

THE LYNN COUNTY NEWS

VOLUME 5 NUMBER 32

TAHOKA, LYNN COUNTY, TEXAS, JULY 30, 1909.

PRICE \$1.00 in ADVANCE

Mrs. H. C. CRIE, Editor.

OFFICIAL ORGAN OF THE LYNN COUNTY AGRICULTURAL & HORTICULTURAL ASSOCIATION

H. C. CRIE, Manager

Letter From New Mexico

Lovington, New Mexico, July 22, 1909. Dear Sister—At last we have got located on our land six miles north of Lovington. We are well pleased here. We have a well about 20 feet deep but unfinished. I got a cow, a rooster and six hens, so we will soon have that much to eat at home.

We made our first grave in New Mexico to day, we buried old Rover who perished in the defense of the children. The Rattle Snake biting him twice on the nose. Mother and Luna could not stand to go and see him buried, so I took the children in the wagon and went to where the boys were digging the grave. We put in a bed of grass and put the faithful old dog in and then the children just covered him with wild flowers and mesquite leaves. It was real pathetic to see the little ones weep over the old dog. Juanita felt just like one of the children had died, and the baby said "poor old Rover wont bark no more."

The Methodist are building a church at Plainview and we are undecided whether we will go there or to Lovington. The pastor at Plainview is eighty two years old, but looks as hale and hearty as a man sixty.

We have found as good neighbors as we ever found on so short acquaintance. Everybody seems to be kind and obliging. I saw both of the Beeman Brothers at Richland last week.

Saw a big round up at Ranger Lake Monday, which was the first I ever saw and you can imagine it was a wonderful sight to me. For miles and miles up and down the long deep valley around the lake we could see the cattle centering toward the twin mills by the lake. Cow boys from all the ranches and people for long distances were to be met all along coming to take part.

I met a brother of Ed Henderson, who is working for the D. Z. ranch near, Richland, I rode on the chuck wagon with him through the sand when we brought home our cow.

Well I must close. All are well. Chris is about to start to Knowles and they are hurrying me on this.—Linda Adair.

W. M. MOORE RETURNS.

Mr. W. M. Moore returned Tuesday from a visit to relatives at Thurba, Mingus and Sadler. He reports fine time, though the heat and dry weather was very oppressive.

They started from Big Springs Tuesday morning, but broke an axle when they were about ten miles out, and had to send back after one. A good many trials beset them before they finally anchored home. Mr. Moore says the plains look good to him. He says the Lynn County News has more flowers than any other one place he visited. We are not long on flowers, but that is saying some for the Plains.

Messrs. Ed Henderson and Bob Chambers arrived home Sunday evening from a trip to Seattle, Washington. They report a splendid time and each brought home an armful of descriptive literature of the places they visited.

The Methodist meeting closed last Sunday night after a week of fine preaching; old fashioned gospel that left no one out. The church was revived, one conversion and two accessions to the church were the visible results of the meeting.

Lamesa Pikes on the Railroad Proposition.

On Thursday July 22nd the citizens of Lamesa met at the court house at that place to consider another railroad proposition. This time it is the Santa Fe coming from the east, and it would seem as though it was rather unpopular at Lamesa, the citizens there seem to have gotten it into their heads that the Santa Fe must build north and south or not at all. We say this proposition seems to be unpopular there because, while Mr. O'Donnell claims to have a bonafide contract from the road in his pocket, yet at this mass meeting they appointed a committee of 15 to solicit bonus subscription and only \$9,000 was subscribed at the meeting, when if it had been a popular proposition the committee itself should have subscribed at least \$15,000.

If they don't treat you right at Lamesa, O'Donnell, just connect the Santa Fe up with Tahoka, Will you?

We see no reason why Lynn county should not have a wooden gate to the court yard instead of the old wire calamity used for ingress to the court yard. Our dearly beloved friend the town cow avails herself of it state of delapidation and invades our court yard almost daily.

COUNTY COURT CONVENES.

The county court convened Monday with Judge G. W. Perryman presiding, S. N. McDaniel clerk and J. S. Wells sheriff.

The case of the State vs T. C. Chisum for reckless auto driving was tried before a jury of six who were out about 15 minutes when they brought in a verdict of not guilty.

Tuesday morning the will of W. K. Ray was probated, and the court took a recess until Monday August second when the two cases of the State vs N. L. Speers will come up, and the Green vs Kuykendall is set for Tuesday the 3rd.

My special sale for the next two Saturdays will be Ladies Linen Suits and Shirt Waists, remember now the sale will be for cash and means Saturday the 24, and Saturday the 31 day of July only.

Goods are marked in plain figures, and we will allow you a 20 per cent discount off for cash. Our Mens Suits are 25 per cent off. Remember the date.

JACK ALLEY COMPANY, WEST SIDE THE SQUARE.

For Sale—A rebuilt wagon and Buggy—Cheap.—W. P. Pheonix

A. Esser and his friend, Niel Goss, of Snyder, were pleasant visitors at The News office Friday morning. Mr. Esser has been to Tahoka before and has a number of friends here, who were glad to see him.

C. E. Brown and family left the first of the week to be gone about a month. They go in company with Mr. Sherrod's family who are going on a month's vacation and visiting trip.

Miss Maude Nevels was a visitor in Tahoka Monday afternoon.

Mr. Galmore of Big Springs was a visitor at Tahoka the first of the week.

J. B. Reece was in Tahoka last Tuesday.

Brother Shattuck was a pleasant caller at our junction Wednesday.

R. D. Morris has been very sick the past week, but is a little improved at present.

CAPITAL NEWS LETTER.

Special Correspondence to The News.

Austin, Texas, July 26.

Even in this center of political activity, little is heard in this line just now and only tentative like "feelers," are thrown out.

Lieutenant Governor A. B. Davidson was here during the past week from his home in DeWitt county. He would not commit himself in regard to his gubernatorial aspirations.

Railroad Commissioner O. B. Colquitt is an avowed candidate and apparently gaining strength. Cone Johnson, of Tyler, has friends here who declare for him at every opportunity. Former Congressman R. L. Ball, has kept away from Austin for a long time, but this may not mean he has lost his desire to occupy the chief executive chair. He is looked upon by many as the logical candidate of the prohibition wing of the democratic party.

