GLUME 4 NUMBER 27. TAHOKA, LYNN COUNTY, TEXAS, JANUARY 31, 1938. PRIBE S109 PAR YRAD

## Try More Publicity.

Once in a while a man will tell us he "don't know that it pays to advertise." Of course he does not mean just what he says, for every man knows that advertising pays. Many men, however, do not stop to think how much their business depends on advertising, or what advertising consists of.
Many men do not realize that having a nicely appointed stere building on the square or principle street, while a paying investment, is also a very expensive kind of advertising; yet, if it were not for publicity gained thereby, a more unpretentious house on a back street would do just as well.
When a customer comes in and takes up an hour of your time showing goods and finally buys a nickel's worth, why do you ask them to come again? Do you realize that you have expended an hour advertising your goods to, and soliciting another visit from only one customer in the hope that at their next call they may buy a bill that will pay for both calls?
When a man comes in and buys a bill and you give him a cigar; when a woman comes in and buy: a nice bill of dry goods and you throw in a lace handkerchief or : nice fan; when a child of one of your customers comes in and you give it a piece of candy, do you charge it up to advertising? Yet, if it is not advertising, and good advertising, too, what is it?
To make a success of your busi ness you must use the above and many other kinds of advertising more or less expensive.
Advertising in the Lynn County News, for those who wish to deal with Lynn County citizens, is by all odds the cheapest of any kind you can use, for the amount o: publicity you will acquire. If yon can afford to spend an hour advertising your business with one of your customers, can you afford not to carry an advertisment in the Lynn County News, which goes to nearly every one in the county not only your customers, but the customers of others also?

If we will just get busy at once, and build a school building that will match the two new church buildings we have nearly finished Tahoka will double again this year. L, et us all work toward this end

## Have done yourduty to yourself

 and your country by paving your poll tax?
## A BIRTHDAY PARTY.

Mrs. Shat tuck entertained last Saturday evening in bouror of her son, Irvin, who was 21 years of age. A number of young people, who lived in their immediate neighborhood were invited and several couples from town. Some of the young ladies who attended, favored Irvin with birthday cakes and others with little remembrances and kind wishes. Mrs. Shattuck served chocolate and cake. A merry evening was enjoyed, the participants engaging in the popular games and conversation. The 'wee sta'" hours warned the guests 'twas time to hie them home that they might gain their forty winks before the dawn of another lay. Bidding their host and hostass farewell, with wishhs for many happy returns, the merry makers left for their respective homes.
A farmer of our acquaintance ought home a pair of wire stretchers which he had loaned to neighbor about six month before which had never been returned. The hired man says; "Why didn't you give him a cussin'." "I should have done so, if I hadn't borrowed a saw from hire two years ago and have it yet," replied the farnee. How many 'cussing' would remain unspoken, if more of us would only remember our own short comings.
You farmers who have heretofore slanted one or two hundred acres of land and never gone near it afer it was planted, should rememjer that now you will have to compete with the small farmer who makes his living by working his sop.

## To Our Customers Who Know Themselves To Be Indebted To Us, We Will Say:-

Our eastern creditors who have been very patient with us all through the fall are now demanding their money and we have got them to pay. This you understand naturally forces us to ask our customers to liquidate their past dues with us.

We feel that our request is not unreasonable and for this reason we must insist that you arrange to meet our views in this matter by Feb. Inst. if possible as that is our last day of grace.

Another thing that must be taken into consideration is that our customers cannot expect much accommodation from us this ; year unless their accounts are gotten in good shape and in view of the past pleasant relations that have existed between us, we are anxious to see you get your account in good shape.

Thanking you for past favors and hoping to see you again we are,
W. E. PURTERFIELD.

