feeding or else to feed them as chops.

Milo chops have very nearly the same composition as kaffir chops and very nearly the same feeding value, although according to average composition and digestibility, they have slightly more feed value. Thus milo chops have a digestible protein content of 6.7 pounds in one hundred pounds, a productive value of 19.1 or 7 per cent less than grain.

"Woman Suffrage" Bulletin.

University of Texas, Oct.—The Chairman of the Interscholastic League, Prof. E. D. Sburter, announces a new edition of the bulletin entitled "Woman Suffrage" as follows:

"This bulletin was originally prepared primarily for use by schools in Texas belonging to the University Interscholastic League during the year 1912-13, the question for the interscholastic debates that year being, Resolved, That Women in Texas should be granted the suffrage on equal terms with men. The general demand for the bulletin has been such as to justify the issue of a new edition. This bulletin will be mailed free to citizens of Texas upon application,—to those outside the state the price is 15 cents."

The bulletin contains eight or ten pages of general reference both pro and con including both books and magazine articles. There are seventy pages devoted to both affirmative and negative arguments on the subject.

Water Works

Nearing Completion

Water will be Pumped in Mains Saturday.—Finish Standpipe Next week.

The installation of the engine and pump for the water works system is to be completed tomorrow with good weather, according to Mr. Thurmon, who has charge of the work, and the mains will be tested Saturday for leaks.

Work on the stand pipe will be finished by the latter part of next week, he thinks, when it will be connected to the system, and the entire plant tried out. The system will give protection from fire to upward of forty blocks, including the business part of town.

Program for Monday, Oct. 18th

Woman's Mission Society.

Leader.—Mrs. John Steen. Scripture lesson—Mal. 3, 10th v Self-denial, part first.—Mrs. A. A. Newell. Self-denial,—part second.—Mrs. Will Sawyer. Self-denial, part third.—Mrs. L. V. Steen. Self-denial, part four.—Mrs. Ed Thompson. "Suffered on account of pride" from Holland's magazine.—Mrs. H. Martin. "Hester Armstrong's Way," leaflet.—Miss Mary Griggs. How a family became tithers.—Mrs. West.

We want to heartily thank each of the Presbyterian ladies for their timely gift of their chairs to seat our choir. It was so thoughtful and kind of them to think of us in such a substantial way. May we, in loving deeds and words, return to them in a measure, their kindness.

We want you to come and sit in those chairs and work for the coming of the Lord's Kingdom. The hour of meeting has been changed. Come at 2:30 promptly, so we can get through and be at home when our children come from school.

Press Reporter.

Fine Apples for Sale

At my orchard S. W. Floydada 12 miles, at 25 to 75 cents per bushel. Will have apples ripening throughout the fall.

F. Pelphrey.

"Floydada Bound" His Slogan; Returning To Maize Land

For several months Fred Brown and wife have been in Scenic California. They have been seeing the Fairs and the flowers. Now, Fred remembers Floyd County and his promise to write his friends here through The Hesperian. His letter follows:

San Francisco, Oct. 10, 1915

We had a lovely earthquake here last night about nine-thirty The building rocked beautifully for about a minute and then about fifteen minutes later another, not so beautiful. The funniest part about the whole thing is that not a single paper that I could find mentioned it. Not a line could I find. They're sensitive here about earthquakes. That's their tender spot and any time you mention it they come back with, "You have cyclones and lynchings, don't you?"—and, well, that's a pretty good come-back. I just call it even and let it go at that. I ain't scared of these earthquakes, tho, its the cold that makes my teeth chatter. My wife, she's afraid.

I asked a merchant this morning kinda casually if they ever had any earthquakes here. "Yes," he said, "We had a peach of one last night, but you won't see anything about it in the papers, and why should you? Does San-Francisco want to advertise her faults?"

Look at Frisco from any direction at night, and as they say here, "she's glittering like a gambler's bride."

But the puzzle, the one that baffles you, is which is in the majority, saloons or Fords. Market street, the main street, is a continuous stream of Fords. They come in flocks and droves, and sometimes three or four abreast like a Ben Hur chariot race.

Frisco is what I'd call the last word in a "wide open" town, and she well deserves the name; "The Paris of America." However, to be fair, considering her hundreds of saloons, you see very few drunks.