Attorney General R. V. Davidson has said so little regarding his possible candidacy, as to give his political opponents an opportunity to declare that he will not seek further political honors in Texas, some giving one reason, and some another. One of his chief lieutenants, however, states that he will be in the race and will so announce at the proper time.

For the office of Lieutenant Governor, only three persons are mentioned as yet, former State Senator, A. S. Hawkins, of Midland, and Representatives F. Brownlee, of San Angel, and F. F. Hill, of Denton.

To turn from politics to crops, the first bale of cotton ginned this year in Texas, has been reported at Falfurrias, in Starr county. This marks the beginning of cotton activity for the year. The gins are ready and waiting and the crop is making, and already the call for cotton pickers is heard.

The rains during the past week, general over the greater part of Texas, have considerably altered the cotton production, brightening the hopes and prospects of the farmers, ginners and seed oil manufacturers. While the cotton crop this year is not likely to be the largest ever picked in Texas, it will probably put considerable money into the hands of the farmers. The corn crop throughout the state is reported fairly good, the wheat and oats of North Texas have made an excellent showing and in fact, the era of Texas advancement has not been interrupted by a disastrous drought, as was feared for a time.—A. N. C.

TALKS ON ADVERTISING

XII.—Considering the Ad. In Its Parts

By Henry Herbert Huff

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"Mr. Business Man, if you wanted to learn how an alarm clock is constructed you would very likely take it apart. Let us examine the advertisement in the same way. We can get it together again, as there are but four pieces. I was saying in my last talk that the advertisement is an application of the laws of salesmanship. Consequently the same elements will appear in it—attention, interest and desire, convincing the will and the resolve to buy. Our next four talks will take these up in order, discussing each at some length.

"It is clear that the work of the advertisement is to influence the minds of possible buyers. That influence which counts for most is the kind that leads people right into the store to buy. Much advertising interests and yet fails to make sales. The ad. that counts is the one that pulls money from the reader's pockets.

"As with the clock, all parts must work in harmony to insure success. None should be missing or defective. It is not sufficient merely to obtain the interest of your readers; it is not enough to create a desire on their part for the article or even to get them to resolve to purchase it. The really good ad. does not loose hold on the reader until he actually buys the article.

"If you were to examine the ads. of some successful merchant you would find each a bundle of reasons. People are never ready to part with their money unless convinced that they will receive full value for it. Because of this the ad. writer ought to study logic. Today more than ever before cold reasoning is more forceful than the eloquence that sways the masses. The most successful retail ad. is that one which presents the best arguments to the buyers in the most effective way. The best store gets no measure of success until it has been demonstrated to the buying public that it is the best. It is not sufficient to make claims. Buyers want proof. Every one when he goes to market has a great big WHY before his eyes. He wants to know why he should possess a particular article; why he should buy a certain make; why he should purchase it of the dealer in question. If all of these questions are satisfactorily answered in the ad. it is a good one.

"You want a name for these 'why' answers. Call them selling points. To be explicit, a selling point is (1) any reason for possessing a certain commodity, (2) any argument that helps to show its superiority over similar ones or (3) any advantage gained by buying it of a particular dealer. To be brief, let us name them: (1) Selling points of DESIRE, (2) selling points that CONVINC THE WILL and (3) selling points that MAKE THE SALE.

"The difference in salesmen is in their ability to pick out and present effectively to the buyer the selling points of their goods. Selling points of merchandise may be learned (1) from the maker's catalogue or circulars, (2) from traveling salesmen, (3) from the writer's own observation and (4) from the experience of his acquaintances who have used the articles.

"Practice picking out the selling points of different articles in your stock. Think of selling goods in terms of logic."

"In our next talk we go to that all important problem, 'So the ad. will be read.'"

Eastern Star Grand Deputy Visits Tahoka

Mrs. Flora Penix of Big Springs visited us the first of the week. She is Grand Deputy of the O. E. S. and was here to supervise and instruct the Bartley Chapter at this place.

Mrs. Penix is a lovely woman and her association with the Star here endeared herself to all with whom she came in contact. She is W. M. of the chapter in Big Springs and they are justly proud of her not only as a bright woman in her special line of work, but a very charming one beside.

She arrived here Monday noon and remained until Tuesday afternoon, when she left for Lubbock to visit the Star there. She will visit a number of chapters on the North Plains.

The members of Bartley Chapter who were among the fortunate ones to meet Mrs. Penix will eagerly look forward to another visit from her in the future.

Mrs. Barclay also an Eastern Star member of Big Springs accompanied her. Mrs. Barclay goes to visit the family of C. W. Alexander of Lubbock the phone man. Mr. Alexander came after the ladies and took them to his home Tuesday afternoon. Mrs. Barclay is very fascinating and will be gladly welcomed should she ever visit our town again.

DON'T BE INDIFFERENT.

Greenville Herald: Remember Aug. 3, and vote for those constitutional amendments providing for the creation of school districts and for the validation of several million dollars' worth of district school bonds declared illegal by the Supreme Court. If these bonds are not validated the school fund of the State will be the heaviest loser.

Not many will forget that some proposed constitutional amendments are to be voted on Aug. 3. With every paper in the State reminding the people of it, it would be impossible to forget. But there is going to be a discreditably light vote. Insistence, not forgetfulness, afflicts the people.—State Press.

Mr. and Mrs. Charly Donaldson start south the last of the week, they go to visit Mrs. Donaldson's father Mr. Carter who lives on his ranch in El Paso county. They will go overland in a wagon and camp out all the way. The visit is to be a complete surprise as her parents do not know she is intending to visit them.

SINCE THE RAIN

see The Tahoka Hardwre Company for garden hoes and rakes, you will need them for the weeds will out grow your crop unless you use the hoe and rake freely.

Judge Furguson of Lubbock attended County Court in Tahoka the first of the week.

BIRTHDAY PARTY

Mrs. Millman entertained a number of children at a birthday dinner Wednesday, when she celebrated her 34th birthday. A splendid dinner was served to which the guests did ample justice.

She received several nice presents among which was a cracker jar and a glass fruit bowl from the children of the Junior League.

Grandma Phenix was the guest of honor and enjoyed the occasion much as any of the younger folks.

