

Nothing Like It Ever Happened Before!

FORCED to RAISE
A LARGE SUM OF
MONEY, HENCE
THIS GREAT
BIG SACRIFICE

DOOMED!

Sale Starts Oct. 28
The greatest event
of Modern Mer-
chandising
Kum!! Kum!! Kum!!



Stylish
Dependable
Garments
for Men

Pipkin-Napp Co., Plainview

Every
Suit a
Late dressy
Model



Forced To Raise Money SALE STARTS SAT., OCT. 28 9 A.M. CONTINUES FOR 10 DAYS ONLY

\$15,000 -- Stock of High Grade Merchandise -- \$15,000

This stock of high grade merchandise is to be thrown at the mercy of the public for ten days. Everything must be sold, nothing reserved. The opportunity is now offered you to buy new Fall and Winter goods at your own price. Right in the heart of the season when other merchants are asking big profits.

Gent's Furnishings

- Men's Shirts worth 75c now 48c
- "Monarch" Shirts, worth \$1.25, now 80c
- "Cluett" Shirts, worth \$1.50, now \$1.12
- "Cluett" Shirts, worth \$1.75, now \$1.29
- "Earl & Wilson" Shirts, worth \$2.50, now \$1.69
- "Earl & Wilson" Shirts, worth \$3 and \$3.50, now \$1.98
- Men's Wool Shirts, worth \$2.00, now \$1.38
- Men's Wool Shirts, worth \$2.50, now \$1.78
- Men's Work Shirts, worth 50c and 75c, now 30c
- Men's Heavy Shirts, worth \$1.00 now 60c
- Underwear worth 50c and 75c, per garment 30c
- Underwear worth \$1.00, per garment 70c
- Underwear worth \$1.25, per garment 80c
- Underwear worth \$1.50, per garment \$1.12
- Heavy Silk Lisle Underwear, worth \$2, per garment \$1.38
- Men's Hose, worth 10c, now 6c
- Men's Hose worth 15c, now 9c
- Men's Hose worth 25c, now 18c
- One Lot of Fine Silk Hose, now 29c
- Hose in Silk, Wool or Lisle, worth 50c, per pair 30c
- Men's Union Suits at prices same as the 2-piece Suits.
- Men's Ties worth 25c and 35c, now 19c

Stop for a moment and consider what this means to you when you can buy your winter outfit for less than cost of to manufacture and it effects a saving of two-thirds on your purchases. This store is now closed and will not be open for business until Saturday, October 28 at 9 a. m. when the doors will swing open on the grandest and most bewildering mass of bargains ever witnessed by man, woman or child.

A Word to the Wise is Sufficient. Be on Hand Early and Take Advantage of This Great Money Raising Sale. This great forced to raise money sale will benefit the public, as a tremendous sacrifice must be made in order to turn merchandise into cash. The entire stock will be on sale, nothing will be reserved. Stock now in hands of CONSOLIDATED SALES COMPANY of Chicago and Dallas with instructions to turn all merchandise into cash regardless of how great the sacrifice. Everything will be marked in plain figures, one price, strictly cash to all.

SPECIAL NOTICE TO THE PUBLIC

This Gigantic Sale Opens Saturday, October 28th and Continues for Ten Days Stock embraces all the leading brands of the world, such as Hanan & Sons, Florsheim and Crawford Shoes, Cluett and Earl & Wilson Shirts, Arrow Collars, Cooper's Spring Needle Underwear, Stetson and Knox Hats, Etc. Owing to the backward season we are forced to take this means of disposing of this high grade stock. Never in history was high grade goods so truthfully marked down, you can come looking for bargains and you'll find them, they are here for you **JUST AS ADVERTISED.**