At the meeting of the Commercial Club the question was not discussed but was referred to the railroad committee who have power to act on this matter.
Since the proposition presented does not meet with the approval of the majority of the people, it would be well for our citizens to raise a bonus of $\$ 50,000$ or $\$ 75,000$ to be given to the first railroad that will build a north and south line thru this city. With such an assured inducement in sight, a railroad company prepared to build a road through this section would know that the citizens here meant bussness and would be more likely to accept the terms than to go elsewhere and go to the trouble of trying to have a bonus raised.

Judging from the present outlook it will be some time before railroad building in West Texas will be very active, and to prevent our losing out by failure to be able to distinguish reliable propositions from the other kind, the securing of a bonus to offer the first road to build here will be instrumental in placing this in line to receive a no:th and south railroad whenever it is built. -Big Springs Herald.

STANTON TO AMARILLO.
Stanton, Tex., Jan. 22.Thousands of cross-ties are being received here by S. G. Bon Durant to be used on the West Texas and Northern Railway. This road is building from San Angelo to Amafilo. Over twenty -five cars have already been received here and as many more have been loaded at the mills in East Texas for shipment here. It is said that a large shipmont of steel rails is now enroute here and track laying will begin some time between now and Feb. :5th .-Hereford Democrat.

Remember that the farmer who gets his plowing done early is the one who has the bank account.

It was the farmer who worked his crops this year who has bet litthe trouble to pay his taxes and his other accounts.

The farmers who planted and worked a little of everything made considerable on all or most of what he had in.
The family in Tahoka who do not plant some trees this spring, will live to regret it, much as the neighbors.


ANNOUNGEMENTS
Subject to the Democratic Primary.
For County Treasures.
C. ( A, ALFORD

For Tax Aasessor.
R. T. KDWARDS.

For County and District Clerk.
H. M. LARKIN.

What we feared came to pass a week ago last Saturday, wheu our job press broke down and it took a day and a half for the black smith to fix it up so it would go.

This delay put us so far bebind with our work that we will have to mail our last week's paper with this oue. However as we are getting this issue out on time, this will not be so bad as it might be
Ever since we bought our Djamoud newspaper press, we have been trying to get it hauled down, and we had just returned to the office from a round of freighter huuting when Frank Cougbran and Rob Terry drove up with the press all in good shape, and we are out on time again,

## Do You Think

estate men are unceliable, if so we will refer you to many men who have bought land through us, and what they say goes.

## We Have Sold

 homes iI,ynn and surrounding counties all the way from one, $25 \times 125$ foot lot, to, eight sections of fine farming land.

## All Of Lynn County

is desirable and far superior to what you are now living on, either as an investment or for a home.
For An Investment
can sell you land that will double in value in a short time, or, we can sell you a home that you will cousider priceless.
The What TexasReal, Fistateco. North Side Square, Tahoka, Texas.
N. W. Hight is in Floyd eounty looking after his place up' there.
The new seats and lights have been put in at the Methodist church, which makes chureb going a luxury, as well as a pleasure. The church is seated with opera chairs, which insures comfort and prevents the chance of beitg crowded. The lamps are gasoline with opal globes and furnish a tight equal to electricity.
Mesdames Conway and Crie spent one afternoon last week with Mirs. Ed. Headerson.

Mrs. Fisher Pattersou, who has beeu visiting her sister, Mrs. C. E. Brown, has returned to her home in Suyder.
We have towa lots to trade for wood or feed or most any old thing and rather than cause hard feeling we would sell them for cash. Taboka Real Ėstate Co.

## Dink Fean is in town attending

 the Commercial Class.Miss Ruth Ray visited Mrs. C E. Doualdson at her home west of town last week.

A party for the small set was the occasion of a very pleasant gathering last Friday eveuing at the bome of Mr. McCarley in the west side. Miss Lavina was hostess and eutertained her young frieuds in a most charming manner.
Rev. Bishop came to Tahoka last Sunday afternoon and conduct ed services at the Baptist churcia at 7-30 Sunday and again Monday morning, returning to his home in Abitene in the afternoon.

