

**PIGGLY WIGGLY KNOCKS THE "H" OUT OF H. C. L.
A NEW YEAR'S RESOLUTION
That will pay you in
MONEY, TIME AND HEALTH**

Become a regular patron of PIGGLY WIGGLY.
Many reasons could be given why the above statement is true, but the old adage "the proof of the pudding is in the eating" still holds good.
Come to PIGGLY WIGGLY and prove by an actual test that this statement is true.
Better look at other stores before you come to PIGGLY WIGGLY. You may think this strange advice but we mean it.
New Donohoo Bldg. "All Over the World" West Side Square

Tell Your Story With a Box of Whitman's

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

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

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

IF YOU ARE PARTICULAR ABOUT YOUR DRESS YOUNG MAN

Let us show you one of the new winter suits in the Society Brand, which is known universally as the stylish line of clothing. Our entire stock of Gents' Furnishings are made up of nationally known goods and the kind the well dressed man likes to wear.

BARRIER BROTHERS DRY GOODS 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

FIRST NATIONAL BANK

PLAINVIEW'S BIG BANK

The First National Bank of Plainview is the largest financial institution on the Central and South Plains, for its resources now aggregate more than two and a half million dollars, with deposits of two million and one-third.

The First National Bank was organized when Plainview was a small village, and through the years has kept in advance of the town, and has done its full share in taking care of the interests of the people of the community, both in years of plenty and especially in the shorter years, for it has been and is owned by local people whose interests are here and who are always active in the upbuilding of the Plainview country. It has thousands of depositors and friends who feel an interest in the bank the same as if it were owned by themselves.

For many years J. H. Slaton, pioneer of the Plains, was president of the First National Bank, and his name stands for everything that is sound in finance and business.

Last October Mr. Slaton and others controlling the bank sold most of their interests to other parties, who took charge of its affairs, though Mr. Slaton continues as a director and chairman of the board of directors.

Under the new management Mr. E. C. Lamb became president; Mr. R. A. Underwood, for many years cashier of the Citizens National Bank, active vice president and cashier; and the other officers of the bank are: C. C. Gidney, W. E. Risser, A. B. Martin and R. C. Ware, vice presidents; J. C. Anderson, Jr., and G. C. Higgins, assistant cashiers; J. G. Daugherty, auditor; the directors being Messrs. Slaton, Lamb, Gidney, Risser, Ware, Martin, Underwood, C. S. Williams, Wayne Paxton, E. M. Carter, A. J. Lamb, all well known and substantial business men.

The First National Bank about eleven years ago erected at the northwest corner of the square a large two-story banking, business and office building, fronting on Broadway and West Sixth streets, 100x140, and in this building is the bank, Barrier Bros. dry goods store, the post-office and upstairs many offices of professional men and others. Most of the commercial activities of the city radiate from this prominent corner.

In October a deal was made whereby Messrs. Lamb, Underwood and associates bought controlling interests in the First National Bank and the Citizens National Bank, and after doing so consolidated the two institutions, under the name of First National Bank. The Citizens National Bank had been doing business in Plainview since before the coming of the railroad, and had built up a strong banking institution with large resources and a numerous clientele of customers. The consolidation made the combined bank the largest in this section of the state, thus enabling it to be such size as to take care of any business or any account that may be necessary in this section.

The capital and surplus of the bank according to its last statement under call of the controller of the currency, was in excess of \$200,000; its deposits were \$2,148,119.18; cash on hand, \$899,975.39; resources, \$2,483,377.46, and since then there has been a considerable increase in each item.

The motto of the bank is "Not too big for small business; Not too small for large business." Accommodation and courtesy are the watchwords of each officer and employee. The bank is not so intent on making money as it is in building up the community, helping those who need accommodation, and in treating every person with whom it comes in contact with that courtesy that is rightfully due, and which should be given, no matter if the person is of small or large means. This is the secret of building a sound bank, and the officers of this bank realize this fact, for they have had many years experience in the banking business.

The First National Bank solicits the accounts of the people of the Plains and those who have interests here. The bank offers its aid and advice to those who are seeking such. Don't hesitate a moment to advise with the president or cashier or any employee of the bank on any subject you wish. Their advice can doubtless be of benefit to you as to investments, land values, promotion of industries, and so on.

