BUSINESS MEN SAY COLUMBIA IS MODEL CITY

Try to Teach Civic Pride to Students Along With Their University Training.

EVERYONE A BOOSTER

Garden Club Is Responsible for the Beautifully Kept and Decorated Lawns.

Columbia is the best city in Missouri according to some persons and the best place on earth according to others. Almost every person here is a booster.

Not only is Columbia a popular city but the name is also popular. There are twenty-eight cities in the United States which use "Columbia" as a part or all of the name. There is one Columbia Heights, one Columbia Falls, one Columbia Center, two Columbiaville and twenty-three plain Columbias. The total population of all these was, according to the 1910 census, 71,574. Just two exceed Columbia, Mo., in population, Columbia, S. C., with a population of 26,319 and Columbia, Pa., with a population of 11,454. Not one excels Columbia, Mo., in quality, according to the general opinion of the citizens here.

R. B. Price, president of the Boone County National Bank, says that if Columbia is not already, it soon will be, the model city of the West. "I have been here over seventy years and never have I seen brighter prospects for both the town and University than there are now." He gives much credit to the Garden Club for the well kept and beautifully decorated lawns in Columbia, and says that the beauty of a city is its best advertisement.

John Bicknell, justice of peace, has this sign on his desk:

City Tax, total rate.....$1.00
County and State Tax, total rate.....$2.75
Total.....$3.75

One cent a day for inestimable advantages: Churches, colleges, schools, hospitals, sidewalks, paved streets, sewers, pure water and the best people on earth!

The 10 cents extra for the year is for war tax, according to Judge Bicknell.

In speaking of the desirabilities of Columbia as a living place Judge Bicknell said, "A man once left here and went to Heaven but after looking around for awhile he became homesick and asked to be sent back to Columbia." When asked if he had ever heard of those who went to the Other Place he said that no one from Columbia ever went there.

North Todd Gentry, attorney, in describing this city said, "Columbia is and always has been a city of schools. Educational interests here have always been looked after."

E. C. Scott of the Scott Brothers' Book Shop also thinks Columbia is a fine city. "Columbia is a young people's town," he said, "and is a town of quality. When I came from the town was filled with old people who did not care for quality in what they bought and whose talk never included much besides the weather. I can see a world of difference here."

C. A. Raum, manager of the Western Union, says that Columbia is a "good substantial town."

J. W. Sapp, county assessor, spoke of Columbia as "above the average."

C. B. Miller when asked if Columbia is a model city said, "Well, it may not be a model but we are trying our best to make it one. The students who come here should receive some instruction in civic pride along with their university work. We people of Columbia try to give them that instruction unconsciously by making this city better than any other in the state. When the students leave here they will try to improve the towns to which they go. Four years' residence in Columbia, cannot but make a person interested in civic improvement."

R. G. Stephenson of the New York Life Insurance Company says that thirteen years ago he came here on business and was so struck with Columbia that he went home at once and moved here to make this his permanent home. "I have traveled in twenty-six states, and have lived in four," he said, "and never have I seen a more desirable place to live than in Columbia."

Frank W. Leonard, manager of the Daniel Boone Tavern, when asked his opinion of Columbia said, "It is the best town of its size that I know of. Traveling men say that they intend to come here oftener and tourists all plan to stay longer the next time they come through here."

Mayor James Gordon probably expressed the opinion of most people when he said, "Columbia is a town of homes. People keep moving in here to educate their children and moving out to make room for more. There is a certain progressive spirit here caused by this interest in homes. There is not a more beautiful city any where. The lawns are kept in the best of condition and many are decorated with flower beds. I know that Columbia is the best city of its size anywhere."

Mayor Gordon also spoke of the present hotel accommodations here and said that a traveling man told him that the hotel service and accommodations here compared very favorably with those of Chicago and other large cities.

Of all the men who were asked for their opinions of Columbia not a one was a knocker. The people here realize the advantages of Columbia and while they listen with interest to what strangers may say about the city they are not without that deep appreciation which is fostered by civic pride.

John H. Estes

Announces The Season's Annual Opening Display of Dry Goods, Women's, Misses' and Girls' Wearing Apparel, Cloaks, Suits, Skirts, Waists, Millinery, Dress Goods, Silks, Hosiery, and Novelties

You are all most cordially invited to attend this display. This will be one of the most unusual events of the season—not only unusual from the style, models and displays, but from the special sale point of view.

We will offer a special in every department at prices only obtainable on these opening and display days, beginning tomorrow (Friday), and continuing until Wednesday evening, October 6.

We do this feeling that every woman and miss who attends should have an opportunity not only of viewing these things on display but should have the privilege, an exceptional one, to buy something at a very LOW PRICE that will repay for the time spent in attending.

Below are quoted some of the specials of the store. There are many others that you will wish to take advantage of:

Special Announcement

John H. Estes begs to announce that he has affilated himself with the Northern Jobbing Co., an organization which has a membership of over eight hundred merchants. The company has offices in New York and Chicago and buys for its MEMBERS ONLY merchandise which costs millions every year. It is therefore in a position to get prices lower than could otherwise be obtained.

Consequently, this store with such an unusual buying power will offer goods always at the most conservative values with the one great object in view—Quality backed by Price. Our endeavor has ever been to give the best possible service to our customers, hence this one great move in connecting with the Northern Jobbing Co. as your interests are ours.

The Season's Suit

The suit specials are of the season's latest novelty and tailor-made styles. Some of these are fur trimmed, others braided or embroidered, and some plain tailored. We have just received these from our office of the Northern Jobbers Association in New York. We advise you to look at these early, for there are but 15 priced for this sale at.....$47.50

Silk Knickers for Fall

Realizing that this is the season for knickers and petticoats we are offering these in silk jersey in light and dark shades at.....$4.95

Milady's Blouses

To wear with the winter suit are beautiful blouses of Georgette in white, flesh and suit shades. These are of the latest fashion. Very specially priced at.....$9.95
For the tailored Miss are the popular striped silk shirts. Of excellent quality and tailoring these may be obtained during this showing for....$7.75

Wool Dress Goods

1 lot fine worsted dress goods in plaids, stripes and solid colors; the yard.....$3.50

Enticing Fall Millinery

Bewitching colors, rich fabrics and materials, and trimmings that vary from gay plumage to twinkling metallic decorations are some of the features of these hats. We are showing some really wonderful styles and shape for this one occasion at the special price of.....$10

Charming Winter Coats

Our special feature in coats is indeed unusual. These coats, offered at the beginning of the season, are of the most beautiful materials. Some are trimmed with genuine fur collars and cuffs, others are trimmed with embroidery. Truly exceptional values for.....$53.50

Beautiful Charmeuse

40-inch Charmeuse in a quality much in demand—in black and all wanted colors. Priced, the yard.....$3.50

Damask Table Linen

Extra heavy all linen satin table damask in beautiful floral and oriental designs. A very special value at $4.50 a yard.

Beaded Bags

A special purchase of beaded bags will enable us to give you these most attractive bags at about half their value. Some are drawn top, others are on frames. The colorings are lovely. Priced at.....$10.95

Quality Wearing Hosiery

Radmoor pure thread silk hosiery with full-fashioned garter top and foot. Has stop-run garter welt, re-inforced knee and high spliced heel. To introduce this wonderful quality of high grade hose we are offering them in black, white and colors during this opening sale at $2.68 the pair.

Seasonable Skirts

The skirts offered are the most popular of the season. They are side, accordian and knife pleated in the best looking of plaids. Priced at $21.95