# THE PLAINVIEW NEWS 

Tuesday--TWICE A WEEK-..-Friday
4
$\frac{\text { Volume No. } 15}{\text { ARMISTICE DAY WAS }}$

Plainview, Haie County, Teras, Friday, November 12, 1920

LATEST METHODS OE FARMING
MEAN PROSERTYY TO HALE
COUNTY FARMERS

 BALL, FIRE WORKS







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## 



This economy store is now one great Bargain Counter throughout. We realize that with today's economic demands and the country-wide wave of price reductions"Drastic concessions are necessary." We anticipated great loss, now or later, we'll take our medicine now.
Those who have winter goods to buy will readily recognize thissacrifice offering, which is an opportunity of commanding attention, and the many who have waited for the lowest price levels need not wait any longer.

## All Ladies' Ready-to-Wear Still Further Reduced.

Suits, Coats, Dresses, Skirts, Blouses, Kimonas, Petticoats, Etc.

All $\$ 13.50$ Garments
All $\$ 22.50$ Garments All $\$ 28.50$ Garments All $\$ 37.50$ Garments All $\$ 48.50$ Garments All \$57.50 Garments All $\$ 69.50$ Garments All 79.50 Garments All $\$ 87.50$ Garments All $\$ 98.50$ Garments All $\$ 119.50$ Garments All $\$ 134.50$ Garments III better Garments ranging up to $\$ 350.00$ are $\$ 99.65$ All better Garments ranging up to $\$ 350.00$ are reduced

## AT

 DROP IN PRICESStaples Still Further Reduced

ONLY A FEW OF THE MANY BARGAINS QUOTED. 9-4 Bleached Pepperel Sheeting
Beat Grado Oi! Cloth
Good Qualtiy Percale
Staple Check Ginghams at
at
15 c and 24 e

All Trunks, Suit Cases and Grips Still Further Reduced

| $\$ 2.25$ Suit Cases | $\mathbf{8 1 . 8 5}$ |
| :--- | :--- |
| $\$ 8.75$ Bags | $\$ 6.55$ |

$\$ 14.50$ Trunks, siz 36 inch $\quad \$ 10.85$

Mattress Ticking, good quality
Mattress Ticking, good quality $\quad 27 \mathrm{c}$ and 19 c

Men's Work Shirts
Men's Grey Sweters $\quad 95 \mathbf{9}$
. $\$ 36.35$
$\$ 42.95$
$\$ 51.95$

## Men's Grey Sweaters

Big Drop in Prices on All Men's and Boys' Suits, Overcoats, Mackinaws, Pants, Sweaters, Caps

Gloves, Etc:
Men's Suits


$\qquad$



thildren. Inf
Bldg.
FOR SALE-One dining room suite,
also one Hoosier kitctime cabinet. Both
od as nes
a. Ellerd, Plainview, Texas, 51-tf.
TURKEYS-Panhandle Produce
wants them at once. High rices.
$\qquad$


# Watch Your Savings Grow 

When you install a
COLE'S ORIGINAL HOT BLAST HEATER

## The Famous Hot Bla.t Draft in this remarkable stove burns all

 combustible gases from the fuel-under-draft stoves waste this allable portion of the fuel.That is why Cole's Original Llot Blast Heaters are guaranted to nsume one-third less fuet than any underdraft stove of the same Stop and think what this saving will mean to you with coal at REMENBER: Cole's Original Hot Bast will Save one-third your fvel, burn any fuel, hold fire thirty-six hours.
Step in today and let us show you this great fuel saver.

R. C. Ware Hardware Co.

The Barker-Smith Grain Co.

## Wants Your Grain

We are located at the old stand of the Hunter Coal Company, on Beech street, and our telephone number is 331 . We want you to familiarize yourself with this number and use it frequently, for we are in the wholesale alf hinds of grain and feedstufl.
It will mean business for you to do business with us, and we invite a

Barker-smith Grain Company

## 

Jacobs Brothers Company
Expert Fitting With Every Pair

## The Foresighted Man

The growth of your business naturally requires that you look ahead at the needs of tomorrow

Your future banking requirements will be greater in the proportion that your business expands.

Let us plan together.

