

## BUSINESS IS

On account of present financial conditions we have found it necessary to put our Grocery and Market business on a strictly cash basis. This will apply to one and all, and will be effective on and after

## SATURDAY, JANUARY 8th, 1927

Putting our business on a strictly cash basis, and, with no delivery of goods, will mean a considerable saving to purchasers. Our general over head expense will be lowered, and, because of no losses in accounts, we will be able to supply our customers with high quality Groceries and Meats at the lowest possible prices. We will be able to sell at a much closer margin of profit, thus passing to the buyers the savings incurred by the cash system.

Thanking you for your past patronage and assuring you of our highest appreciation for your future business, we are,

# HOUK'S CASH GROCERY \& MARKET 

Littlefield,

## NOTICE TO THE PUBLIC

The Buying Public generally is hereby notified that on and after this date this business will be conducted on a strictly cash basis.

In making this ruling we believe it will be to the benefit of all parties concerned- -both the buyer and the seller. Following our inventory last week, we went over our entire stock cutting the price of every article to the lowest minimum possible. Everything in our store is fiow down to the very bed-rock of selling. It will mean added savings/to the purchasers, and the system of cash buying will alsobe of further protection to our business.

Thanking you for your past patronage, and assuring you of the very highest future values at lowest possible prices 1 am ,

## Very truly yours, <br> C. E. ELLIS

## Littlefield,




## THE NEW YEAR

The New Year is here, and with it opportunities for new resolutions and new endeavors for greater success.

The Texas Utilities $C_{0}$., expresses its appreciation for the patronage accorded it in Littlefield and neighboring towns during the past twelve months. It is our desire to be of REAL SERVICE to the people of this little city, and at any time this service may be bettered and made more acceptable, your sincere and wholesome suggestions will be appreciated.

Why not resolve now that you will run your, household the easy way-the right way-the electrical way. If you want lights or power our expert will be glad to call and figure with you on the cost of instalation. If you desire accessories, our store is well supplied with a geod assortment for your selection.

TEXAS UTILITIES COMPANY
R. E. McCASkiLL, Manager, Cooper Bldy., Litulefiold, Texas Electricity is Your Lowet Priced" Sorvant

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| Pray |}

Pr Prayer meeting Wednesday even-
ing, 7 .an p. m .
Women's Miasionary Soeiety, Mon-

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\begin{aligned}
& \text { Women's Miasionary Soeiety, Mon- } \\
& \text { day afternoon. } \\
& \text { H. G. Scoggins, Pastor }
\end{aligned}
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Presbyterian services

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\begin{aligned}
& \text { The First Presbyterian chareb, the } \\
& \text { "home folks church," extends a cor } \\
& \text { din }
\end{aligned}
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\begin{aligned}
& \text { Mome folks church," extends a cor- } \\
& \text { dial welcome to all worhipping } \\
& \text { Christians to come and worship with }
\end{aligned}
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\begin{aligned}
& \text { Christians to come and worship } \\
& \text { us. } \\
& \text { Sunday school, } 10: 00 \mathrm{a} . \mathrm{m} \text {. } \\
& \text { Morning =nrahin } 11 \cdot \mathrm{on} \text {. }
\end{aligned}
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\begin{aligned}
& \text { Sunday school, } 10: 00 \mathrm{a} . \mathrm{m} . \\
& \text { Morning workhip } 11: 00 \mathrm{a} . \mathrm{m}
\end{aligned}
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\begin{aligned}
& \text { Morning worahip } 11: 00 \mathrm{a} . \mathrm{m} \text {. } \\
& \text { Junior Endeavor } 8: 0 \mathrm{p} \text {. }
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\begin{aligned}
& \text { Junior Endeavor } 8: 00 \mathrm{pp} . \mathrm{m} . \\
& \text { Sr., Christin Endeavor, } 7: 30 \\
& \text { م Evening worahip, 8:00 p. m. }
\end{aligned}
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\begin{aligned}
& \text { Sr., Unistian Eindeavor, } 7: 30 \text { p. } \\
& \text { Evening workhip, 8:00 p. m. }
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\begin{aligned}
& \text { BAPTIST SERVICES } \\
& \text { Sunday sehool at } 9: 45 \mathrm{a} . \mathrm{m} .
\end{aligned}
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\begin{aligned}
& \text { Sunday sechool at } 9: 45 \mathrm{a} . \mathrm{m} \text {. } \\
& \text { Preaching at } 11: 00 \text { and } 7: 30 \text { p. m. } \\
& \text { B. Y. P. U., at } 6: 30 \text { p. m. }
\end{aligned}
$$

