

LYNN COUNTY NEWS.

VOLUME 6 NUMBER 14

TAHOKA, LYNN COUNTY, TEXAS, NOVEMBER 5, 1909.

PRICE \$1.00 in ADVANCE

Mrs. H. C. CRIE, Editor.

OFFICIAL ORGAN OF THE LYNN COUNTY AGRICULTURAL & HORTICULTURAL ASSOCIATION

H. C. CRIE, Manager

The first step from a savage to a civilized existence is the purchase of a stove. If you can afford but one, it must be a "bachelor," for it is the only stove made that will burn any kind of fuel, cook any and every thing the housekeeper can stir up, and at the same time heat a large room. The second is the purchase of two stoves. A heater, either cast or sheet iron as you prefer for the sitting room, and a cook stove for the kitchen. The height of civilization is to have a heater in every room, and either a cast iron or a steel range in the kitchen, so you can be comfortable when you go home from your work and your wife can enjoy the cooking. The Tahoka Hardware Company have two and four eye bachelors, heaters from \$4.00 up to \$15.00, cook stove and ranges to suit every one. All at live and let live prices. Come at once and take your choice.

If you have any laundry you want done-up you had better take it to the West Side Barber Shop, Ira Doak, proprietor, for the basket goes off every Monday.

John Wanamaker was standing on the street one day last winter, and a man in shabby clothes came up to him and said: "I used to be a storekeeper, and you said that advertising pays, but it don't." Mr. Wanamaker said, "You used advertising like the Indian did the feather bed."

An Indian was told that feathers were soft and he could rest better should he sleep on them. He accordingly got a feather, laid it on a board and slept on it. When he arose the next morning he said: "Paleface say feather heap soft; Paleface heap fool."—Big Springs Enterprise.

LAND LOANS.

We make ranch loans in any part of Western Texas. Loans are made for five years or longer. 8 per. cent interest.

Sam Newberry.
Office in Fisher Bldg. Big Springs, Texas.

Mr. C. V. Young, of Lockney, arrived in Tahoka this week to take charge of the A. G. McAdams Lumber Company's yard at this place.

The pupils of the Tahoka Public school that have not been tardy or absent during the month of October and have made an average grade of not less than 85 in their studies, and have a department grade of 98, are as follows:

RESCOLA MCDANIEL.
VERNA MCKENZIE.
LOUIE WEATHERS.
CLAUDE DONALDSON.

GRAND MA'S COUGH REMEDY is pleasant to take, instantly relieves that tickle in your throat, stops that hacking cough. With the first symptoms of throat or lung trouble buy a bottle of this celebrated Cough Cure and safeguard against that dread disease, Consumption.

Mr. C. N. Hutto left for Waco, Thursday on a business trip and Otis Shook is holding down the grain business while he is away.

When full of aches and pains there is nothing which affords quicker relief and is a more effective cure than GRAND MA'S LINIMENT. Best for Rheumatism, Neuralgia, Sprains, Cuts, Bruises, Insect Bites and Soreness of the Limbs.

Rev. G. S. Hardy, of Plainview, the presiding elder of this district held the Fourth Quarterly Conference here Saturday night and preached at the Methodist church Sunday morning and night, leaving for Lubbock Monday morning.

No need of that pain in the stomach by writhe, groan and suffer! Take GRAND MA'S DIARRHEA REMEDY. It affords quick relief and is a positive cure for Diarrhea, Colic, Dysentery, Bloody Flux and relieves vomiting and purging.

The new born infant of Mr. and Mrs. Frank King was buried in the Tahoka cemetery Wednesday.

Mr. Bert Ramsey, district surveyor, is in Tahoka on business this week.

Derwood Gilmore left the middle of the week on his return to the new home in New Mexico.

Six wagon loads of fixtures for the new drug store that Messrs. Howell & McGill are putting in on the west side of the square in the Porterfield building, arrived and were unloaded Thursday. These fixtures are strictly high class and it does our hearts good to see them being installed in Tahoka at this time, and we hope these gentlemen will get the patronage they deserve.

Squire Weams, of Six Mile, married Mack Hancock and Miss Mellie Best, and Loyd McClish and Miss Isa Betenbaugh at his home last Sunday. Both couples live in the Six Mile community.

Mr. Arch McFall and Miss Maud Ellis were married Sunday at the home of the bride's parents, in Terry county. The happy couple left at once on their wedding tour to be gone two or three weeks.