**MAKING SPECIAL PRICES
ON OVERCOATS, MAKINAWES, SWEATERS, BOYS' WINTER SUITS, WOOL UNDERWEAR**

any many articles of Men's and Boys' wearing apparel. It's a good time to buy, as prices on clothing will be considerable higher next fall.

We are making some special prices on Winter Goods, in order to have room for our Spring stock, which are beginning to arrive.

REINKEN'S CLOTHING AND SHOE STORE
A Good Place to Trade.

PLAINVIEW, TEXAS

RUBBER! RUBBER! RUBBER!

Syringes, Hot Water Bottles and in fact, everything in the Rubber line. Guaranteed for two years.
Buy Rexall, they cost no more than inferior grades.

THE DYE DRUG COMPANY

West Side Square Phone 23
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

THE OLYMPIC THEATRE

You can depend upon good programs every day, for we have the best film service possible. Come and see our programs often.

THE MAE I. THEATRE

A FULL LINE OF LUGS AND BOLTS, OVERSIZE TO TAKE UP LOOSE RIMS

**FEDERAL TIRES AND TUBES
NORWALK TUBES**

Everything for the Wheel.

McGLASSON-ARMSTRONG RUBBER CO.

Phone 73 "In Auto Row"
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 retreading process.

We are just established in Plainview to stay.

South Plains Tire and Retreading Co.

L. W. WHITE, Manager
PLAINVIEW, TEXAS

WE DELIVER THE GOODS

Yes, in more ways than one—PRICE, QUALITY, COURTEOUS TREATMENT, SERVICE, FAIR DEALING and ATTENTION.

LET US DELIVER YOUR GOODS

(We deliver anywhere in the city purchases amounting to one dollar or more—at 10 a. m. and 4 p. m.)

CALL 676

THE SHIFLETT GROCERY COMPANY

North Side of Square Phone 676
PLAINVIEW, TEXAS

THE FIRST NATIONAL BANK

os Plainview, Texas

Capital Stock and Surplus . . . \$200,000
Deposits \$2,300,000

E. C. LAMB, President; R. A. UNDERWOOD, Vice President and Cashier

Not Too Large for Small Business; Not Too Small for Large Business
We have a sincere desire to serve and invite new business

Smart Coats In New Spring Styles



Every woman who appreciates beauty in her outdoor wear—and what woman does not—will find a particular personal pleasure in the array of luxurious coats included in this showing. Many of the new coats display numerous winsome innovations which bid fair to have a marked vogue among those with whom the more smartly conceived styles find favor.

Barrier Bros. Dry Goods Co.
Dependable Merchandise
N. W. Corner Square Phone 26
Plainview, Texas
Stores also at Lubbock, Brownfield and Floydada

SOCIETY

Mesdames McClelland and Self Entertain With Bridge Party

Mesdames A. C. McClelland and Roy Self entertained at the Ware Hotel Saturday afternoon, with bridge, there being eleven tables for the games. The afternoon was spent very pleasantly, Mesdames Wallace Settoon and R. W. Ootto tying for high score.

A salad course was served.

Many Plainview Ladies Attend Party in Hale Center

Mesdames Robert Alley and Walter Lemond entertained at the home of Mrs. Alley in Hale Center this afternoon, and about fifty Plainview ladies went there in cars and attended the affair. The afternoon was spent playing bridge and forty-two. A salad course was served by the hostesses.

Mrs. Paul Barker won high score at bridge.

Mrs. R. S. Beard Entertains Many Friends with Cards

Mrs. R. S. Beard entertained Friday afternoon, the affair being a very delightful bridge party. Mrs. Paul Barker won high score. The hostess assisted by Mrs. E. H. Bawden served a salad course and tea.

The guests were Mesdames C. C. Gidney, G. C. Hughes, Chas. Saigling, T. C. Shepard, G. F. Wooding of Illinois, T. O. Collier, E. H. Bawden, L. P. Barker, C. D. Hensley, Roy Self, Mosey McClelland, Fred Crawford, A. C. McClelland, J. C. Anderson, Sr., D. H. Collier, Will Dowden, L. S. Kinder, Ben Smith, Elmer Sansom, P. B. Randolph, W. L. Harrington, Geo. Bennett, Chas. A. Malone, E. L. Dye, Wallace Settoon, John Roberts of Hale Center, Robert Alley and John Lemond of Hale Center, Misses Marie Gidney, Wilhelmina Harrington and Misses Hinn of Wisconsin.