SPECIAL WAGON SALE

on Boys' Wagons until disposed of. Gladden your boy's heart by buying him one of these express wagons.

Texico-Farwell to Tucumcari

The railroad proposition that has been presented to the people of Texico-Farwell and vicinity to connect Texico-Farwell with Tucumcari or some other point on the Rock Island railroad never was brighter than at present.

The Railroad Committee that met Mr. Fredricks in Amarillo secured from that gentleman the positive assurance that Texico-Farwell would secure the railroad connection with the Rock Island road providing, that Texico-Farwell made good its end \$100,000 bonus, terminal grounds and right-of-way.

The people of Texico-Farwell and vicinity have been giving liberally of their means for the purpose of securing this railroad.

About \$25,000 dollars in cash is still needed. The committee is hard at work and expects to raise this amount in the next few days if each one will do their share.

Not only does Texico-Farwell secure the railroads but also the round house, machine shops, repair shops, etc., necessary for the division. All this will raise the value of every building and bit of ground in Texico-Farwell, in that vicinity and along the right-of-way to such an extent as the amount that is necessary for each to give will never be felt. It will not only make Texico-Farwell a new town but it will make it the best town on the Plains. It gives an outlet in five directions from Texico-Farwell, and opens up country untouched by railroads, and opens to Texico-Farwell the best coal fields in New Mexico.—Texico Trumpet.

San Angelo, and every town on the route to Sterling City, has put up the required bonus for the new railroad and the promoter, J. J. Lannin, promises to begin actual construction by August 1 and to have the trains running over the track by December 1. There is something in this item for Stanton and this road will cross the T. P. at this place if proper inducements are made and we are sure the inducements will be forthcoming at the right time.—Stanton Reporter.

MAN A LITTLE CUSS.

"Man is a little cuss and hasn't long to stay. He flies around and makes a fuss and then he hikes away. Some men imagine they are great and try to tear up Jack, but each meets the same old fate, and trots the same old track. Great Caesar is dead and turned to clay, and so is Cicero. Alexander has gone the way the rest of us must go. The sages, heroes, poets, all the men of the world, into an open grave must fall and crumble back to earth. Then let's not join the mad affray, and struggle like the duce, and agonize our lives away for really what's the use? Let's live and love and sing the while and work some now and then, and give to everyone a smile that cheers the hearts of men. And whether we are crowned with flowers or chilled with winter snows, with happiness let's fill the hours ere we turn up our toes."—Western Publisher.

It is reported this week that all work on the Tekico-Coleman cut-off has been stopped. We do not place much confidence in the report, but if there is anything about railroad building, for railroad building or against railroad building that is not reported, we would be pleased to hear it, just for a change.

LYNN COUNTY NEWS

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Phone 35.
FRIDAY, JULY 30, 1909.

Edith Items.

That long looked for rain fell here Sunday night, and was certainly appreciated.
 Carl Womack and sister Miss Beulah attended services in Tahoka Sunday morning.
 Miss Kittie Vernon spent Saturday night in the Draw community.
 N. S. Copeland and Misses Odessa and Johnnie Henderson of Tahoka were visitors at the home of G. W. Harrison Sunday.
 Misses Mary Watkins of Draw spent Sunday with the Misses Vernon.

Misses Eddy Dellis and Cleo McConagill of Tahoka are guests of Miss Lillye Harrison this week.
 Quite a number of the Edith people attended the meeting in Tahoka the past week.
 Rev. Izard of Midway filled Rev. Watkins appointment here Sunday.
 Henry Vernon is convalescent after a lingering illness.
 Prof. F. J. Gamble made a business trip to Plainview last week.
 Floyd, Mable and Archie Reese are victims of the whooping cough this month.
 Mr. and Mrs. Henderson of this place spent Sunday with Mrs. Henderson's parents Mr. and Mrs. Montgomery of Tahoka.
 Miss Willie Dyer spent Sunday with Miss Meda Clayton of Tahoka.
 Miss Horace Shattuck spent Sunday in Tahoka.
 O. C. Stanbro visited home folks Sunday.
 Mrs. J. B. Reece spent Sunday with friends in Tahoka.

BLUE BELL.

Glad the dry hot weather left you standing little Blue Bell, I know the shower Sunday night revived you up considerably, as you brought such a newsy letter.

Notice Methodist.

The Third Quarterly Conference for Tahoka station, will be held at 3 P. M., Monday, August the 9th. Let the Stewards take notice. We have only three months till Annual Conference, and we should begin to prepare for a successful close to the year.—J. T. Howell, Pastor.

MONEY TO LOAN

On any kind of real-estate at 8 percent, payable every six months, on 5 years time. See THE KERSHNER LAND CO.

Mr. and Mrs. A. W. Roberts

and children of near Fluvalna are visiting Mr. and Mrs. I. P. Metcalf of the Tahoka Bakery.
 Our store on West Side the Square will be closed Friday August 6, to enable all our employees to attend the Post City Barbecue Saturday morning August 7 our Big Sale starts, Doors open at 9 o'clock.—Jack Alley West side Square.

MARRIED SATURDAY.

At the home of G. W. Small, of this place, last Saturday evening Mr. R. P. Tomlinson and Miss Lela Miles, of the south part of the county, were united in marriage, Judge Perryman officiating.

Army of Campers.

The floating population of Coleman and vicinity is becoming enormous. One can not realize its magnitude until a trip is taken a few miles west of town along the route of the railroad works. From the time you reach the suburbs of the city you begin to strike their tents and camps. Under nearly every convenient shade are tents or wagons, where men, women and children are domiciled.

House room is out of the question. Though there has been hundreds of houses built in Coleman the past few months and many are still building, they are occupied as fast as finished.

Some of these many people will remain here, others will vanish as soon as the railroad is completed, which will probably be more than a year yet.

The development of this section of west Texas is going to be rapid, beyond the expectations of most of us. The coming two years will witness many wonderful changes, in the country as well as the city.

It is Coleman's hour and she must ride with the wave.—Coleman News.

