

THE PLAINVIEW NEWS

Tuesday--TWICE A WEEK--Friday

Volume No. 14

Plainview, Hale County, Texas, Tuesday, December 2, 1919

Number 58

CONTRACT LET FOR NEW SEWERAGE DISPOSAL PLANT

IRICK & BAWDEN'S BID OF \$29,676.50 ACCEPTED BY COUNCIL

Irick & Bawden were awarded contract at the meeting of the city council last night for construction of the city sewer disposal plant. Their bid was \$29,676.50, and they will make surety bond for faithful performance of the contract.

The city has for years been having trouble over the disposal plant. A couple of years ago a new plant was installed, but it went to pieces soon after it was completed.

The resignation of J. F. Frye as city secretary was accepted, and B. H. Towery was appointed to succeed him until the April election at \$100 a month. Mr. Frye gives as his reason for resigning that he cannot live on the pay, besides he has other business interests to look after.

Motion prevailed that the offices of fire chief and fire marshal be combined and Fred Cousineau be given the place at \$125 a month.

The salary of day fire truck driver be placed at \$100 a month, and fire committee will employ man for place.

Motion carried that city buy twenty acres of land from W. E. Risser for \$200 per acre as site for sewerage disposal plant.

Aldermen E. H. Humphreys and J. M. Waller were appointed as a committee to set the salaries of election officers for the next two years.

WILL INCREASE SUBSCRIPTION AND ADVERTISING RATES

After January 1st News Will be \$2 A Year, and Advertising Rates Higher

Reluctantly we make the statement that the News MUST increase its subscription and advertising rates; but such an increase must be made if we are to stay in business.

The price of paper is now nearly four times the price it was three years ago, the price of ink is double, the postage is more than twice what it was, the cost of printing machinery has greatly increased, and labor costs much more than ever before. Hence, the only thing to do is to increase to a point to somewhat take care of these extra costs of doing business.

There is not a weekly newspaper in this section of the state that is not \$1.50 to \$2 a year, and of course it costs us twice as much to publish a semi-weekly. Our advertising rates are less than those of newspapers of much less circulation in other towns.

On January 1st we will raise our subscription rates to \$2 a year, \$1.10 for six months and 60c for three months. During December those who wish to renew can do so at \$1.50 a year, but we are not going to urge anybody to do so, as the blank paper, ink and postage on a year's subscription now costs more than \$1.50.

Our advertising rate card will be published before the first of January, 1920.

COAL SITUATION GROWS EVEN MORE CRITICAL

War Time Restrictions More Stringent than During War Are Put On

The coal situation grows more critical. Very few union miners have gone back to work. Lewis seems to be held greater than the government or the public weal by the strikers. The government fuel administration has put more stringent restrictions on the distribution of coal than at any time during the war. People everywhere are urged to conserve coal in every way possible.

In Kansas and Pennsylvania the states have taken over operation of the coal mines and thousands of men and youths are volunteering to work in the mines. This and the non-union mines and the mines where union men have returned to work will relieve the situation some.

In Plainview the local dealers are receiving very little coal, and the supply in the hands of consumers is limited.

TAKE AGENCY FOR CARS AND AUTOMOBILE TIRES

Messrs. Peace & Lewis have leased the room in the Ellerd building between Garner Bros. and Lash Real Estate Co., and are having it remodeled and fixed up to accommodate an auto sales and tire business.

They have taken the sales agency for the new model four Overland cars, a sample of which was received today. This is a very nifty car, and built on new and improved plans, and sells delivered in Plainview at \$945, and everybody who sees the car is very favorably impressed with it.

They have also taken the wholesale agency for the Vulcan and Treadwell auto tires for the states of Texas and New Mexico, and the local retail agency. These tires are guaranteed to be the very best, and they expect to promote the sales to a very large volume.

Spencers Buy Dowden Farm

Spencer Bros., the well known Eastland county oil men, continue to invest money in Hale county real estate. They have bought 1,052 acres of land from E. Dowden, located six miles southwest of Plainview, including the well known Dowden farm, paying \$125 an acre for it, or an aggregate of more than \$130,000. Will Dowden will manage the farm for the Spencers, and is now planting a large acreage to wheat.

The Spencers have heretofore bought several sections of the very best located farms and ranches in Hale county, also large acreages in other sections of the Plains.

Will Run Trains on Time

As a final achievement preparatory to turning back the carrier lines of this country to their corporate owners, the United States railroad administration proposes to furnish unexcelled service during the Christmas season in the handling of holiday passenger, mail and express traffic.

Santa Fe officials and employees, as well as those of all other roads, have received instructions to use every means possible to handle all trains on schedule time during the holiday season.

Move On Sale

Will Close Saturday
Better Hurry for Great Bargains are Offered

See adv. on page 5

Barrier Bros. Dry Goods Co.

Dependable Merchandise

N. W. Corner Square

Phone 26

\$1,370 RAISED FOR RED CROSS BY LOCAL CHAPTER

Every Auxiliary in Chapter But One Sends in Reports of Collections Made

The Third Christmas Roll Call of the Red Cross resulted in \$1,370 being raised in the Hale-Lamb county chapter, reports E. H. Perry, chairman of the drive for the chapter. This is a very good showing considering everything and as compared with reports from other chapters. Judge C. H. Curl was chairman for Plainview precinct. The report shows as follows:

Plainview	\$740
Abernathy	\$85
Littlefield	60
Hale Center	49
East Mound	42
Happy Union	12
Liberty	28
Runningwater	50
Olton	00
Halfway	19
Westside	17
Valleyview	37
Woodrow	25
Struve	4
Sunshine	23
Prairieview	65
Petersburg	7
Bellview	50
Hooper	8
Springlake	v9
Stoneback	14

Chas. S. Slack of Viroqua, Wis., and Jacob Rediger of Bloomer, Wis., are here prospecting.

INTERVENTION IN MEXICO NOW SEEMS INEVITABLE

CARRANZA CRITICIZED IN SEVEREST TONES; MEXICO MUST CHANGE POLICY

Washington, Dec. 1.—The government's note to Mexico, made public here today at the hour of its delivery in Mexico City, renews the request for the immediate release of William O. Jenkins, the American consular agent imprisoned at Puebla, and bluntly charges Carranza with attempting to becloud the issue.

In the sharpest language yet addressed to the Carranza government, and probably more pointed than one government usually addresses another in a formal diplomatic communication, the United States says it regards Mexico's plan of judicial reasons for not releasing Jenkins as "mere excuses," and gives notice that it will not be drawn away from the main facts and into a discussion of "irrelevant and unimportant matters."

The attitude of the Carranza government in the matter, the note says, has been to "assume a wilful indifference to the feelings of the American people and the conclusion drawn by the government is that Mexico has sought to divert the attention of the American people and the Mexican people as well, from the fact that Puebla, second largest city in Mexico, is overrun by bandits, while the civil authorities are negligent."

No ultimatum was served, and no time was given in which this govern-

FOSTER STILL INSISTS GREAT STORMS ARE COMING

Don't Know Where They Will Strike or Be the Most Severe But Are Coming

In his weekly forecast issued Nov. 28, W. T. Foster, the weather prophet, continues to declare that great storms will visit the world beginning Dec. 17, because of the grouping of six of the planets on one side of the sun. He says:

"Not far from December 14 signs of a great change in weather conditions may be expected. Weatherwise people will see those threatenings and will begin to prepare for them; but other people, whose perceptive talents are blanks, will arrange for an outing, for an Indian summer excursion and, like the poor mouse, will walk, musingly into the trap. Those who read these bulletins will not be caught in that cataclysm. Oliver Wendell Holmes expresses my thought where he says: 'This is not an accident but an inevitable result of long incubating causes; inevitable as the cataclysms that sweep away the monstrous births of primeval nature.' I might repeat that 'coming events cast their shadows before.' If we are not blind to nature's warnings we may see the signs long before. If you can not see them go watch the wild birds, they will tell you; or if you are no acquainted with the birds watch the tame goose. The despised spider has saved armies of men from destruction; watch the spider, he will not build any new webs just before the coming storm."

What more can I say to warn the people that terrible storms are coming and will soon follow the quiet weather period described above. Stronger warnings are expected between Dec. 14 and 17. I can not tell where these storms will be most severe but you should be ready for them at all times between Dec. 14 and 28.

These great storms will end the 165-day weather period and a new one will take its place, changing cropweather to some extent for the next 165 days. One-third of the farming section of North America will get drouth conditions, one-third will get too much rain and one-third will get normal crop weather, which is he best weather for crops."

ment expects Jenkins to be released and neither was there any statement in the note as to what the course of the American government would be if the renewed request for his release is denied.

Using Cow Chips for Fuel
Necessity causes people to often resort to primitive methods. Pioneers of the Plains often tell of the times when the early settlers depended upon buffalo chips for their fuel, and how in the early days of Plainview buffalo chips had a regular market value, and men made their living gathering and hauling them to town.

Since the coal shortage has come on, we are told that people on some of the largest ranches on the Plains, where large numbers of cattle have or are being kept, are gathering cow chips and putting them under shelter to be used for fuel when the coal supply is exhausted.

Weather Report for November
Local Weather Observer W. J. Klinger gives us the following report for the month of November:
Maximum temperature 78 degrees on 3rd and 5th; minimum 10 degrees on 27th; average for month, maximum 61.6, minimum 31.3; mean average 46.4 degrees.
Rainfall for month .64 inches, snow four inches, total rainfall for year 31.97 inches. Twenty clear days, one partly cloudy, nine cloudy.

Another Cold Wave
Saturday the weather was fine and fair, Sunday and Monday almost ideal, but another cold wave came early last night, sending the thermometer down to 15 degrees above zero early this morning. There was a cold mist from the east, which froze as it fell, covering everything with ice. The weather continues cloudy though somewhat warmer. Tonight will be colder.

Buys Residence from Hooper
Chas. Howrd has bought from J. C. Hooper the place on West 7th street occupied by E. C. Lamb and

RETAIL AND FINANCIAL CONDITIONS OF PLAINVIEW

EVERY LINE OF COMMERCIAL ACTIVITY IS REPRESENTED AND PROSPERING

(By R. Kenneth Evans)

Plainview today is in the midst of the most prosperous period in its history. Everyone living in this section is financially able to care for himself and enjoy all the comforts of life. This condition has always existed more or less in the Plains country but more so this year than ever before. There are several things which contribute to this condition at this time but the principal one is the harvesting of the largest crops in the history of the great Southwest.