Football Boys Entertained

Friday evening at the high school building, Wm. Watson entertained the high school foot ball boys with an oyster supper, the girls of the domestic science class preparing and serving the supper.

Reception

For the patrons and teachers of Plainview public schools, Thursday evening, Feb. 5, from 7 to 10 o'clock, in the basement of the Presbyterian church.

All guests will be tagged and colored according to their present condition of servitude.

Music during the evening will be arranged informally by the committee consisting of Mr. Crabb and Miss McCurdy.

Informal "4-Minute Men" will speak to the following subjects:

1. History of Plainview Public Schools.—By a veteran Plainview teacher, accompanied by an interesting exhibit.
2. Co-operation and the New Law.—By Supt. Patty.
3. Our part in Dr. Shurter's Ideal.—By Mr. Wilson.
4. Physical Training in Modern Education.—By Coach Hamilton.
5. Music in our public schools.—By Miss Bennett.
6. A Piano at the H. S.—By Mr. Underwood.
7. The Teacher's salary.—By Mr. Morris.
8. Why belong to the P. T. A.?—By Mrs. Blocksom, president of the Parent-Teacher's Association.

Refreshments and a social hour will complete the evening. This reception is not for school children, but for Pa and Ma and Teacher, and such other patrons as are interested in the joys and sorrows of these three.

Mrs. J. M. Lipscomb Entertains

C. W. B. M. of Christian Church
Mrs. J. M. Lipscomb was hostess yesterday afternoon to the C. W. B. M. of the First Christian church.

Mrs. Guy Fowler was leader for the study of the lesson, and the bible lesson was read by Mrs. L. T. Mayhugh.

Mrs. H. C. Randolph read a paper on "Healing in China," and Mrs. W. W. Thompson on "Fulfilling the Promise."

The leader had charge of the hidden answers in the lesson.

The hostess served a delicious salad course.

Methodist Women Met

With Mrs. A. G. Hinn
Circle No. 4 of the Methodist Ladies met in regular session at the home of Mrs. A. G. Hinn, Jan. 29.

The meeting opened with devotional services, conducted by Mrs. J. L. Mayhugh and Mrs. Carrie Williams.

Various matters of business were discussed and the making of practical articles for the Easter bazaar was urged. A report of the treasury showed that after several bills were paid, on account of the promptness of paying dues on the part of the members, there was a balance on hand

The Guaranty Fund Law of Texas Has Stood The Acid Test of Results

As a man is known by his friends, so a business idea, or law, must be known by results. The friends of the Guaranty Fund Law can point with pride to the Acid Test of Results.

We frankly attribute our success to this wonderful, confidence, inspiring law, under which our bank is operated.

Guaranty State Bank

R. S. Beard, Pres.; L. P. Barker, Vice Pres.; C. D. Hensley, Cashier
Temporary Location Ellerd Iron Building

Has Gone to Plainview
Claude Terry, assistant cashier of the Western National Bank of Hereford, resigned his position last week and left Friday for Plainview, where he will be connected in the future with the First National Bank of that place.

Mrs. Terry has been away for some months, visiting her parents in Cental Texas, and will join her husband in the new location.

Mr. Terry is a son of Rev. W. H. Terry, Methodist pastor here. During his residence in Hereford both he

and his wife made a host of friends who regret very much to lose them, but wish them all health and prosperity in their new home.—Hereford Brand.

J. M. Gamblin of Electra has bought an improved section of land southwest of Floydada, paying \$42.50 an acre for it.

Messrs. Bell, Josey and Bissell of Sudan are here today.

23c for hens this week at Rucker Produce Co.

NEW ARRIVALS IN

Spring Dresses

Today's and yesterday's express brought to our store many new dresses for Women and Misses, these new models are now on display, showing the new Taffetas, Georgettes and Taffeta Georgette combined in plain and figured materials. You will find our sales ladies more than pleased to show them.

CARTER-HOUSTON'S

The Store of Quality

of \$11.50 for the first month of 1920.

After the business meeting, Mrs. Jas. Pickett most ably conducted a systematic study of the first eleven chapters of Genesis, and interest was so strong that about twelve ladies participated in a helpful discussion of the lesson for almost two hours.