About Flies

Charlie Bliss, the editor of the Montgomery News and "poet laureate" of familiar subject: "The flies, the flies, the pesky flies, they crawl on the bread and pies and every bit of food we eat they wipe their nasty feet, buzz around, defying foes, they dance upon your face and nose and without apparent fear they dig and tunnel in the ear. They light upon your hairless head at early dawn when you are abed. They fly and frolic everywhere and make the housewives almost swear. They fall down in a crock of cream, and then life to them is one sweet dream they get mixed up in the raisin cake and all the housewives tries to bake; they drop down in the coffee cup and in the 'lasses get mixed up. With nimble feet and active wing they leave their germs on everything, and then their presence they explain with dots upon the window pane. Then bring the swatter forth and swat and teach the flies they musn't dot; bring out the sticky paper sheet that nabs the insects by the feet and holds them struggling for their breath until they die a lingering death. But do not use the ancient trick and dope the flies to make 'em sick, for this will cause them, so they say, to dot their little lives away.

Rev. G. F. Shattuck was in Tahoka Tuesday evening.

Mrs. Kuykendall called at the News Office Tuesday morning.

SPECIAL SALE
 on Washing Machines only. This is the chance of a life time. Never before did you have an opportunity to buy a \$12.50 washing machine for only \$10.50.

Prefers the Plains.

Mrs. Viola Hunt of Dallas, great-aunt of Brother Howell, visited at the Methodist parsonage Wednesday and Thursday of this week. She had been visiting her brothers, Berry Winn of Colorado, and Gus Winn of El Paso, and was on her way to visit her niece, Mrs. James Cox, of Hale county.

Mrs. Hunt has spent several summers at Claudecraft, New Mexico, Colorado Springs, Colorado and by the sea side at Corpus Christi, but says she much prefers the Plains to any place mentioned as a place to spend the summer.

Lynn County Makes Good.

While there has been plenty of rain in some portions of the county this year, and we have been receiving reports of good Indian corn crops, good cotton crops, and some fine feed crops from several parts of the county, most of the county has been from dry to very dry, with cotton dying, corn dying and feed crops doing no good. Ask a farmer from the dry spots how he was getting along and the usual answer was, "Well, I've just plowed up my cotton and planted feed," or "I had no cotton and my feed is up about six in hies and just stays there. I don't see what in the world keeps it from dying, we have not had a drop of rain for weeks and we had no bottom season to start with." That has been the surprising thing this year. While we had no snows or rains in the winter to put a season in the ground, and the spring rains did not come until June, yet in many places the farmers succeed in getting their feed crop up and then they just stayed there neither dying or growing, some of them having no rain for four and five weeks.

The rain the past few days have covered nearly the entire county, part one day and part the next day, and in some places two or three good rains have fallen lately. So now the reports are coming in from many neighborhoods that excellent crops are assured, and even from the dry spots comes the joyful announcements "One or two more rains and we will make a bumper feed crop."

No other county in Texas, and Texas leads the world in this respect, could have kept the feed crops alive so long without rain, as Lynn county has done this year.

Lynn county, taken as a whole has had less moisture the last twelve months, if we can believe the news paper reports, than any other county in West Texas, and yet, in spite of the fact that we have so few "real farmers" among us, when the harvest time comes we will show more feed per acre than any other county. The reason of this is our soil is just right, and when we get the county settled up by "farmers" and the railroads furnish us the shipping facilities we need, we will be able to furnish the "flood and drouth stricken East," with all the feed they can use in a dozen counties.

If you doubt this statement, ask the prospectors who have been through Lynn county this year up to date and then ask those who will go through here this fall, and compare the statements of both and see if they will not substantiate all the above assertions.

After Saturday July 24

We will close our books, except to those who have not taken up the amount secured by notes. For cash during the next 30 days, we will make some close prices.

We Quote:

3 lb. Pie Berries per can	-.10
3 " " Peaches " "	-.10
1 " 25cts. Coffee " "	-.15
All Calif. Can Goods " "	-.20
50c can Baking Powder per can	-.40
25c " " " " " "	-.20
15 lbs Granulated Sugar for	1.00
1 lb Brown Mule Tobacco per lb	-.35
2 doz. Men's Shoes reg. price \$2.25 sale price	1.50
All Calicoes go in this Sale at per yard	-.05
100 pairs Ladies' Misses' and Childrens Shoes at cost	
All our Nobby Line Slippers and Low Cuts at cost	
Our Entire Line of Dry Goods go at Reduced Prices.	
40 Men's Suits, Just The Thing For Fall Wear, at Cost.	
Think Of 20 Boys Suits, Going In This Sale, For Cost.	
All Glassware, Beautifully Designed, For Less Than Cost.	
All Dishes For Less Than Cost. These Will Go Fast.	

We solicit a share of your trade. We must have a settlement of all past-due accounts by August 1st.
WE DO AS WE ADVERTISE
The Fair, Tahoka, Texas

LAI D OFF---
LAI D UP---
LAI D AWAY.

Mr. Wage Earner:—
 Did you ever stop to think what might happen to you or to your family if any of the above should find you with no flour in the bin?
 Wouldn't it be wise for you to prepare against that day when adversity may call on you?
 Begin now and save something.
 No man can succeed who is constantly hampered by the want of ready money—Saving is the first great principle of success.
 A bank account will aid you more than anything else—
 Start it now.

The First National Bank
 Tahoka, Texas

Railroad Activity.

Special to The Dallas News.
 Coleman, Texas, July 22.—
 Grading work is being done very rapidly on the Texico-Coleman cut-off. The Santa Fe has established permanent supply yards, and men and teams are arriving daily, going out to the work.
 In about two weeks the contractors will begin to lay steel from the end of the track to the first bridge, which will be over Hoard's Creek. Favorable weather prevails, and the work is going on very rapidly.

Draw Locals.

Crops in this part are looking well since the recent showers.
 Rev. Priest preached at this place Sunday and Sunday night.
 Mr. Milton Murrah of Lynn spent Saturday night and Sunday in this part.
 Several of the young people made a pop call on Mr. and Mrs. Rayburn Sunday evening.
 Mr. Marvin Maples who worked for his uncle, Mr. A. J. King last week returned to his home at Six Mile the first of the week.

Misses Willye and Sadye Waller and Sadye Edwards and Messers Preston Majors and Ben Franklin took dinner with Mr. and Mrs. McNeil Sunday.

