# THE rLAINVIEW EVENING HERALD <br> TWICE-A-WEEK 




 Leeturer.
 P1.50 a Year; 75c, 6 Months. Advertising Rates on Application. "WHO'S GOT THE BUTTON?"

## T. cat t <br> Tator cator tute, early after

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acres of land in Alabame and has ne
ly 100 buildings, valvxd at $\$ 500,000$.
Washington won the sympathy
support of the leading Southerners
$\qquad$ Cotton
1895.
breadth $\qquad$
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An incident of Washington's caree
made him a figure of national promi nede during the administration
neresident Roosevelt President Roosevelt. He
lunch with the President lunch with the President at the Whit
House, either by formal or informal in-


> HALLMARK

Lavallieres
PRICES $\$ 7.50$ to $\$ 30.00$
W. Peterson

The HALLMARK Store

# Parisian White Ivory 

We are taking orders now for engraving on Parisian Ivory Goods. Special orders cost not much more than regular goods.
COME AND SEE US
Dye Drug
Company
Telephone Number 23

## LE'T <br> Sewell

supply all Thanksgiving table needs. If its to eat and can be obtained in Plainview you can make no mistake by calling phones 8 or 9 .

We will have all of the delicacies of the season and the staples which make the Thanksgiving feast the joy of the harvest season.

There is much to be thankful for this year-we should all appreciate the opportunity.

We will give especial attention to suggesting "good things"" to the housewife who is busy with her preparation for entertaining on Turkey Day.

## Sewell Grocery Co.

 Phones 8 and 9
## Visit Our Ready-to-Wear Department

Popular prices prevail on all garments. Exceptional values in our suits, faultlessly tailored, in Gabardine, Wool Poplin, Serge, Broadcloth, Velvets, in popular colors.

Our display of ladies coats affords any woman in search of a coat a choice that will assure satisfaction.

We have a complete line of ladies waists in Crepe de Chine, Georgette Crepe and Taffetas.

## Sweaters

For every member of the family. Full line of sweater coats and Jerseys in all colors, prices from 75 c to $\$ 8.50$.

## Bath Robes

For ladies, men and children in newest styles and designs, in all sizes at popular prices.

## Men's Overcoats

We have a complete showing of men's overcoats made of latest styles and newest materials. Naturally one wants as much service in their overcoat as the season offers, combined with style and comfort. Call and let us show you our line and you will be convinced that our garments are the best for the price, $\$ 12.50$ to $\$ 22.50$.

Jacobs 13ros



FARM AND RANCH LOANS R. A. UNDERWOOD

Get It Where They Have It and Guarantee the Quality THE R. A. LONG DRUG STORE


Have your tires been $99 \%$ satisfactory during the past two years? If in 1914 and 1915 you If it takes you 15 years have "used ten tires and one to use up 100 tires yourself,
has "gone bad," you have in all those years only one has gone ${ }^{\text {bad, sou }}$ yoly been $90 \%$ satisied. If
otwo have "gone bad," your two have gone to $80 \%$ In 1914 and 1915, out of gee Tread Tires, 990,000 , o $99 \%$ have made good Was your percentage
that high? that high?
Î nine friends and your self had between you, in 191 and 1915, bought 100 Dia-
mond Squeegees for your cars, but one tire out of the cars, but one tire out of the
whole lot would have required adjusting.

## Diamond

BARKER \& WINN, Jobbers
Plainview, Texas

## Whas yum Thelers

Justafew moredays-Then-THANKS GIVING DAY!

Are men buying new clothes this Autumn and especially for $t$ he Big Day? We'll let you answer by seeing how busy we are, taking measures for tailored-to-order clothes. Just seems like


DRESS UP!’

is the order everywhere and it surely is a pleasing way to demonstrate how thankful all of us ought to be. And, right here, we want you to see just what

Ed V. Price \& Co
our Chicago tailors have sent us in style correctness. Will you?

Waller Tailoring Co.
Phone 188

RATES
ONE CENT PER WORD EACH INSERTION

## THE EVENING HERALD'S

 LIVE WANT AD PAGE TELEPHONE NO. $7 \Omega$THE MARKET PLACE OF THE SOUTH PLAINS

|  |  |
| :---: | :---: |
| The Knights of Pythias will have auncheon at their next regular meeting, November 22. Business of impor tance is to be discussed, and a full attendance is desired. |  |
|  | We are in the mairet for |
|  | fies. AL |
|  | k BONNER, Coal and Grain |
|  |  |
| ington typewriter. Reasonable. See C. R. HOUSTON, at Carter-Houston's. <br> et. |  |
|  |  |
|  |  |
| ture and stove repair work neatly quickly and satisfactorily done atW. E. WINFIELD'S. If it needs fix- |  |
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| TARY. We invite your inspection in- |  |
|  | OUR OYSTERS don't get recelve them twice a |
| loon Popeorn at the kash |  |
|  |  |
| front residence locations in Plainview |  |
| Aloo cheap town lote-No CAsH, No INTEREST, NO TAXES. One or two |  |
| good tarms for sale at right price. Wish to list a few close-in land bargains. HESS \& WILKS, OFFICE OVER OLYMPIC THEATER. Jan. 4 -pd |  |
|  |  |
|  | months old. T. E. E. KAPAUN, |
| mistmas tre |  |
|  |  |
| full atock of cedar and arborytae |  |
|  | ${ }_{\text {1t-pd. }}^{\text {toon. }}$ See MRS. J |
|  |  |
| Our stock of trees-sha oramental-is complete. |  |
| Is the ume to |  |



## For Sale by Owner

West half Survey:No. 3, Block C-2, on main road 240 are in cultivation, good three-room house, stable, well and windmill, and no better land in Hale County.
Price $\$ 6,500$. Terms: $\$ 2,000$ cash, $\$ 500$ December $1,1917, \$ 500$ December 1, 1919, and $\$ 3,500$ December 1, 1922. Deferred payments draw 7 per cent and payable on or before maturity. Can you beat it
Address MRS.' O. B. IRIONE, Worthington, Ohio

## invigorating to the Pale and Sickiy Gures old Sores, other Remediles Won't Cure



## Ship Your Live Stock RHOME-FARMER COMMISSON CO. FORT WORTH, TEXAS <br> Tom Frazier Sells the Hogs No Better Service Anywhere <br> Write or Wire for Market Information

## Floyd County Land \& Abstract Company

Lands, Loans and Abstracts

## C. H. FEATHERSTON

FLOYDADA, TEXAS

## BE READY <br> FOR THE INEVITABLE <br> COLD SPELL

It will come soon enough. Will you be ready to guard the family against the dangers of the change?

## Place Your Coal Order Now

We can give you quicker service and you (won't have to shiver and wait when the change comes.

WACO TRRBUNE TELLS
Of PLANMEW COUNTRY