At the close of the meeting Mrs. E. E. Robinson presented some connectinal needs and secured three new members, with pledges for the auxiliary.

Cards were distributed among the circle members to secure more members for the auxiliary with a pledge of at least three dollars per member for 1920.

Five new members names have been received from Seth Ward neighborhood for membership in the circle. The meeting adjourned to meet with Mrs. A. G. Hemphill on the regular meeting day, Feb. 26.

Miss Grace Ferguson Becomes Bride of J. O. Wilson

Miss Grace Ferguson and Mr. J. O. Wilson were married at the home of the bride's parents, Dr. and Mrs. W. R. Ferguson, in Hale Center, Sunday afternoon at 5 o'clock, in the presence of relatives and a few close friends. Rev. J. H. Bone of the Hale Center Presbyterian church performed the ceremony.

The couple returned to Plainview and are now at home to friends.

The bride has for several years been a saleslady in the Carter-Houston Dry Goods Co. store, and is very popular, for she is a most excellent young lady. Mr. Wilson came here from North Texas last fall and is connected with the Loooper Grocery Co. He has made many friends since coming to Plainview, by his genial personality. Their many friends wish them much happiness and prosperity.

The express company will establish an uptown office and city delivery at Floydada.

Ford
THE UNIVERSAL CAR

Insist On Genuine Ford Parts

Imitation "Ford" parts are being sold by many mail-order houses, downtown stores and garages to unsuspecting Ford owners as "Ford" parts. But they are not genuine Ford Parts made by the Ford Motor Company. They are made by concerns who have no connection whatsoever with the Ford Motor Company. These imitation parts are not even made from the same grade of steel, or under the same formulas used by the Ford Company. They are counterfeit parts. Tests have shown them to break when the Genuine Ford parts didn't even bend, and they generally are from thirty-five to one hundred per cent lower in quality.

The Authorized Ford Dealer is your protection. As such, we handle nothing but the Genuine Ford parts. They are made from the famous Ford Vanadium Steel and each part—according to its use—is heat-treated in the way that will give it the longest wearing qualities. Every part is the same as its duplicate in your Ford car or Ford truck.

Our stock of parts is complete. And our Ford garage and Ford mechanics are at your service at all times. Drive in when replacements or repairs for your Ford car may be necessary. Save your car and also your money.

L. P. Barker & Co.

Plainview, Texas
FORMERLY BARKER & WINN

The following are the Garages in Plainview handling GENUINE FORD PARTS:—T. C. Alexander, Carter-White Motor Co., Hooper & Son, Hart & Blair, Hines & Hogue, Knight Auto Co., Postoffice Garage, Rushing Battery Co., Shepard Motor Co., W. O. Speck, Terry Bros.

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

RESOLVE RIGHT NOW

to start the New Year right by buying your groceries from our two stores—and at the end of the year you will save enough money to have a good-sized bank account. Try us out and you'll soon find your savings will be worth while.

PLAINVIEW PRODUCE CO.
GIBBS' CASH GROCERY
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

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

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

HARP DRUG COMPANY
The Nyal Store
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

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

HARVEST QUEEN MILLS

A Home Institution That is Doing Its Part in Developing the Plains.

The Harvest Queen Mills of Plainview is the largest flouring mill on the South Plains, and its products are distributed over a very large territory, covering many miles each way from Plainview, besides going into far off territory.

The Harvest Queen Mills is also possibly the largest handler of grain on the Plains, having elevators in Plainview, Ralls, and Crosbyton, with a capacity of about 60,000 bushels, and is soon to build a large additional elevator in Plainview with a capacity of 224,000 bushels and a small elevator at Lida switch, east of Plainview, thus giving the mills an elevator capacity of approximately 300,000 bushels of wheat.

The contract has been let for the big additional elevator in Plainview, and construction will begin as soon as the material can be put on the ground. There will be eight tanks, each ninety feet high and eighteen feet in diameter, containing space for 30,000 bushels of grain. They will be built of re-inforced concrete. The work house of the elevator will be 125 feet in height, and the tallest building in this section of the state. The elevator will be modern in every way and the machinery will be propelled by electric motors. An institution that can store 300,000 bushels of grain is indeed a great benefactor to the farmers of this section, especially in times when there is a freight car shortage as prevailed for several months since last summer.

