




# BUY IT IN TAHOKA 

If your home in Tahoka burns, would you send to Rear and Sawbuck for a donation to help rebuild it? Would you ask a bootleggar lumber man to give you credit? No, you would seek your trusted friends, the home town merchants. Is it fair to seek them only in adversity?

# The CENTRAL CAFE 

## Tahoka's Popular Eating House

Last March the present owner assumed management of this place of business. By strict attention to business and by faithfully serving our customers, we have succeeded in making our cafe one of the most popular on the entire south plains.
Success is rarely ever a matter of accident; it is usually attained through meritorious effort and service. It is because of our service that we are winning. We are attempting to give the very best service to our customers.
If the housewife does not feel like preparing an elaborate Sunday dinner, the whole family may have the privilege of enjoying a most elegant feast in the Central Cafe. Our Sunday dinners are exquisite.
If the weary traveler wishes a few minutes rest and comfort as well as a "square meal", he can find that at the Central Cafe


If the roomer in the city wishes a place where he can get his meals regularly at a reasonable price, there is no better place for him to do so than at the Central Cafe.
If the farmer happens to be in town at the noon hour or at any hour in the day and wants to fill the inner man, he can always be satisfied promptly at the Central Cafe.

All these people have learned this to be true and they are coming to our house to get their "eats."
We appreciate your patronage. It is our business to satisfy you and to keep you satisfied.

We are going to do our utmost to please you at all times.

Help us to make this the best little business in town.

We thank you for your patronage in the past. We respectfully solicit a continuation of the same in the future.

## The Following Progressive Firms Made This Campaign Possible:

| Brashear \& Son | Hall Robinson, Insurance | Tahoka Cool \& Grain Co. |
| :---: | :---: | :---: |
| Hogan Dry Goods Co. | Sullivan \& Coughran, Real Estate | J. I. Wingfield, Jeweler |
| Tahoka Drug Co. | Higginbotham-Bartett Co., Lmbr. | The Lynn County News |
| The Limit $\qquad$ | oldridge Bros., Lumber | Club Cafe |
| City Bakery | Cicero Smith Lumber Company | Rainbow Hat Shop |
| aft's Tailor Shop |  | Central Cafe |
| 's Tailor S | Trade in Tahoka and <br> Help the Man that is Helping You | Auto Wrecking Shop |

Brashear \& Son

Hogan Dry Goods Co.

## Tahoka Drug Co.

The Limit
The Drug Sundry Store

City Bakery

Craft's Tailor Shop

Smith's Tailor Shop
Careful Cleaning and Pressing-The Shop of Servico



## FLOUR!

Another Car of the Famous LIGHT CRUST FLOUR in this Week at

# Phone 1 Boullioun \& Thomas <br> Phone 1 

## Riec Cross AITTO

VETS MOUNTING

## Heavier Demands for War Se vice Laid to New Legislation vice Laid to New Legislation Granting Wide Benefits. <br> ACTIVE FORCES AIDED ALSO <br> Drty to Ex-Service and Servic Hen First Responsibiity of the Red Cross.

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Watch This Space!


## Don't Trust To Luck

Your future will be just what you make it. Habits formed now will affect your whole life. Money saved now will be useful to you later. And the habit of sa ving willalways protectyou

[^0]Capital<br>G. E. Lockhart, Pres<br>Securny Bood sen,00ve0<br>Carl D. Griting, C-Pres



## Big Jewelry SALE

Beginning Nov. 27, and Lasting thru December 19th Below are a few of the many values offered on this Sale

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| All White Ivory $1 / 2$ Price |  |  |  |
| Beaded Bags $1 / 2$ Price | Scarf Pins formerly $\$ 3.00$ to $\$ 5$ Values Now $\$ 1.25$ |  | Chains <br> $1 / 2$ <br> Price |
| Bracelets 10 Per Cent Discount <br> On All Stationery <br> One Half Price  |  |  |  |
| Other values accordingly-From this Selection you Will be able to complete your Xmas Shopping List. |  |  |  |

## THE LYNN COUNTY NEWS



PORK ROAST
We have the best fresh
Parks Market

LISTEN!We Bought Merchandise With the Prospect of Lynn County Making Sixty Thousand Bales of Cotton This Season. The early Freeze Coming when it did Bilghted our Prospect, As it did Yours. Beginning Friday Morning Nov. 27th and Continuing thru December, We are going to offer you Merchandise at prices Which we believe you will Appreciate. ALL WE ASK OF YOU IS THAT YOU READ OUR PRICES ON THIS CIRCULAR. THEN COME AND SEE THE MERCHANDISE

## We Don't Believe In Hot Air Advertising---Just Cold Facts!

## WE HAVE TOO MUCH MERCHANDISE FOR THIS SEASON OF YEAR UNDER PRESENT ANDFUTURE CONDITIONS PRICES ARE MOST IMPORTANT, IN ALL MERCHANDISING AND HERE THEY ARE -READ THEM OVER



IN OUR PEADY'TO WEAR WE HAVE A GOOD ǺSSORTMENT OF CLOAKŚ-DRESSES IN ALL THE NEW STYLES AND COLORS-AND-INTHIS DEPARTMENT IS WFERE YOU WILL FIND YOURSELF A REAL BARGIAN SHOULD YOU BE IN THE MARKET FORANY READY-TO-WEAR

## CLOTHING

SUTTS -FOR MEN AND BOYS-AT EXTRA SPECIAL PRICE

WORK CLOTHING AT PRICESTHAT WILL SAVE YOU MONEY

UNIONSUITS
FOR MEN
S1.50 VALUE
$\$ 1.29$
\$1.75 VALUE HEAVY RIBBED -SPECIAL ... ............ \$1.49 \$1.75 HEAVEY FLECED WHILE THEY LAST ONLY
$\$ 1.49$

## Please Don't Ask Us to Make a Hold

 Ticket For a Few Days--Every Sale Is For Cash Only
## A Real Blanket Special

74X84-W00L PLAID 58.85 VALUE $72 \times 80-$ WOOL NAP- $\$ 6.00$ VALUE $70 \times 80$ EXTRY SPECIAL S4.00 VALUE $68 X 76$ HEAVY COTTON-S2.75 VALUE
$\$ 5.98$
$\$ 3.98$
$\$ 2.98$
$\ldots . .89$

UNION SUITS-FOR BOYS AND GIRLS-ANY SIZE RIBBED OR FLEECE
ONLY
89c
TOO MUCH MERCHANDISE, AND NOT ENOUGH SPACE TO GIVE PRICES ON EVERY THING-COME THEY WILL BE PRICED

Hosiery Dept.

| \$2.50 Cinderella | \$1.98 |
| :--- | ---: |
| $\$ 2.25$ Silk | $\$ 1.89$ |
| $\$ 2.00$ Value | $\$ 1.69$ |
| $\$ 1.75$ Value | $\$ 1.39$ |
| $\$ 1.50$ Value | .98 c |
| $\$ 1.00$ Value | .69 c |
| 75 c Value | .59 c |
| 65 c Value | .49 c |
| 50 c. | .39 c |
| 35 c | 26 c |
| 30 c | .23 c |
| 25 c | .19 |
| 20 | 16 c |
| 15 | 12 c |
| IN THIS DEPARTMENT- YOE WILL |  |
| FIND AN ASSORTMENT OF REAL |  |
| VALUES. |  |

We Welcome Your Visits to Our Store
Your Presence Is Always Appreciated 3

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