# THE PLAINVIEW NEWS 

Tuesday---TWICE A WEEK---Friday
Volume No. 14
Plainview, Hale County, Texas, Tuesday, November 11, 1919

## No breat ialanity

DEEEMBERT,SASSASTRONWMRER
No bad results are to be FEARED FROM PLANETS
GROUPING In its issue of Octob News published quite a sensational
article by a leading weather prophet elative to the grouping of six plan ets on one side of the sun on Dec.
17 th, and the large sunspot now forming, and the possibility of dire calamity to the earth was suggested
The article, which has appeared in
many newspapers, caased considermany newspapers, caased consider
able discussion and anxiety in Plain
view and the territory covered by the News' circulation.
A local citizen


| coal strike has been | ships taking wheat |
| :---: | :---: |
| Called off by miners <br> Union Officials Decide to Obey In junction Issued by Federal Judge Anderson |  |
|  | Iroad Administration T T Relieve Grain Sitaution North Panhandle |
| - A message has been received saying that the officers of the coal minin obedience to the injunction issued by Federal Judge Anderson at Indianapolis Saturday. |  |
|  |  |
|  |  |
|  |  |
|  | coal committee to enable them to |
| Clarendon Defeests Waylanda game of football at Clarendon | reach Hampton Roads, Va. This con- cession was secured by members of |
|  | the Texas delegation in congress, who |
| Saturda, the Clarendon college team defeated Wayland eollege by |  |
| a close score of 7 to 6 . Recently inPlainview Wayland defeated Claren. | ment of wheat out of the section. |
|  |  |
|  |  |
|  | ation |



Shoes That Adld a Mark of Distimetion to Amy Mam's Dress

That's what they all say when they see these mew Edwin Cleppp's we have just received. All the new shapes in Black, Dark Tam and melee mo difference it you want a wide or marrow isot, we have them from $A A$ to $\mathbb{E E E}$. Soo them on displey in our shew


That's a title we deserve because we have earnd it.
And we've earned it by always offering, in such comunusually high standard of excelience in siste anu vaioiunusually high standard of excellence in
ing.
You know without our telling you that when you buy. Society Brand Clothes
 $\$ 35.00$ to $\$ 75.00$

Barrier Bros. Dry Goods Co.
Dependable Merchandise
N. w. Corner Square

Phone 26

THE MOST COMPLETELY EQUIPPED BAKERY ON THE Plains
Shipping in wholesale lots its products to all parts of the Plains country. An institution where sanitary conditions are paramount Employing only the most expert bakers. Every product mixed by machinery and thoroughly baked in one of the best ovens in the State of Texas.
THE CITY BAKERY
T. J. VanARSDELL, Proprietor.
PLAINVIEW, . . . . . . . .

## TEXAS

WHEN OLD MAN WINTER PULLS AT YOUR COAT SLEEVE
You can thwart his designs upon you by installing in your home one of Cole's Hot Blast Heaters. A fuel saver and a heat giver. Arcadian and Duplex Ranges for the kitchen, are work savers for the housewife. We carry a full line of these stoves in all sizes.

THE R. C. WARE HARDWARE COMPANY GENERAL HARDWARE

## PLAINVIEW,

TEXAS

## YOUR DOLLAR

If you will take your dollar to Piggly Wiggly, you will find that it will purchase 20 cents rore in value for you than you can purchase elsewhere
Your dollar at Piggly Wiggly will not buy delivery, nor blue sky salesmanship, nor telephone service, nor help pay the bad debts of others.
Your dollar at Pise wiggiy
Your dollar at Piggly Wiggly buys Food Products, not Service
A LIVE AND PROGRESSIVE BANK IN A LIVE GROWING TOWN
Now consolidated with the Citizens National Bank, bigger and stronger than ever. Deposits in excess of $\$ 2,000,000$. We want you to make our bank your bank. Every item of business handled with as much care as though it were the individual business of the management.