Married, Wednesday, November 3rd, at the home of W. A. Waller, at Draw, Mr. Ben Franklin and Miss Elsie Waller, Rev. Willet officiating. Miss Waller is one of the most popular young ladies of the Draw community, and Mr. Franklin is to be congratulated. The young couple have the best wishes of all who know them.

Mr. Sam Newberry, of Big Springs, was in Tahoka this week.

District Court will convene in Tahoka Monday, November, the 8th. It is thought that there is so little business to come up this term that court will not last more than three days.

County Court was in session this week. The case of, Green vs Kuykendall, resulted in a hung jury.

The ladies of the Baptist and Methodist churches of Tahoka will give their regular District Court Dinner Tuesday, November 9. This dinner will be well worth 50 cents, but you can have all you can eat for 35 cents each. The dinner will be held in the Tahoka Restaurant building, second door east of the post office. Every one is invited to come and dine on the very best the market affords.

Mrs. R. J. Roberts and children moved yesterday to their new home lately purchased from Walter Robison, and situated on the next block nearer the square from where they have been living.

Mr. W. S. Swan while out at the old Deuce of Hearts ranch Wednesday, had the pleasure of shooting a black eagle which measured seven feet four inches from tip to tip of its wings.

Oscar Rodgers moved his family from south of town to the little white house north of the Millman place, Wednesday evening.

Rev. Willett, of Post City, was in Tahoka Saturday, Sunday and Monday.

GRAND MA'S TEA is a most pleasant vegetable laxative. Cures Constipation, Purifies the Blood, Cures Sick Headache and Biliousness. It will quickly remove pimples, beautifying the complexion and giving the skin the freshness of youth.

ABOUT ADVERTISING

A few remarks and suggestions that may be worth considering

By Don H. Biggers, Secretary of the Plains and Panhandle Federation of Commercial Clubs and News Papers

There is but one kind of advertising that is worth anything, and that is the kind that attracts attention and produces results, and to spend money for any other kind of advertising simply represents so much waste.

No kind of business or proposition can succeed without some kind of advertising or publicity, but the purpose of this article is not so much for the purpose of telling how to advertise as it is to tell how and why not to advertise through certain sources. Advertising is a science, as much so as any other feature of business, and calls for the exercise of good judgement, and to the extent that the advertiser fails to exercise judgement in advertising to that extent he is the victim of his own folly.

There is no occasion and little excuse for any man to waste money for advertising, and there is no limit to the benefits of the proper kind of advertising.

Fortunes have been made by advertising, and never was there a time when judicious advertising produced greater results than it does at present, yet the average advertiser doesn't make advertising the practical business proposition he should, and from this results the foolish expenditure of millions every week. Most of this money is thrown away by the advertisers in the small towns, and for that reason the trouble is of greater magnitude and brings about its worst results.

Fake advertising is the thing to be most studiously shunned, for it is the kind that catches most victims and produces least results. Policy advertising is another bad business and is closely allied to fake advertising.

Fake advertising is usually done by an artist. His scheme is anything that will catch the easy

mark, and his least concern is the results to his victims. Hotel directories, desk blotters, advertising clocks and all classes of dope laded out by tourists embrace the fake advertising list. Money spent for advertisements in school catalogues, directories, programs, etc., gotten up by some church, school or local concern is a combination of policy, charity and diplomacy. In practically every instance the result would be the same if the money was contributed directly and the advertising omitted.

Perhaps the query will arise, and naturally it should, of what concern is this to you, of what concern is it to the community. It is the individual advertiser's business, over which he certainly has the right of exclusive supervision.

To the extent that the whole community suffers by reason of these extravagance the community has a right to protest. Morally, at least, the individual has no right to indulge a folly to the extent that it becomes an imposition upon the community.