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\begin{aligned}
& \text { B. Y. P. U., at } 6: 30 \text { p. m. } \\
& \text { Pray. p. m. } \\
& \text { p. m., followed my }
\end{aligned}
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\begin{aligned}
& \text { p. m. followed by a business meeting. } \\
& \text { Please be on time. } \\
& \text { w. M. U. meets Tuesiay at } 3: 00 \\
& \text { p. m. }
\end{aligned}
$$

p.

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\begin{aligned}
& \text { CHURCH OF CHRIST } \\
& \text { Bible Stucy every Lord's Day, Preach- } \\
& \text { beginning at ten o'clock. }
\end{aligned}
$$

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\begin{aligned}
& \text { Bible Study every Lord's Day, Dory } \\
& \text { beginning at ten oclock. Preach- } \\
& \text { ing services upon announcement until } \\
& \text { reerular nattor is }
\end{aligned}
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\begin{aligned}
& \text { ing gervices upon announceme } \\
& \text { regular pastor is secured. }
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\begin{aligned}
& \text { Chureh of Chrint } \\
& \text { Cor. oth \& Park Ave. }
\end{aligned}
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Prenching at 11:00 A. M. on eve
Lord's day. Everybody
Whitherrel.

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\begin{array}{|c}
\text { Sunday shotharral. } \\
\text { erybody invited to attend Sund and take } \\
\text { ery }
\end{array}
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\begin{aligned}
& \text { Sunday school each Sunduy, Ev- } \\
& \text { erybody invited to atteud ani take } \\
& \text { part. Preaching twice each month. }
\end{aligned}
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## A NEW CAFE

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\begin{aligned}
& \text { part. Preaching } \\
& \text { at } 3: 00 \text { p. m. }
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\begin{aligned}
& \text { Progrosinve Chriotion Church } \\
& \text { Meeta : ary Sunday morning }
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There is now opened a

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& \text { Meots, ary Sunday morning } \\
& \text { 10:00 ocloek in church building fo } \\
& \text { Bible Study. }
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Bible Study.

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\begin{aligned}
& \text { LUTHERAN CHURCH. } \\
& \text { Engitah services every Sunda }
\end{aligned}
$$ new Cafe just south of the Lamb County Mercantile

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\begin{aligned}
& \text { LUTHERAN CHURCH. } \\
& \text { Engilioh services every Sunday nigt } \\
& \text { at } 8: 30 \text { o'clock. }
\end{aligned}
$$ and whether you are in

$$
\begin{aligned}
& \text { at } 8: 30 \text { o'clock. } \\
& \text { German servies first and third Sun. } \\
& \text { divemann in the manth }
\end{aligned}
$$ town on business or pleasure stop and eat with us.

$$
\begin{array}{|l}
\left\lvert\, \begin{array}{l}
\text { day morning in the month, at } 9: 80 \\
0^{\circ} \text { clocl. } \\
\text { Religious school every Saturday }
\end{array}\right.
\end{array}
$$