THE FIRST NATIONAL BANK TEXAS

RIDE IN A HUPMOBILE-THE CAR OF DURABILITY AND SERVICE
We are distributors for this popular make of car in twenty-four counties in the Plains country, maintaining the largest and mos complete stock of parts to be found. Also distributors for the
Chandler and Cleveland. Service for these makes of cars mainChandle

SHEPARD MOTOR COMPANY
PLAINVIEW,
MARRY THE GIRL AND WE WILL FURNISH THE HOME Exclusive agents for Sealey Mattresses, Harmograph Phonoraphs, Globe-Wernicke Book Cases, Acorn Stoves and Ranges, Perfection Oil Stoves, anc Hoosier Cabinets. Funeral directors and embalmers; burial robes. Prompt and efficient service; with auto hearse service
W. FLAKE GARNER, Manager. M. P. GARNER, Sec.-Treas GARNER BROS
FURNITURE AND UNDERTAKING
Telephone No. 105; Night 376
TO THE HOUSEWIVES OF THE PLAINS
Plains wheat this year has more gluten than most any other wheat on the market, thus affording better rising quality, and making it best for bread, biscuits and pastry cooking. Those who use our flour get as good quality as can be found anywhere and get it for less money.

ALWAYS INSIST ON HAVING OUR BRAND.
Every Sack Guaranteed.
HARVEST QUEEN MILLS
PLAINVIEW,
TEXAS

## THE FAMNES ECHAMEE

(By R. Kenneth Evans)

Among the leading institutions of Plainview
located on one of the principle business coners located on one of the principle business corner
of the eit which is all its name implies, catering to the farmer trade and carrying one of the most complete lines of groceries and grocery products to be found anywhere in the Plains country. Thi
institution has been established as the farmer institution has been established as the farmer
store and is maintained as such and carries on of the most complete stocks of merchandise from which the farmer can choose his necessities of

The Parmsers Exchange wap established in Plainview in 1916, with the increased growth
and development of the city and the development and development of the city and the development
of Plainview as the leading commercial center of the Plains country. Luther Bailey, the man
ager of the store, has been with this institution ager of the store, has been with this institution
for almost two years, and in that time has taken care to build up the business on a sound and substantial basis, handling every customer with promptness and never allowing a patron to leave
the store dissatisfied if it was possible to pre the store dissatisfied if it was possible to pre-
ieas it. Mi. Mslle, has lived in Plainvitw for the last four years and durin gthat time has taken an active interest in the development of the resources of the Plains country, never failing to
give his support to any undertaking which promgive his support to any undertaking which prom-
ised for the development of this section. He managed the Farmers Exchange from the stand point of not only making it a financial success
to the owners, but alse to make it a credit to the to the owners, but alsc to make it a credit to the
city of Plainview and a desirable place at which city of Plainview and a desirable place at whic
to trade for the farmers of this section. The stock of merchandise maintained by the
Farmers Exchange grocery incorporates some of
the nationally known lines and in every instance the nationalty known lines and in every instance
in buying for this grocery Mr. Bailey takes par-
ticular care to buy a line of merchandise which will meet the demands of the buyng public. Es.
peciaiziy to turs true of thio your when the pros-
perous conditions of the Plains country makes perous conditions of the Plains country makes
the demands for better merchandise and more
of it. He specializes on Jubilee brand of flour, of it. He specializes on Jubilee brand of flour,
and Dailas Cream meal, cereals and breaffast
foods in addition to all standard lines of cercals,
Folpers. White Swan and Maxwell house coffees and spices are handled. Libby's and Armour's
products in canned goods, including soups, pork
and beans and other producte which are nation-
ally known over the United States. The Beech-
nut line of carned fruits and vecetables is nut line of canned fruits and vegetables is
handied. This is a line nationally known and
known for its being the highest class of canned
merchandise obtainable nnywhere If it is Peech merchandise obtainable anywhere. If it is Beech
nut there is not a danger but that it is the very
best product that it is possible to $i$. best product that it is possible to find anywher.
on the market. A wholesale business is main
tained in kerosene and during the various tained in kerosene and during the various sea-
sons fresh fruits and vegetables are carried in
stock. In fact, the variety of merchandise available at the Farmers Exchange, and all of a high
class makes this an exceptional desirable place at which to trade.