The writer recently had occasion to investigate as to the amount of money absolutely thrown away by a comparatively small town on the rankest kind of non-producing advertising. The result, only partly complete and covering a period of less than two years was astonishing. It aggregated nearly ten thousand dollars. Think what this ten thousand dollars would have done spent in the proper way. Spent for the proper kind of advertising it would have resulted in profits many times greater than the expenditures. It would have gone a long way towards civic improvements. It would have been a mighty factor in bringing about proper agriculture development. There is no need to further enumerate the great number of things it would have brought about to the general benefit of the community had it been properly spent. Spent as it was it brought no results except a considerable detriment. It simply impoverished the community to the extent of nearly ten thousand dollars. It brought discouragement and loss of faith. The men making the foolish expenditures charged it up as so much money spent for public purposes and deducted it from the expenditures they were from time to time asked to make for meritorious purposes. A business man will spend fifty dollars for fake or policy advertising, and will give ten dollars for road purposes or something that tends to the industrial benefit of his community, grudgingly giving as his reason for being niggardly in his contribution to material things that he has been led to the limit. And he has, but he should not take revenge on the community for his own folly. Suppose he had contributed sixty dollars to genuine, meritorious purposes and nothing for fake advertising. His expenditure would have been the same and the benefits to himself and the community would have been many times greater. Or suppose he had spent the fifty dollars for meritorious purposes instead of fake advertising, he would have gotten big direct returns, and the profits from his judicious advertising would have enabled him to contribute the sixty dollars.

People will spend five hundred or a thousand dollars for fake advertising and charge the community up with five times the expenditure, just because they didn't get results. No man has any right to amend his own mistakes in such an arbitrary manner. Besides it doesn't amend.

And this doesn't apply exclusively to merchants. It applies with equal force to every person spending money for advertising or publicity purposes. It applies to whole towns, to counties and to States. Money is well spent when it brings wholesome results. It is doubly bad spent when it brings no good returns.

Advertising is business and strictly business. It is the foundation upon which all successes rest, but advertising isn't advertising unless it attracts attention, interests, convinces and gets results. Effective advertising cannot be confined to any particular medium or method. The artistic show window is an advertisement. The elegantly displayed and properly arranged stock of goods is an advertisement. The satisfied customer is an advertisement. The growing of big crops is an advertisement for the country. Everything that goes to make a town or city beautiful or healthful is an advertisement. Money spent for such purposes is money well spent because it brings results. Have something somebody wants and then use the proper methods of calling attention to it.

As a means of publicity there is but one best medium and that is the newspaper, and it is good only to the extent that it reaches the people who would be interested in the thing advertised. A town wanting a factory would not advertise in a country newspaper and a man wanting a load of wood wouldn't advertise in a trade journal published in New York. The local newspaper is the best medium for advertising the town and the country. It comes directly from the source it represents. It can be sent to every class of people at the most nominal expense. It is the only medium for the local merchant, with the exception of circulars and personal letters. In so far as printers ink is concerned you can practically wipe everything else out of existence. Kick the fakir out. He deserves the dose. If you must contribute as a matter of charity or policy charge it up to that account and don't make advertising carry the burden and the community pay the penalty in the long run.

Every town and nearly every individual has suffered by reason of fake advertising and policy advertising. There is but one thing to do. Cut it out. As a general proposition stick to the local newspaper. If it is a good paper and you don't like the editor stick to it as a selfish business proposition. If the paper isn't what it ought to be as a business proposition see that it is made such.

Thousands of dollars have been worse than wasted in so called advertising of the country. The same is true with reference to individual business men, and on the other hand judicious advertising has been shamefully neglected.

This is about the tenth million sermon that has been preached on this subject. All of them have done a little good sometime and somewhere, but it is a big business proposition, an absolutely necessary agent of success. It involves the expenditure of thousands of dollars. It results in total waste or great benefit. It is the biggest and most essential modern business proposition and it calls for the application of strict business methods.

Mr. Merchant, Mr. Lend Agent, Mr. Advertiser of any line, think over this proposition. Get down to business. Be liberal but use sense.

Mr. Man with the policy scheme or the charitable proposition think to what extent you are, perhaps innocent of wrong intent, imposing upon the business man and the whole community. As a moral duty, cut it out. No need owing to the faker, he'll be glad to see you as soon as you have forgotten the you got. It is up to you to tend to his case.