We serve only the best of meats, vegetables and

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\begin{aligned}
& \text { children between the ages of eight and } \\
& 14 \text { years invited to enroll. Instruct- }
\end{aligned}
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\begin{aligned}
& 14 \text { years invited to enroll. Instruc } \\
& \text { ion is given in English language. } \\
& \text { Bible elass Wedneaday nicht. }
\end{aligned}
$$ other edibles. Appetizing

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\begin{aligned}
& \text { ion is given in English language. } \\
& \text { Bible elass Wednesday nikht, }
\end{aligned}
$$ plate lunches

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\begin{aligned}
& 8: 30 \text { o'clock. } \\
& \text { Every Friday }
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\begin{array}{|l|}
8: 30 \text { o'clock. } \\
\text { Every Friday night, at } 8: 30 \text { oclockk, } \\
\text { "What the Lutheran Church Stands }
\end{array}
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\begin{aligned}
& \text { Every Friday night, at } 8: 300^{\circ} \text { © clock, } \\
& \text { For." the Lutheran Church Stands }
\end{aligned}
$$

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\begin{aligned}
& \text { MECCA CAFE } \\
& \text { v. A. VALLES, Prop. } \\
& \hline
\end{aligned}
$$

NO-NOX The new Gasoline that increases mileage, relieves carbon and gives smooth motor action.
All brencs of Gulf Lubricating and Specialty Oils, Kerosene and "Good Gulf Gasoline," Supreme Auto Oil F-the new oil for Fords.
T. L. (TOM) MATTHEWS

Agemt for Gulf Refining Co.
Phones 82 and 198 LITTLEFIELD, TEXAS

> Porcher Lumber Co. A HONE CDNCERN - selline Bullding Materials Wire, Post, Etc, STANDARD AND MONITOR WND MILS WELL SUPPLISS OF ALI KINDS Litulofiold, Tome

## BUSINESS IS NOW CASH

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Very truly yours',

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Thanling you for your past patronage, and assuring you of the very highest future values at lowest possible prices I am,

## Very truly yours,

## Littlefield,

ANNUAL MEETING
 are hebeby notified that an
an
January 11th, at four on oclock p. m.
to
$\$ 40,000.00$, and to transet sucl
other business as may properly co
before the meeting.
-RALPH DUNBAR, Cashier.

Noted Music Bowl Self Sustaining

reach of the muste thandreds of thousanda
 aye snd ifty cents, the rory diest of
tor ithony muste in Americu can pay poty fuer madied by the anyual re-
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the cuse of one the chise of one holding publite ofmea WE STE FOR A MAN TO MAN RELATIONSHIP THA WILL PREVENT misunderstandings, merit more CONFIDENCE, AND CREATE FRIENDSHIPS.

People run their affairs for their own profit, of course, but since this is your home, the more the community prospers the more you prosper.

Money sent away to be banked in other towns can do our town no good, but money banked at home is used by somebody for the upbuilding of

You
"There is no Substitute for Safety"
FIRST NATIONAL BANK
UTTLEFIELD, TEXAS

diseases of civilization The civilized world posisesses adexcept in the matter of hieatth. Look at our formidable array of
Hfe-deatroyers, that were unkriown Hfe-dentroyers, that were unknown
to the cave-man: Cancer-anknown to the Aborigine. Copsti-
pation-parent of hundred serf
ous conditiontpus con-parent of hundred serf
ous che Amercan In
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never caused the death of a noble
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TEXAS UTILITIES COMPANY
R. E., McCAsKILL, Manajers, Coopee Bldy, Limulefold, Toxae




| P. U. MEETING <br> P, U. report an attendtheir meeting last Sun- <br> grams are rendered each <br> the juniors, intermediate <br> grams each week with | wholesome socials and athletic activi les are inter <br> Every youns person who is not ready a member of some other churc come a member of one of these thr groups. $\qquad$ <br> Buy it in ilttlefield. |
| :---: | :---: |
| MONEY TO LOAN |  |
| e will finance your present loan and reduce |  |
| Hemphill and Barnes |  |
|  | Texas |

## lerchandise

 of qualityIn our many years of experience in selling Goods, we find that it pays to sell only Guard Standatd Makes and Advertised Lines of handise at a close turn-over profit.