The crops this year have liquidated most all indebtedness to speak of. Farmers who have been in debt more or less for the last three or four years have been able to wipe the slate clean. They now have substantial bank deposits and indications for another bumper crop next year. They are putting in improvements of some sort, many are building new homes, putting in irrigation plants, stocking their grazing lands with pure bred cattle, it being a characteristic of the Plainsmen to put their money back into added improvements.

The merchants of Plainview report a better business than ever before. Their stocks of merchandise are of a higher class than in the past due to the demand for more and better merchandise. One merchant stated that the first eight months of this year his business was better than any previous two years in the history of his business. There has been at least fifteen additional business institutions established in Plainview during 1919 and the fact that all these in-

(Continued on Last Page)

BANK WILL FURNISH COTTON SEED TO FARMERS

Guaranty State Bank Secures Supply of Mebane, Which is Rated as Best Variety

As per an advertisement, in another column, the Guaranty State Bank of this city, announces that it has secured a supply of genuine Mebane Triumph cotton seed, for the use of farmers in the Plainview country, who wish to grow cotton the coming year.

Mr. R. S. Beard, president of the bank, said to the editor of the News this morning, "We have been advised by agricultural agents that the Mebane is the best variety of cotton seed to use on the Plains, and can be more successfully grown. We have secured quite a supply of this seed, and are offering it to the farmers at what it costs us. We feel that in doing this we are benefitting the farmers and helping to promote the growing of cotton, which will insure the success of the cotton gin which is to be erected in Plainview for next season's crop."

Edwin McMath's Father Dies
Edwin McMath left Sunday for San Antonio in response to a message saying his father had died. He had many friends here who regret to know of his death. Burial was in that city.

Few Poll Taxes Paid
The county tax collector reports only 21 poll tax receipts issued during October and seventy-one in November. Of these but thirteen have been issued to women.

Peyton Randolph Sells Home
Peyton Randolph has sold his home on West Tenth street to Mr. Blair, who will occupy same with his family within two weeks. We understand the furnishings are included in the deal.

Child Dies of Diphtheria
Henry E., 6-year-old son of Mr. and Mrs. H. A. Preston, died of diphtheria Saturday, and was buried in the cemetery that afternoon. Dr. E. E. Robinson conducted the funeral.

Quarters for Poultry Show
The Overall barn has been secured for the second annual show of the South Plains Poultry Association and

Ready-to-Wear
Special Includes
All Coats, Suits,
Dresses and
Millinery



It is really remarkable the values you can obtain this in Ready-to-Wear. Now this is easily explained and remind you that we public into partner-

Ready-to-Wear section all this week. Bischof and Palmer garments in wonderful showing at reduced price. Millinery department is showing mid-winter hats at reduced

visit the department and

HOUSTON'S
Bak for Themselves

Buy Your Christmas Groceries From Us

We have a complete stock of the freshest and best of everything you desire for your Christmas cooking. Save time in your Christmas buying by coming to our stores first.

... **PLAINVIEW PRODUCE CO.**
GIBBS' CASH GROCERY
PLAINVIEW, TEXAS

WHEN OLD MAN WINTER PULLS AT YOUR COAT SLEEVE

You can thwart his designs upon you by installing in your home one of Cole's Hot Blast Heaters. A fuel saver and a heat giver. Arcadian and Duplex Ranges for the kitchen, are work savers for the housewife. We carry a full line of these stoves in all sizes.

THE R. C. WARE HARDWARE COMPANY
GENERAL HARDWARE
PLAINVIEW, TEXAS

THE FRESHEST OF PRODUCTS ALWAYS FOUND AT THIS STORE

Our extensive patronage and buying connection enables us to turn our grocery stock frequently, assuring everyone of receiving the very best products and fresh. Standard brands of goods found on our shelves, such as Beech Nut brands of canned goods, Van Camp's products and Armours and other popular brands. The store where the farmer loves to trade.

THE FARMERS EXCHANGE
PLAINVIEW, TEXAS

A LIVE AND PROGRESSIVE BANK IN A LIVE GROWING TOWN

Now consolidated with the Citizens National Bank, bigger and stronger than ever. Deposits in excess of \$2,000,000. We want you to make our bank your bank. Every item of business handled with as much care as though it were the individual business of the management.

THE FIRST NATIONAL BANK
PLAINVIEW, TEXAS

RIDE IN A HUPMOBILE—THE CAR OF DURABILITY AND SERVICE

We are distributors for this popular make of car in twenty-four counties in the Plains country, maintaining the largest and most complete stock of parts to be found. Also distributors for the Chandler and Cleveland. Service for these makes of cars maintained.

SHEPARD MOTOR COMPANY
PLAINVIEW, TEXAS

MARRY THE GIRL AND WE WILL FURNISH THE HOME

Exclusive agents for Sealey Mattresses, Harmograph Phonographs, Globe-Wernicke Book Cases, Acorn Stoves and Ranges, Perfection Oil Stoves, and Hoosier Cabinets. Funeral directors and embalmers; burial robes. Prompt and efficient service; with auto hearse service.

W. FLAKE GARNER, Manager. M. P. GARNER, Sec.-Treas.
GARNER BROS.
FURNITURE AND UNDERTAKING
Telephone No. 105; Night 376

TO THE HOUSEWIVES OF THE PLAINS

Plains wheat this year has more gluten than most any other wheat on the market, thus affording better rising quality, and making it best for bread, biscuits and pastry cooking. Those who use our flour get as good quality as can be found anywhere and get it for less money.

ALWAYS INSIST ON HAVING OUR BRAND.

Every Sack Guaranteed.

HARVEST QUEEN MILLS
PLAINVIEW, TEXAS

THE CITY BAKERY

IS AN IMPORTANT LOCAL MANUFACTURING WHOSE PRODUCTS COVER THE PLAINS COUNTRY

(By R. Kenneth Evans)

More than doubling his business since 1913 and the necessity for the building of an addition to care for his trade and with extensive wholesale business over the entire Plains country is the record attained in Plainview by T. J. VanArsdell, owner and proprietor of the City Bakery, the leading institution of its kind on the Plains.

The success of the City Bakery and its development and extension is an example of what can be accomplished in Plainview by conscientious work and honest endeavor, looking from every viewpoint and appreciating the other fellows viewpoint. Six years ago Mr. Van Arsdell purchased the City Bakery from H. J. Dillingham, it then being located on the north side of the square. It was a small business at that time, but since taking hold of it, the present management had a determination to build it up to a commercial standing it rightfully deserved. Today the institution is located in one of the city's best business blocks, in the heart of the business district and is one of the most progressive business institutions in the city.

Personally Mr. Van Arsdell is a civic booster. He believes in the Plains country and has demonstrated his confidence in its future in his six years business experience in the city. Never has he failed to accord his support to every undertaking which promised for the development of the vast fields of resources which exists in this section. He has operated his business from the standpoint of not only making it a financial success, but from the standpoint of making it a success and a credit to the city and the Shallow Water Belt.

The establishment of Plainview as a wholesale and distributing center has been materially augmented by the business maintained by this bakery. Every day extensive wholesale shipments go out from this institution over the entire Plains country and each month Mr. Van Arsdell is extending this business even further. Plainview is his logical distributing center and no better proof can be shown, than the wholesale business enjoyed by the City Bakery.

Each year has meant the improvement of this institution, until today it is more completely equipped with machinery used in baking, than any other like institution in this section. A large William Berkenbosch oven, the only one of its kind in the entire state, is used in turning out the finished products at this bakery. A champion mixer is used in the mixing of all dough, electric wrappers are used in handling the finished products and everything is handled in a most exacting sanitary manner and in this respect Mr. Van Arsdell invites the public to call at any time and see the careful manner in which all sanitary conditions are watched in this bakery. In making his products, Mr. Van Arsdell chooses only the best brands of flour and other ingredients which insures the finished product meeting with the approval of the most exacting. The most expert bakers available are employed and all the manufacturing in this institution is under the personal supervision of Mr. Van Arsdell, who has had many years experience along his line. In fact he will not employ help, but those whom he knows thoroughly understands the handling of bakery products and for this reason this institution has the reputation of turning out high class products.

At this time Mr. Van Arsdell is installing additional machinery in another room which has been constructed for the caring of the additional business which is constantly coming to this bakery. He stands ready at all times to enlarge his plant to meet the increasing demand of business. This is the class of business institutions putting Plainview in the limelight as the commercial center of the Plains country.

HEADQUARTERS FOR CHRISTMAS GOODS

The Gift Makers' Greatest Opportunity it at Frank's Necessity Store

When U see our new and beautiful line of Holiday Goods full of the choicest selections for the Christmas trade is now ready for the inspection and approval of all who know a good thing when they see it. **The best goods that can be had for the money, regardless of where you go.** Do not wait till the last day, but come early and avoid the rush. It will pay you.

FRANK'S NECESSITY STORE
H. L. A. FRANK, Proprietor

IF ANYTHING IS NEEDED FOR WHEEL EQUIPMENT WE HAVE IT

The largest line of Federal Tires and Tubes to be found anywhere in the Plains country. Our service car carrying air, repairs, and everything for the car wheel in distress is always at your disposal if you but telephone 73.

McGLASSON-ARMSTRONG RUBBER COMPANY
"On Auto Row"
PLAINVIEW, TEXAS

LIGGETTS LIGGETTS LIGGETTS

LIGGETT'S CELEBRATED CHOCOLATES

We have finally got a shipment of these celebrated chocolates. Try them.

THE DYE DRUG COMPANY
West Side Square Phone 23
PLAINVIEW, TEXAS

THE COOL OCTOBER DAYS

reminds us of the real cold weather that is not far off, and that possibly we may need some more suitable apparel, for both indoors and out.

In completing your preparations for fall and winter do not fail to visit our store. We believe you will find qualities and values here that are unequalled elsewhere, for Men, Women, Boys and Girls.

CARTER-HOUSTON'S
"We please our customers interest first"

DO YOUR FARM WORK WITH A CLEVELAND TRACTOR

Manufactured by a company which makes tractors a study and their only manufactured product. A tractor that will work in all kinds of weather—formed after the style of the Army Tanks which created such havoc in the World War—A Caterpillar type. Let us demonstrate this machine to you.

C. B. POWELL, Distributor
Postoffice Garage
PLAINVIEW, TEXAS

WHEN WE SAY QUICK SERVICE WE MEAN SERVICE "RIGHT NOW"

Our equipment is such as to cause no long delays in supplying your car with gasoline, oils, accessories, tires, vulcanizing work, in fact everything necessary to the operation of an automobile.