The Harvest Queen Mills are equipped with modern machinery, and have a capacity of 100 barrels of flour per day. Its products are flour, bran, chops, shorts and meal. The brands of flour that it makes are "Pride of the Plains," "Cream of the Plains," and "Gold Crown," all of which are made of choice Plains-raised wheat and are guaranteed to give satisfaction to the housewife. Its cream meal is superb, and made of the best selected corn. The other products are all of standard quality and the mills stand behind them.

The Harvest Queen Mills are owned by home people, employ home people, use home-grown products, hence it feels that the people of the Plains should use its flour, meal, bran, chops, etc. An institution that can store 300,000 bushels of grain is indeed a great benefactor to the farmers of this section, especially in times when there is a freight car shortage as prevailed for several months since last summer. If home people will do their part in patronizing home industry, there will soon be more home industries that will contribute their part in building up the country. Keeping the money at home is a mighty good plan, you know. When money leaves a community it usually takes a long time to get it back.

The Harvest Queen Mills is owned by Albert G. Hinn, and he gives it his active supervision. He is a leader in every work for the upbuilding of Plainview and the Plains country, and contributes liberally of his money and time. His father, C. Hinn, an expert miller, has charge of the operation of the mills.

The Hinn's bought the mills in July, 1910, and through active work and business acumen have built them up to their present solid foundation. The Harvest Queen Mills deserve the support of the people, for they are of, by and for the Plains.

The Plainview country is fast developing into an important wheat-growing section, for the past year's crop raised within a radius of twenty-five miles of Plainview brought approximately \$5,000,000, yielding a very large average per acre. Wheat is a very successful crop on the Plains, and the past year many farmers made comfortable fortunes from their wheat crop. A very large acreage of winter wheat was planted during the early fall and as the season is superb the wheat is in the best possible condition. A large acreage of spring wheat will also be planted. Thus, you will see, the importance of having an institution that can take care of such a large amount of wheat as the Harvest Queen Mills will be enabled to do when it gets its new elevator. Also how important it is to manufacture as much of the products of the Plains at home as possible before sending out to the consumers.

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.
"On Auto Row"

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

Truly the House of Quality Merchandise

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

Plainview Hardware Co.

PLAINVIEW, TEXAS

SPECIAL REDUCTION ON WINTER CLOTHING

We are making sweeping reductions on Women's and Men's Winter Clothing, Suits, Shoes, etc., in order to give room to our big stock of Spring goods, which are already beginning to arrive. There is considerable cold weather yet coming, so you'll get a lot of wear out of these goods. We have large selections, so you can have a wide choice. Call and let us show you our goods.

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

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

HARVEST QUEEN MILLS

Plainview, Texas

A home institution, employing home people, using home-grown grain, making products that should be used by home people.

"Pride of the Plains," "Cream of the Plains," and "Gold Crown" Flour, Cream Meal; Best Bran, Chops, etc.

Try our flour and you will be convinced that it is the best.

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

OLD MAN WINTER FEELS AT YOUR COAT SLEEVES

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

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

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

OVERHAUL MACHINERY FOR SPRING WORK

Now is the time to overhaul your farm machinery for the spring plowing, planting and other farm work. The farmer who has his machinery in the proper repair will be able to get his work done with dispatch when spring comes. Go over your plows, etc., and see what is needed; then come in and let us fit you up.

DONOHOO-WARE HARDWARE COMPANY

PLAINVIEW, TEXAS

G. C. ELECTRIC COMPANY

Leading Electrical Supply House of the Plains Country

(By L. Kenneth Evans)

The business now conducted by the G.-C. Electric Company was established in a small way several years ago on a sound and efficient basis, and has always maintained that high standard of efficiency. This business has developed into a good wholesale business in conjunction with its retail business.

Electrical salesmen representing the largest Electrical Jobbing Houses say that the G.-C. Electric Company store is the best equipped and furnished in Texas.

It is now conducted by O. O. Reed and S. T. Cooper. Mr. Reed is well known in Plainview and over the entire Plains country, and acquired his practical business experience in Chicago. Mr. Cooper has been in the electrical construction business dating back about fourteen years.