## Men's Suits and Overcoats

Hart Schaffner \& Marx and Other Standard Makes

75 IMEN'S SUITS 1/2 PRICE

| \$45.00 Suits | \$22.50 | \$60.00 Suits | \$30.00 |
| :---: | :---: | :---: | :---: |
| \$50.00 Suits | \$25.00 | \$65.00 Suits | \$32.50 |
| \$55.00 Suits | \$27.50 | \$70.00 Suits | \$35.00 |
| 100 Men's Suits $40 \%$ Discount |  |  |  |
| \$55.00 Suits | \$27.00 | \$60,00 Suits | \$36.00 |
| \$50.00 Suits | \$30.00 | \$050.00 Suits | \$33.00 |
| \$55.00 Suits | \$33.00 | \$70.00 Suits | \$42.00 |

150 Men's Suits at $1 / 3$ OFF

| \$ 45.00 | Suits | \$30.00 | \$75.00 Suits | \$50.00 |
| :---: | :---: | :---: | :---: | :---: |
| \$50.00 | Suits | \$33.34 | \$80.00 Suits | \$53.34 |
| ¢05.00 | Suits | \$36.67 | \$85.00 Suits | \$56.67 |
| \$60.00 | Suits | \$40.00 | \$90.00 Suits | \$60.00 |
| \$65.00 | Suits | \$43.23 | \$95.00 Suits | \$63.23 |
| \$67 | Suits | \$15.0C | \$100.09 | \$ce.ce |
|  |  | \$46.67 |  |  |

Men's Pants $1 / 3$ Off

| \$4.00 | Pants |
| :---: | :---: |
| \$4. 50 | Pants |
| \$5.0u | Pants |
| \$6.0C | l'ants |
| \$6.50 | Pants |
| \$7.00 | Pants |
| \$7.50 | Pants |
| \$8.00 | Pants |
| \$8.50 | Pants |
| \$9.00 | Pants |


| $\$ 2.67$ | $\$ 9.50$ Pants |
| :--- | :--- |
| $\$ 3.00$ | $\$ 10.00$ |
| Pants |  |
| $\$ 3.34$ | $\$ 11.00$ |
| Pants |  |
| $\$ 400$ | $\$ 12.00$ Pants |
| $\$ 4.34$ | $\$ 12.50$ Pants |
| $\$ 4.67$ | $\$ 13.50$ Pants |
| $\$ .00$ | $\$ 1.50$ |
| $\$ \$ .34$ | $\$ 15.00$ Pants. |
| $\$ 5.67$ | $\$ 16.50$ Pants |
| $\$ 6.00$ |  | \$9.50 Pants

$\$ 10.00$ Pants
$\$ 11.00$ Pants
$\$ 12.00$ Pants
$\$ 12.50$ Pants
$\$ 13.50$ Pants
\$14.50 Pants
$\$ 15.00$ Pants
$\$ 16.50$ Pants
$\qquad$

25 Men's Overcoats $1 / 2$ PRICE

 $\begin{array}{llllll}\$ 17.50 & \text { Overcotas } & \cdots . . & \$ 8.75 & \$ 15.00 & \text { Overcoats }\end{array} . . .$.

All Other Overccats 1-3 Off
Sheepskin Lined Overcoats With Fur Collars $\$ 40.00$ value at $\$ 29.75$

Sheepskin and Blanket Lined Coats


Men's and Boy's Mackinaws
 \$15. 00
$\$ 16.50$ Mackinaws ${ }^{2}$.. $\$ 11.75$ $\$ 11.75$
$\$ 12.95$

## VESTS

Leather Sleeves and Leather Lined

| \$12.50 Vests | 59.75 | *17.50 Vests | \$13.75 |
| :---: | :---: | :---: | :---: |
| 813.50 Vests | \$10.55 | 818.50 V ests | \$14.55 |
| \$15.00 Vests | \$11.75 | \$20.00 Vests | \$15.75 |

All Boys' Blouses
$1 / 3$ Off

Men's and Boys' Night Shirts and Pajamas

## PRICES

 AIA General Reducti Beginaing Fri

EACH DEPARTMENT HAS BEEN CA ERY ARTICLE MARKED DOWN TO A PRI TIONS. THIS IS THE OPPORTUNITY YO YOUR WINTER WEAR.

IT IS NOT A PROFIT WE SEEK BUT T WHAT THEY COST US.