The best gasoline and oils on the market—the largest line of tires in the Plains country.

THE QUICK SERVICE STATION
D. B. WATSON, Prop.
PLAINVIEW, TEXAS

DO IT ELECTRICALLY

Every housewife in Plainview would prefer to use an Electric Vacuum Cleaner, Washing Machine, Sewing Machine and Range. We will gladly demonstrate them to you and explain our easy terms.

G.-C. ELECTRIC COMPANY
PLAINVIEW, TEXAS

The Most Completely Equipped on the Plains

Shipping in wholesale lots its products to all parts of the Plains countries are paramount. Employing only the most expert bakers. Fully and thoroughly baked in one of the best ovens in the State of Texas.

The City
T. J. Van ARSDELL
Plainview.

Seeds For Fall Planting

Poultry supplies all kinds

We buy Sudan, Millet, Maize, Kaffir, all others if good.

C. E. White Seed Co.

Plainview

Samson Is Coming

Watch this Space

\$100,000 TO LOAN

On Improved and Unimproved

Farm Lands and City Property

Long time, liberal payment options, current rate of interest. Quick action, no delays, money ready when title is ready.

Malone & Jackson, Grant Bldg.

QUALITY COAL AT ALL TIMES

BONNER-PRICE PHONE 162 PLAINVIEW, TEXAS.

QUALITY COAL GRAIN HAY

Watch 5-in-1 Go

Kensington, Kansas, Nov. 24, 1919.

Sanitary Barber Shop,

Plainview, Texas.

Dear sir:—Please send me C. O. D., express; three two dollar bottles of your "5-in-1" hair tonic to

Martin Dornsch,

Kensington, Kansas.

Care of F. Krohlow.

LAND OWNERS' NOTICE

Have a buyer for eight or ten thousand acres all cash. Want land for colonization purposes.

List your land with us early.

CLAUDE B. HURLBUT & CO.

Room 14, First National Bank Bldg., Phone 658, Plainview, Texas

Patton House

C. H. PATTON, Prop.

Opposite Overall's Barn

Meals 35c Beds 25c and 50c

To buy a farm, buy cow, or have an Allen, Peters-

MISS ETHEL McCURDY

PIANO TEACHER

Graduate of Michigan State Normal Conservatory.

Phone 313

JOB PRINTING—The News wants to do your job printing. Best work, quick service, reasonable prices.—Phone 97.

WANT COLUMN

Try a want-adv. in the News. Only a word, minimum charge 15c a dime.

WATSON'S BUSINESS COLLEGE is the best.

For Sale.—Seed Barley.—D. F. Morgan. 38-271-p.

SEE Guy Fowler for bargain in 1918 five-passenger Maxwell car. 58-9c

Fine car box apples. call and see them.—Rucker Produce Co.

FOR SALE—100 shoats, average about 85 pounds.—Texas Land & Development Co.

We are heavy as ever in the market for poultry, hides, eggs, etc.—Panhandle Produce Co., east of Alfalfa Lumber Co. 45

FOR RENT—Two large unfurnished rooms.—Phone 272. 58-tf.

STRAYED—About twenty head of pony mares and mules, three mule colts in bunch, all branded E low on left shoulder.—R. E. Huston, Rt. B, Plainview. 58-tf.

DO YOU WANT to borrow money on your land? If you do, come in and see me; I can give you a low rate of interest and quick service.—Geo. L. Mayfield.

PURE-BRED Mammoth White Holland Turkeys, excellent young Toms \$10.—Mrs. R. L. Faulkner, Muleshoe, Texas. 57-8t.

RAMS FOR SALE Some high grade Rambouletts and Shropshires—bargains.—Sansom & Son. 51-tf.

FOR SALE—15 nice, young Pure-bred White Leghorn Hens. See T. O. Collier or Phone 654.

FOR SALE OR TRADE for cattle, one section of land in Lamb county, section 15 league 244 Dickens county school land in Lamb county.—Box 442 Seymour, Texas.

FOUND—Two mules—one black yearling past, and other grey two years old. Owner can have same by paying pasturage and adv.—J. M. Brazile, four miles west. 55-4t.

FOR SALE—Four lots, desirable corner, two blocks from square, sub-irrigation, shade trees, attractive building place. Low price and easy terms. Apply at News office.

LOST—Monday on sidewalk near First National Bank, \$10 bill. Finder return to Dr. Lindsay and get reward.

FOR SALE—Forty fine young Leghorn cockerels, \$1.50 each.—J. R. Smelser, Ellen. 55-tf

Car of fine box apples at Rucker Produce Co., southeast corner of square.

FOUND—A heavy hair covered gauntlet glove. Owner call at the News office.

160 ACRES for \$11.50 if taken this week, terms on part, Mila Dotson, Olton.

FOR SALE—One good Jersey milk cow, \$100. One Home Comfort range, almost good as new, \$50, and some well bred hogs, Maize bundles, 7c delivered.—L. N. Dalmont. 58-2t

FOR SALE—20-35 tractor, in excellent condition at a bargain. Phone 611, Roy Irick.

FOR SALE—Quarter-section near Olton, in Lamb county, Texas.—R. S. Snare, Lake Miss. 49-tf

TURKEYS—The Christmas turkey market is now open; barely time to get them to the Eastern markets before the holiday trade. Toms of eleven pounds and up and hens of seven pounds and over 25c a pound.—Panhandle Produce Co., next to Nobles Bros. Wholesale grocery.

Meet me at the Oldsmobile and Oakland Service Station.

WANTED—Green and dry hides. D. Rucker Produce Co.

FOUND—Bay mare mule, ten or twelve years old, come to my place near Providence about four weeks ago. Owner come and get her, paying charges.—Ben Quebe, Lockney, Route 1.

FOR SALE—Five room house on West Seventh street. Terms.—R. A. Underwood. 34-tf.

HOUSES TO RENT—Residences and business.—Phone 483. 43-tf.

WANTED—Hides, poultry and eggs.—Panhandle Produce Co.

FOR SALE AT A BARGAIN—Residence, seven rooms and bath, furnace heat, 3 lots, barn, good orchard, located between high and central schools.—C. H. Curl, Grant Bldg. 3t

If you have good mules see A. L. Lanford, the mule buyer. In the market all the year around. I buy and sell every day, one or carload.—A. L. Lanford, day phone 550, night phone 417.

WANTED—Wheat or field pasturage for lambs.—Sansom & Son. 51-tf.

GOOD AUTO FOR TRADE—Seven passenger, worth all asked—what have you.—Sansom & Son. 51-tf

MONEY TO LOAN—Read Stewart-Patterson Co's. adv. on page 3.

BULL FOR SALE—One full-blood Holstein Male, coming three years old. This bull was shipped from Wisconsin when a calf, is as good as there is in the South Plains. Price \$100. Phone or write C. H. Williams, Abernathy, Box 115. 58-3t

STRAYED—Blue mare mule, 4 yrs, old, 15 hands, branded T on left jaw, from my Runningwater ranch in July or August. Reward for recovery.—L. T. Mayhugh. 58-4t

FOR BARGAINS in new and second-hand windmills see or phone S. S. Sloneker. 42-tf.

NOTICE—Wanted maize heads, threshed oats, delivered at Plainview any time. See Ben Smith, at Overall's Barn or Thompson's Meat Market.—Barker-Smith Grain Co.

HAVE BUYER for a good quarter-section of land, if priced right.—C. H. Curl, Grant bldg. 58-3t

MONEY TO LOAN—Read Stewart-Patterson Co's. adv. on page 3.

FOR SALE OR TRADE—Equity in 80 acre irrigated farm near Plainview. Address Box 731, Plainview, Texas.

FOR SALE—Gasoline power baler.—See R. B. C. Howell. 57-3t.

\$25 WEEKLY—Men, Women. Advertise. Start candy factory at home, small room, anywhere. We tell how and furnish everything.—Specialty Candymaking House, 5 South 18th St., Philadelphia, Pa.

FOR SALE—Two lots, 5 room house, northeast corner, modern equipped, block north of Christian church.—L. T. Mayhugh. 58-4t.

BEGIN MAILING PACKAGES EARLY BEFORE CHRISTMAS

There is going to be a tremendous mail business from now on till after Christmas, and Postmaster Stockton suggests that patrons of this postoffice begin mailing their packages early so they can be handled before the final rush reaches the postal channels.

Not only are the post offices all over the country short of help, but the trains are crowded and running behind schedules and if you wait till the very last day, you may be disappointed in getting your packages mailed and even if you are fortunate enough to do that they may be delayed so much enroute that they will reach their destination several days after Christmas.

Begin now. Mail your packages and write on the outside: "Do not open till Christmas."

Meet me at the Oldsmobile and Oakland Service Station.

An Announcement---

Plainview will have a cotton gin ready for operation before the 1920 cotton crop begins moving.

We advise every farmer to plant some cotton in the way of diversification. In so doing, do not make the mistake in selecting poor seed. After making a thorough investigation, we find that the Mebane Triumph seed is the most suitable for our section. We have ordered and have confirmation and will soon receive a few hundred bushels of this seed. Those desiring good seed should place order with us immediately. Seed will be sold at actual cost to us. They are absolutely the best and we are interested in seeing you secure them.

Guaranty State Bank

R. S. Beard, Pres. L. P. Barker, V

C. D. Hensley, Cashier

"GUARANTY FUND BANK"

COCHRANE'S PHOTO STUDIO High Grade Portraits



Southwest of Square

C. F. SJOGREN

Auctioneer

KRESS, TEXAS.

Phone or write me for dates or dates can be made at News office.

FOR SALE—Span good work mules. J. F. Bier, Plainview.

Will Publish Santa Claus Letters The News will publish Santa Claus letters written by children in its issue of Friday, Dec. 12. All letters should be addressed to "Santa Claus, care of Plainview News."

Hale Center Bank's Deposits The report of the First State Bank of Hale Center shows in dividend deposits of \$119,227.54 and time deposits of \$12,542.15.

Pat Brown will leave Saturday for Southern California to spend a few months.

Meet me at the Oldsmobile and Oakland Service Station.

LOOK AT THESE PRICES

Shelled Pecans per lb. \$1.25
Candied Pineapple, per lb. \$1.25
Candied Cherries, per lb. \$1.25
Almonds, per lb. 40c
Pecans, per lb. 25c
Brazil Nuts, per lb. 40c
Section Honey, per lb. 35c
Watch this space next week.

Cash Grocery Co.