We're leaving here right away and are coming home. We've seen most all of California, but we haven't seen any country that looks as good as Floyd County. You ought to see their

maize and kaffir corn. I've seen better maize growing in the furrows Judge Montgomery left in our streets there at home.

We haven't seen any better picture shows than the one we have there, and we haven't seen anybody so friendly and courteous as the plains people.

California is a great state and her Fairs are wonderful, but I have never tried to bargain, sell or convey our round trip tickets.

Fred Brown.

Lyceum Committee Offers an Appreciation

The Lyceum Committee of Floydada appreciate very much the patronage of the public at their opening number last Friday night, the 8th, when Rounds Orchestra was presented.

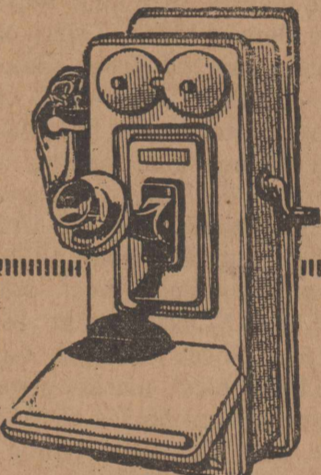
While the committee did not "come out" financially, they did not expect to on this number even with a packed house, the number being a substitute and exceptionally high-priced one.

We venture to hope that the patronage of the public will be continued, as on the first night, thus encouraging this local enterprise.

Sincerely,
The Lyceum Committee.

C. H. Featherston and J. H. Donaldson returned Wednesday afternoon from a short business trip to Post City.

Patronize YOUR Lyceum Course, Booth Lowrey at the McandY Theatre Thursday night, Oct. 21. 1tc.



Bell Telephone Service

Keeps a balance in farm affairs, which means more profit at the end of the season.

It sells the product;
Gets best prices;
Brings supplies;
Protects the home;
Helps the housewife—
By all means have a Farm Telephone connected with the BELL SYSTEM.

Write today to our nearest Manager for information.

THE SOUTHWESTERN
TELEGRAPH &
TELEPHONE COMPANY



A. L. Love J. B. Bartley

Love & Bartley
Attorneys-at-Law

Mr. Love will have exclusive charge of the Criminal Department Notary Public in Office Floydada -- Tex

DR. E. O. NICHOLS
Practice limited to diseases

Eye, Ear, Nose and Throat
Glasses Fitted

Office in New Donohoo Building
Plar view Texas

W. M. Massie &
General Land Agents
(THE SENIOR LAND & ABSTRACT BUSINESS FLOYD CO.)

BUY, SELL, LEASE, OR EXCHANGE
Land

In any size tracts through North Texas as especially through Floyd and Counties of the beautiful Plains; Under and Pay Taxes Furnish Abstracts and Perfect Titles & Etc.

NON-RESIDENT LAND A SPECIALTY

Address
W. M. Massie &
Floydada, Texas

FAIR STORE SUITS AND COATS

We have a shipment of some very late models in ladies Coat Suits, showing the popular fur trimming in lovely harmonizing shades, \$20 and \$25.

Some new models in ladies and misses coats, \$8.50, \$10, \$12.50 and \$15.

Don't fail to see our boys suits and overcoats before you buy elsewhere. Boy's suits with TWO PAIRS of Pants at the price of ONE.

NEWELL-LISTON COMPANY



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BARKER BROS.

FLOYDADA, TEXAS

P. S. Diamond Tires, in Plain and Squeegee treads, give more mileage for Less Money.

City Livestock Market in Detail.

City Stock Yards, Oct. 15. Good beef cattle and somewhat last week Monday, and closed the fully steady. There was demand for feeders, they made a slight gain for week. Plain stockers held steady. Receipts after were moderate, giving market a chance to recuperate. The Eastern embargo on live stock from Chicago, and Eastern orders due to help the market on beef cattle. Stocker feeder shippers to the try from here last week 42000 head, largest of the week. Receipts here today are 100 head, market steady to over on stockers and feeders high two thirds of the supplies, and killing grades only 10 to 20 lower. Panhandled steers reached \$8.75, grass fed steers from Texas \$5. Fourteen cars of Mr. Bett's feeders, from Canada, Texas, sold at \$7.50, 1089 average. Colorado consignments were liberal, embracing steers at \$6.65 to \$7.00, cows at \$7.00 to \$7.15, cows \$5.90. A five car drove Colorado feeders brought \$8 last week, and a car of feeders from Durango brought \$8.15.