## 40S2-Waterman foumtain

 pen., Finder return to Thomas Bros. Ind receive reward, \$s.00. A. L. Cumbie.Mrs. J. D. Donaldson visited her sister-in-law, Mrs, C. E. Donaidson last week.

Eiton George spent last week in Tahoka.

Mr. Lewis, who is spending the winter with his daughter, Mrs. Larkin, spent a pleasant hour at the News office last Saturlay afternoon.

Mrs. McLarry, of Lubbock, was a visitor to Tahoka last week, the guest of her daughter, Miss Ammie. We had the good fortune of meeting Mrs. Mclarry during her stay in our town and hope she will come again soon. Miss Ammie returned to Irabbock with her mother Saturday morning, taking Miss Minnie Chambers with them for a week end visit.

## $\sqrt{\text { E. D. Skinner. }}$ Murrell Skinner. <br> § Son

Want to trade Land and take Houses and Lots in part payment.
We also want to trade Houses and Lots for Land.

COME AND SEE US AT OUR OFFICE.

## Northwest corner Square Tahoka Texas.

## Tahoka hardware COMPANY.

BUILDERS, AND SHELF IfARDWARE STOVES QUEENS WARE, IRON BEDS, SPRING MATRESS.

## Buggies, Wagons <br> And Impliments

 SUCKER ROD, WIND WLL REPALRS, AND HICTURES.
we are pribared to do all kinds of pipe, tti and tank woric

## E <br> CLUSIVE AGEENT

## Have Vou an Arto? <br> If so, bring it to our shop when you need it fixed up. We have fixed others and we can fix yours. <br> LYNNCOUNTYBLACKSMITHSHOP W. P, PiliENIX, Proprietor. <br> Southeast of Square, Tahoika, Tex.

## Livery, Feed : Sale Stable <br> HARLS \& SMIFH Props. <br> Wagon Yard liz Gonnection.

courteous treatment assured tahoka, texas



WALKING AND RIDING PLOWS, RIDING ĆUITIVATORS WITH IISTER ATTACHMENTS, LISTER SULKEY, STALK CUTTERS, DRAG AND DISC HARRO S, CORN AND COTTON PLANTERS, AND ALL OTHI:R KINDS OF IMPLIMENTS THAT ARE NEEDED ON A EIRST CLASS FARM, WE SELL THESE IMPLIMENTS ON FALI, TIME BLT WE GIVF, BIG DISCOUN'F FOR CASH, IUU CAN' $P$ BEAT THESE IMPLIDLENTS IN AMERICA NOR OUR PRICES IN TEXAS. COME AND SEE US.

## South West Cormer Square; Tahoka, Tex.

The REV, Int. T. HICKS Amanac and tisagazime

Should be in every home in the land. His weather predicweather prediconly in his own publications. print them in any form, either with or without credit. His 1008 Almanac ex cels all former editions in beauty and value, and sells for 35 ceats, postpaid. His monthly magazine, WORD ANID His monthly magazine, Wond AND
Works, contains his weather foreWorks, contains his weather with a vast amount of the best family reading and costs \$1. a year, onc almanac with each subscription. Every eartbquake and serious storm for 20 years has been predicted by Prof. Hicks. You cannot afford to be without these publications. Address all orders to


Iast Saturday the trade was losed whereby the grocery busi-
the hands of J. A. Wilson and J. N. McReynolds, and will hereafter be run under the firm name of Wilson \& McReynolds, the only exclusive grocery store in Tahoka.
When a merciant has, all his stationery printed at our office and carries a good ainount of advertising with us, and is as genial and accommodang as Mr, McGlaun rom among our list of, Ta fok nerchants. Ho wever, twe wi.1 in their venture, and mopst merthants liave alt the stccess they advertise for. We do not mean newspaper advertising alone, for
althong' many men donot realize It, yet, it is only too true that every word or act of a man engaged in business is an advertisement
either for or against an inereare in $t$ te volume of butiness he will do in the future. Aud his success or failure depends almost entirely on his own efforts tor publicity of the right kind.