Below We Mention a Few of the Thousands of Bargains

Gent's Furnishings

- Men's Ties worth 50c, now 40c
 - Men's Suspenders worth 25c, now 15c
 - Men's Suspenders worth 50c, now 30c
 - Men's Handkerchiefs worth 5c, now 3c
 - Men's Handkerchiefs worth 10c, now 7c
 - Men's Handkerchiefs worth 15c, now 9c
 - Men's Handkerchiefs worth 25c, now 18c
 - Men's Garters, in "Boston" and "Paris," worth 25c, 15c
 - Men's Garters, in "Boston" and "Paris," worth 50c, 38c
- GLOVES**
- Men's Gauntlet Gloves, worth \$1.25, going at 80c
 - Men's Gauntlet Gloves, worth \$1.50, going at \$1.12
 - Men's Gauntlet Gloves, worth \$2.00, going at \$1.39
 - Men's Gauntlet Gloves, worth \$2.50, going at \$1.79
 - Men's Gauntlet Gloves, worth \$3.00, going at \$1.98
 - Men's Gauntlet Gloves, worth \$3.50, going at \$2.18
 - Men's Work Gloves, worth 75c, during this sale 48c
 - Men's Work Gloves, worth \$1.00, during this sale 68c
 - Men's Work Gloves, worth \$1.25, during this sale 88c
 - Men's Dress Mocha Gloves, worth \$1.50, now \$1.12
 - Men's Dress Mocha Gloves, worth \$2.00, now \$1.38

Shoes Greatly Reduced

- One Lot of Men's Shoes, worth \$3.50, now \$2.48
- One Lot of Men's Shoes, worth \$4.50, now \$3.38
- Florsheim Shoes, worth \$5.00, now going at \$3.89
- Hanan & Son's Shoes, worth \$6.00, now going at \$4.38
- Hanan & Son's Shoes, worth \$6.50 and \$7.00, now \$4.89
- Oxfords worth \$3.50 and \$4.00, will go at \$2.48
- Oxfords worth \$5.00 will go at \$2.89
- Men's Overshoes and Rubbers at less than COST

ALL MEN'S CLOTHING AT ABOUT 1-2 PRICE

- Men's Pants worth \$2.50 now \$1.69
- Men's Pants worth \$3.50 now \$2.69



Men's Pants worth \$5.00 now \$3.69

Men's Sweet Orr Overalls .84c

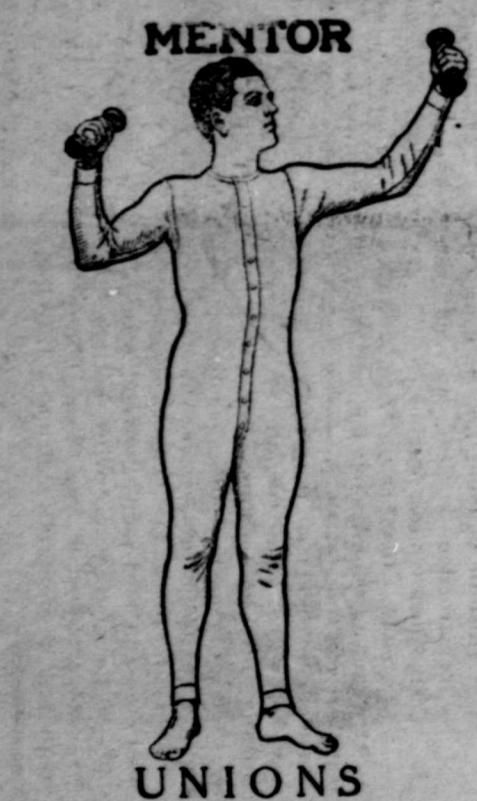
Trunks, Suitcases and Bags at Less Than Cost Better Buy Now.