Our Stocks Are Large an SILKS AND VELVETS

| brown | , |
| :---: | :---: |
| 36 -inch Satin, redueed prio | \$3.14 |
| F-inch 'Taffeta | \$3.54 |
| 36 -inch Messalin | \$2.78 |
| 36 -ineh Messaline, assorted colors, reduced price | \$2.10 |
| $36-\mathrm{inch}$ Messaline, assorted colors, reduced price | \$2.78 |
| 36 -inch Messaline, assorted colors, reduced prier |  |
| 40-inch P-W Taffeta, assorted colors, reduc | 58 |
| 40 inch Crepe Meteor, assorted colors, reduced | \$5.06 |
| 36 -meh Crepe de Chine Shirting, reduced price | \$2.66 |
| int Etub efthe shiyth: ansutited pmlenis, it |  |
|  |  |
| 33 -inch Pongee, reduced pr | \$1.46 |
| 40 -inch fancy pussy willow, reduced pricee | 6 |
| 40 -inch Crepe de Chine, assorted patterns, re |  |
| 40 -inch Georgette, assorted colors, reduced prir | \$2.78 |
| 40-inch Georgette, assorted colors, reduced pri | \$2.37 |
| 33 -inch Costume Velvet, black, brown, navy anc | \$5.18 |
| 23 -inch Silk Panna Velvet, reduced price | 5.18 |
| 42 -inch Silk Panna Velvet, black, green, navy |  |
| Taupe | 59.98 |
| 25 -inch silk Velvet, redured | \$3.78 |
| 30 -inch Costume Velvet, black, navy and garnet | \$2.10 |
| 33 -inch Corduroy, old rose, reindeer, copan and |  |
| blue and tan |  |
| -inch Silk Plush, reindeer, black, | \$4.38 |
| 18 -inch Silk Velvet, assorted colors, reduce | \$1.98 |
| 18 -inch Silk Beaver, black and brown, reduce | \$6.98 |
|  | $\$ 5.86$ |

IRICOTINE, POPLINS, ETC.

| neh Tricotine, gray and d |  |
| :---: | :---: |
| 38 -inch Tricotine, navy only | 8 |
| 46 -inch Tricotine, burgundy, wine, Copenhagen, navy midnight blue and brown |  |
| 56 -inch Tricotine, brown only | \$5.98 |
| 58 -inch Tricotine, navy, black and brown | \$5.26 |
| $40-$ inch Ottoman Navy, Copenhagen, green and | 3388 |
| 40 -inch Ottoman midnight blue and light navy | /8 |
| 4 -inch Ottoman, burgundy and | 34.38 |
| 44 -inch Poplin, wine, red and green |  |
| 54 -inch Seal Plush, reduce | 1.98 |
| 58 -inch all wool plaid Cloaking, blue, br mixed |  |
| 58 -inch all wool plaid | $6.38$ |

## ALL SHOES RE

Mea's Wark
Shoes
HEAVY 85.50 Shoes
$\$ 7.50$ Shoes 57.50 Shoes (brown stone) $\$ 5.9$ $\$ 5.00$ Work Shoes .... $\$ 3.95$ Edmonds Easy Tread Shoes

DRESS SHOE

## *R. 00 Shoes.

 $\$ 11.00$ Shocs …...... $\$ 8.80$ EDNIN CLAPP SHOE; $\$ 1900$ Shoer …....... $\$ \$ 17.10$

One Table Cbildren's shoe $\$ 1.95$
One Table Women's Shoes, One Table Women's Shoes
French Heels, Extra Value \$3.95
many lines redudid Lower than lists HERE GIVEN

Evening Slippers

| \$18.50 santin, gold and |
| :---: |
| silver Slipperd |
| si4 35 | 13.50 Evening Slippers $\$ 10.75$ now ............. $\$ 10.7$ nor. $\mathrm{CL} 2 . . . . . . . .$.

DRESS CA ${ }^{\text {Pj }}$ $1 / 2$

There Are № Bank Accounts Started "TOMORROW"

Ask the man with a bank account if he started it "tomorrow."

THEY ARE ALL BEGUN TODAY.

We believe you twill like us if you place the account with us when you are ready to select the bank.

A lot of people find our service satisfactory.