While in Pianview, the Busmess Manager had the pleasure of again meeting. Major Sholienbarger, who is now sticking type for the Hale Connty Ilerald at that place We first met the Major at Browufield, when he was working for the Terry County Herald.

## Arch Scrall was in tha city last

 Saturday=F.d Redwine, of the West Texas Real Estate Co., returned Saturday from a two week; trip to eastern points in the interest of his firm,


## JesseFrench Piano \& Oramico

## Manufacturers \& Distributers of

## High Class Planos nd Organs

J. C. PhELPS Mgr. 280 Elm st, DALLAS TEXAS

N. R. Catalogues and particulars Free.. WRITE FOR LIST_OF B A R G A I N S in slightly used PIANOS \& ORGANS. ONE THIRD ORIGINAL, COST.

## The Hachberry Herd of Red Pollcd eattle OR THE Kind that pay <br> Farm 10 miles west and 3 miles north of Tahoka, Lynn Connts, Tex

## Five Hereford Bulis <br> FORSALE

These Bulls are searlings past and will be sold at reasonah

## - chwor



uable property in it, and since a wound in the nond I received while in Cuba in the hadd I recelved to tecome confused. The
ve the to

I answered the war scarred veteran that I wouhl gladly do so, Indeed, there is no one that will excite our sympathy so much as a man who suffers for bravery in battle. What a plty that so delightful a man should have had his mental faculties impaired In the service of his country.
Approaching a station just outside the limits of the city to which we were both golng. the train stopped. Suddenly my friend fumped up, exclalm. Ing, "Wby, this is tny station!" and, hurriedly graspim: m" hand, cashad ont of the car. He hal no -opser raached the platform than i noticed that be had left his sult case. I was about to selze it to take it to him when it occurred to me that in my haste I might get hold of the wront case. I had no mind to approprlate his valuables, so I
bounded through the door in time to bounded through the door in time to
see him walling deliberately away and gave a sharp "Hi:" He turned and, seeing me, came back.
When I told him tha at he had left his e changed from serently to terror. Dashing past me, be rushed back into the car and in a ith his hand bag moment the train the platform I returned to returned to a fellow I a fellow mental se mental I was so ; that I did near the ter ie station. 1d to my own went to my ing brought it 2. I was askey did not the suit case very side, and t mine. tranger bad his orn. biunder: I mas minns my wedding present for the Mis., he his valuables. and I told ber

selt "hat hetter onen the case" she
It to enable rou there is anythlug in
Whereabouts,"
With a screwdriver and a hammer I forced the case open. It contained a nightshirt aud some worn underclothIn the other
intracat fa my dof the preswife. I cosbjed of it by
but several times during the evening I
canght her in tears.

The next morning as we were sitting down to breakfast there was a ring at the doorbell, and there stood a pollecman with my suit case.

JOHN T. EFFELMAN.
J. V. White, of the northwest part of the county, was in town Monday of this week to take the Arizona for Springs cnroute in Mr . White had his subscription rul up to June 5 th 1908.
Otis Shook spent the first of the week in Tahoka,

## G. W. REED, W.E. REED, <br> REALS EGTATE AGENS <br> Solicit your land business, WEST SIDE SCEARE Znd door north <br> of the HARDWARE STORE. <br> Tahoka, Texas. <br>  Directors:O. T..Slater, Posey.W.D. Nevels. <br> THE <br> FIRST NATIONAL BANK TAHOKA, TEXAG.