Hats and Caps Marked Down

- Lot Derby and Soft Hats, latest shapes, worth \$3, \$1.98
- One Lot worth \$2.50, \$1.69
- Men's Hats, "Reg Stock," worth \$3.00, now \$2.28
- John B. Stetson Hats, worth \$4.00, reduced to \$2.68
- John B. Stetson Hats, worth \$5.00, reduced to \$3.89
- John B. Stetson Hats, worth \$6.50, reduced to \$4.48
- Men's Crusher Hats, worth \$1.50, now going for 90c
- Men's Caps worth 50c 38c
- Men's Caps worth 75c 48c
- Men's Caps worth \$1.00 78c
- Men's Caps worth \$1.25 88c
- Men's Caps worth \$1.50 \$1.12

Interwoven TOE-HEEL



MENTOR

UNIONS

Sale in Charge of Consolidated Sales Company of Chicago and Dallas--The World's Greatest Bargain Givers

A Real Massacre
of High Grade
Merchandise
A Panic in Prices

PIPKIN-NAPP COMPANY

Look for the Big Sign, Be Sure You Are Right

Plainview, Texas

If Your Dollar
Could Talk it
Would Scream
at this Big Sale

PAGE SIX THE DAILY COURIER HERALD, PLAINVIEW, TEXAS FRIDAY, OCTOBER 27, 1911 THE DAILY COURIER HERALD, PLAINVIEW, TEXAS THE DAILY COURIER HERALD, PLAINVIEW, TEXAS PAGE SEVEN

SATISFACTION GUARANTEED

If you were going to build up a new business in Plainview could you afford to offer for sale goods that you

Could Not Guarantee To Give Perfect Satisfaction?

It costs money to sell that class of merchandise, but we think every man's money is WORTH ONE HUNDRED CENTS ON THE DOLLAR. When you buy anything at our store you are entitled to know that you are getting full value received. ¶ Goods bought at this store insures the purchaser of ABSOLUTE SATISFACTION in every particular. We will appreciate your business and solicit it on this basis.

¶ No purchase too small to receive our careful attention.

Stephens Building

Stephens Building

Shelton Brothers, Inc.

PATTON'S SOLE-PROOF FLOOR COATINGS


are tough, wear-resisting, colored varnishes, hard enough to stand the constant rubbing of footwear. For putting new life into old furniture they are just the thing. If you have an old chair or table that is scratched or marred, refinish it with Sole-Proof. Use Sole-Proof on linoleum.

And then with the Sole-Proof Graining Outfit, even an amateur can get natural wood effects with ease.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO.
Lake Street Milwaukee, Wis.



FOR SALE BY R. A. LONG DRUG CO.

FLOYDADA.

Cotton pickers are in great demand, for cotton gathering is crowding cotton raisers to the ninety-nines.

Jim Donaldson, of the First State Bank of Floydada, is attending court at Farwell this week.

T. B. Triplett and Dr. G. V. Smith left this week for Dallas, to attend the fair and, incidentally, to transact some business.

W. P. Daily is erecting a large addition to his grain house. Daily believes in expanding his business in a manner commensurate with the growth of Floydada.

Bricklaying on the spacious building of the First National Bank of Floydada is under considerable headway. In a short time the west side of the public square will have the appearance of a walled city.

These still and clear and warm days are the delight of farmers who have grown big crops of maize, kaffir corn and cotton. It seems that the Lord is smiling on the man who has worked this year.

Mrs. J. D. Starks returned Saturday from Houston, where she spent several days as a visitor of the Grand Chapter of the O. E. S.

Town people think and plan much about building their town. Why not country people manifest the same

zeal for improving the country? All should be specially interested in putting more wealth in the country, for when the country builds the town will build.

R. C. Bennett, an old-timer of Floyd County for over twenty-one years, was in Floydada on business Monday. The reason this paper says Mr. Bennett was in town on business is that Mr. Bennett never goes to town through mere curiosity or idleness. A busy man rarely kills time going to town.—Hesperian.

PRONOUNCE BEETS GOOD.

Experts from Garden City Buy Hereford Crop at Good Price.