PHONE 101

Dr. P. E. BERNT

DENTIST

Office over Third National Bank
Phone 330 Plainview, Texas

Dr. L. N. Pennock

OSTEOPATHIC PHYSICIAN

Suite 6 Fuqua Building

Diet Specialist

Phone: Office 819; Res. 209

AMARILLO, TEXAS

CLUBBING RATES

Then Plainview News one year and the Dallas Semi-Weekly News one year \$2.25
The Plainview News one year and the Amarillo Daily News one year for \$3.25
Plainview News one year and the Kansas City Weekly Star \$1.85

MONEY TO LOAN—Read Stewart-Patterson Co's. adv. on page 3.

Meet me at the Oldsmobile and Oakland Service Station.

LOAN

\$100,000.00 to loan in Hale and adjoining counties this month.

PAYABLE ON OR BEFORE. Don't overlook this privilege.

and to pay them off till they fall due. Current rate of interest. TITLE IS READY. SERVICE IS THE WATCHWORD.

PATTERSON CO.

Grant Building

The Plainview News

Published Tuesday and Friday at Plainview, Hale County, Texas.

J. M. ADAMS, Editor and Owner

Entered as second-class matter, May 23, 1906 at the Postoffice at Plainview, Texas, under the Act of Congress of March 3, 1879.

Subscription Rates
 One Year.....\$1.50
 Six Months......85
 Three Months......50

NEWSPAPERS MUST RAISE RATES, DECREASE SIZE

Birmingham, Ala., Nov. 28.—Cutting down the size of papers by reducing the size of type, limiting the space for news heads, reducing reading matter and illustrations, decreasing advertising space by pyramiding advertising and increasing advertising rates, and increasing subscription rates to cover the cost of white paper and expense of delivery to readers in order that the use of print paper may be reduced 10 per cent during the coming year, were urged upon members of the Southern Newspaper Publishers Association by resolutions adopted unanimously at an extraordinary meeting of the association here today.

Public Auction Sales

C. A. Parker will hold a public sale at his place a half-mile northeast of Plainview, Texas, Dec. 9th, beginning at 10 o'clock, with lunch at noon. Included in the sale are horses, cattle, hogs, farm machinery, feedstuffs, etc., a list of which will be published in Friday's issue. W. A. Nash will hold a public sale at his place near Granite, Okla., Dec. 10th, beginning at 10 o'clock. The sale will include horses, cattle, farm machinery, feedstuffs, etc., a list of which will be published in Friday's issue. C. F. ... will have charge of the sale.

Check Artist

... afternoon a young man ... town and passed several checks upon our business. The young man appeared to be a harvest hand and as he was all of a small de- ... and given on our local ... experienced no trouble in ... them. His plan was to buy a small article and give a check for a dollar or so more than the article came to. The young "gent" seemed to be partial to the letter "L" as is demonstrated by the following upon the checks: L. O. Dillingham; L. M. Reed, L. E. Moore, L. M. Loyd, M. M. Miller, (2 checks).—Hale Center Record, Nov. 28.

The women of the South are soliciting subscriptions to complete the Jefferson Davis monument at Fairview, Christian county, Ky. The monument, which is a marble shaft, will be 350 feet high when completed and second only to the Washington monument. It is now possibly two-thirds completed.

DANDY HOME AT BARGAIN—Modern, well-built, stucco residence, well located about mile from court house, eight lots, living room, dining room, two bed rooms, kitchen, pantry, sleeping porch, large closets, comfortable galleries, fire place, garage, orchard with all kinds of bearing fruit trees, shrubbery, flowers and vines, windmill and well, outhouses, garden, etc., in fact one of the nicest homes in the town. Will sell at real bargain, and give terms to proper party. This is the best opportunity you will have to get a good home at such a low price. Call at News office.

MONEY TO LOAN—Read Stewart-Patterson Co's. adv. on page 3.

Meet me at the Oldsmobile and Oakland Service Station.

THE CHEERFUL CHERUB

No big experience has come
 To fill my life with joy and love
 But I shall keep prepared because
 We get what we are worthy of



CHURCHES

Local Baptists Raise \$42,000 at Sunday Service

The great Southern Baptist \$75,000,000 campaign begun Sunday, and will close next Sunday.

The local Baptist church at the Sunday morning service raised \$42,000 towards its quota of \$75,000. A leading member of the church informs us that it is expected to raise the amount to \$50,000 during the week, thus making the full quota of \$90 for each of the 553 members of the church.

Dr. J. M. Dawson, pastor of the First Baptist church of Waco, delivered an address here Sunday in behalf of the drive. His church the Sunday before contributed \$203,000.

Dr. E. B. Atwood held a meeting at Abernathy Sunday in behalf of the campaign.

Sunday Schools To Hold Christmas Tree Exercises

The Sunday schools of the various churches of the town are planning to hold Christmas trees and programs for their members on the night before Christmas. Sunday the Presbyterian, Methodist and Christian Sunday schools appointed committees on arrangements.

C. W. B. M. Meet With Mrs. Thompson

The C. W. B. M. of the First Christian church held its monthly meeting yesterday afternoon with Mrs. W. W. Thompson. The afternoon was devoted to discussing business matters. The hostess served ice cream and cake.

Red Cross Headquarters Close

On account of the shortage of coal the Red Cross headquarters were closed yesterday indefinitely.

FOR THE OUTDOOR GIRL



The outdoor girl will love this heavy, dark blue sweater of knitted wool that sets snugly to the figure. It has a deep collar and long sash knitted in blue and white stripes. The pockets are banded with white and white straps support the sash.

ONE-PIECE STREET DRESS



One of those "all-day dresses" which, by way of variety, take the place of a suit in autumn and are worn under a long coat in winter, is shown here. It is made of checked wool goods and many small round buttons, covered with this material, appear on the body and skirt.

Will Publish Santa Claus Letters

The News will publish Santa Claus letters written by children in its issue of Friday, Dec. 12. All letters should be addressed to "Santa Claus, care of Plainview News."

A large bunch of Mexican railroad laborers were in town yesterday to receive their semi-monthly pay and to buy supplies.

Meet me at the Oldsmobile and Oakland Service Station.

SOCIETY

The News is glad to publish social items and when you or your neighbors, club, society or lodge have any kind of a social, please write out an item about it or phone 97 or 642.

Mr. and Mrs. Crowley Celebrate China Wedding

Mr. and Mrs. W. H. Crowley celebrated their twentieth or "china" wedding anniversary Wednesday evening, by inviting a number of friends to their home.

There was music, readings by Mary Pritchett, conversation and a turkey dinner was served.

The guests were Mr. and Mrs. L. M. Faulkner, Chitt Slaton and family, H. W. Garrett and family, E. D. Duncan and family, Mr. and Mrs. Holt, Mr. and Mrs. W. E. Boyd, and children, Misses Thelma McLain and Mary Pritchett, and Mr. Geo. Roberts.

Mr. and Mrs. Crowley are the parents of four husky boys.

The host and hostess received a number of nice presents in chinaware.

Mrs. Lang to Address Hale Center Mothers' Club

The next regular meeting of the Hale Center Mothers' club will be held Friday afternoon, Dec. 5th, in the school auditorium. A large attendance is urged at this meeting, as we will have with us Mrs. Gordon Lang of Plainview, who will talk on "Moral Training in the Public School."

2 p. m. is the hour, let us have every mother who is interested in our school present at this meeting.
 PRESS REPORTER.

Illinois Young Lady Honored

Mrs. C. D. Boyd and Mrs. Chas. Flack entertained Friday evening for Miss Mildred Johnson. After seeing the picture program, refreshments were served at Mrs. Boyd's apartments in the Donohoo building.

Miss Johnson will leave for her home in Illinois in a few days. She has been the popular milliner at the Rich-lier store the past season and has made many friends since her stay in Plainview.

Miss Neal Hostess At Thanksgiving Dinner

Miss Lula Blair Neal was the gracious hostess to a six o'clock Turkey dinner Thanksgiving.

The guests were Misses Mildred Johnson, Marie Barron, Messrs. Rowland Zeigler, Earle Offlander, Mr. and Mrs. David Neal and Dr. Neal.

Scotts Entertain Friends

Mr. and Mrs. J. B. Scott entertained a few friends Thursday night. There was games, music and other entertainment, and a luncheon was served.

Mr. and Mrs. G. C. Hughes Entertain Friends

Mr. and Mrs. G. C. Hughes entertained a number of friends at their home Tuesday night with games. A salad course was served to the following: Messrs. and Mesdames Roy Seif, A. C. McClelland, F. B. Randolph, Ben Smith, Chas. Saigling, Guy Jacob, Jim Anderson, Paul Barker, R. S. Beard, Fred Crawford, T. C. Shepard, Bob Malone, E. Lee Dye, Morey McGlasson and Wallace Settoon.

Mrs. Hal Wofford Elected President of Mystic Club

At the last meeting of the Mystic club Mrs. H. A. Wofford was elected president of the Mystic club to succeed Mrs. J. O. Rountree, resigned.

Mr. and Mrs. Rountree and daughter, Miss Nell, will go to Phoenix, Arizona, to spend the winter. They have sold their farm in Briscoe county and will rent their home in Plainview.

Attended State Meeting

Miss Alma Siler of the Beta Gamma society and Delbert Jones of the Euglosian society of Wayland college, attended a federated conference of these Baptist societies at Simon's college. Abilene, Thursday.

Miss Houston Gives "Rinktum Diddy" Party

Miss Leona Houston gave a "Rinktum Diddy" party (where everyone cooks his own refreshments) at the home of Mrs. R. E. Hill Saturday night, as a farewell to her brother, who is going to Lockney to make his home. A number of young people were guests and they all had a dandy good time.

Temple Man Marries Petersburg Girl

Wesley Easterwood and Miss Lou Addis Paulk were granted a marriage license Saturday. He lives in Temple and she at Petersburg. We understand the wedding took place at Petersburg Sunday.

Meet me at the Oldsmobile and Oakland Service Station.

Half-Price Sale Millinery Department



Dolling up for the Christmas times, and a genuine Christmas spirit exists here in the new bright head wear for the holiday occasions. Every hat for Children, Misses and Women at exactly Half-Price. This means on all Ready to Wear and trimmed hats.

\$10 hats for **\$5.00**
A Special \$1.00 Table
 On this table you can find hats formerly priced at \$5, your choice for **\$1.00**

Don't overlook this offer.

33 1/3 Per Cent Discount

Ready-to-Wear Department



Dresses, Coats, and Coat Suits, every garment in this department is reduced for December selling and fast. December is the month in which we put the clearance price on in this department. We are getting in new garments most every week which are bought under early season's prices. Some arrived in the new styles in Black Plush.