A car of Colorado hogs sold here today, big old sows, at \$7.90, 5 stags included. These were shipped from Fowler, Colorado, to Denver and reshipped to this market, at a good margin above Denver bids. Thirty cars of cattle arrived from Baker, Oregon. This Train fed only twice enroute, once at Montpelier again at Cheyenne, making the run from Cheyenne to Kansas City in 35 hours, over the Union Pacific cut-off, from Gibbon. This string included beef steers at \$7.25 to \$7.40, cows at \$5.50 to \$6.50. Sheep receipts today were 14000 head, market strong, Fat ewes sold at \$5.75 to \$6.00. Utah and Colorado lambs at \$8.60 to \$8.75 Arizona ewes weighing 106 lbs at \$6.00, feeding lambs from all the Western range states at \$8 to \$8.25, breeding ewes from Utah \$5.75 young New Mexico breeders \$7.00, Colorado feeding ewes \$5, breeding ewes \$6. The end of the range shipping season is apparently in sight, the packers are feeling the shortage this year keenly, one of the big killers here stating today that the kill of his house for the fall season at all the markets was nearly 50 per cent short of last year. Packers expect strong prices during the next three months, because of shortage, and feeder demand will continue strong as long as any feeders or breeders are available. Prospects ahead look good for shippers.

J. A. RICKART.
Market Correspondent.

Red Sox Win World's Championship

Win Four Out of Five from Philadelphia Nationals--Crowds Break Records.

After losing the first game of the World's Championship Baseball series to the Philadelphia National Leaguers, the Boston Red Sox, American League pennant winners, took the last four of a series of five games, and the world's championship.

The first two games were played at Philadelphia. Alexander opened for the Phillies, winning his game 3 to 1. Boston got to the National league wonder, however, for eight hits while the Quakers were getting five off Shore. Saturday's game found Mayer pitted against Foster, Mayer did as good work as Alexander but Foster and his team mates nosed out with a score of 2 to 1, though the luck broke against them. The Monday and Tuesday games were played at Boston, each resulting in a score of 2 to 1. Leonard won his game from Alexander, and Foster his from Mayer. The fifth game was played Wednesday at Philadelphia. It was marked by heavy hitting by both teams. The score was six to four. Curiously enough the Boston American Team this year won from the Philadelphia Nationals in five games, while in last year's series the Boston Nationals won from the Philadelphia Americans in four straight. The attendance records at the games broke the records. Dugey, a former Canyon player shared in the big end of the player's receipts with the Red Sox this year. He was traded to the Red Sox by the Braves owner early in the season, thus securing a big bonus each year.

W. A. Merrell and family left this week for Tucumcari, N. Mexico, near which place Mr. Merrell will make his home in the future.

Mr. Merrell has a host of friends in this county, having resided here since the early days. They wish him much good fortune in his new home.

Patronize YOUR Lyceum Course. Booth Lowery at the Mcand Y Theatre, Thursday, night Oct. 21. 1tc.

Literary and Debating Society Bulletin Issued by Extension Dept.

University of Texas, Oct. 11— Does your school have a literary or debating society? If it does not, make you want to organize one. If it does, perhaps you would be interested in a bulletin, issued free by the University of Texas, giving rules of parliamentary procedure, principles of debating, questions for debate, bibliographies and references. If you want to organize a society of this kind in your school, you will want this bulletin, for it gives also a model constitution, and tells how to go about organizing such a society in the proper way. The Extension department of the University of Texas will furnish this bulletin free upon request.

The Extension Department of the A. & M. College of Texas, has issued a bulletin on "Rations for Fattening Cattle," by John C. Burns, head of the Animal Husbandry Department of the College. It gives simple directions for fattening cattle in Texas for market and discusses the feeding value of various feed-stuffs produced on Texas farms, including silage, kaffir, milo and feterita. Copies of this bulletin may be obtained by writing to Clarence Ousley, Director of Extension, College Station, Texas.

UNABLE TO HOLD TRADE GAIN

Japanese Makers of Toys Lose Their Chance to Secure Big Hold on the Industry.