We are thankful for the expression of many ied customers we have had the pleasure of hg during 1926, and assure you that during we will strive more than ever to please and service.
Here are some of the standard and well n makes of merchandise you will find at our

## FOR MEN

FOR LADIES
Shaffner \& Mark's Printzess Garments Suits ce Correct Suite rard \& Foster Shoes ndly, Five Shoes
ck's Work Clothing Corticella Silks

Goose Solid Leather Shoes for School Wear
We mention above just a few of our standard sthat you may know and feetassured when you here you cap depend on getting your money's th-and then some, because selling for cash, as do, we can sell at a closer margin.

## TeIncols Dry Gbods <br> The House of Value

ne 166 Hopping Bldg. Littlefeld, Texas


## OUR APPRECIATION

We wish to take this opportunity of expressour most sincere appreciation for the gener business patronage which has been accorded during the past year, and which has contributn large measure to our ability to this week buy
and take over the Porter grocery store. and take over the Porter grocery store
This store will be established as a second " M " tem store in Littlefield, and will be conducted he same plan as our first "M" store.
With the larger volume of business that will naturally accrue, we will be in still better pomarket affords and at the lowest possible pric With the already big combined buying powe he "M" System at our command, we will now n a position to make more of our purchases in a a position to make more of our purchases in ng us the same margin of profit, but furing our patrons with groceries at still lower

To the patrons of Porter's grocery store we nd a most cordial invitation to continue their ars of Littlefield and vicinity we invite you to stores, thus joining the already big crowd of fied customers of the "M" System.

## YTYTM

CHEVROLET PRICES ARE REDUCED AND MANY REFINEMENTS
this year, the one-halifton model price was 8375 . The oneton truek price remains unchanged at $\$ 495$. All prices f. o. b. Flint, Michigan. The new truck line incorporates the same improvements that have been embod-
ied in the pasesenger car line, including Co-inceident with the introduction in, ins in the pasenger car line, ineluding been made a substantial reduction in the addition of air cleaner and an oil

prices of Chevrolet automobiles, ac- filter. | prices of Chevrolet automobiles, ac- |  |
| :--- | :--- |
| cording to W. W. Gillette, member of | $\begin{array}{c}\text { Mr. Gillette stated that he was ex- }\end{array}$ |
| pecting a car load of these new mod- |  | the firm, Bell-Gillette Cheirolet $\mathrm{Co}_{0}$ local dealers. On the closed car line, the reduc-

tions range from $\$ 20$ to 850 . The new open car price is now $\$ 535$, with baloon tires and disc wheels as standard equipment, where as the former open car price was 8510 without bal loon tires and dise wheels. New prices on Chevrolet cars are
as follows: Coach, 8595 ; Coup,$~ \$ 625$ as follows: Coach, 8595 ; Coup 5, $\$ 625$
Sedan, $\$ 695 ;$ Landeu, $\$ 745$; Touring or Roadster, $\$ 525$ with ballons and or Roadser,
dise weeventh A seventh model, the sport cabriolet, equipped with rumble seat and added to the line this year, is listed at
$\$ 715$. The half ton truck price is $\$ 715$. The half ton truck price is
now $\$ 395$. Last year, without balloon tires and other advances made

## PERSONAL ITEMS <br> Arbie Joplin made a business trip to <br> Marshal Mason, mayor of Post Cy, is here this week looking after business intergets.

 bbock Monday. W. G. Street made aMorton last Saturday.