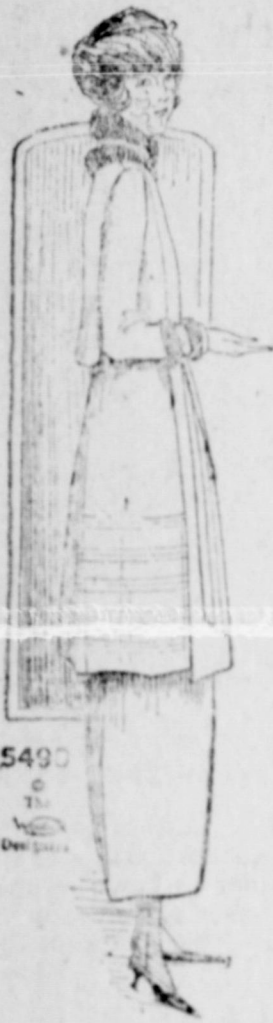
All Woolen Dresses in Children's, Misses' and Women's at **one-third off** of regular price. Coat Suits for Misses and Women at one-third off of regular price. All Children's, Misses', and Women's coats at **one-third off** of regular price. They are all new this season's garments, from the best garment makers of New York, such as Bettie Wales,



Co-eds, Harry P. Bellsinger, Turkel and Fels Wm. Fisherman. These are to miss and are st

PL
 Meet me at the Oldsmobile and Oakland Service Station.

The Date Is Set SATURDAY, DEC. 6 Is the Final Day



That is your last chance to save in our "MOVE ON" sale, the biggest bargain event in Plainview, the saving campaign that has put the highest grade of merchandise into the homes of our customers at amazing savings. Don't be late. Time is short. The last days will be the greatest of them all. Here are new bargains not shown before that will be offered until the close of the sale, Saturday, December 6th.

Millinery at 1-2 Regular Price

1-3 off on all Ladies' Suits, Dresses and Coats

All \$8.50 Bath Robe blankets \$6.50
All \$6.75 Bath Robe blankets \$5.00
All \$5.00 Bath Robe blankets \$3.50

Friday Only, Dec. 5th

20 per cent off on all Ladies' and Children's shoes.

Saturday Only, Dec. 6th

20 per cent off on all Ladies', Children's and Men's hose.

Just received lots of goods for the baby.

5 Per Cent off on Everything Not Especially Marked

Barrier Bros. Dry Goods Co.

Dependable Merchandise
Plainview, Texas

Stores also at Floydada, Lubbock, Brownfield

PERSONAL MENTION

When you or your neighbor have guests or you visit somebody elsewhere, the News would be glad to have you report same by phone or by letter. We want the news. Phones 97 M 119.

J. B. Nance is in Lubbock today. C. W. Ardein of El Paso is here buying hogs for the packery at that place.

John J. Ellerd returned this morning from a trip to the Eastland oil fields.

Mrs. L. J. Warren and children are visiting relatives in Eastland county.

R. C. Dublin of the Burkburnett oil field spent last week here with his family.

Misses Hattie Hern and Abbye Burson of Hale Center were here Sunday.

J. N. Fletcher of Buchanan, N. M., is here on business and visiting relatives.

R. A. Long has returned from a stay of some time in the Burkburnett oil field.

J. C. Edwards and family of near Abernathy were in town Monday shopping.

Alton Hockaday is here from Dallas, where he has been since leaving the army.

Messrs. J. C. Whicker and Wilbur O. Stockton of Littlefield were here yesterday.

Guy Rossen of Brownfield spent Thanksgiving here with his mother and sister.

Mr. and Mrs. W. H. Haynes of Dallas are here on business and visiting friends.

Ray Allmon of Lubbock was the Thanksgiving guest of Mr. and Mrs. R. E. Cochran.

Mrs. W. J. Lovvern went to Canyon Monday to visit a son, who lives near that place.

Mr. and Mrs. Kerby Nash left Sunday for Southern California to spend the winter.

Uncle John Pendley has returned from a stay of almost three months with relatives at Portales.

Mr. and Mrs. M. O. Hoyle of Thurbur came in last week to visit his mother, Mrs. Q. D. Hoyle.

Mrs. J. H. Christy came in last week from Missouri, to visit her daughter, Mrs. C. A. Gilbert.

Mr. and Mrs. W. S. Wasson left Monday for Mineral Wells, where they will spend the winter months.

O. W. Travis of Ralls was here Sunday.

Mr. Dalton of Crosbyton is here on business.

Mr. Dickinson went to Amarillo this morning.

Dr. and Mrs. Crawford of Tulsa are here today.

Albert Howell came in this morning from Cisco.

D. C. Williams of Post City was here yesterday.

Bruce Spencer of Lubbock was here Friday night.

J. G. Frye of Tulsa was here on business yesterday.

O. B. Brittain of Miami was in Plainview Saturday.

Thos. Brahan returned to Canyon Normal this morning.

Mr. and Mrs. J. L. Adams of Dalhart were here Sunday.

C. B. Killgore of Dimmitt had business here yesterday.

J. W. Vernor of Fort Worth was here Saturday on business.

John Gist of Odessa was on this morning's northbound train.

T. W. Sawyer left Saturday night for a trip to points in Florida.

W. D. Morgan of Plano arrived Saturday to attend to business.

J. F. Jago and family of Quitaque were here yesterday shopping.

R. C. Hopping and D. W. Walker were over from Littlefield Monday.

Alfred Mims and Albert May of Abilene had business here Saturday.

A. P. McKinnon and Kenneth Bain of Floydada were in town yesterday.

Dr. and Mrs. E. O. Nichols spent several days last week visiting her mother, Mrs. L. A. Posey, in Lubbock.

I. T. Larson of Melberta, Neb., has been here the past several days looking after some property which he owns.

Mrs. E. B. Miller and three children have returned from a visit of three months with relatives in Booneville, Mo.

Mr. and Mrs. Morey McGlasson returned last week from their honeymoon, spent in Kansas City and Chicago.

Mrs. M. F. Rook will leave this week for San Pedro, Calif., to spend the winter with her daughter, Mrs. A. J. Gentry.

Mrs. E. E. Monzingo, Sr., who has been visiting her son, E. E. Monzingo, west of town, has returned to her home in Kaufman.

Mr. and Mrs. Guy Bradley and Miss Opal Bradley of Floydada spent Thanksgiving here with D. R. McVicker and family.

J. D. Dyer, bookkeeper in the First National Bank, spent Thanksgiving in Slaton with his cousin, Mrs. A. M. Watson and family.

Mr. and Mrs. V. L. Willie, Mrs. E. W. McKenzie, Mrs. E. A. Nolte and F. A. Cribbs of Matador were in Plainview yesterday.

Miss Johnson, milliner at Barrier Bros., left this morning for Oklahoma City and St. Louis. She will not return to Plainview next season.

Mr. and Mrs. S. W. Waddell left Sunday morning for aaco, where he will attend the Masonic grand lodge. She will visit relatives in Coryell county.

T. B. Yates, living twenty miles north of Lovington, N. M., is here visiting R. M. Peace, his old-time friend. He and his family will likely move to Plainview.

Mr. Barr and Miss Barr, father and sister of C. D. Barr, were here last week from St. Joseph, Mo., visiting him. They went to Lubbock Sunday to visit Dr. I. E. Barr.

Mrs. Lee Shropshire came in on Thursday from Wichita Falls to spend a few days at home. Mr. Shropshire has gone to the Louisiana oil fields to look after interests.

James Houston has resigned his position with the First National

Bank of Plainview, to become cashier of the First State Bank of Lockney. He used to be bookkeeper for that bank.

Mrs. J. C. Vance of near Bellview left this morning for Streeter, Ill., to spend Christmas with her mother and see two sisters whom she has not seen in fifteen and twenty-three years respectively.

Mrs. H. C. Randolph will leave tomorrow for Dallas to visit her mother, for two weeks, and also to see her son, Leslie, in Fort Worth, where he is attending T. C. U. Judge Randolph will go to Austin on business.

Henry Baker of Eirth, Neb., has been here several days looking after a half-section farm he owns west of Hale Center. He bought the farm twelve years ago. He left this morning for his home.

Miss Margaret Gardner left this morning for Fort Worth. Mrs. Gardner will leave the latter part of the week to join her and they will go to Columbia, Tenn., to spend the winter. A son is in school there.

Miss Gertrude Herm of Hermligh was brought to the sanitarium here Wednesday for an operation for appendicitis. Several weeks ago she resigned as teacher of the Running-water school on account of ill health, and went to her home.

E. VanDeventer, who is in the oil stock and lease brokerage business at Wichita Falls, has been here for several days visiting his family. He says things continue to boom down that way and that he is doing well.

J. M. Chandler of Eastland was here yesterday.

Gabriel Upton spent from Friday to this morning with his parents, Rev. and Mrs. S. J. Upton. He is playing tackle on the football team of the Denver University, and was in a game at Enid, Okla., Thanksgiving and took a run down to home folks. He will receive his degree from the University in the near future.

D. L. Hammer, who is manager of the Harvest Queen Mills elevator, Ralls and Crosbyton, spent the week end with his family. He says the cold spell of last week caused many of the cotton pickers who had come in from down in the state to leave for their homes, and from now on the local people will have to do the cotton picking and harvesting of the row crops. These crops are yielding heavy, and the people are in a very prosperous condition.

Mr. and Mrs. J. W. Ray and W. V. Hobbs have returned from a trip of six weeks to Los Angeles and other points in Southern California. They went as far as Yuma, Arizona, in their car, but got a good offer for it there and sold it and went the rest of the way on the train. Mr. Ray says the roads from El Paso to Phoenix are fine, from there to the desert are very rough, and through the desert are almost impassable. He says he did not see any section that suited him so well as the Plainview country.

Meet me at the Oldsmobile and Oakland Service Station.

Visits of the Stork
Born to Mr. and Mrs. John Franklin McDonough, near Ellen, Dec. 1, girl; named Mary Juanita.

Funeral of Mrs. Tom Keenan
The funeral of Mrs. Tom Keenan was held at Olton Sunday, Rev. G. I. Britain and Elder R. M. Peace conducting the service. Interment was in the cemetery at that place. The deceased was 40 years and two

months old, and was born in Erath county, her maiden name being Light. She was a sister of John Light of near Hale Center and Mrs. Whitacre of Plainview. She leaves a husband and children. She was a member of the Christian church.