On the first day of this week, W. H. Hawkins, manager of the Land Department of the Garden City Sugar and Land Company, and J. A. Thrasher, assistant manager and sugar beet supervisor, examined the McDonald farm and found the crop in good condition. They both said that they knew that this country is a fine beet country. "If this soil is not a beet-growing soil, then there is no beet soil," they remarked. Upon examination, they found more large-sized beets in the McDonald field than they had found in either the Garden City or the Portales fields. When seen Mr. McDonald said: "We are ready to harvest our beets. We have a regular beet-lifter, and will begin the work about Nov. 1st. Following the 'lifter,' the men will top the plants and lay the beets in piles. Afterward they will be hauled and loaded on the cars to be shipped to the refinery at Garden City. The tops will be baled, and will make fine stock feed."

The price to be received for the beets, f. o. b. Hereford, will be \$4.00 per ton. Next year the price will be better.—Hereford Brand.

The Insurgents, representing every state in the Union, recently held an interesting meeting at Chicago, where, after due deliberation and insuring, they endorsed La Follette as a candidate for president to succeed Taft.

Thomas E. Gibbons, former banker at Toyah, was sentenced on the 17th to five years in the Leavenworth penitentiary on charges of embezzlement and false entries, while cashier of the First National Bank of Toyah.

President Taft broke dirt for the great Panama Canal Exposition in San Francisco, to be held in 1915. This exposition is expected to eclipse any exposition ever held in the world.

SHERIFFS NOW ORGANIZED.

First Convention of New Panhandle Association Passes into History.

The initial session of the Panhandle Sheriffs' and Tax Collectors' Association came to a close in Amarillo yesterday afternoon, following the adoption of several resolutions and the transaction of a general line of business of a miscellaneous nature. Before adjournment unanimous vote was taken admitting the peace officers of Eastern New Mexico and Southwestern Oklahoma to honorary membership in the organization.

Every effort will be put forth to place application blanks in the hands of all eligibles throughout the territory covered by the jurisdiction of the association. It is believed that the membership will be swelled to more than one hundred within a short time.

During the noon hour yesterday the officers, members and friends of the association posed for photographs at the north entrance of the court house. The proofs were submitted at the afternoon session, and the membership purchased the photos as souvenirs of the first meeting of the organization.

The officers and delegates went away filled with enthusiasm over the work of the organization. They are each a committee of one to perfect the operations of the movement throughout this section of the State.

So great is the scope of the organization as to area and possibilities that its importance is readily comprehended. As stated in yesterday's issue of The Daily News, there are more than seventy counties embraced in the territory of the organization, and every effort will be put forth to bring all eligibles within the lines of the association.

Emphasis was placed upon the fact that the Panhandle Association will co-operate thoroughly with the State organization, and seek all its legislative moves through the greater affiliation. For that very reason the Panhandle organization will hold its session before that of the State affiliation, so that co-operative committees may be appointed and instructed.

Shortly before adjournment, Judge J. N. Browning, of the district court, was introduced, and made a brief speech, in which he stated that he had merely called in to take a squint at the material that the people of the Panhandle had selected to protect them through the enforcement of their laws. The speaker declared that the sheriff is the right bower of the court, and one upon whom the bench must depend for the enforce-

ment of orders and other important matters.

Judge Browning declared that the time was once when to become a sheriff meant that the officer must take his life in his hands and go forth to meet the hard characters that once inhabited this section of the State. It was with a pleasant trend of mind that the speaker called up the contrasts between that day and the present one.

Special reference was made to the work of Judge Browning when he was a member of the State Legislature from Wheeler County. This was with reference to the payment of fees for sheriffs and regulating other conditions for the betterment of the officers of this class.

It was declared that the experience of the speaker in the judiciary had led him to the unalterable conclusion that the sheriff is a character upon which the court or any one else may depend fully.

The officers and members were congratulated upon the formation of the organization, as it is through this that they may expect an even greater relief to the affiliated officers in their overworked and underpaid condition.—Amarillo News.

The following officers were elected for the ensuing year: President, W. M. Burwell, of Potter County; vice president, G. A. London, of Hale County; secretary-treasurer, Frank A. Buckingham, tax collector of Potter County.

PRESS DAY AT THE DALLAS FAIR.