The G.-C. Electric Company is ever alert in the development of the civic interest of Plainview and the resources of the South Plains section.

This is truly the Electrical Age and the necessity for greater production, with economy and efficiency, has developed the many new essential, simple operating, labor saving electrical devices and appliances. Electricity is your best, quickest, cleanest, cheapest and most satisfactory servant.

The G.-C. Electric Company sells all kinds of electrical appliances and does all kinds of electrical contracting and installation work, and all work and appliances are guaranteed.

It is the policy of the G.-C. Electric Company to use great care in the selection of the best standard appliances that have stood the crucial test of the world's largest electrical manufacturers, like the General Electric Company, Western Electric Company, of Edison Electric Appliance Company, and a visit to the store in the Elk's Building on Broadway will be time well spent, where you can have demonstrated to you the simplicity of the electrical Ranges, Washing Machines, Sewing Machines, Vacuum Cleaners, Grills, Irons, Fans, Electric Lamps, Perculators, Sew E-Z Motors, Disc Hot Plates, Waffle Irons, Hot Water Heaters, Curlers, Violet Ray Vibrators, and other electrical devices which are the highest standard known to the trade, such as Hot Point, Hughes, Westing House, Western Electric, General Electric, American Beauty, Inor and Universal products.

In addition to the above, you will find a complete line of Automobile Lamps and Edison Mazda Lamps of all sizes and kinds, for your home and business and for the Farm Lighting System.

The G.-C. Electric Company is the Central Plains distributor for the Western Electric Power and Light Plant for farm and individual use. They are self-starting, air cooled, automatically stopping, operating with kerosene oil and in two types, the first with engine and generator combined, with cutout switch to operate engine only, when desired, and belt drive pulley; the other is self-starting and automatic, to be used with the engine the purchaser may have. Either one is mechanically perfect.

In addition to the extensive electrical business the G.-C. Electric Company is jobber and retailer for Diamond Tires that give universal satisfaction. They also sell Ever-ready Flash Lights and Batteries, also Columbia and Red Seal Dry Cells, cots and travelers' supplies.

The also maintain handsome conservatory parlors for demonstrating pianos and piano players of standard makes, Sheet Music and Piano Rolls, String Instruments, Victrolas and Graphonolas of various styles and an immense library of Records for both machines is kept up to date, providing the home with daily concerts of the Greatest Musical Artists of the world in all its varied forms. The stock of records carried by this firm is recognized as the largest west of Fort Worth. "Do It Electrically," is their motto. Life is worth while with modern Electrical Appliances and a library of Records of the Greatest Musical Artists in your home.

This store would easily be a credit to a city several times the size of Plainview.

THE MOST COMPLETELY EQUIPPED BAKERY ON THE PLAINS

Shipping in wholesale lots its products to all parts of the Plains country. An institution where sanitary conditions are paramount. Employing only the most expert bakers. Every product mixed by machinery and thoroughly baked in one of the best ovens in the State of Texas.

THE CITY BAKERY

T. J. VanARSDALL, Proprietor.
PLAINVIEW, TEXAS

A GOOD RESOLUTION FOR 1920

is to visit our store quite often, and see the goods we are showing. We carry almost everything you wish in the variety, novelty and necessity line—at prices that are lower than others charge for the same class of goods. We keep right up to now in securing the best goods at right prices. We want you to see our stock of Chinaware, light hardware, tinware, enamelware.

FRANK'S NECESSITY STORE

H. L. A. FRANK, Proprietor

Real Estate, Loans, Abstracts, Insurance

One of the pioneer institutions of the Plains Country, 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 BEYOND

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

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

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

The winner in life's battles is the fighter backed by a united family, intrenched in its own home, equipped with the ammunition of love, confidence and determination.

Communion is the law of growth, and homes only thrive when they sustain relations with each other.

A HOUSE and a home are the most real of all real estate. There is nothing real about a home in somebody else's house. Get a real home; build it.

THE LONG-BELL LUMBER COMPANY OF TEXAS

One of 120 Retail Yards Phone ONE SIX THREE
PLAINVIEW, TEXAS

We Serve You With

General Electric Construction and Repair Work

Done by Competent Electricians

Motor installation and repair work. All work guaranteed. We carry a complete stock of Electrical Appliances, batteries, auto lamps, Edison Mazda Lamps.