The Twin Brothers

Mrs. Nelly G. Johnson

Long had the storm of battle raged;
Both sides had fiercely fought.
No future day could do away
The ill these hours had wrought.
All o'er the trampled, bloody ground
Were lying, side by side,
Those who that day in deadly fray
Were wounded or had died.
Just where the thickest on the turf
Were strewn the Blue and Gray,
Their hands close clasped in tender grasp,
Two youthful soldiers lay.
We gazed upon those faces still,
And one of them we knew.
One bonny lad in Gray was clad;
One wore the Union Blue.
Brave Lou! his comrades well could read
The story thus revealed,
For they had heard it word for word,
From lips death now had sealed.
Sons of one sire; one mother's pride;
Twin born; together reared;
They led the mirth around the hearth,
Till war's wild cloud appeared.
Then, when the clash of arms was heard,
They parted at the door.
Each took that day his chosen way,
Alone, as ne'er before.
For when they stepped the threshold o'er,
Clasped hands and turned away,
To Union true Lou donned the blue,
And Hal put on the Gray.
And now, this day, with home close by,
Beyond the dim old wood,
One 'neath the stars, one 'neath the bars,
The young twin brothers stood.
As down upon the Union lines
Their charging foemen bore,
In that mad strife of life for life
The brothers met once more.
Hal, fighting bravely for the South
Among the men in Gray,
Looked up at Lou in Union Blue,
A dozen feet away.
As, in the thickest of the fight
Each aimed his deadly blow,
Their meeting eyes flashed their surprise;
Then both were lying low.
But, ere Hal's fond and faithful heart—
By Death's cold hand was stopped,
With pain he drew himself to Lou,
Still lying where he dropped.
Lou, fainting, smiling, raised his head;
Hal bent with pallid lips;
One last fond look, one kiss they took,
And then came Death's eclipse.
Together in one grave we laid
The brothers, Hal and Lou,
And tears that day fell for the Gray,
As well as for the Blue.
And 'round the Camp-fire oft we talked
In tender tones and low,
Of Hal and Lou, the Gray and Blue,
For aye together now.

Professional And Business Cards.

G. W. Perryman

Lawyer, Notary, and Conveyancer. Complete Abstract of Lynn county lands to date.

Tahoka, Lynn County, Texas.

W. D. BENSON,

ATTORNEY-AT-LAW

Will practice in all courts of Lynn, Lubbock and adjoining counties.

LUBBOCK, - - TEX.

JOHN P. MARRS

Lawyer

Practice in all the Courts. Office at the Court House

Tahoka Texas

DR. M. E. MILES.
PHYSICIAN and SURGEON

DR. AMY MILES.
Special attention to obstetrics and diseases of women and children.

OFFICE AT THOMAS BROS. DRUG STORE, TAHOCA, TEXAS.

Bean & Klett

LAWYERS

LUBBOCK, TEXAS.

Will practice law in the Courts of Lynn County.

DR. ROBT. JONES, DR. TOM HUTCHINSON
Physicians and Surgeons,
LUBBOCK, TEXAS.

Treatment of diseases of the EYE, EAR, NOSE and THROAT in connection with their general practice. Office at Lubbock Drug Co. Phone Connection.

Bert Ramsey, District SURVEYOR

Official Surveyor for Lynn, Borden, Dawson and Terry Counties.

Big Springs, Texas.

Let Me Write Your

Fire and Tornado

INSURANCE

McMill Clayton

At The Court House

Tahoka, Texas.

FRESH MEATS

Why wait a week to get Meat off of a wagon, when you can get it, when and as you want it, at the MEAT MARKET, Davis & Owen props

AT LOW PRICES

L. A. ROBISON, J. B. WALKER
J. D. DONALDSON

If you have any Town Property or Land that you want to Sell or Trade, List it With Us. We also have a few bargains for sale

Texas Land Co.

First door north of Tahoa Hotel.

SEE

A. G. McAdams

Lumber Co.,

-Paints and Oils-

-PATRONIZE HOME-

INDUSTRY.

LYNN COUNTY NEWS

Published Weekly By
H. C. CRIE & Co.

H. C. CRIE . . . Business Manager
Mrs. H. C. CRIE . . . Editor

Display Advertising

Per inch, per month — — — 75c

Reading Notices

Per line, one insertion — — — 10c
Each successive insertion — — — 5c

SUBSCRIPTION \$1.00 PER YEAR

Entered as second-class matter July 10, 1905, at the post office at Tahoka, Texas, under the Act of Congress of March 3, 1879.

Phone 35.

FRIDAY, NOV. 5, 1909.

Be with us tomorrow if you can.

Try and come to the A. & H. A. meeting Saturday Nov. 6th.

Come to the A. & H. A. meeting tomorrow, at the court house at 1:30 p. m.