Japan's trade in toys, which once showed a steadily increasing tendency, owing to the recession of Austrian and German merchants from the trade arena, is reported from Yokohama to have shown quite a contrary tendency lately.

Immediately after the outbreak of war American and Japanese toy makers were suddenly called upon to supply toys that had been furnished by Austrian and German manufacturers. The Japanese manufacturers particularly were looked to by the dealers in the Philippines, the Dutch Indies and India for the supply of colored-paper toys, small flags and wooden models.

Thus trade showed a great expansion and inspired hope in the Japanese manufacturers, who then sent their representatives to those southern markets and investigated the possibility of the line. Some of them had already carried out a great increase in their operations. Before, however, the extension had been fully effected the sudden contraction of trade came.

Japanese toys appear good, but are declared to be not durable. The coloring is also said to be poor and not durable, particularly when the goods are sent to southern lands.

PRICE PAID FOR CIVILIZATION

Only Those Races Who Are Willing to Take Trouble Move Onward in Steady Progress.

Dr. T. N. Carver, author and specialist in economics, gives this anecdote in an article on "Taking Pains."

"There is a story of an aged savage who, after having lived in civilized communities most of his life, returned in his old age to his native tribe, saying he had tried civilization for forty years and it wasn't worth the trouble. Much of the philosophy of civilization is summed up in that remark. Civilization consists largely in taking trouble. Genius, in the individual, has been said to consist in the capacity for taking infinite pains in one's work. It is this capacity which marks the superior race as well as the superior individual. They who find the taking of pains too burdensome to be borne will naturally decide that civilization is not worth the trouble. They who do not find it so very burdensome to take pains will naturally decide that civilization is worth the trouble and will therefore become civilized.

"This principle applies to every stage of civilization and progress. The greatest advancement is made by those who are capable of taking greatest pains."

Wanted.— Young men to board Mrs. R. S. Holman. 2tc.

Cotton Off Today

Last night cotton took a loss of about \$1.50 a bale at the close of the market from yesterday's quotations.

BLACK LEG LOSSES SURELY PREVENTED

by Cutter's Blacking Pills. Low priced, fresh, reliable, preferred by Western stockmen because they protect where other vaccines fail. Write for booklet and testimonials.

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The superiority of Cutter products is due to over 15 years of specializing in vaccines and serums only. Insist on Cutter's. If unobtainable, order direct. THE CUTLER LABORATORY, Berkeley, California

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COMING SOON
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WED. OCTOBER 20
NIGHT ONLY
Burk's Big Dramatic Co.
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TEN NIGHTS IN A BAR ROOM



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Seating 2500 People

The Largest Theatrical Organization of its kind in all the world, embracing more men, women And Children, more horses, dogs and ponies than any other Dramatic Exhibition.

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The Floyd County Hesperian

PUBLISHED EVERY THURSDAY BY

HESPERIAN PUBLISHING COMPANY

Homer Steen

Editor and Manager.

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The Santa Fe and the Southwest

The Santa Fe Railway Company shows in a thousand ways its belief in the Great Southwest. Its rails cover an empire in Texas, Oklahoma, Kansas, New Mexico and Arizona. It has upward of a half billion dollars invested in these five states. The Santa Fe has been the biggest deliberate factor in the development of this empire. It continues to forge ahead and show the way.

The Santa Fe is a corporation one of which the people of the Southwest are proud. Its financial transactions have for a quarter of a century been above any reproach. Its policy, in almost every department, has been above board, clean and straightforward, to such a degree as to make it actually an example for the emulation of individuals and smaller business enterprise.

Two things have put the Santa Fe in the lime light the past three weeks. The past year has been decidedly its most prosperous in many years, and the report of the president recently made to the stockholders ascribes its prosperity principally to the rapid development and increased production of the Plains Country of West Texas and Oklahoma.

The Santa Fe's report is a clincher for the prosperity talk of the West Texan. The Santa Fe deserves a good word from its southwestern patronage and it is certainly having it—not of the plate service variety, either. So much for that.