In our Conservatory of music you will find the world known Victrola and Graphonolas and a very large stock of Victor and Columbia records, also string instruments and parts, sheet music and Player pianos and player rolls.

Our floor and portable lamps and fixtures are suitable for all.

We invite you to our store for anything electrical or musical.

G.-C. Electric Company

JACOBS BROS. CO.

END SEASON CLEAN UP

Sweeping Reductions for February

SAVE Buy for This Season and Next SAVE

We are placing orders now for Next Fall—and prices are from 25 to 50 per cent higher in every instance. Why not take advantage of our Low Clean Up Prices and buy—buy for this season and next and Save.

End Season Clean Up All Ready-to-Wear

Every garment remaining goes at the minimum cost for QUICK CLEARANCE.

As our styles are always advanced your purchases will be in keeping with next season's modes.

**BUY YOUR
COAT, SUIT, DRESS,
SKIRT AND BLOUSE AT
A BIG REDUCTION**



End of Season Clearance All Wool Goods

The materials offered are always staple. Don't wait until woolens become almost prohibitive—

BUY NOW — AND SAVE

- Our \$1.25 values — 95c
- Our \$1.50 values — \$1.15
- Our \$2.75 values — \$2.25
- Our \$3.65 values — \$2.85
- Our \$4.75 values — \$3.45

End Season Clean Up All Men's and Boys' Suits, Overcoats and Mackinaws

Why wait until next season and pay \$75 for a mans' suit and \$25 for a boys'.

We are giving real clean up prices on our entire stock of clothing. You save from \$10 to \$25 on every purchase. **BUY NOW and SAVE.**

Clean Up Sale Men's Suits and Coats

- \$19.50 values only \$15.85
- \$26.55 values only \$19.75
- \$39.50 values only \$32.50
- \$49.50 values only \$39.50
- \$64.50 values only \$49.50

Michaels, Stern and
Clothcraft Productions.



Clean Up Sale All Boys' Suits and Overcoats

Every one guaranteed
All Wool.

- Our \$9.85 value — \$7.85
- Our \$11.95 value — \$9.65
- Our \$13.50 value \$10.95
- Our \$16.50 value \$14.65
- Our \$19.85 value \$17.45

Wooly Boy Make—Master Made and Guaranteed in every respect.

End Season Clean Up On All Blankets and Quilts

- All Wool, size 66x80, regular \$12.50 values now — \$9.85
- Woolnap, size 66x80, regular \$8.50 values now — \$6.95
- Heavy Cotton, size 66x80, regular \$5.00 values now — \$3.95

End Season Clean Up on all Sweaters, Wool Shirts, Wool Underwear, Mackinaws, Children's Gingham dresses.

Jacobs Bros. Co.
THE ONE PRICE CASH STORE

CHURCHES

Services at the First Christian Church Next Sunday

Elder I. S. Goff, pastor of the Christian churches at Stratford and Dumas, will preach at the First Christian church Sunday morning and night. A cordial invitation is extended to the people to hear him. Sunday school at 9:45.

Methodist Woman's Auxiliary

The Woman's Missionary Auxiliary of the Methodist church met on Monday afternoon in an interesting business session. The report of the officers showed the work to be in an excellent condition in all the departments. \$48.50 was collected in dues and pledges. The treasurer's report showed that \$108.50 was pledged that afternoon on the \$200 pledge for 1920.

The following new members were received: Mrs. S. W. Hendrix, Mrs. A. G. Hinn, Miss Lula Blair Neal, Mrs. T. H. Beebe, Mrs. J. J. Guyer, Mrs. R. B. Tudor, Mrs. W. S. White, Mrs. R. C. Walter, Mrs. Thos. Gibbs, Mrs. E. O. Nichols, Mrs. R. S. Beard, Mrs. C. D. Hensley.

The auxiliary will meet next Monday afternoon, Feb. 9, at 2 p. m. in the church in Mission class study.

The lesson will be from the first chapter of the new mission study book, "The Crusade of Compassion for the Healing of the Nations."

The program is as follows:
Devotional and introductory talk.—Miss Rebecca Ansley.
Subject: "The Battalion of Life."
"The Battalion."—Mrs. W. B. Martine.
"Need for the Battalion."—Mrs. O. B. Jackson.
"Personnel of the Battalion."—Mrs. E. O. Nichols.