## Guaranty State Bank

O. T. HALLEY, Pre
CLAUDE POWER. and Cashier. W. G. EPLEY, Ass't Cashier

L. P. BARKER, V.-Pre J. C. TERRY, V.Pres J. C. TERRY, V.-Pres.



THE time to buy coal is NOW. Don't wi until winter.
WHEN winter comes, conditions may be such as to make it impossible to supply you in the way you desire, and beside-strikes and an increase in price are a possibility.

WE HAVE JUST THE QUALITY


## Loans on Farms and Ranches <br> Loans

Low interest, easy and liberal contract, quick money. Come in and let us tell pou aboutit.

Patterson \& Groves Grant Building





## PUBLIC SALE

On account of rair my sale advertised for Nov. 9 has been postponed

## TUERDAY, NOV. 16th

I will sell to the highest bidder at my place three miles north of Petersburg, the following

## Live Stock and Household Coods

## Live Stock

Household Goods.

3 Horses.
2 Mares, good ages.
Young Jack.
Jersey Cow, rrst calf.
A big lot of choice Rhode Island Red
Chickens.

## Implements

1 Buggy and Harness.
i Dise Harrow.
1 Slip Scraper.

1 Oak Dresser.
1 Library Table.
2 Large Rockers
8 Dining Room Chair
1 Kitchen Cabinet.
2 Suites Bed Room Furnishings.
2 Rayo Lamps, and a lot of other House Furnishings too numerous to mention. Also a Buick Automobile in gist class condition.

TERMS OF SALE-Allsums of $\$ 25$ and under, cash; sums over $\$ 2510$ months' time will be given on bankable notes bearing 10 per cent interest from date of sale. 5 per cent discount for cash. Nothing to be removed nntil settled for.

FREE LUNCH
MRS: T. A. WHITE, Owner
I. J. ALLEN, Auctioneer
citation by puplication
the state of texas To the Sheriff or any Constant
Lamb Cunty-GREETTNG You are herechy corimanded to
mon J. A. I lecleckey by makking pu week for four consecutitu
vious
nevs to the return day bit
 saic c
MCcele
Claike
plainti


BLLCK-DRAUBHT
watinue in


Lift off Cors!

## rt a bit and Freez



With your fingers! You can left off
hard corn, soft corn, or corn be tween the toes, and from bottom of feet.
 drops upon the corn or callus. Instant dy it stops hurting, they shortly lif
that bothersome corn or callus righ that bothersome corn or callus right
off, root and all. without one bit of off, root and all, without one bit of
pain or sorenes.



Let's settle
this right now!
No man ever smoked a better cigarette than Camel! You'll find Camels unequalled by any cigarette in the world at any price because Camels combind every feature that
cigarette supreme I Camels expert blend of choice Turkish and choice Domestic
tobaccos puts Camels in a class by tobaccos puts Cameis in a class by
themseives. Their smoothness III appeal to you, and permit
an to Sthen ouphericice menas monician
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## The Soil <br> Robber $\triangle>$  <br> $\qquad$ <br> The 0 <br> QESV: <br> 

A $\$ 200,000.00$ Service -2 c a Week!
homer e, minor
The Magazine Boy
 calomel comes into contact with sour bile i

Take "Dodson's Liver Tone" Instead!
If you feel bilious, headachy, con-
and
aithout making you sick, yo
anted and all knocked out, just go
fust
fut
go back and get your money
druggist and get a

 and straighten you up $\begin{aligned} & \text { ambition apd ready for work or } \\ & \text { It is } \\ & \text { and }\end{aligned}$

## E LOWER

 on,Over the Store ay, Nov. 12th? $V L L Y$ CHECKED AND EACH AND EVE THAT WHL MEET YOUR EXPECTAHAVE BEEN WAITING FOR, TO BUY

SELL OUR GOODS REGARDLESS OF

## We Must Reduce Them.

WOOLEN DRESS GOODS


## UCED IN PRICE

hildrea's Sines
11 Children's Shoes up to
ze 2, except Peters Shoes
2, except Peters Shoes
? 00 Shoes
3.00 Shoes
75 Shoes
B. 00 Shoes
00 Shoes