Press Day at the fair was one of hilarity and good fellowship, and The Dallas News thus describes the occasion:

"Monday (the 16th) was Press Day at the Dallas Fair, and the press folks were here largely and with intent to see the show. They saw the sights and mingled with the scenery, looping at the loop-the-loops, figurating at the figure-8, hamburgering at the hamburgeries, frankfurtering at the frankfurteries, confectionering at the confectioneries and fountaining at the fountains. Also they amused along Amusement Row and flirted along Flirtation Lane, but State Press promised to say nothing about it, and so therefore nothing says."

Pickpockets are reported to have had a rich harvest during a circus exhibition in Bonham, on the 17th. Several complaints were made against these artists, but the authorities failed to locate the guilty parties.

ORCHARD.

The home orchard gives tenure to the cultivator of the soil; it makes farm life more permanent; it endears the boys and girls to the home. The pleasure and enjoyment derived from cultivating the orchard are not to be lightly treated. Every member of the family soon learns to reverence the orchard, and often the different trees are known and their bearing qualities fully appreciated. When the clouds are low and threatening, and the temperature indicative of a cold wave in the spring, all are solicitous for the welfare of the fruit trees.

It is a sacred privilege that the home owner has, and one that the renter craves, to plant an orchard and gather choice fruits as a reward for his labor. No other part of the farm is more responsive to good care, no other acreage gives better promise for labor, no other work is so cheerfully performed. It is a pleasant duty to cultivate, prune, spray and bud the trees and gather fruits.

There are few farms where an orchard site can not be found. There are so many choice fruits of wide adaptation, and so many varieties of local requirements, that a legitimate excuse for not having an orchard is hard to render. Nursery trees are cheap and the labor of setting an orchard not expensive. Why deprive your family of fruits?—Farm and Ranch.

LOST IN THE SHUFFLE.

According to Jeff D. Cox, deputy game, fish and oyster warden, we have no "posted" laws recognizing any tract of land of more than 2,000 acres. Mr. Cox says that laws have been enacted by the Legislature to cover all tracts, and claims that the Board of Codification omitted this law from the statutes re-enacted by the Thirty-second Legislature. By this it seems that portions of law on "posted" was lost in the shuffle, and the man of an over 2,000-acre pasture or plantation is the sufferer.

President Taft informs the public that the Panama Canal will be finished by July 1, 1913, a year and a half earlier than was thought possible at the beginning. There is now talk of getting out a rate card at this early date, so that the nations can study it and post up on the tolls.

The anti-pros of Oklahoma are busy getting up 65,000 names to a petition to the governor to call a wet and dry election. The pros are not idle, and

PATTON'S SOLE-PROOF FLOOR COATINGS

are not like any other colored varnishes. As their name implies, Sole-Proof Coatings are made for floors—to be walked on and to withstand wear; yet, Sole-Proof Coatings also lend themselves admirably to the refinishing of furniture and interior woodwork.

Sole-Proof Graining Outfits enable even the novice to produce natural wood effects on all sorts of surfaces. Try Sole-Proof on worn oil cloth and linoleum. It's fine.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO.
Lake Street Milwaukee, Wis.



For Sale by R. A. LONG DRUG CO.

if the election is ordered there will be one of the warmest campaigns ever pulled off in Oklahoma.

An insurrection in China is now absorbing the attention of the Celestial empire. The insurgents declare for a republic, and are making things interesting for the powers that be. It is surmised that China would cut a curious figure as a republic.

Gov. Colquitt, believing the slump in the price of cotton not justified by the supply, recently sent a telegram to all governors of the cotton-growing states, asking that a conference of governors be held, together with the commissioners of agriculture, for the purpose of discussing ways and means for the prevention of such a state of affairs.

OVERLAND TO DALLAS.

Sam Earhart, manager of McAdams Lumber Company, and Jack McWhorter, of the Knight Auto Company, left Tuesday evening in Mr. Earhart's Hupmobile for Dallas, where they will take in the fair. The route they had planned leads them by Abilene and Brownwood, and they expect to make the trip in two days.