Vocal solo, "The World is Dying for a Little Bit of Love."—Mrs. R. W. O'Keefe.

"Ideals of the Battalion."—Mrs. J. F. Neal.

"Review of the Battalion."—Mrs. Charles E. Saigling.

Methodist Conservation Program For Plainview District

A Conservation program will be held in the Methodist church at Canyon for the Plainview district Feb. 9 and 10. The first meeting will be on the evening of the 9th. Nearly fifty delegates from the churches of the Plainview district will be in Canyon for this meeting.

Presbyterian Women to Meet

The missionary society of the Presbyterian church will hold a social meeting with Mrs. Kerr Monday afternoon, Feb. 9, at 2 o'clock.

First Methodist Church

Sunday school at 9:45 a. m. Preaching at 11 a. m. and 6:30 p. m. by the pastor. Morning subject: "Let Me Go Over." Night subject: "D-mas Hath Forsaken Me." Special music.

Logue at 5:30 p. m. A cordial invitation to all.

Mrs. R. J. Goode has been in San Antonio for several weeks with her father, who is sick in a sanitarium there. Mrs. Ellis Carter and child have been in Dallas for some days, but will this week go to San Antonio, to be with Mrs. Goode.

(Continued from 1st Page)

The board boosted the school bonds proposition and has done everything in its power to encourage the high standard of educational facilities. It was very influential with the railroad administration in arranging for additional rolling stock for the moving of products in this section, there being a material shortage along this

line.

The board has done much work along the line of good roads, realizing that good roads are very essential to the maintenance of a marketing center. The work has been effective and some of the things accomplished is the obtaining of the marking of the Ozark Trail from Lawton, Okla., through Plainview to Roswell, N. M. In fact, the board has been very busy since its establishment by advertising through various methods the extensive resources of the Plains country. They were instrumental in securing an exhibit at the Dallas state fair of products grown in the Plains country, the exhibit taking many blue ribbon prizes and winning fifth place in exhibits from counties in the state of Texas.

These things just enumerated are just a few of the accomplishments of the Board of City Development and are written for the purpose of showing the reader that the development of resources of this section are being conducted in a systematic manner and with a competent board at the head of all this work. At present Col. R. P. Smyth is serving as temporary secretary. He has had much experience in commercial club work, and is very energetic in boosting for the Plainview country. Offices are maintained in the city hall, where displays are to be seen at all times of products in Hale county.

The members of the board are Judge L. S. Kinder, chairman, a well known attorney of Plainview; A. G. Hinn, owner of the Harvest Queen Mills, R. C. Ayers of R. C. Ayers Grain Co., Chas. Reinken, leading exclusive clothier of the Plains country; D. H. Collier, formerly of the firm of Richards Bros. & Collier; R. W. Braham, secretary and treasurer of R. C. Ware Hardware Co.; A. B. DeLoach, formerly of the Texas Land & Development Co., a company doing extensive work along the lines of developing the irrigation possibilities of the Plains country; E. A. Un-

ter, president and cashier of the First National Bank; W. A. Donaldson, vice president of the Third National Bank; Elmer Sisson, stockman and officer of the Plainview Grain Co.; Dr. J. C. Anderson, prominent physician of Plainview; Joe Kelleher, farmer; John Lucas, agent for the Santa Fe railroad; P. J. Wooldridge, of the Wooldridge

Lumber Company, and E. B. Miller of the Herald Publishing Co.

The members of the Board were chosen by the city officials with care in an effort to choose a class of men who would be familiar with every condition in an industrial way in the Plains country and who could devote their time to the development of the resources of this section. The men

have worked faithfully and their work has been felt and will be felt as the development of the resources of the Plains country advances. To those on the outside who might wish further detailed information than that carried throughout this campaign can receive same by writing the Board of City Development of Plainview.

Spring Is Approaching Near

Avoid the rush as we have a number of auto painting jobs on our list and if you can let us have your car now while we are not crowded we can get you out without delay.

We also carry a big line of auto top materials of high grade, as you no doubt have seen some of our work. We are putting on auto tops of perfect fit and also we can make cushion lean backs to your order. Come and let us figure with you.

DeLako Auto Painting and Trimming Co.
Phone 589