Nomea's Freach
Heel shes
0.50 Shows
2.50 Shoes
5.00 Shoer
8.50 Shoes
18.50 Shoes
20.00 Shows
24.00 Shees


| Men's and Boys' |  |
| :---: | :---: |
| Sweaters |  |
| \$2.50 Sweaters | \$1.95 |
| 4.00 Sweaters | $\$ 3.15$ $\$ 3.95$ |
| \&450 Sweaters | \$5.15 |
| 87.50 Sweaters | \$4.95 \$7.45 |
| *12.50 Sweaters | \$9.38 |
| 41.5.00 Sweaters | \$10.07 |
| * | \$11.38 |
| \$17.50 Sweaters | \$13.12 |
| All Boys' Dress Shirts (Neekbands) |  |
| 1-30 |  |

ouston's
1, TEXAS

## Women's and Misses' Ready-to-Wear

PRICES MARKED DOWN ON ALL WOMEEN'S AND CHILDREN'S CLOTH COATS, WOMEN'S SUITS, SILK AND WOOL DRESSES. REDUCTIONS THAT MEET YOUR EXPECTATIONS.

Women's High Grade Suits

## 1/2 Price

$\$ 185.00$ to $\$ 235.00$.
Others at 1-2 PRICE- $\$ 20.00$ and up.
All Suits not included in above

$$
1 / 3 \text { OFF }
$$

Ladies' Plush Coats


Silk Negligees and Kimonas

| \$60.00 | Values | \$48.00 | \$25.00 | Values | \$18.00 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| \$12.50 | Values | \$34.00 | +22.50 | Values | \$16.00 |
| \$10.00 | Values | \$32.00 | \$20.00 | Values | \$15.80 |
| 839.50 | Values | \$31.85 | \$19.75 | Values | \$14.80 |
| \$35.00 | Values | \$28.00 | 818.50 | Values | \$14.00 |
| \$32.50 | Values | \$26.00 | \$17.50 | Values | \$13.20 |
| \$30.00 | Values | \$24.00 | \$16.50 | Valuees | \$12.35 |
| \$28.50 | Values | \$22.80 | \$12.50 | Values | \$10,00 |
| \$27.50 | Values | \$22.00 | \$11.50 | Values | \$9.2 |

Silk and Wool Dresses One Line at -

## 1/2 Price

 $1 / 3$ Off| One special lot | \$18.75 |
| :---: | :---: |
| One special lot | \$9.75 |

Coats
One Line Cloth Coats for Women and Girls

$$
\begin{aligned}
& 1 / 2 \text { Off } \\
& \text { onthis at i-3 off }
\end{aligned}
$$

MILLINERY
All Women's and Children's Hats at One-Half Price

Women's and Children's Sweaters




TABLE DAMASKS and hOUSE FUKNISHiNGS
T2-inch mercerized Damask, reduced price ...
70 inch Union Linen Damask, reduced price
72 -inch all pure linen Damask, reduced price 72 -inch all pure linen Darnask, reduced price ....
$20 \times 20$ hemmed mercerized Napkins, reduced price S0x90 Snowflake Quilts, reduced price ......... $18 \times 36$ extra weight bleached Turkish towels .
27 -inch Cretonne, large assortment of patterns 27 -inch Cretonne, large assortment of patterns $\ldots . . . .32 \mathrm{c}$. $\mathrm{c}^{2}$.
27 -inch Comfort Challies, large assortment of patterns.. 27 c .

COTTON PIECE GOODS AND STAPLES tandard Dress Ginghams reduced to standard Outing, reduced to $\ldots$......................
tandard 36 -inch extra weight bleached Muslin Rot REDUCED PRICES ON ALL CHEVIOTS, SHIRTING, DEMINS, WIDE SHEETINGS, ALL WHITE GOODS, ALL
WASH FABRIOS, LINENS - EVERTHING IN THE HOUSE.