Mrs. J. H. Beauchamp and children left Sunday for Phoenix, Ariz., to be with Mr. Beauchamp, who has been there a couple of months. Miss Kathleen remains here as bookkeeper at Barrier Bros. store.

TODAY'S LOCAL MARKET

Butter, lb.	55c to 60c
Butterfat, lb.	72c
Eggs, dozen	60c
Turkeys, lb.	25c
Fryers, lb.	18c
Hens, per lb.	18c
Hogs, lb.	13c
Wheat, per bu.	\$2.07 to \$2.12
Oats, per bushel	67c
Alfalfa, per ton, best	\$30
Kaffir and maize, per ton	\$20
Threshed maize, per 100	\$1.85
Hides, green	10c; dry 20c
Millet hay, per ton	\$20

The price of feed stuff is gradually going up. Buyers are now coming in, wanting many carloads. Turkeys have taken another rise in price, and are back to 25c a pound. Local dealers say people should bring their turkeys in not later than Dec. 10th, for the market will then go down, as all orders for the Christmas trade must be shipped out by that

handle Produce Co. is carload of dressed turkeys. Cotton are dumped on scales. buy-



18 cents a package

CAMELS' expert blend of choice Turkish and choice Domestic tobaccos answers every cigarette desire you ever had! Camels give such universal delight, such unusual enjoyment and satisfaction you'll call them a cigarette revelation!

If you'd like a cigarette that does not leave any unpleasant cigaretty aftertaste or unpleasant cigaretty odor, *smoke Camels!* If you hunger for a rich, mellow-mild cigarette that has all that desirable cigarette "body"—well, you get some Camels as quickly as you can!

Camels' expert blend makes all the delightful quality possible. Your personal test will prove that Camel Cigarettes are the only cigarettes you ever smoked that just seem made to meet your taste! You will prefer them to either kind of tobacco smoked straight!

Compare Camels for quality and satisfaction with any cigarette in the world at any price!

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply, or when you travel.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

Cigarettes

Old-Time Musicale

Old-Time songs, Old-Time musical talent of the city.

THE AUTOMOBILES WITH PERSONAL IDENTITY
HUDSON SUPER-SIX ESSEX MOTOR CARS

Repair and Parts Department in Connection.

HOOPER & SON MOTOR COMPANY
Distributors

PLAINVIEW, TEXAS

WHY TAKE CHANCES WITH UNSANITARY METHODS OF
WASHING

Our laundry will turn out work as high class as the most fastidious can desire, cheaper than the wash woman, and under the strictest of sanitary conditions. Special one day work, with free delivery to all parts of the city. Express charges paid on all out of town work, giving two day service.

THE PLAINVIEW LAUNDRY
JOHN W. GRAY, Proprietor

PLAINVIEW, TEXAS

A Progressive Man Is Identified By
His Clothing

If his clothes are free from dirt and are properly pressed then he immediately attracts attention as a progressive and wide-awake business man. Let us put your clothes in shape. We operate the most completely equipped plant in the Plains country for cleaning and pressing.

Waller Tailoring Co.

PLAINVIEW, TEXAS

REINKEN'S

CLOTHING AND SHOE STORE

Featuring All-Wool Hand-Tailored Suits for Men at
\$40 and \$45

A good place to trade.

Tell Your Story With a Box of Whitmans

The language of Bon Bons is one that any woman can thoroughly understand. Our line of candies is always fresh and put up in neat and attractive and popular packages.

The McMillan Drug Store

Distributors for Edison Phonographs and Records
PLAINVIEW, TEXAS

An Up to Date Store, Catering to
Particular People

Carrying a complete line of standard fancy and staple groceries. Fifteen years in the grocery business and extensive buying connections makes this line of merchandise exceptionally acceptable and with a diversity of products. Just recently established in Plainview. Call and get acquainted with this new institution.

Looper Grocery Co.
East Side Square

PLAINVIEW, TEXAS

Buick Repair Service Maintained for
Buicks Exclusively

Expert mechanics—complete repair equipment—more than \$12,000 stock of parts, embracing every repair part that could possibly be needed for Buick cars. Sole distributors of Buicks for Hale, Swisher, Briscoe, Motley, Floyd, Lamb and parts of Castro and Bailey counties.

McClelland-Self Buick Co.
"On Auto Row"

PLAINVIEW, TEXAS

PLAINVIEW HARDWARE CO.

(By R. Kenneth Evans)

To more than double its capital stock increase its trade territory, strengthen its personnel and to install an extensive line of merchandise that would be a credit to a city several times the size of Plainview is the record of the Plainview Hardware Company since its establishment in this city in 1913.

This firm was established and incorporated with a capital stock of \$10,000, under the direction and association of J. T. Hartley, J. A. Wade and W. T. Mise. The firm was operated and managed for a year by these men, when in 1914 H. M. Burch, an experienced mercantile man with a record for success acquired an interest in the business and was made general manager for the store. On January 1, 1918 the capital stock of the concern was doubled with W. T. Mise retiring in 1914 from the business and Mr. Burch being elected as president and general manager of the corporation. Since that time Mr. Hartley has also retired from the business and the management now consists of Mr. Burch, President; J. A. Wade, vice-president; and W. E. Settoon, secretary and treasurer, a strong organization of business men who thoroughly understands the successful operation of a mercantile establishment.

The Plainview Hardware Company has built up an extensive patronage and an enviable reputation by adopting for its policy the featuring always of dependable merchandise. Such lines as Keen Kutter cutlery and tools, Waco Beer aluminum, Community Silver, Pyrex Baking dishes, Simmons Shelf and Heavy Builders hardware, Moon Stone enamel ware, Keen Kutter food choppers and sausage mills and Winchester and Remington guns and ammunition. Most of these lines are nationally known lines and are a good criterion, by which the reader can judge the class of merchandise always handled by this institution.

The Plainview Hardware store is divided into many departments, each of the departments being sufficiently large to be considered a store itself. In the store department the Riverside Base burner is featured, Air Duct heaters and De Luxe ranges make up a part of the stock. These are the best grade of stoves to be found on the market today, and this record and fact has been proven by their impeccable reputation. The store also carries a complete line of Wilson and Enders hot blast heaters and Simmons oil cook stoves. In fact here is a class of stoves for every individual, no matter how fastidious or easily satisfied he may be.

The Wall Paper department is an extensive department of this institution. In this department the latest patterns and designs in wall paper, manufactured by the S. A. Maxwell Co., are carried. Paper for the most pretentious homes or the plain dwellings is to be found here in all styles and designs. In the Paint department Keen Kutter and Sun Proof paints are carried, which are absolutely guaranteed paints. Keen Kutter varnishes and stains make up a part of this stock. Glass of all kinds, including double strength in all sizes is also carried in this department.

In the pipe and windmill department a full stock of standard windmills, Manitou pump engines, well casings, pipe, cylinders and pipe fittings, in extensive lots are carried in stock.

The farm machinery is one of the most complete in the Plains country, consisting of such lines as Emerson, Brantingham full line of farm machinery. Grain drills, row listers, one row listers, two row lister cultivators, sled cultivators, standard mowers, rakes, two and three disc plows, sulky and gang plows, and cultivators, disc harrows and drag harrows, Emerson and Reeves tractors, tractor tools and threshing machinery, Osborn broadcast binders, J. I. Case line of Tillage tools, listers, two row lister cultivators, wct. The tractor which is recognized as America's foremost, the Wallis Cub, Jr., is carried by this firm. The Milwaukee row binders and the Champion header binders, both having established a record for service, make up a part of the stock, as does an extensive stock of Osborne binder twine. In fact everything that could possibly be found in an up-to-date hardware and implement store is to be found at the Plainview Hardware Company's store, the House of Quality Merchandise.

With the Approach of Winter Do Not
Forget Your Battery

Especial care must be given to the storage battery during the winter months of storage. While you think of it today, call at our station and let us explain how to care for your battery throughout the winter.

Conner-Mathes Battery Co.

PLAINVIEW, TEXAS

TIRE TROUBLE TAKES ALL THE JOY OUT OF MOTORING

And it can be avoided by equipping your car with Kelley-Springfield or Firestone tires and tubes. We carry an extensive stock of these standard made tires in all sizes. Also distributors for twenty counties for the Prest-O-Lite Storage Battery—the battery of service.

EVERYTHING FOR THE AUTOMOBILE IN ACCESSORIES
OR REPAIRS

Knight Auto Co.

The home of Overland Cars. All Repair Work Guaranteed

Real Estate, Loans, Abstracts, Insurance

One of the pioneer institutions of the Plains County, having many opportunities for investment which will prove to be paying propositions—complete set of abstract books, complete in every respect—loans and insurance of all kinds. An institution with a strong personnel.

The J. J. Lash Real Estate Co.

Ellerd Building

YOUR FARM IS READY IN THE SHALLOW WATER BELT

It is equipped with well and machinery for irrigation purposes—homes, barns, and other necessary improvements have been installed. All that is necessary is for the farmer to move on and start work. Farms in tracts from 40 to 160 acres made ready by this company. Terms one-fourth the purchase price in cash, the balance can be paid within ten years.

INVESTIGATE THIS VAST FIELD OF OPPORTUNITIES

Texas Land & Development Co.
Ellerd Building

Fire Proof and Modern Throughout is the

HOTEL WARE

Operated by an ex-traveling man, who knows the desires and wants of the traveling public. Rooms modern throughout, with running water and steam heat.

A MODERN HOTEL IN A LIVE AND UP-TO-DATE CITY

J. A. TESTMAN, Proprietor and Manager

PLAINVIEW, TEXAS

WHOLESALE AND RETAIL AUTOMOBILE ACCESSORIES

All standard parts of automobiles can now be secured from Plainview in a much shorter space of time than if ordered from other wholesale centers. All our stock standard equipment.

We retail the Michelin and Diamond Tires and Tubes, standard auto jacks, oils, cup grease, gasoline and every part of a car.

A COMPLETE LINE OF SPORTING GOODS

E. L. Miller & Sons

PLAINVIEW, TEXAS

A NEWLY ORGANIZED BANK OF PERSONAL SERVICE

The Guaranty State Bank, organized by Plainsmen, for the Plains people—Capital Stock \$50,000. The first day's deposits in excess of \$100,000. A depositor never lost a dollar in a state bank in Texas. Its policy is to always extend credit and accommodations to deserving ones, consistent with good banking. We want to get acquainted in the capacity of your bankers.