Three weeks ago an explosion of gasoline on the industrial tracks of the Santa Fe in Ardmore, Okla., and consequent explosions and fire snuffed out 40 lives and destroyed \$500,000 worth of property, more or less. Two weeks after the calamity the Santa Fe had outlined a policy. The responsibility was doubtful. Possibly the negligence was that of the Santa Fe's employees, may-

hap of some one else. A million dollar suit in court threatened, with court costs piling mountain high. Now, the Santa Fe proposes to have the degree of responsibility determined by a board of level-headed men whose work will be done without bias or favor. The Santa Fe made a master stroke. Calamity does not dim the clearness of vision of the men at the helm. Now, the matter will be settled out of court. Justice will be done at little cost, and "heartless corporation" howlers will be squelched for a time.

Great is the Santa Fe; and great is the Santa Fe Southwest from the unbesmirched atmosphere of which its responsible heads gain the clearness of vision to do the right thing simply and without show.

The stamp of the Great Southwest is on the Santa Fe just as plainly as the network of steel and rails proclaim the Southwest the Empire of the Santa Fe.

The Journalists' Creed.

BY WALTER WILLIAMS,
Dean of the University of
Missouri School of
Journalism

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service, is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news for any consideration other than the welfare of society is indefensible.

I believe that no one should

write as a journalist what he would not say as a gentleman; that bribery by ones own pocketbook is as much to be avoided as as bribery by the pocketbook of another, that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of the readers; that a single standard of helpful truth and cleanness should prevail for all: that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant, but never careless; self controlled, patient; always respectful of its readers, but always unafraid, is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic, while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world.

There is a merry row on over cotton sampling in Texas. The new law makes the ginner provide a sample for the farmer, one for the ginner and one for the buyer. These samples are triplicate-numbered, so there can be no swindling, and the ginner goes through as much red tape as a veteran drawing his pension.

But the buyer feels safer when he goes into the bale in the old-fashioned way and takes out his sample from its inwards, backing his judgment on the actual bale. The buyer is pretty sure that the next buyer and finally the spinner is going to do the same.

In some portions of the state the producers of the cotton are holding meetings, resolving and resolving relative to sampling from the bale when the ginner's sample is offered. One Farmers' Union Local declared it a violation of the rights of American citizens.

Undoubtedly the question is to be a mooted one for a time. People in this section have not gone any further as yet, and probably will not, than to smile at the red tape necessary to get a bale ginned and into the hands of the buyer.

While it is bad to see a bale cut and slashed on all sides by the time it gets to port for foreign consumption sampling is a very necessary part of the game, and until the buyer gets a sample that he considers fairly representative of the bale he is buying, the chances are that he is not going to put out his money on a guess. For cotton dealing is a ticklish game and must be played safely or at a losing gait, throughout.

Please note there is not a "heavy editorial" nor an attempted "smart saying" in the Hesperian this week relative to the announced engagement of President Wilson to the Washington Widow.

We refrain from any expression whatever on the subject in order to be able to call attention to it. No other reason whatever.

The American liner St. Paul left New York Monday with the largest stores of guns and ammunition for the allies that has been carried by any ship since the sinking of the Lusitania, and of the 615 passengers aboard 128 were Americans. Now, suppose this ship is torpedoed by a German submarine before it gets to England, and every person loses his or her life, what right has the United States government to utter a protest to Germany for it? This boat flies the stars and stripes, yet it is loaded with war munitions and hence is a war prize; the people who embarked upon it deserve no sympathy whatever if they lose their lives, for they are making the risk solely themselves. Americans who deliberately do acts calculated to bring this country into trouble with foreign countries deserve to lose their right of protection by this country.—Plainview News.

From the above it appears that even country newspaper editors can be wrong in their interpretation of International Law. The day after Mr. Adams' editorial was written the German Government through its ambassador admitted the correctness of American Government's contention that the submarine warfare conducted against passenger ships, was against the rules of International warfare.

It is to be hoped that Mr. Wilson and Mr. Lansing will be able to steer the middle of the road between the belligerent German-Sympathizers and the equally belligerent Anglo-French partisans.

Poisoned by a nail in her shoe when she walked on her heel to save a sore toe, Mrs. Delia Culp, fifty-one years old, of 94 Bustleton avenue, Bustleton, died in the Frankford hospital from septicemia. The dread of blood poisoning caused her to use extreme precaution, when, about ten weeks ago, she cut one of her toes on the right foot while paring the nail. Infection set in, and it was while walking on her heel to save the sore toe that a nail in her shoe punctured the heel.