| Women's and | Women's ani | LADIES' | Ribbons |
| :---: | :---: | :---: | :---: |
| Children's | Chuldrea's | LADIES | Ribuons |
| Underwea. | hosiery | OUSE |  |
| 10 Doun Wowen's Union | All Erand Exarep Wayne | / | 71/ce Rilbon ........... 6. |
| Stits, fult bleasted, 81.10 | Knite and Woolen Hose | 1 | 12\% Rillion ……. 10 c . |
|  |  | 1 |  |
| Childeris anges to 12 sli.1.58 | -1000 |  |  |
|  |  |  | 22 \%e kithun ........ 176. |
|  |  | 46,00 values ......... 5 \$ 5.00 |  |
|  |  |  |  |
|  | $\cos ^{2 / 5}$ | *850 values |  |
| Sinal 6 ............ si.58 |  |  | Se libloun ............nsee |
|  | (cy |  | ©50 kilbmin .......... 52. |
| WOOL BLANKES | ${ }_{\text {4, in }}$ |  |  |
|  |  | 41,50 valies ….... 89.67 | *ino kition ……... 78e. |
| *12.30 Mlanketx .... | Furs and Fu | (15.00 athere ....... $\$$ |  |
| (415.50 13Iatekes | Goats | \$17,50 vatues ....... $\$ 1.1 .67$ |  |
|  | -3 0-5 |  |  |

## PLAINVIEW MERCANTILE CO. THE BIG SLUMP PRICE SALE

Is now on. The rear sacrifice is being made. Goods sold regardless of cost of material or workmanship.
$\$ 37.50$
$\$ 100.00$ Seal Plush coats for
$\$ 66.35$
$\$ 49.50 \quad \$ 150.00$ Seal Plush coats for $\$ 99.95$

One lot Ladies' shoes, all sizes, worth up to $\$ 10.00$ choice for
$\$ 4.95$

One lot Ladies' smail size shoes, worth up to $\$ 5.00$ choice for

One Lot of Dresses at
Half-Price
One Lot of Coats at
Half-Price Gne lot Ladies' Wool Sweaters Hali-Price

Haven't time to mention all the items we desire to, we are busy markint down. Everything is on sulo at real Slump Sale Prices, don't miss this sale, it's on right now.

## Plainview Mercantile Company BURNS \& PIERCE, Props.

Chase \& Sanborn's COFFEE
The Finest on Earth

1 lb. Cans, each
3 lb . Cans, each
5 lb . Cans, each

Sold exclusively by
Cash Grocery Co.
Phone 101

FOR SALE:-RECLEANED WINIER BARLEY FOR SEED. $\$ 1.20$ PER BUSHEL

This can be planted later than wheat, will not winter kill, and is drouth resistant, matures before wheat is ready to cut.

Texas Land \& Development C 0 .

HOOSTER


Hoover's is the best because it is built of the best mazerial and made by the best workmen. We handle only the best in everything and puarantee satisfaccion in everything we sell.

Butler-Huddleston Furniture co.

# HELP REDCCE THE HICH COST OF LIVING 

Join the Co-operative Grocery Club

The Co.Operative Grocery Club is being organized by Plainview people for the express purpose of reducing the high cost of groceries in Plainview.
The club will open its own store to be known as The Plainview CoOperative Grocery Club, and if you are a member of the club you will be permitted to purchase your grocers at cost.

The Price of Membership is $\$ 5$ a Month
Purchasing one month's membership, however, obli-
gates you in no way to purchase a second, ard we advise gates your no way to purchase a second, ard we advise
you to drop your membership if you do not save more than your membership fee.
Oui limited time for see everyone sowe advise you to ask your friends about bers mail the coupon together lith your eikeck today. Make all checks payable to the Co-Operative Grocery Club of Plainviel.
Gualanty soin this club and get your receipts at the
to the co-operative grocery clur,
Plainyiew, texas.
Enclosed please find $\$ 5.00$ for one month's membership to 1 demosited in The Guaranty State Bank subject to
check ONLY for stock and equipment of the Plainview Cocoperative Grocery Cllib, and if not used for this pur-
pose within 60 days from date to be returned to me.


Green Machinery and Development Co.

| Oct. 5- Eist Lacado Brashear and which the lads, and songs, after Mary Grififth spent the week end at pumkin pie which was very enjoyable their homes. <br> J. J. Jenkins was accidentally run school children with chaderones ser 28. We are glad to repert that he is around about the country, all which resting very well <br> J. P. Nystle has beer. very sick since The 5th Sunday meeting was a <br> was feared might result in blood poi- bad weather and sickness, <br> son. He is better and expects to at- <br> tend to his many school duties. <br> Miss Dearie Cone assisted in teach TURKEYS-Panhandie Produce ing last week, and when her room was prices. <br> them at once. High |  |
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## FORDSON