We would be pleacel to hare every farmer, stockman, merchant and professiona man in Lrun and surrounding counties, open an account with us. Couse right in Only Incorporated Bank In Lynn County

# For Bardains 

in Farm and Ranch Lands in Lynn and adjoining counties and good town property in TAHOKA See,
Tahoha Real Estate Co. Tahoha, Texas.
C. M. WHIPP,

Whipp \& Hughes
meperinivced abetractema
our abstract books. of Land titles in LYNN
COUNTY ARE COMPLETE
WE ARE PREPARED TO DO CORRECT WORK.
TAHOKA, LYNN COUNTY,TEXAS.

"Seeds that Grow"
 We do the testing.- Four rum no fisk! If yout
garden either for pleasure or profit you anouldstady "The Theading Anerican Soed
copy by retturn mail.
Cotelog."
w. ATLEE BURPEE \& Co., Seed Growers, Philadeiphis, Penna.

[^0]Mr. and Mrs. Meeks, of Cundiff, are visiting their daughter. Mr. Walter Forrester, who lives west of town,

Bro. J. R. Miller, of north of town, was in Taboka Wedneeday.

The mare house belonging to Ousley \& Alley is being completed this week.
J. H. Cowan was in toxn Saturday and made us a pleasant call.
L. L. Forrester, formerly of this lace, who lias been making his home at Suyder this minter, is in Lymn county visiting relatives. He is accompanied by his son, W. I. Forrester, a drugzist at Snjder

Mr. Forrester made us smile bs ruming the date on his paper up another sear.

Ed. S. Duncan's house is under
Walter Pinnell and family re(urned to Tahoka last week to make their home. They have been sojourning in the Abilene countr? for about six month.
Matt Williams came in and paid up his sub-dription last week and said he would start to N. Mexico with some stock in a few days. Mrs. Williams is visiting in Stamford.
Mr. Simmons, of Pride, and Miss Neva Holloway, of near I.amesa. vere married at the court linuse Moulay aftermoon, Jan. 27th, C. M. Whipp officiating. We wish the young couple mucls happiness.
Mrs. Dora Weathers returned ust week from a visit to Lockney
Mr. MoCormick returned Thursday from an extended visit to his former home in Kerens,
The Hcme Mission Society will meet at the Methodist church Tuesday, Feb. 4. The members are urged to be present.
Mr. Taylor and son of Gail were in Taloka Monday visiting the family of J. R. Honea.
La Verne Kershner and wif were in Tahoka last Thursday Mrs. Kershner was in to see the editor and told us they would soon hare their residence completed on their new place west of town.
Miss Nettie Williamson, Lubbock, came to Tahoka last Thursday to visit her cousin, Mis: Maud Cantrell. She was joined by her sisters, Misses Della and Willi, the latter part of this week.
Messers J. D. Agnew and I. D. Rankin of Lubbock were in Taho-

## Dr. S. H. WIND WAM

## Physician and surteen

Office over Tahoka Drug Store
TaHOXA TEXAB

## G, W. Perryman

Lawyer, Notary, and Conveyancer. Complete Abstract of $\mathrm{I}, \mathrm{ynn}_{1}$ county lands to date.

Tahoke, Lyan Gounty, Texas
Dr. J. H. MeCOY, physictan \& sùrgeos zectal disensza a srbcialty Tahoka, Texas.
W. D. BENSON.

ATCORNEY-AT-LAW
Nill practice in all courts of $\mathrm{L}, \mathrm{JmH}, \mathrm{L}$, mb rock and arjovining countics.

## LUBBOCK, -...-TEX.

MCGER And PUCKETT,

Attorneys-at-Law
LUBBOCK, TEXAS.
R. Sernner, Stenograpyer.

Special attention

## $t$

Deeds and Notes Office with skinner $\theta$ Bon. TAHOKA, Lym Co., TEXAS.