GUARANTY STATE BANK

R. S. BEARD, President, L. P. BARKER, Vice-Pres.
C. D. HENSLEY, Cashier.

PLAINVIEW, TEXAS

Truly the House of Quality
Merchandise

Carrying the most extensive line of farm implements and machinery to be found in the West. Every line a standard and nationally known line. Heavy and Shelf Hardware. Heavy and Shelf Hardware. In its hardware we have it.

Plainview Hardware

FOR CHRISTMAS FRUIT CAKE

We have all the ingredients for the Christmas fruit cake—including the flour, nuts, fruits, citrons, etc. You will find the very freshest products of all kinds, of dependable brands, at our store. Call and do your Christmas buying.

PIGGLY WIGGLY

New Donohoo Bldg. "All Over the World" West Side Square

BUY YOUR BUILDING MATERIAL WHERE SATISFACTION IS PARAMOUNT

Our lumber manufactured at one of the 17 lumber mills operated by the Long-Bell Lumber Company. No seconds are to be found in our stock of building materials, which in addition to lumber, includes lime, cement, plaster and builders hardware.

BUILDING MATERIALS OF ALL KINDS

ALFALFA LUMBER COMPANY

One of 120 Retail Yards

PLAINVIEW, TEXAS

SANITARY MEASURES ARE IMPORTANT TO HEALTH CONDITIONS

The Sanidown Mattress, handled by this firm and guaranteed by us for twenty years, backed by the factory—is the most sanitary mattress on the market today. A removable cover, laced on the mattress makes it easy to renovate it.

Our stock of furniture and floor coverings among the most extensive in the Plains country.

DODGE FURNITURE COMPANY

J. G. HALTOM, Manager

PLAINVIEW, TEXAS

CAREFULLY FILLED PRESCRIPTIONS IS A SAFEGUARD TO HEALTH

Our prescription department is in charge of a competent and registered pharmacist at all times, who thoroughly understands the filling of the most complex prescription. Nothing but the purest and the freshest of drugs used.

OUR LINE OF DRUG SUNDRIES IS MOST COMPLETE

LONG-HARP DRUG COMPANY

The Nyal Store

PLAINVIEW, TEXAS

WE WILL SUBSTANTIATE OUR CONTENTIONS FAVORING MAJESTIC RANGES

And will conduct a cooking demonstration at our store the week of October 27, showing what can be accomplished on the acme of perfection in a kitchen range. This demonstration will be in charge of an expert factory demonstrator who will show all the features of this stove. Be sure and attend.

DONOHOO-WARE HARDWARE COMPANY

PLAINVIEW, TEXAS

PREPARE YOURSELF AGAINST THE TIME OF ENTERING BUSINESS LIFE

This is a question every young man and young woman must some time or other confront—whether he is prepared to meet the problems of the commercial life or when thrown on his own resources. Watson's Business College will solve this question.

Write us for information as to the courses taught, tuition, room and board, etc.

WATSON'S PRACTICAL BUSINESS COLLEGE

608 East Sixth Street

PLAINVIEW, TEXAS

PLAINVIEW UTILITIES ARE ADEQUATE FOR HOME BUILDING

The electric plant under our management is equipped to furnish ample current for home and domestic consumption and manufacturing institutions in the Plains country. The machinery installed is the best the market affords. Our rates are in keeping with the cost of production.

DO IT ELECTRICALLY

TEXAS UTILITIES COMPANY

PLAINVIEW, TEXAS

BARRIER BROS. DRY GOODS COMPANY

(By R. Kenneth Evans)

Another firm, which promises to be a very valuable asset to the commercial life of Plainview was added about three months ago, when Barrier Brothers purchased the department store of Richards Brothers & Collier. Barrier Brothers also operate stores in Lubbock, Brownfield and Floydada and are a class of business men who believe in a maximum development of resources, the conducting of a business institution which will be a credit to any city, and one where it is a pleasure to trade and where dollar for dollar in value is given for articles purchased.

The Plainview store is under the management and personal direction and supervision of K. B. Barrier, a young man, who has made a thorough study of the mercantile business and the handling of an extensive department store. Mr. Barrier was but recently discharged from the services of Uncle Sam where during the World war he did his bit in support of Democracy. He immediately stepped out of the O. D.'s into the mercantile business as the firm had just acquired the interests here when he was discharged from the service.

Personally, Mr. Barrier is a likeable chap, full of good ideas with reference to development of resources and the management of a department store as extensive as this. In the short time he has been located in Plainview he has shown his aptness in working for the good of the community. He is making a special effort to encourage the patronage of home industry and the discouraging of sending money out of this section for merchandise which can be purchased here. In a recent campaign which he inaugurated he showed where it was possible to fill the mail orders at this house cheaper and with better merchandise than from any of the foreign houses, which act as leeches upon any community. Mr. Barrier has signified his intention of supporting any movement which promises for the making of Plainview, the commercial center of the Plains country, and has demonstrated his intentions by making the Barrier Bros. store one of the best equipped for full merchandise to be found anywhere in the Plains country. In the reorganization and establishment of new business houses in Plainview, this new institution promises to head the list from the standpoint of being influential factors.

The Barrier Brothers store is located on the most prominent corner in the business district of the city. It is located in the First National Bank building with a floor space of 37 1-2 by 90 feet and a side room facing West Sixth street, which is 25 by 75 feet. This gives ample room for the display of the high grade merchandise which is carried by the store. The cashier department is located on a balcony in the center of the store, this balcony is also being used for the storing of surplus merchandise.

In the Ladies' Ready-to-Wear department of Barrier Brothers store there is none in the Plains country that can excel it for high grade merchandise. Such lines as Woolltex garments, in both suits and coats and anything that the well dressed woman could possibly want in the latest styles and textures. In the hosiery department, such lines as Gordon and Iron Clad, both nationally known, are carried for women and children. In the shoe department, such lines as Ultra shoes, Ladies' high grade shoes, made by the Moore-Shafer Company of Brockport, N. Y., and in shoes for children such lines as the Ferris and Buster Brown are carried in an extensive lot. In the dry goods department a full line of piece goods of all kinds are carried, in fact one of the most extensive lines of dry goods that is to be found anywhere in the Plains country, including a full and complete line of notions, etc. line includes silks, woolens, cotton goods, etc. In the staple department Red Seal gingham, and complete line of cambries and cutting flannel is carried and standard brands of ladies and childrens underwear.

In the men's department such lines as the Society Brand clothing, known over the entire United States for style and fabric, Spero Michael and Company suits and overcoats another standard line is carried. Stetson and Mallory hats, Manhattan and New Era shirts, Packard and Stetson shoes, Superior, the perfect union suit for men, Arrow collars, Keiser ties and a full and complete line of standard made Men's furnishings. In fact there is no more complete line in the Plains country for the man who wishes satisfactory merchandise and at reasonable prices.

Fourteen employees are used in this store in the various departments,

AUTHORIZED AGENTS FOR FORD CARS AND FORDSON TRACTORS

Carrying a complete wholesale and retail line of parts and accessories for automobiles and tractors. A complete line of farm implements used in connection with Tractors, such as plows, harrows, discs, etc., in standard makes.

BARKER & WINN

Wholesale and Retail

PLAINVIEW, TEXAS

THE MORE YOU DEMAND

in a suit the more certain you are to be pleased with our tailoring in Lamm & Co's. Hand Tailored Suits.

Drop in and let us please you in Style, Fit and Lasting Durability

CLEANING, PRESSING AND REPAIRING

THE DOLLAR BILL TAILORING COMPANY

PLAINVIEW, TEXAS

BEAUTIFY YOUR HOME WITH SHADE TREES

It takes time for trees to grow, but they enhance the value of all property—improve the condition and looks of a home, and when fruit orchards are established, create a sure source of extensive revenue. No better selection of trees and shrubs is to be found in the great Southwest than at the

PLAINVIEW NURSERY

PLAINVIEW, TEXAS

OLYMPIC THEATRE, FRIDAY AND SATURDAY, Dec. 5 and 6.

"HER PURCHASE PRICE"

A Wonderful production. And a Christy Comedy. Very amusing. Regular Prices

MAE I. THEATRE, FRIDAY AND SATURDAY, Dec. 5th and 6th

"HER CODE OF HONOR"

A great picture. And a Lloyd Comedy. Laugh! Laugh! Laugh! Regular Prices

BE SURE YOU ASK YOUR GROCER FOR MADE IN PLAINVIEW BUTTER

You will then know it has been manufactured under the strictest of sanitary conditions—the cream pasteurized before going to the churn. Bring us your cream and milk—we will pay the highest cash price for it.

THE PLAINVIEW CREAMERY

PLAINVIEW, TEXAS

Don't Throw Away That Worn Tire

It may be worth something to you. Have it looked over at this institution. If it is worth repairing we can make it to look as good as new and give more than three-fourths the original mileage at less than one-half the cost of a new tire by our DRI-CURE re-treading process.

We are just established in Plainview to stay.

South Plains Tire and Retreading Co.

L. W. WHITE, Manager

PLAINVIEW, TEXAS

THAT DOLLAR OF YOURS

now, is not nearly so BIG, in purchasing power, as it used to be; therefore, it is very essential that you use thought and care in buying your daily needs.

Let us assist you in making your DOLLAR do the most for you.

THE SHIFLETT GROCERY COMPANY

North Side of Square

Phone 676

PLAINVIEW, TEXAS

If You Are Particular About Your Dress Young Man

winter suits in the Society Brand, which is known universally as the stylish line. Furnishings are made up of nationally known goods and the kind the

Dry Goods Company
w, Texas



WHAT WOULD CHRISTMAS BE WITHOUT THE CHILDREN AND THEIR TOYS?

Within the next few days mothers and children will find special delight in visiting our TOY section, there will be no need to be puzzled over what to give the children as soon as our Large and Varied assortment of Holiday Goods have been displayed. The Texas Variety Company will show everything for a happy Christmas, for Men, Women, Boys and Girls.

Bring the Children to See These Displays

This week, you will be delighted, so will they and you can spend hours looking over our well selected stocks, and enjoy every minute of your time, without spending a great lot of your cash.

TEXAS VARIETY CO.

The Variety Store you have heard so much about



KRESS

Nov. 27.—Mr. and Mrs. Cobb of Plainview were pleasant visitors Sunday in the home of their daughter, Mrs. John W. Elliott.

Miss Claris Williams of the Auburn community spent a few days here last week visiting friends and relatives.

Mrs. C. M. Houser is in Canyon this week visiting her daughter, Mrs. Campbell.