A Fordson Tractor on the farm means more prosperity for the farmer, It doesn't make an difference how yon spell that prosperity-whether it is in increased pro-
duction; whether it is in the saving that comes from a machine duction; whether it is in the saving that comes from a machine over a horse or a
mule; whether it comes in an release from the drudgery and all-day and all-night labor on the farm for both man and wife-because the Fordson answers 'all those problems to the satisfaction of the farmer.
It can't be otherwise. These are the days of progress, and power on the farm to have, but no farmer with the facts now before him can question the is going advantage of machine power over horse power 'and mule-power. The Tractor is the farmer's necessity just as much as the sun is the necessity for growing crops. All that is necessary for a frmer is to know his Fordson Tractor as familiarly as he understands handling a team of horses. He wants to use the same amount of reason and common sense. ' In the Fordson Tractor is the concentrated power of eigh-
teen hodses, and as flexible as the movement of your arm-much noore flexible than horse control-and beyond all comparison much more economical both in service and in keep. Then it will do so many things that horses and mules cannot
do, and it doesn't eat when idle. We don't believe there is any question in the mind of any farmer as to the nec -essity for a tractor, but he may have some doubts as to what make of tractor, so that is the reason we are pitting this advertisement in this paper to draw his at-
tention to the Fordson Tractor. This is why we put the above argument before tention to the Fordson Tractor. This is why we put the above argument before
Fordson Tractor. Let us show him what it has done. Let us prove to him its superiority over any other tractor. It means more to him than it does to us. When we sell a tractor, we make a small profit, but when he buys a tractor he buys a power
that is working for him every day in the year; that is, if he buys a Fordson-we that is working for him every day in the year; that is, if he buys a Fordson-we
can't speak for the other kinds. Come in!

## L. P. Barker Co. <br> Plainview, Texas



# Any Man May 0wn His 0wn FARM 

Why Rent When You Can Buy a Farm or Less Than Rent Would Be?

We are now in position to offer our customers the Choicest Lands in Texas on payments that any man can meet easily if he is willing to work intelligently. Only 20 per cent and balance in ten years time, with no further payment due for two years, and interest at only 6 per cent. There is nothing equal to this offered on the Plains.
Everv one on the South Plains know what is called the Price Brothers land, located northeast of Plainview, and it is well known that there is no finer land in Texas. That is not an isolated trac', but exery section is adjoining farms more or less improved.
With two sood wheat crops, the purchaser is moie than likely have his farm paid for in full by the time the second payment of 1 chase money

Our customers have never had such an opportunity to secure farm land. Small cash payment, low rate of interest, long time, easy pay_ ments, two years to accumulate before any further payment is due. It is a chance of a life time. There is no better land.

Let us show yo : while you can get the cho est.

## Perry \& Cram

## Reinken's Store

 announces an advanced date for itsMid-Winter


Reduction

beginning TOMORROW
we will inaugurate Special Sale Prices on Overcoats, Men's Suits, Boys' Suits, Men's and Boys 'Mackinaws, Sweaters, Wool Shirts, Dress Shirts, Half Hose. Heavy Work Clothes, such as Corduroys, moleskins, Hats, and Caps, etc., Fine Shoes and work Shoes.
The Sharp Reductions named justfy free purchasing covering your requirements for this winter.
An inspection of our merchandise and a comparison of prices cheerfully invited.
a gool place to rade