Every farmer in Lynn county who possibly can, should come to the A. & H. A. meeting at the court house, tomorrow at 1:30 p. m.

If you have any faith in Lynn county as a farming country, just come to the Agricultural and Horticultural Association meeting at the court house tomorrow.

Many who come to the farmer's meeting in Tahoka tomorrow will be surprised to hear how much feed, cotton, hogs, chickens and butter has been raised in our own county this year, and how well small grain is doing this fall.

All the business men in Tahoka who want the farmers to succeed this year, and this is the only way for you to continue in business, should come out and meet with Saturday, encourage them by your presence and help them with your counsel. The success of every county official every professional man, every business man and every laboring man in Tahoka depends on the success of our farmers.

THE Dallas News has this to say of the Panhandle, and it was no very many years ago when that same paper used to have its Funny Editor sit up nights trying to think of some new joke relating to the claims of the Panhandle as a farming country. "Lest we forget" it might be well to state that a Panhandle county, Swisher, took the greatest number of prizes at the Fair, and another one, Deaf Smith, ran a close second. The former winning 10 ribbons, while our county was awarded nine.

It was "Llano Estacado Day." There was no special program for the honoring of the new country, rapidly settling, steadily gaining in railways, abundantly supplied with subterranean water in what was once reckoned a sterile section, but the counties in that region have their exhibitions at the Fair. These places were sought and the visitors were amazed at the evidences of the productiveness of the great area, its cattle industries and allied wealth. Terry, Lubbock, Crosby, Floyd, Hale, Castro Deaf Smith, Potter, Dallam, Brisco, and Swisher counties were well represented in many ways and other counties are creditably exhibited. Many hundreds of visitors came from those counties to the Fair, honoring the occasion. —Hereford Brand.

And what a year it is: Flying a certainty; north pole discovered; Turkey reformed; Persia reformed, England's ideas of the ethics of taxation upset; India restive; China subjected to a mass of new impressions; the distance across the Atlantic further shortened; the distance across the continent about to be shortened; wireless improved; the everlasting power of sentiment dramatically illustrated in the fall of Clemenceau. If the cave man lived to-day he could hardly repeat his now famous declaration: "Romance is dead," says Collier's Weekly. By science, contrary to many fears, wonder and mystery have been increased. —Big Springs Enterprise.

\$250,000.00 TO INVEST

in First Class Vendor's Lien Notes,
CHANNING M. WARD,
Lubbock, Texas.

The oft repeated story of the Santa Fe about to buy, or having bought the Texas Central railroad is again being related, but as before there is no official confirmation of the report that such a purchase has been made or is probable. The laying of heavy steel rails and the purchase of heavy engines by the Texas Central is pointed out as indicating that some extraordinary change is likely to occur, but as the policy of the Texas Central has always been one of progress and improvement, those most acquainted with the road management assert they can see no cause for speculation in this improvement. Without doubt, however the Texas Central would be a valuable acquisition to the Santa Fe system, especially, since the building of the Texico Coleman cut-off will make a connection of this line with the gulf line through Oklahoma to Galveston almost a necessity. The Texas Central would afford this connection which will otherwise likely be built from Cleburne to some point on the new cut-off line. —Stamford News.

A town that never has anything to do in a public way is on the way to the cemetery. Any citizen who will do nothing for his town is helping to dig the grave. A man that curses his town furnishes the coffin. The man who is so selfish as to have no time from his business to give to the city affairs is making the shroud. The man who will not advertise is driving the hearse. The man who is always pulling back from any public enterprise throws bouquets on the grave. The man who is so stingy as to be howling hard times preaches the funeral, sings the doxology, and thus the town lies buried from all sorrow and care. —X-Ray.

COME IN AND GET ACQUAINTED.

We cordially invite the accounts of business firms, corporations, and personal accounts of individuals.

The First National Bank is making strong efforts to aid and strengthen the interests of Tahoka and vicinity.

To make each day a little more perfect in service to patrons--

To keep close to the people of this community--

To deserve and hold their confidence--

To hold strictly within the confines of legitimate and conservative banking, and yet render full value in service and protection to every depositor.

The First National Bank
Tahoka, Texas

Tahoka Saddle Shop

We have purchased the the Tahoka Saddle Shop and reopened it in the Cowan building on the West side square. Shoe and Harness repairing a specialty if you need any thing in our line you are cordially invited to call and see us on the West side square.