## DON'T NORRY

About Your Land Lings,
BUT GEา
R.E.MORRIS, Surveyor
to establish your corners for you. office in count moven

TAZOKA, TREA…
JOHN P. MARRS Lawyer
Practice in all the Courts.
Office at the Court House,
Tahoka
Toxas



A SAFE COMBINATION READ YOUR HOME PAPER.
No argument is needed 9 prove this statement correct. You also need a paper for world-wide-general news. Vou cannot choose a better ove-one adapted to the wants of all the facuily-than The Dallas Semi-Weekly News, By sulscribiug for the Lyun County News and The Semi-Weekly New, together, you get both papers one year for $\$ 1.50$ no sub scription can be accepted for less than one year at this special rate and the a mount is payable cash in advance. Order now. Do not delay.

1908 will be Presidential Year. Your order will receive prompt attention.

Lynn County News.
A tree planted, is like a smile or a kind word spokea, it gives pleasure a long time after the exertion of planting has been forgotten.
 Correct EnglishHow To Uss IT.
A Monthly Magazin Devoted to the us of english. Josephine Turk Baber, editor PAR How CONTCrease -Course in Graw Shail and will, should and would: How to use them, Pronunciation (Century Dic tionary), Correct English in the Home Correct English in the school. What to say and What not to say, Course in Letter Writing and Punctuation, Twenty Daily Drills, Business English fod the Business man, Compound words: How to write them, Studies in English Literature. agents wanted
\$1.00 Per Year Sample Copy 100 Address CORRECT ENGLISH, Evanston, III.

A CHILDREN'S PARTY.
Mrs. Lewis Robinson entertain ed the children and "little tots' last Saturday. The little folks as sembled at three o'clock and play ed all the usual games and some new ones which Mrs. Robinson had arranged specially for the occasion The dining room was beautifully arranged and the tables decorated after the most approved fashion. Refreshments were served consisting of three kinds of fancy jellies and different kinds of cake, frui and nuts. The little ones were delighted with the spread and felt greatly honored by the attention paid them by the charming hostess. The entertainment was given it honor of Mrs. Robinson's little sister and brother, Miss Maggie and Master Terrell McLoud. This was the swellest affair given to the children during this season.
The editor was favored with an nvitation and regrets her inability o be present.

"I simply dote on soldiers. Ar jou a son of Mars:" "Ao, but 1 should like to become her sou-in-law."

Why He Objected.
Mr. Stingely-I think it's a mis take to make children believe there is a Santa Claus.
Mrs. Stingely - I can't see any harm in it.
Mr. Stingely - Why, it makes them expect too mach.-Judge,

## WINCHESTER

 "NUBLACK"Loaded Black Powder Shells
Shoot Strong and Evenly Are Sure Fire,
Will Stand Reloading.
They Always Get The Game.
For Sale Everywhere.

## We Want

## FOU to know that our BUSINESS After JANUARY

ist will be on a CASH basis. We have Reasons for this

- First, We have to pay CASH for our GOODS. -Second We can save you money by selling strictly for CASH

FOR INSTANCE WE CAN SELL. YOU Sib BANNER OATS. . . 25 cts . 3 lb cans TOMATOES 2 for 25 cts . BUCKETTT COFFEE . . . . 85cts, ${ }_{2}^{2} \mathrm{lb}$ can CORN per can ... Iocts. WE thank our customers for their liberal patronage during 1907 and and ask for a share of your trade GOME AND TRADE BUT DON'T

ASK US TO "CHARGE IT".
Yours For Business

## THE FAIR.

## To the farmers,

$W^{1 / x}$
DON'T YOU BRING IN YOUR IMPLIMENT GET THEM FIXED NOW? AND THUS AVOID BEING CAUGHT IN THE SPRING RUSH.

## Tahoka Black-smith Shop.

1. S. PENNEY
R.E. PENNEY

## PENNEY BROS.

 LIVERY, FEED AND SALE STABLE LUBBOCK, TEXAS.Wagon yard. Agents for Racine buggles. hides bocgett



[^0]:    J. S. Welcher has gone to Run- Mrs. Ed Robinson returned last nells county for a visit to friends week from a visit to Lubbock of and relatives.