The ones who have had the fever in the past are getting along nicely at present.

Mr. Henry Floyd left for his old home near Munday, Texas last Monday.

Mr. A. J. King's family who have been on the sick list for some time are now improving nicely. The people of this community met Tuesday and plowed hoed his crop for him eight men with their teams and cultivators did the plowing they were: Messers Will Priest, Ben Franklin, W. A. Waller, Preston Majors, J. W. McNeil, Wash Rayburn, Lonnie Hopkins and Prof. Nunnley, while Masters Annsee, Willie and Charlie Franklin, Chris Wallace, Bryan Waller and Thomas Leonard led by Messers J. H. Franklin and Guy Leonard did the hoeing.

Miss Alma Edwards and Cleveland Majors dined at the home of Mr. and Mrs. Hopkins Sunday.

Misses Willye and Sadye Waller and Naomi King spent Tuesday evening with Misses Susie and Dora Franklin.

Mr. Chester Edwards left this part Monday to seek employment, SUN BEAM.

Glad the showers washed the dust off of your face Sun Beam so you could shine again, you have been sorely missed during the past dreary weeks.

SPECIAL GUN SALE
 on all kinds of guns, for two weeks. If you want a gun of any kind, for any kind of shooting now is the time to buy, when you can get one cheap. The Hardware.

Misses Alta and Viriga Davis were pleasant callers at the News Office Friday evening.

Misses Sadye Waller and Naomi King of Draw called on the News Force Saturday evening.

Mr. Mrs. Savage of Edith are the recipients of a fine baby girl born July 16, we apologize to the little lady for not announcing her arrival last week, but didn't hear of it in time.

THE NEW BROOM
 sweeps clean so do the sweeps for sale at The Tahoka Hardware Store, All sizes, shapes and kinds to suit all conditions of farming.

Howard Henderson and wife of south of town visited Mrs. Henderson's parents Mr. and Mrs. G. M. Clayton Saturday.

PREACHING AT DRAW.
 Brother Shattuck will preach at Draw Saturday night, Sunday morning and Sunday night.

Professional And Business Cards.

G. W. Perryman
 Lawyer, Notary, and Conveyancer. Complete Abstract of Lynn county lands to date.
 Tahoka, Lynn County, Texas.

Dr. J. H. McCoy,
 PHYSICIAN & SURGEON
 OFFICE AT THOMAS BROS. DRUG STORE.
 Tahoka, Texas.

W. D. BENSON,
 ATTORNEY-AT-LAW
 Will practice in all courts of Lynn, Lubbock and adjoining counties.

LUBBOCK, - - TEX.

JOHN P. MARRS
 Lawyer
 Practice in all the Courts.
 Office at the Court House
 Tahoka Texas

DR. M. E. MILES,
 PHYSICIAN and SURGEON

DR. AMY MILES,
 Special attention to obstetrics and diseases of women and children.

OFFICE AT THOMAS BROS. DRUG STORE, TAHOKA, TEXAS.

Bean & Klett
 LAWYERS
 LUBBOCK, TEXAS.
 Will practice law in the Courts of Lynn County.

DR. ROBT. JONES, DR. TOM HUTCHINSON
 Physicians and Surgeons,
 LUBBOCK, TEXAS.

Treatment of diseases of the EYE, EAR, NOSE and THROAT in connection with their general practice. Office at Lubbock Drug Co. Phone Connection.

Dr. J. H. McCoy
 EYE SPECIALIST

Can Test Your Eyes And Fit You With A Guaranteed Pair HAUX PERFECT VISION GLASSES Specially fitted parlor at my residence in west Tahoka. Corner Porterfield and Hely streets. Satisfaction Guaranteed

L. A. Robinson J. B. Walker

If you have any Town Property or Land that you want to Sell or Trade, List it With Us. We also have a few bargains for sale

Texas Land Co.
 First door north of Tahoka Hotel.

CITY MEAT MARKET
 Can at all times supply fresh
 BEEF
 PORK
 LARD
 SAUSAGE

BARBEUED MEATS
 Tuesdays and Saturdays.
JOHN McLOUD.
 NORTH SIDE OF PUBLIC SQUARE

SEE
A. G. McAdams
Lumber Co.,
 -Paints and Oils-
 -PATRONIZE HOME-
 INDUSTRY.

LOOK
 AT THE LABEL ON YOUR PAPER NEXT WEEK and see if your time has expired.
RENEW AT ONCE

Money We Want - And Must Have!

to get it, WE HAVE DECIDED to offer the Public

The Opportunity To Buy!

From Our IMMENSE STOCK for 8 days only, for Less than Cost. Commencing Aug. 7, 1909 and lasting only 8 days, up to and including Saturday 14th, and Strictly for Cash: No goods charged during this Gigantic 8 days sale.

BELOW WILL BE FOUND A FEW SAMPLE PRICES:

Furniture Below Cost.

\$10.00 value Iron Beds now \$6.00.
 12.50 value Kitchen Safes now \$8.00.
 10.00 " " " " \$7.00.
 8.00 " " " " \$5.00.
 7.50 Rocking Chairs, solid oak, now \$5.00.
 5.00 " " " " 3.50.
 4.00 " " " " 2.50.
 3.00 " " " " 2.00.

Our line of Furniture was bought very low and will be sold regardless of its cost and the above is only a sample of the prices it includes. Chairs all kinds, Beds all kinds, Mattresses, Springs, Washstands, Kitchen and Dining Room Tables, Halltrees, Carpets, Oil Cloths, and Linoleums.

High Patent Flour \$3.50

The bottom drops out on Groceries at This Sale.