TAHOCA SADDLE SHOP.
G. R. MILLIKEN Prop.

C. N. HUTTO, The CASH

Wholesale and Retail Dealers In
GRAIN AND COAL

We will handle all kinds of feed and country produce and pay highest market prices

STRICTLY CASH

East Side Square, Tahoka, Texas

TAHOCA REAL ESTATE CO.

If you are interested in Lynn County lands, write us for a list of genuine bargains, we have them, both for speculation and for the man who wants a home. Buy a home where you can make a good living and your land will double in value. We want to increase our list of bargains; if you have anything to sell; list it with us.

IMPORTANT!

To Secure The Most Satisfactory Lights And Avoid Smoked Lamp Chimney

Use EUPION OIL

The only safe oil for lamp and stove use. Accept no other FOR SALE BY THE FOLLOWING LEADING MERCHANTS

JACK ALLEY COMPANY,
B. H. Black & Son, R. D. Morris, J. E. Katnep
TAHOCA, LYNN COUNTY, TEXA

KEEP RIGHT ON COMING TO THE

Tahoka Blacksmith Shop.

J. N. McREYNOLDS, Prop

Horse Shoeing Is Strictly Cash

THE SAME SHOP THE SAME MEN YOU HAVE BEEN USED TO AND THE SAME GOOD WORK.

TIN SHOP

South of the Public Square, Tahoka, Texas
We do all kinds of Tin, Pipe and Repair Work, Stove Pipe and Oven Drums.

When in need of anything in this line call on us. Prices that will please.

Yours for business,

G. M. MILLIKEN & SON.

Phone or Write Your Wants to

THE KERSHNER LAND COMPANY

Commission Agts.

Land, Insurance, Loans.

OFFICE SOUTH OF COURT HOUSE.

Remember!

We will include in this Sale \$500.00 worth of Christmas Goods anything and everything from a 10c doll to a \$10.00 cut glass dish and THE PRICE Will Be THE THING

We Are Buying And We Will Pay THE HIGHEST PRICE FOR Your Cotton JACK ALLEY Co.

Commencing Monday, November 8, 1909

The Gigantic Closing Out Sale Of Our Entire Stock Of Groceries And General Merchandise This Includes Every Thing!

All to go and includes Our New Fall Goods bought for our winter trade. All new and up-to-date. They will be arriving all during the Sale and will be immediately put in the Sale. We have decided to close out our immense stock of Groceries and General Merchandise

AND QUIT THE BUSINESS FOR GOOD

To enable us to do this, we will start an immense Closing Out Sale, beginning Monday, November the 8th and continuing from

Nov. 8, - 15 days - to Nov. 24

During this Sale we will have Bargains in Everything, all marked in plain figures so that any one can see the price, and the price will be the same to all. **NOTHING CHARGED DURING THIS IMMENSE SALE.** We further wish to state that our statement of nothing charged after the 18th day of October holds good, and is for all to apply to themselves.

First and Foremost in This Gigantic Sale will be a Special Advertising Sale of **New Royal** Sewing Machines, No. 22

We have contracted with the undersigned firm to distribute at least a few specially adjusted sample machines of the very latest design and improvements at **Very Low Prices.** The Best machines of a year ago are surpassed by the beautiful No. 22 New Royal. To buy one of these machines at this sale means that you will save at least 50 per cent and still get the very best values on earth from a standpoint of quality and beauty of design and finish. This is a bonafide square sale (solid principles). All machines brand new, ball-bearing, high arm, high grade, light running. Complete set of beautiful attachments, besides the usual accessories and instruction book, free with each machine.

All parts of this Machine guaranteed for 10 yrs. except needles, shuttles, band and attachments

Grocery Bargains

Our Grocery list invites your attention. Our is going Sky High. We have another Load on the way and in order to make room for it we offer:

High Patent \$3.40 per hundred.
Highest Grade and good enough for anyone .65 per hundred.
And the top of all, Guaranteed the best Extra High Patent \$5.90

The bottom drops out on Groceries at this Sale.

Case	Doz.	Can
b. can Hominy \$1.20	\$.60	5cts.
b. can Tomatoes 2.25	1.15	10cts.
b. can Tomatoes 2.40	1.20	10cts.
b. can Tomatoes 2.25	1.15	8 1/2 cts.
b. can Pie Apples 2.40	1.20	10cts.
b. can Pie Peaches 2.40	1.20	10cts.
b. can Apples 2.90	1.45	12 1/2 cts.
b. can Johnson Peas 1.80	.95	8 1/2 cts.
b. can Pumpkin 2.40	1.20	10cts.