## Oscan Seagle

Who will appear in a Concert Recital at the
Presbyterie Church
Plainview, 'exas
November 30
One of the greatest concert artists in America Capacity of the Psesioyterian Church is limit ed and music lovers are urged to make reser vations of tickets promptly sRATS NOW ON SALE AT THE
c. C. BEcrale co. R. C. Cox ,barber, will occupy the
rear. rear. Gandy of Los Angeles, Calif.,
O. Gisiting the family i. Gandy or Los Anceles, Caili,
visiting the family of his brother, D
Gandy, and other friends here. Gandy, and other friends here.
R. W. Masterson of Oklahoma i R, W. Masterson of Oklahoma is
visiting friends here and transacting business. Harold and Harrison, twin boys
were born Oct. 16, to Mr. and Mrs. were born Oct. 16, to Mr. and Mrs.
L. D. King, at the home of the grand
parents Mr. and Mrs. parents, Mr, and Mrs. J. T. King on
Route 1. Route 1.
W. S. Gentry left Tuesday morning
for points in California and Arizona.
S. J. MeEntire of Crystal Falls, has
 J. T.
spending a has returned from
ing relative in Arkansas visit-
Rev. F. H. Arop will leave Monday for El Paso to attend the Baptist
state convention.
Mr. and Mrs. Fra Mr, and Mrs, Fra Simonton en-
tertained informally last Saturday
nimht, for their young friends, and
despite the inclemeney of the weath-
er, about thirty young people wero present to enjoy their hozpitality.
The evening was spent in playing
merry gamez, interenereed with mun-
sic. Refreshment
in sic. Refreshments were served con-
sisting of cake, truit salad and lem-
onade.-Record. As the markets go down our prices
are reduced. We can save you money
Zeigler's Grocery MEN AND WOMEN WANTED at the Panhandle Produce Co. Bring your eggs and butter to
Ziegler Grocery and get the highest Ziegler
prices.
The Fidelis Class Meets The young ladies of the Baptist
 ing, in a business and social meet-
The name Fidelis was chosen the name of the class. the following officers, were elect-
The : President. Miss Johnie Reves. ed: President, Miss Johnie Reeves;
vice president, Miss Willie Grant, vice president, Miss Willie Grant;
secretary, Miss Mura Miller; associate
secretary, Miss Dodson: trer secretary, Miss Dodson; treasurer,

Miss Lee; reporter, Mise Mary Pres| Miss |
| :--- |
| ton. | After the organization of the class

had been perfected had been perfecte
for future work.

# Here's the Way We Fit Out A Man--From Head to Foot 

## HATS

In all the approved colors, backed by such makers as MALLORY and STETSON as well as our own guarantee of satisfaction.

## SHIRTS AND COLLARS

The best from ARROW, NEW ERA and other makers, in the latest patterns and weaves.

## GLOVES

So wide is our range we can say anything you wish.
UNDERWEAR, PAJAMAS, HOSIERY AND TIES
Yes, we have in our fall display these, too.
Our fine, big assortment of Society Brand suits for young men and men who stay young is another demonstration of how quality counts in both Style and Service.

## THE P00L

Strong with business and professional men who want style but not extreme lines is this three-button sack, medium length, easy fitting model called the POOL.

ADJUSTED prices on suits

## $\$ 35.00$ to $\$ 72.50$

## Were $\$ 55.00$ to $\$ 125.00$

Our display of Society Brand overcoats prompts early buying to be sure of getting their unusual values.

## THE LUDGATE

Is a two-button, double-breast, plain back, medium length vent, Ask to see it, you'll like it even better, we are certain, than you think you will.
It's conservative, it's dressy, it's serviceable, and it's stylish.
It's a Society Brand fall model. So you may feel sure of its fabrics, its tailoring, its lines.
You'll miss something in clothes if you don't come in and try on a LUDGATE.

ADJUSTED prices on overcoat
$\$ 18.50$ to $\$ \mathbf{6 8 . 0 0}$
Were $\$ 25.00$ to $\$ 87.50$
Here's your opportunity to save money and at the same time purchase clothes that you will be justly proud to wear.

# sTYLE HEADQUARTERS <br> $\mathrm{J}_{\text {Where S Sciety }}$ Brand Ciatses Are Soid 

Cecil \& Company
 prices.

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Friday and Saturday of each week'we
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will show our special line of dress
cods at Warren
goods at Warren's Grocery, east side
square.-G. A. McGec.
FOR SALE-A few Brown Leghorn
pallets. See Jack Leslio at South
ror SALE-Ninety-eight cows and
rinety-eight calves; mostly white
faces, ages five to seven years, all
good stuff. Will sell on time till

| Abernathy, Texas. J. |
| :---: |

cood cotton, wheat, maize and Sudan
cotton, wheat, maize and Sudan TURKDYS-Panhandle Produce See our speciai line of dress go
Moderate improvements, four wants hem at once. High Friday and Saturday of each iles town, at 832.50 , Some terms, wants

I am establishing modren shoe macinery and can give you quick service. The Best Material for Less Money. I absolutely guarantee satisfaction. Located between East side Cafe and Ford Hospital.

## H. I. HOLT, Prop.

Kiegler Grocery and got the highest
rices.
As the markets go down our prices
to reduced. We can soye youn mones er reduced. We can save you money orton batting for your quilts.-