Case	Doz.	Can
3 lb. can Hominy \$1.20	\$.60	5cts.
2 lb. can Okra & Tomatoes 2.25	1.15	10cts.
2 lb. can corn 1.20	.60	5cts.
3 lb. can Tomatoes 2.40	1.20	10cts.
2 lb. can Tomatoes 2.25	1.15	8 1/2 cts.
3 lb. can Pie Apples 2.40	1.20	10cts.
3 lb. can Pie Peaches 2.40	1.20	10cts.
3 lb. can Apples 2.90	1.45	12 1/2 cts.
3 lb. can grated pineapple 2.90	1.45	12 1/2 cts.
3 lb. can Table Peaches 4.50	2.25	20cts.
2 lb. can Table Peaches 2.75	1.40	12 1/2 cts.
3 lb. can Table Pears 2.75	1.40	12 1/2 cts.
2 lb. can Blackberries 2.25	1.15	10cts.
2 lb. can Cherries 2.25	1.15	10cts.
2 lb. can Strawberries 2.25	1.15	10cts.
2 lb. can String Beans 2.25	1.15	10cts.
2 lb. can Lima Beans 2.25	1.15	10cts.
2 lb. can Early June Peas 2.25	1.15	10cts.
2 lb. can Johnson Peas 1.80	.95	8 1/2 cts.
3 lb. can Pumpkin 2.40	1.20	10cts.
3 lb. can Kraut 1.20	.60	5cts.
10 lb. can Pie Apples 3.50	1.80	30cts.
10 lb. can Pie Peaches 3.50	1.80	30cts.
Best Quality Baking Powder 10c cans now 5c.		
Best Quality Baking Powder 25c cans now 12 1/2 c.		
Best Quality Baking Powder 50c cans now 25c.		

Our Shoe Bargains

Hamilton Brown Shoes for Ladies, Gentlemen, Misses, Boys and Children.

We will close out our entire stock of Summer Low Quarters as follows: Gentlemen, Ladies and Misses' Slippers in Black, Tan, Chocolate and Oxblood, in Buckle, Gibson Ties and Ankle Strap.

That Sold For	Now Sell For
\$5.00	\$4.00
\$4.50	\$3.50
\$4.00	\$3.00
\$3.50	\$2.50
\$3.00	\$2.00
\$2.50	\$1.50
\$2.00	\$1.25

We have everything you want in this stock of Slippers and Shoes to suit the daintiest Lady or Miss down to the rough every day shoe for School Boy. Now is the time to lay in your Fall and Winter School Shoes, they are cheaper than they will be sold in Tahoka again for many a day.

The Public are Invited to Call

and examine this immense line of goods at prices never before offered to the Plains people.

This is no fake sale, but the real article and when we say we want to reduce our stock we also mean we need money, and money is what we want. That is the chief reason you can get such bargains.

Money is hard to get, but we've got to have it, So We Are Putting Down Prices That Will Drag It Out.

Remember that our goods are Marked in Plain Figures and You get just the same as your neighbor.

**The Sale Here Advertised
 IS NO FAKE SALE
 But the REAL THING
 If You Want BARGAINS
 C O M E
 We Know You Will Buy.**

WE Have Had Some Delay In Getting Our Accident Policies, But Will Soon Have Them In.

WE Still Give You An ACCIDENT POLICY For \$1,000.00 Good For One Year, With EVERY CASH PURCHASE OVER \$20.00. Only One Policy To Each Person.

Calicoes Less Than Cost

CALICOES, 100 bolts of calico that sold for 6, 7 and 8 cents now 5 cents

Fancy Side Band Gingham solid colors warranted not to fade, as long as it lasts for 5 cents per yard.

Cotton Sack Duck best quality sold for 12 1/2 c now 8 cents per yard.

Brown Domestic good quality former price 8c now five cents a yard.

Bleached Muslin 7 cents now 5 cents.

We also have on hand a nice lot of Ladies Coat Suits, Skirts, Peticosats, Ladies night gowns, Corset Covers, Fancy Handkerchiefs and Ladies Summer Under wear that will be sold regardless of Cost. We cannot begin to quote prices but will say that they must be sold to see them is to buy, this lot also includes some very neat Ladies Shirt Waists that go at any price, a \$2.00 waist at \$1.25 \$1.50 at \$1.00.

Odds and Ends

100 pair of Men's Pants 3 to \$5.00 values now \$2.00 Each, Any size.

20 Children's Suits Coat and Knee Pants Worth \$2.50 Now \$1.00.

50 Children's Wash Suits at 1/2 Price.

10 Boy's Suits \$4.00 values Now \$2.50.

20 Men's Suits Made by Best Tailors Strictly up to Date in cut and finish:

\$20 Suits Now \$5.

\$15 " " \$11.50.

\$10 " " \$7.50.

\$8 " " \$6.00.

25 Dozen Genuine Bleached Elastic Seam Drawers Worth 75 cents Now 45.

4 Dozen Perfection Knit Porous Under Wear \$1.50 Value Now, Suits \$75 single garment 40c

Black Socks 15 cent value 11cents.

Tan Socks 15 cent value Now 11 cents.

25 Pair of Men's Boots worth \$7.50 now \$4.

20 Pair " " Lace Boots worth \$5 now \$3.

Summer Blankets worth \$2 a pair now \$1.00

Extra Nice Light weight Satteen covered Quilts Worth \$2.50 Now \$1.25.

Balbriggan Under Wear 50c value Now 25c.

About 50 pieces of China Ware consisting of Platters and Bowls and a few pitchers worth 50 to 75 cents. Your choice 10 cents each.

Notice to the Public

In buying goods at this sale have the clerk who waits on you to give you an itemized bill of each article bought, as they are instructed to do by the Manager. Anything not as represented return the goods and bill and get your money back.

We have fitted up a place in the store well supplied with Rockers, Chairs and Settees, with a lady in charge who will look after the comfort of all the ladies and children. Mail orders will receive prompt attention. Free ice water for all.

JACK ALLEY CO., WEST SIDE SQUARE,
 TAHOKA, TEXAS.

REMEMBER NOW, THAT THIS IS A REAL SALE OF FIRST CLASS GOODS

OUR Goods are marked in plain figures and you know just WHAT you are paying for an article and our MOTTO IS SATISFACTION GUARANTEED OR YOUR MONEY BACK, and we live right up to it All the time.

Remember, 7 to 14 Inclusive
For Cash Only. Nothing Booked at these Prices
Jack Alley Co., west side, Tahoka, Tex.

Phone or Write Your Wants to
THE KERSHNER LAND COMPANY
 Commission Agts.
 Land, Insurance, Loans.
 OFFICE SOUTH OF COURT HOUSE.

If You want an Auto you want a

Maxwell

There is none like it for DURABILITY,
 SIMPLICITY and Ease of management.
 JACK CROSS, Lamesa, Texas.