Quality Baking Powder 10c cans now 5c.
Quality Baking Powder 25c cans now 12 1/2c.
Quality Baking Powder 50c cans now 25c.

Few Furniture Bargains

Close it out We make special prices as:

Golden oak Dining Tables former price \$7.50, Now	\$5.75
Golden oak Dining Tables, extra heavy, former price \$10.00, Now	\$7.00

For larger sizes add \$1.00 for extra ft.

Nice Mantle Bed former price \$20.00,	\$13.00
Golden oak Washstand former price \$9.00,	\$5.50
Nice Washstand former price \$6.00,	\$3.50

Iron Bed Springs guaranteed for five years, former price \$4.00, now \$2.75

The **NEW ROYAL "A"** 5-drawer drop-head is a handsome new design, beautiful and symmetrical in every detail. Center drawer is serpentine, the side drawers are rounded in to harmonize with the graceful curves of the balance of the woodwork. The stand is equipped with our latest improved ball bearings. Price \$55.50

To enable every house to get one of these machines we will sell them for \$27.50 cash down, or \$30.00, \$5 cash and balance in monthly installments of \$5 per month.

Iron Bed Springs complete, (no slats required), former price \$7.50, now \$5.00
These Springs are the Best Made and no slats are required.

30 pound All Cotton Mattress former price \$5.00, now	\$3.50
25 pound All Cotton Mattress former price \$4.50, now	\$3.00
20 pound All Cotton Mattress former price \$4.00, now	\$2.75
15 pound All Cotton Mattress former price \$3.50, now	\$2.50

Rocking chairs 1/2 former price, making them cost you from \$2.00 to \$4.50.

Ladies Furnishings

Ladies, please remember that our Fall Stock of latest style Hats, the best ever brought to Tahoka, are included in this Sale, in fact all our fall purchases go at bargain prices. Combs, Collars, Hair Goods and Barrettes.

Owing to the high price of Cotton the 100 bolts of Calicoes we offer at this sale cannot be bought at wholesale for 6, 7 and 8 cents a yard; yet we will sell for 5 cents.

Fancy Side Band Gingham solid colors wholesalers are asking 8 cents for, we sell for 5.

Cotton Sack Duck best quality, that you cannot buy at wholesale for less than 10 cents, we will sell for 8 cents.

Brown Domestic good quality cannot now be bought for less than 7, 8 and 9 cents, we are selling for 6 cents a yard.

Bleached Muslin 8 cent's now 6 c nts.

Gowns, Corset Covers, Fancy Handkerchiefs and Ladies' Summer Underwear that will be sold regardless of Cost. We cannot begin to quote prices but will say that they must be sold, and to see them is to buy. This lot also includes some very neat Ladies' Shirt Waists that go at any price, a \$2.00 waist for \$1.00, a \$1.50 waist for 75c.

Good Cheap Shoes

Hamilton Brown Shoes for Ladies, Gentle men, Misses, Boys and Children.

We will close out our entire stock of Summer Low Quarters as follows: Gentlemen's Ladies' and Misses' Slippers in Black, Tan, Chocolate and Oxblood, in Buckle, Gibson Ties and Ankle Strap.

SLIPPERS AND SHOES	
That Sold For	Now Sell For
\$5.00	\$2.50
4.50	2.00
4.00	2.00
3.50	2.00
3.00	1.75
2.50	1.25
2.00	1.00

We have everything you want in this stock of Slippers and Shoes to suit the daintiest Lady or Miss down to the rough every day shoe for the School Boy. Now is the time to lay in your Fall and winter School Shoes, they are cheaper than they will be sold in Tahoka again for many a day.

Gents' Department

We want you to look at our line of Fall Suits, Tailor made and up to-date. And we also have about 15 doz. Men's Pants that are out of sight for cut and fit. They are the "CURLER," the pants that are the top of ready made pants.

Nice line winter over coats 25 per cent off.

ALL CLOTHING 25 PER CENT OFF

25 Dozen Genuine Bleached Elastic Seam Drawers Worth 75 cents, now 40 cents.

4 Dozen Perfection Knit Porous Under Wear \$1.50 value, Now 50 cent's for Suits, single garments 30 cents.

Black Socks 15 cent value 10 cent's.