No attention was paid to this seemingly slight pain. At the hospital it was found that it was the neglected puncture of the heel and not the much-doctored toe that was causing all the trouble. But by that time septicemia had set in and the doctors' efforts were of no avail.—Philadelphia Record.

"BOTHALAND."

It is suggested to give ex-German Southwest Africa the new name of Bothaland. The old name of the larger part of it, Damaraland, is due to an explorer's error. It should be Damsaqualand, like Namaqualand, since "qua" is the masculine plural meaning "people." The termination "ra" is the feminine dual. When the explorer, with a sweep of his hand, asked his native guides what the country he surveyed was called, there happened to be two native women in sight, and the guides thought he was pointing to them. So they answered "Dama-ra," which "Land of Two Dama Women" the region has remained.

TRYING TO BE DIFFERENT

Ambition Which Makes Most People Who Are Possessed of It, Difficult to Tolerate.

How often do you hear the remark, "I'm different from other people about that," spoken in tones of pride, of course, the Ohio State Journal remarks. Of course the speaker is different from other people. We are all different and we are all astonishingly alike, too. There are people, however, who are "trying to be different," a principle which usually results in simply making them consistently disagreeing and hence disagreeable. There is no reason why we should not agree with a friend, if we honestly can, nor why we should not as cheerfully disagree if in honesty we must. But the person who always disagrees, who has the habit of saying, "No, I don't think so," before he finds out what he really does think, is—well a difficult person to meet on a hot day.

Carbon Paper at this office.

Cause of Watermelon Decay Is Discovered

(Continued from Page 1.)
ments may be made in growing and handling the melons, but that 90 per cent of the losses from decay in transit during the past season resulted from the infection of the stem ends of the melons by a decay-producing fungus called Diplodia.

This is related to fungi which cause similar injuries to citrus fruits, sweet potatoes and cotton bolls. It apparently infects the cut stems, or possibly is present in the vines, and the problem of control must be worked out on the farms rather than in the railway cars. It is recommended, however, that freight cars which contained decayed melons be disinfected by spraying with 1/2 per cent copper sulphate solution before using again, to destroy the fungus present, which might otherwise infect portions of the next load. The Department will continue its investigations to learn the life history of the fungus and work out and test practical methods of control.

Another type of injury to watermelons and cantaloupes, very prevalent this year, takes the form of pitted decayed spots scattered over the fruit. This is the anthracnose, a fungus trouble which also originates in the field where it attacks the foliage as well as the fruit. Thorough spraying with Bordeaux mixture is the remedy in this case.

BIG TENT SHOW COMING.

Burk's Big "Ten Nights in a Bar Room," Under Canvas.

The above show will exhibit at Floydada Wednesday night 10-20. Among the many tented organizations in America that have become famous, the Ringling Bros. and Barnum & Bailey Shows are conceded to be the largest and most popular Circuses. But the Largest Dramatic organization exhibiting under canvas is Burk's Big Spectacular Production of "Ten Nights in a Bar Room." This Mammoth Amusement Enterprise is the Acknowledged Barnum of all Dramatic Shows; like the big circuses, they travel in their own cars and require a special train to transport their paraphernalia from one city to another. This organization embraces more Men, Women and Children, more Horses, Ponies, Chariots, Floats etc, than any dramatic exhibition in America.—Advt.

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Home portraiture is most convenient for you—our equipment makes it simple for us.

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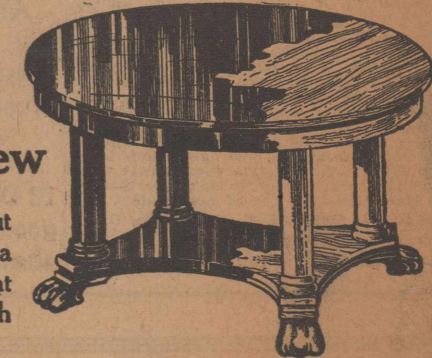
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Come in—let us tell you about Kyanize. We will give you a can free, if you buy a 10 cent brush to put it on with—enough to do over a chair or table.



Kyanize

works miracles. It is made especially for hard wear on floors and staircases. It's the best Finish there is for all your home interior woodwork, including your Furniture.

Kyanize dries quickly—a beautiful hard gloss. Easily put on—easily cleaned. It is made in eight colors, also White Enamel for all your white woodwork. Come in.

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