## H. W. Wiseman made a business

 trip to Plainview Monday . G. M. Shaw returned Monday nite rom a businces trip to Wichita Kans.Mrs. Hugh Taylor, of Lubbock, visted her daughter, Mrs. F. G. Sadler
last week. Fred Graham, federal land L.ppraisW. O .Stevens and Franz Baker, of in company with the local committee, W, o .Stevens and Franz Baker, of spent Friday and Saturday in Coch-
Lubbock, were in Littlefield on busi-
ran, Hockley and Lamb counties pass-
ing on applications for loans. ness last Friday. ing on applications for loans,
Harry $\mathbf{P}$ Burke, accompanied by his ister, Mrs. W. H. Garder, and his daughter, Miss Mamie Burke,went to Lubbock Sunday where Mr. Burke's
son, Billie, had an operation for tonsilectomy. The boy is reported recovering nicely from the amputation.

Mr. and Mrs. Alex Reeves made a trip to Lubbock Sunday and returned
with a new Nash sedan

Mr. and Mrs. T. R. Long, sceompan ied by Miss Gladys Wales, went to Lubbock Sunday, where the latter will remain to attend the Tech college. Mrs. Chariey Touchon, residing to
the north of town, had as her gueste. the north of town, had as her gueste
or Sunday dinner, Mr. and Mrs. T. Sales, Mrs. Cora Leach and Miss Maude Counod. Mr. and Mrs. J. I. Carrell returned Wednesday from Logansport, La, Where they have been visiting the former's relatives for the past six
weekr. They visited relatives of Mrs. Carrell at Baird and Sweetwater on their return home.


TRULT the moint benutiful Chevrolet 1 in Chevrolet history! Truly an achievement which must immediately change all exinting ideas as to what the
buyer of a low priced car has a right to expect for hil money!
Here is the irresistible appeal of unbroken, flowing body lines-of modish new Duco colors, fashionably stripedof notable amartness-of that flawless silhouetre regularly associated with the costliest of custom-built creations.
Here are score after score of advancements in design, literally too numerous to list completely-but typified by onepiece fall-crown fenders, bullet-type lamps, coincidental ateering and igni--
tion lock and large 17 -inch steering tion lock and large 17 -inch steering wheel.
Here is definive assurance of longer lite, more satisfactory operation and even greater economy-for all models are
equipped with a new AC oil filter and an equipped with a new AC oil filter and an
improved AC air cleaner!
Such features as these are usually found only on cars costing up into the thoueands. They are marks of distinction on the world's finest automobiles. Yet these are now offered on The Most Beautiful Chevroletbecause thespectaculargrowth
of Chevroletpopularity hassentChevrolet production to tremendous volume-and only the economies of tremendous volume plus inspired engineering make possible the manufacture of so fine a car to sell as Chevrolet prices.
We urge you to come in for a personal inspection. And we ask you to come, notin the customary casual mood-but actual expect when the world's largest builder of gearshift automobiles announces a completely new line of cars whose truly great value is based on irresistible beauty
and ahost of improvementaincludings

| New AC Air Cleaner | New Tire Carrier |
| :---: | :---: |
| New AC Oil Filter | New Bullet. Type |
| New Coincidental | mpa |
| Lock Combanation Igailion and seouring Lock | New Windshield. On Open Modelo |
| New Duco Colors | New Heavy One |
| New Gasoline Gauge | piece Full-crown <br> Fenders |
| New Radiator | New Hardware |
| New Bodies by Fisher | New Running Boardo |
| New Remote Control Door Handlea | New Brake and Clutch Pedal Closure |

-with these amazing price reductions

| 25 | The Sedan . . . 5695 | The Roadster \$5525 | Coach \$595 |
| :---: | :---: | :---: | :---: |
|  | vice 37 | Price includt. blloton | Former wries 846 |
| 8338 | Sport Cabriolet \$715 | ${ }_{\text {\% }}$ | 1-Ton Truck . . 5495 |
| The Coupe . 6625 | Entively <br> seat. | The Landau. . $\$ 745$ | 1-2 Ton Truck $\$ 395$ |