Tan Socks 15 cent value 10 cent's.

35 Pairs Men's Boots worth \$7.50 now \$4.00

20 Pairs Men's Lace Boots worth \$5 now \$3.

Balbriggan Under Wear 50c value Now 25c

Odds and Ends

Summer Blanket worth \$2 a pair, now \$1.

Extra Nice Light weight Satteen covered Quilts Worth \$2.50, Now \$1.25.

\$5.00 Rocking Chair Now \$2.00.

Notice to the Public

In buying goods at this sale have the clerk who waits on you to give you an itemized bill of each article bought, as they are instructed to do by the Manager. Anything not as represented return the goods and bill and get your money back.

We have fitted up a place in the store well supplied with Rockers, Chairs and Settees, with a lady in charge who will look after the comfort of all the ladies and children. Mail orders will receive prompt attention.

Jack Alley Go. West Side, Tahoka, Te.

City Bakery & Cold Drinks.

KEEP Fresh Bread always on hand
All Cold and Bottled Drinks 5 cents straight
Ice Cream 10 Cents guaranteed pure stuff

7000 Pounds of Ice Received
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Tahoka Hardware Company

Builders and shelf Hardware, Queensware,
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Racine Vehicles

We carry a full line of wind mill, piping,
casing wood rod and wind mill repairs.

We are prepared to do all kinds of pipe,
tin and tank work, Let us gutter your house

EXCLUSIVE AGENTS

STAR AND ECLIPSE WIND MILLS

Woman's Corner.

Hello Central, Give Me Heaven.

"Papa, I'm so sad and lonely."
Sobbed a tearful little child.
"Since dear mamma's gone to heaven
Papa, darling, you've not smiled.
I will speak to her and tell her
That we want her to come home.
Just you listen and I'll call her
Through the telephone."

Chorus—

"Hello, Central, give me heaven,
For my mamma's there;
You can find her with the angels
On the golden stair.
She'll be glad it's me who's speaking.
Call her, won't you please?
For I want to surely tell her
We're so lonely here."

When the girl received this message
Coming o'er the telephone,
How her heart thrilled in that moment
And the wires seemed to moan.
"I will answer just to please her—"
"Yes, dear heart, I'll soon come
home
"Kiss me, mamma, kiss your darling
Through the telephone."

The Proper Training of Children.

No subject concerning the children
occupies my thoughts more constantly
than just this one—how to concen-
trate and intensify the effect of re-
proof; how to confine it to small areas
and prevent its being spread out thin
over the day; in other words, how to
avoid nagging. Eliminate as one
will, there is so much inevitable cor-
rection.

When the children and I are talk-
ing intimately, I never correct them.
I disregard their manners as com-
pletely as if they were my own age.

I never mean to correct them before
other people, chiefly for the sake of
the other people. My other reason is,
that I do not wish to cheapen my re-
proofs. I give them all the emphasis
I can by choosing my occasions.
Then too, I do not wish that the chil-
dren should lose their sensibilities in
regard to their failings. It is right
that they should feel mortification at
being corrected before other people.
Needless to say, I do not always live
up to this high standard. I often for-
get myself, more or less consciously,
and then there are annoyances in the
way of noise or outrageous table
manners which I cannot make myself
pass over.

Table manners are really the worst
problem of all. The trouble is that
they are so unnatural to us; they are,
at best, so precariously held. Man
was certainly not made for forks and
spoons. If any one doubts this, let
him try eating quite alone for a little
while and be convinced. I cannot
bear that our meals, particularly
those at which the children's father is
present, should be long lessons in ta-
ble manners; and yet I feel it of real
importance that the children should
eat in a refined, graceful, unaffected
manner.—Woman's Home Companion.

To Save Paper Patterns.—When
your patterns are wearing out take
some cheap cambric of light gray,
wash and starch slightly, iron out
carefully, cut patterns you desire to
keep out of this.

A bit of starch moistened into a
paste and applied to a grease spot on
an otherwise clean waist will usually
remove the grease. Leave on till
dry, then brush off.

The juice of a lemon in hot water,
taken on awakening in the morning,
is an excellent liver corrective and
for stout women is better than any
anti-fat medicine ever invented.

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so we can suit every taste; the best bill of hats you ever saw

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