DON PEDRO

the Famous Kentucky Bred Black Spanish Jack
 and the beautiful red sorrel Stallion of the
Celebrated Steel Dust Strain
 will be found at A. L. LOCKWOODS' stable one mile
 North of Tahoka for this season. We have Colts from
 both the above named animals to show and invite you
 to come and see them. TERM FOR EACH: \$5.00 when
 mare is bred and \$5.00 when colt is born.

WE GIVE

you quality that is out of all proportion to price
 Our tanks, pipe work, repairs of all kinds of tinware etc
 give satisfaction—we guarantee all kinds of work.
 See us if you need anything in our line and we will make
 prices that will interest you. Yours to please,

G.M. MILLIKEN & SON
 Tin Shop—South of The Fair

IMPORTANT!

To Secure The Most Satisfactory Lights And Avoid
 Smoked Lamp Chimney

Use EUPION OIL

The only safe oil for lamp and stove use. Accept no other
 FOR SALE BY THE FOLLOWING LEADING MERCHANTS

B.H. Black & Son, R.D. Morris, J.E. Ketner
 TAHOKA, Lynn County, TEXAS.

Tahoka Saddle Shop

We have purchased the the Tahoka Saddle Shop and reopened it
 in the Cowan building on the West side square. Shoe and Harness
 repairing a specialty if you need any thing in our line you are
 cordially invited to call and see us on the West side square.

TAHOKA SADDLE SHOP.
 ELLIOTT BROS. prop.

R. A. CHAMBERS, J. R. DILLARD,
TAHOKA REAL ESTATE CO.
 If you are interested in Lynn County lands, write us for a list of genu-
 ine bargains, we have them, both for speculation and for the man who
 wants a home. Buy a home where you can make a good living and your
 land will double in value.
 We want to increase our list of bargains; if you have anything to sell;
 list it with us.

THE STATE OF TEXAS
 To the Sheriff or any Constable of
 Lynn County. Greeting:-

You are hereby commanded to make
 service by publication in a Newspaper
 for thirty days, of the following Notice
 in words and figures as follows, to-wit:
 B. A. Evans, No. 50. Vs. Fannie L.
 Fietze, C. B. Cooper, Ethel M. Jones,
 and J. S. Wells, Sheriff of Lynn County,
 Texas.

Suit pending in the District Court of
 Lynn County, Texas.

To all persons interested in the above-
 entitled suit:

Notice is hereby given that B. A.
 Evans, Plaintiff, has filed Interrogatories
 in a certain suit pending in the District
 Court of Lynn County, Texas, wherein
 B. A. Evans is Plaintiff, and Fannie L.
 Fietze, Ethel M. Jones, C. B. Cooper and
 J. S. Wells, Sheriff of Lynn County,
 Texas, are Defendants, No. 50, to the
 following witnesses, respectfully: John
 K. Scudder, who resides in Hamilton
 County, Ohio, R. Paul Scudder, who
 resides in Hamilton County, Ohio, and
 Mrs. J. H. Tarachtman, who resides in
 Fairfield County, Connecticut, the
 answers to which will be read in evi-
 dence on the trial of said Cause, and
 George R. Bean, Attorney for said
 Plaintiff has also filed an Affidavit in
 said suit stating that the residence of
 said Defendants above named is to him
 unknown and that a commission will
 issue on or after the thirtieth day after
 the publication of this Notice to take
 depositions of said witnesses.

WITNESS, S. N. McDaniel, Clerk of
 District Court of Lynn County, Texas.

Given under my hand and seal
 of said Court at office of said Clerk
 in the town of Tahoka, this the 19th
 day of July A. D. 1909.

S. N. McDaniel,
 Clerk of the District Court of Lynn
 County, Texas.

THE THRICE-A-WEEK WORLD.

The greatest Newspaper of its Type.
 It Always Tells the News as it is,
 Promptly and Fully.
 Read in every English Speaking
 Country.

It has invariably been the great effort
 of the Thrice-a-Week edition of the New
 York World to publish the news impar-
 tially in order that it may be an accurate
 reporter of what has happened. It tells
 the truth, irrespective of party, and for
 that reason it has achieved a position
 with the public unique among papers of
 its class.

If you want the news as it really is,
 subscribe to the Thrice-a-Week edition
 of the New York World, which comes to
 you every other day except Sunday, and
 is thus practically a daily at the price
 of a weekly.

The Thrice-a-Week World's regular
 subscription price is only \$1.00 per year
 and this pays for 156 papers. We offer
 this unequalled newspaper and the Lynn
 County News together for one year for
 \$1.80.

The regular subscription price of the
 two papers is \$2.00.

CHURCH DIRECTORY

METHODIST--Sunday school 10:00 a. m.
 Preaching at 11:00 a. m. Junior
 League at 4:00 p. m. Preaching at 8:30
 p. m. every Sunday. Prayer Meeting
 each Thursday at 8:30 p. m.

J. T. HOWELL, Pastor
 BAPTIST--Sunday school 10:00 a. m.
 each Sunday. Prayer Meeting each
 Wednesday 8:30 p. m.

CHRISTIAN--Church meeting 4:00 p.
 m. at the Baptist Church each Sunday.
 PRIMITIVE BAPTIST--Preaching
 every fourth Sunday and the saturday
 before at the school house.

Eldor BOLINGER, of Cone, Pastor

HAVE YOU A COW?

If so, you need some milk crocks,
 and the place where you can get
 them cheap is The Hardware.
 Nothing like crocks to keep the
 milk in.

Mr. and Mrs. Honea went to
 Post Thursday to see the sights.

A HEALTHY PERSON NEEDS A GOOD BREAKFAST.