C. R. DeLong, H. V. Overly and mother, Mrs. Katherine Overly were in Plainview Saturday.

Miss Alma Ross of Tulsa spent Sunday here visiting her friends, Misses Adkisson.

Mrs. H. T. Sefton left Saturday night for Littlefield, where she will act as relief agent for the Santa Fe, in the absence of E. C. Cundiff. Mr. and Mrs. Cundiff spent Sunday night with the father and mother of Mrs. Cundiff, Mr. and Mrs. J. W. Shipworth, Sr. They left Monday morning for Wichita, Kansas, to visit with relatives.

Mrs. Wicker and children of Brownwood, arrived last Thursday. They will visit a few days with their daughter and sister, Mrs. Roy Skipworth and will make their future home near here. Mr. Wicker will join his family here in a very few days. The children have entered school here.

Misses Juanita Harmon, Winnie Hodges and Lois Whitlow were shopping in Plainview Monday. In the absence of Miss Hodges, Arthur McMaster took charge of her room in the school.

Rev. Vins and J. H. Vaughn were in Tulsa Monday on business.

Lee Houser was in town Monday.

H. C. Keating, who has been with the Cobb Grain Co., here, is now with the Farmers' Mill & Elevator Co., and J. E. Milton, who has been with the Farmers' Mill & Elevator Co., is now with the Cobb Grain Co.

The Woodman Circle initiated two new members Saturday at the regular meeting—Miss Mary Adkisson and Mrs. J. W. Adkisson.

There was quite a crowd assembled at the Methodist church Sunday night to hear the first sermon preached by the new pastor, Rev. Davis. Everyone seemed to be more than pleased.

Miss Mabel Harris of O'Donnell, was here Sunday and attended church services.

Rev. and Mrs. Watts spent the first of the week in Lockney visiting their son, Rev. Bascom Watts.

Mrs. Miles was visiting Sunday in

home of Mr. and Mrs. Preston of Electra. Mrs. Preston was formerly Miss Maude Skipworth.

Miss Ruth Overly returned Monday to her school, where she will continue her teaching, after a few days' absence on account of the coal shortage.

A collection was taken Sunday morning for the Methodist orphans home of Waco. The collection amounted to \$74.71, and was raised to \$100 Sunday night.

The school board is having some new seats installed in the school auditorium.

Mrs. Geo. Rousser and Mrs. J. W. Adkisson were shopping in Plainview Friday.

Mr. Linn received a letter from his daughter, Miss Frances, who is attending school at Denton, stating that quite a bit of excitement was created there Friday, caused by an earthquake, shaking every house in town and causing an explosion of gas tanks.

Mrs. Vinson was reported on the sick list the first of the week, but is reported some better.

Four sacks of sugar came in Monday and most everyone in town got their share.

The Farmers' State Bank of Kress had \$97,737.98 on deposit Nov. 17.

WHITFIELD

Nov. 29.—Rain, hail, sleet and snow—I never saw the like before.

The farmers of this community are through gathering their grain, but can't thrash on account of the coal shortage.

The dance at T. J. Garner's Saturday night was well attended.

Mrs. Jesse Hamilton has been very sick this week.

The singing Sunday night at Mr. and Mrs. Jesse Hamilton's home was well attended. Several of the singers from Prairieview attended.

Mr. Henry Blackerby was the guest of Mrs. W. A. Williamson on Monday.

Mrs. John Garner came in Monday from Dallas.

W. A. Williamson and H. P. Walling were in Plainview Saturday on business.

Misses Mary and Beulah Dodson of Canyon visited in this locality last Sunday.

Tom Pearson has bought the Henderson place and will occupy same soon.

Misses Rosa Wallace and Pearl

Methodist minister, preached here Sunday at 11 and 3 o'clock, to a good size congregation.

Mr. and Mrs. Thompson of Kansas arrived Saturday and are visiting her sister, Mrs. J. H. Real.

Mrs. Lewis Frances continues to be very weak, since the birth of twin babies some time ago.

Mrs. Jess Lovvorn of Canyon arrived last week to visit her parents, Mr. and Mrs. Frances.

Mrs. Belle Parks of Liberty visited her mother, Mrs. M. E. Nations, Friday.

Misses Starks attended the meeting at Lone Star Sunday.

The fattest member of the bunch on the corner says the reason why fat men are so good-natured is they are so fat they can neither fight or run.

(Continued from 1st Page)

stitutions are carrying large and extensive stocks of merchandise is significant. The stores of Plainview are heavily loaded with holiday merchandise and the merchants state that the business during the holiday season alone will excel that of many a full year business in the past.

An indication of the prosperity and advancement of Plainview is demonstrated in the establishment of many wholesale houses here for various lines, such as automobile accessories, electrical supplies, groceries, grain and feed stuffs, these institutions extending the trade territory of Plainview.

The banking institutions of the city have all substantial deposits and work in unison for the development of the resources of this section. The prosperous condition has brought about the establishment of a new bank which is thriving and prospering and has already been felt as an important factor in the future success of the Plains country. The deposits of the banking institutions of Plainview today are almost \$3,000,000 and not nearly all the money to come in has yet been brought into the banks. The banks of the city are proud of the fact that they have sufficient capital on hand at all times to care for the needs of those engaged in business in this section and in more cases than not the former borrowing patrons of these banks are today loaning these same institutions money on an interest basis. This fact alone is one of the best criteria by which the reader may judge the prosperous condition of Plainview and the surrounding territory and what holds true of Plainview will hold true throughout the entire Plains country and the Shallow Water Belt.

During the past year and for several years one of the industries which has materially benefited in the developing of the prosperous condition is the poultry raising, dairying and hog raising industries. By the placing of these products on the market in Plainview, where substantial markets are maintained always paying the highest cash price for all products, the farmers have secured sufficient cash for the necessities needed while making a crop. This year the value of the raising of these products has been demonstrated more than ever as the farmers have their stock profits and agricultural profits to liquidate their indebtedness and to lay away a substantial sum for a rainy day.

Another feature which has been an important factor in the prosperous conditions of the Plains country at this time and especially Plainview is the fact that all business as a rule is done on a cash basis. That is to say, the merchandise is all sold on a cash basis, accounts never running more than thirty days, and there are but few institutions which maintain this system. The farmers and others who are in need of credit borrow money from the banks and handle their credits through this source and pay cash for their merchandise. In this manner they have been enabled to buy their merchandise much cheaper, and their crops have liquidated their indebtedness at the bank and it has been the means of the farmer centralizing his indebtedness at all times knowing just what he was doing in a financial way. In the past it has been too easy for the farmer to go in debt and he will buy things he does not necessarily need and when his crop is harvested and marketed it takes all his cash to pay for the things he purchased because they were easy to get. This condition does not exist in Plainview.

From a commercial standpoint there is not a city in the Plains country that has a better class of business institutions with a wider diversified stock of merchandise and selling on a closer margin of profit than Plainview. There are ample up to the minute firms to handle the business, and today there is a concerted movement on foot to extend the retail trade territory of the city which is being accomplished because of the fact that the news is going broadcast over the country to the effect that it is always possible to get the

New 5th Avenue Models



Our New York buyer has just expressed us some nifty models in overcoats, just the kind they are wearing on 5th Ave. New York right now.

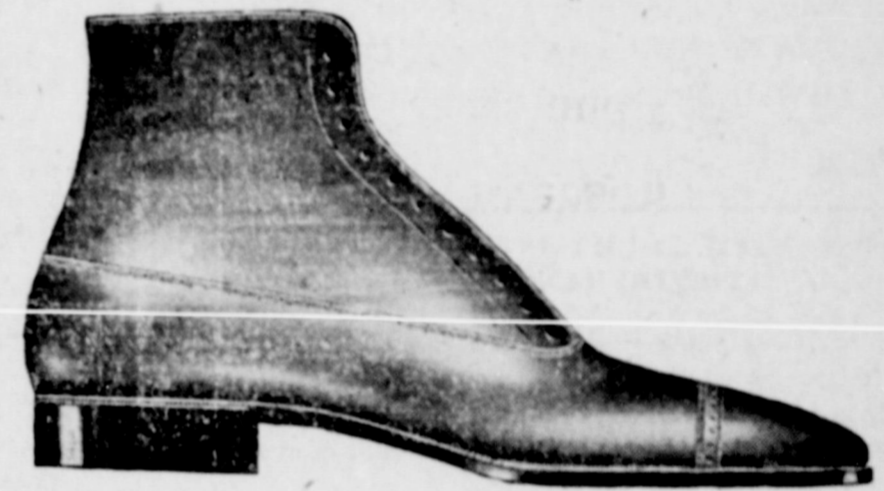
Step lively, men, as they are hard to get and are going fast.

Specially priced **\$59.50**

Other models for Men and Young Men in Michaels Stern and Cohen Goldman make.

\$17.50 and up

Bostonians, Packard and Emerson Shoes for Men



Why pay \$16 to \$20 for shoes when we are selling three of the nation's best makes in genuine Kangaroo, Kid and Calf in Straight, English and Conservative lasts for **\$12.50 to \$14.85**

Bostonian, Packard and Emerson Shoes for Men
Other all leather shoes in Black and Brown for **\$7.50 to \$9.85**

Jacobs Bros. Co.

THE ONE PRICE CASH STORE

Our opportune purchase and One Price Cash System permits us to Sell our goods on a Closer Margin

Following is the list of business houses in Plainview established to care for the trade which comes to the city. In every instance these institutions are equipped far superior to the institutions usually found in a city this size and speaks well for this as a commercial center: Five furniture stores, three banks with resources of \$3,500,000, five large dry goods and department stores, two semi-weekly newspapers, one music store, fifteen to twenty reliable real estate firms, ten excellent grocery stores, one exclusive gents' furnishing store, five tailor and cleaning shops, two bakeries, two exclusive meat markets, four drug stores, two picture shows, two large hotels, four smaller hotels, three cafes, three jewelry stores, the extensive hardware stores, the dertaking parlors, four of five lumber yards, two tionery stores, four two news and wholesale duce hou ta fe fe b t

dentists, several building contractors, two ice plants, several creamery agencies, one large nursery, it being the largest in the Plains country, five dairies, one flour mill, two feed mills, three grain elevators, eight auto agencies, six garages, four vulcanizing plants, four filling stations, two service car lines, four oil supply stations, two electrical supply

companies, two transfer companies, two wagon yards, one sales stable, one steam laundry, one large plumbing house, one development and land company, four implement dealers and dozens of smaller business houses playing their part in the development of this section as the leading commercial center of the Plains country.

Sale Post