Dr. Woods Hutchinson, iconoclast-in-
 ordinary to the medical profession, as
 usual upsets our previous ideas of bodily
 health in an article in Woman's Home
 Companion for August. Doctor Hutchin-
 son has a faculty for restoring to us our
 self-respect, and assuring us that, left
 alone, we are not such idiots, after all.
 In this particular article, for instance,
 he points out that the idea of eating
 little in the summer-time is a fallacy.
 Of breakfast, for instance, he says:

"It is customary to make the first meal
 of the day slightly the lightest and dis-
 tinctly the plainest and simplest of the
 three. If there be any deficiency of the
 appetite, breakfast is the meal at which
 this is most likely to show itself. But
 this lack of appetite is in nine cases out
 of ten clearly traceable to sleeping in an
 unventilated room or to late hours in
 foul air the night before, or to insuffi-
 cient exercise the preceding day, and is
 no indication that the body really re-
 quires less food at this time. Perfectly
 healthy men who sleep with their win-
 dows open and go to bed at a reasonable
 hour will tell you that they enjoy their
 breakfast as well as any other meal of
 the day, and many even call it their
 best meal.

"Another popular delusion in regard
 to the lightness and unimportance of the
 breakfast is that wide-spread subterfuge,
 the 'continental breakfast' consisting of
 a cup of coffee and some fruit or a
 single roll. This is a very pretty break-
 fast as far as it goes, but it doesn't go
 far; and the sole basis for its adoption
 on the continent is that it is only in-
 tended as a temporary tide-over, until
 the real breakfast of meat, eggs, fish,
 with beer or wine, which is taken at
 about ten or eleven o'clock like a very
 early luncheon. If you haven't got a
 good appetite for breakfast, make it
 your business to go and get one, instead
 of allowing yourself to be blinded by this
 morbid state of affairs and deciding that
 all you really need is a cup of coffee and
 a roll or an orange or a puff of break-
 fast-bran."

Judge Spencer of Brownfield
 was in Tahoka Monday on Legal
 business.

On Saturday afternoon at the
 Methodist parsonage Rev. J. T.
 Howell officiated at the marriage of
 the Speights sisters, Thos.
 L. Lesley to Miss Bonnie and
 Sherrill Mobley to Miss Bessie.

A Real John Doe.

"There goes a man who would be
 justified in changing his name," said
 the city salesman. "His name is really
 Doe, and John in the bargain—John
 Doe. Moreover, he has a sister Jane.
 I wonder what kind of joke their par-
 ents were trying to perpetrate on these
 helpless mortals. Doe as a surname
 was bad enough without adding to the
 offense by tacking on John and Jane.
 When I first met John Doe I didn't
 take his name seriously. I thought
 the man who introduced us was en-
 joying a little pleasantry at my ex-
 pense or maybe at the expense of John
 Doe. I smiled. John Doe did not
 smile.

"You don't believe it," he said, "but
 unfortunately it is true. I am the fa-
 mous Doe."

"Later I met his sister Jane and the
 rest of that particular Doe family.
 They assured me that there are a num-
 ber of Does in town. I presume there
 are, but I trust that in most cases the
 old folks had sense enough not to
 christen their offspring John and
 Jane."—New York Press.

Rebuked.

"Gully or not gully?" asked a Dutch
 justice of a prisoner.
 "Not gully."
 "Den vat you vant here? Go about
 your business!"

Occupying.

Dressing dolls has become the serious
 business of a great many people, but
 especially of American men.—Puck.

Polliteness is one of the best invest-
 ments known. It pays enormous divi-
 dends.

MONEY LOANED

ON REAL ESTATE
 LONG TIME EASY PAYMENTS
 RELIABLE REPRESENTATIVES WANT
Jackson Loan & Trust Company
 FORT WORTH Texas JACKSON Mississippi

YOU CAN EXCHANGE Your Old Sewing Machine For NEW SINGER MACHINE

And pay the balance in small monthly payments on two
 years' time. Leave your orders with Thomas Bros.
 and they will have the salesman call at your home or write

E. W. Hancock, Agent, Lamesa, Texas.

SUFFOLK PRIDE.

P. B. Hall, G. W. Reed, Jack Alley, W. D. Nev-
 els, Jim Cowan, C. W. Slover, Jim Elliott, J. D. Sing-
 leton, E. C. Dosh, A. L. Lockwood, and F. Becker,
 have formed a stock company and bought the English Hack-
 ney Stallion **Suffolk Pride** who will stand the season
 at Hall & Reed's Livery Stable.

Suffolk Pride

is a bright Chesnut. He is registered in England Stud
 Book at London and the American Stud Book at New
 York. The Department of Agriculture in Iowa has look-
 ed into the record of this horse and certify his registration
 to be O. K. and his pedigree perfect. The Purchase price
 of this handsome horse was \$3,300.00. BREEDERS WILL
 DO WELL TO SEE HIM BEFORE YOU PLACE
 YOUR MARES ELSEWHERE.

Season \$25.00 Insured.

KEEP RIGHT ON COMING TO THE

Tahoka Blacksmith Shop.

J. N. McREYNOLDS, Prop

Horse Shoeing Is Strictly Cash

THE SAME SHOP THE SAME MEN YOU HAVE BEEN
 USED TO AND THE SAME GOOD WORK.

LUBBOCK, TAHOKA, GAIL, BIG SPRINGS HACK LINE

MAIL PASSENGERS and EXPRESS

Lubbock to Tahoka \$2; round trip \$3.50; Lubbock to Gail
 \$4; round trip \$7; Lubbock to Big Springs \$6.50; round trip \$11.
 From the other direction same price.

Tahoka to Gail \$2; round trip \$3.50; Tahoka to Big Springs
 \$4.50; round trip \$7.50. The other way same prices.

Gail to Big Springs \$2.50; round trip \$4. Same both ways.
 Grip baggage carried free. Courteous treatment assured.

HALE & HALE Proprietors Gail, Texas

Lynn County News & Dallas News \$1.80.

Now Is The Time To Buy, Come In

It will pay you to come into our store and look around and do some pricing: whether you mean to buy anything or not. We now have a good big lot of nice, new, fresh, clean, goods. They were bought with a view to giving entire satisfaction to the discriminating customers we have to deal with. We are making a special effort to get hold of the customer who is hard to please. Our Spring and Summer Clothing for Ladies, Children and Men, is up to the standard in every respect.

The large stock of Groceries and Implements we carry, is an inducement to farmers as well as town folks to trade with us. Now is the time to buy fence posts and barbed wire if you mean to do any property improving this year; we have plenty of it on hand, and those who order now will not have to wait for it. Call around and see us or ring Phone 17.

Wells & Welcher: Southwest corner Square, Tahoka.