The farmers of this section make the Farm
ers Exchange their headquarters because of the ers exchange their headquarters oeczuse of the service they always receive at this institution and again the extensive patronage accorded the
store makes it possible for Mr. Bailey to turn store makes it possible for Mr. Bailey to tur
lis stock frequenty, which means that all pro
ducts on the shelves are ducts on the shelves are always the very fresh-
est and best to be found anywhere. All goods est and best to be found anywhere. All goods
going out from this store are sold under a guar going out from this store are sold under a guar
antee and the patronage of those wishing to antee and the patronage of those wishing to
$r$ rde at a particular store, giving dollar for doliar in value and the lowest possible per cent of legitimate profit, is solicited. Every one vis
it
ing Plainvier is nuted to make the Farmers iting Plainview is nvted to make the Farmers
Exchange govery ther headouarters.

We are now showing a very large and choice stock of Dishes and Cooking Utensils, and want you to come and see same. You will be pleased. The prices are right, too.
Visit our store often, and it will be to your interest.

## FRANK'S NECESSITY STORE

H. L. A. FRANK, Proprietor

FREE-A Plainview Pennant with $\$ 2.50$ purchases, one to a customer.

IF ANYTHING IS NEEDED FOR WHEEL EQUIPMENT WE HAVE IT

The largest line of Federal Tires and Tubes to be found anywhere in the Plains country. Our service car carrying air, repairs, and everything for the car wheel in distress is always at your disposal if you but telephone 73 .

MeGLASSON-ARMSTRONG RUBBER COMPANY PLAINVIEW,

TEXAS

REXALL GOODS
Are arriving every day. We are trying to supply your needs of these wonderful products.

TME DYE DPUG COMPANY
West Side Square PLAINVIEW,

## THE COOL OCTOBER DAY

reminds us of the real cold weather that is not far off, and thy possibly we may need some more suitable apparel, for both doors and out.
In completing your preparations for fall and winter do not to visit our store. We believe you will find qualities and val here that are unequaled elsewhere, for Men, Women, Boys an Girls.

CARTER-HOUSTON:
We please our customers interest first
WHY TAKE CHANCES WITH UNSANITARY METHODS OS WASHING
Our laundry will turn out work as high class as the most fas ious can desire, cheaper than the wash woman, and under t trictist of sanitary conditions. Special one day work, with fr lelivery to all parts of the city. Express charges paid on all out

THE PLAINVIEW LAUNDR)
JOHN W, GRAY, Proprietor
PLAINVIEW
TEXAS
WHEN WE SAY QUICK SERVICE WE MEAN SERVICE "RIGHT NOW"
Our equipment is such as to cause no long delays in supplying our car with gasoline, oils, accessories, tires, vulcanizing work, in fact everything necessary to the operation of an automobile. The best gasoline and oils on the market-the largest line of ires in the Plains country

THE QUICK SERVICESTATION. D. B. WATSON, Prop.

PLAINVIEW
TEXAS
DO IT ELECTRICALLY

Why worry about coal shortage and strikes? Use Electric Heaters, Ranges, Washing Machines, Grills, Irons, Percolators and ther electrical devises
G.-C. ELECTRIC COMPANY

PLAINVIEW,
TEXAS

## The Freshest of Products Always Found At This Store

Our extensive patronage and buying connections enables us to turn our grocery stock frequently assuring everyone of receiving the very best products and fresh. Standard brands of goods found on our shelves, Van Camps products, Libbys and Armours and other popular brands. The store where farmers loves to trade.

## Prize Turkey Days Wednesday, Nov. 12th and

 Saturday, Nov. 15thWe will give

$\$ 10$ for the largest number from one party $\$ 10$ for the load hauled from the farthest distance.

## Panhandle Produce Company

At new home west of passenger station, next to Nobles Bros. Wholesale house

## Highest Cash Prices Paid

Turkey hens under 7 pounds and toms under 11 pounds not wanted
See our up-to-date storage plant.

## Panhandle Produce Co.

One Block West Station




PURSE FOUND-On streets of Plain-
view about ten days ago, containin

## HoUSEEEEPING ROOMS. 2 bo bo from square. - Mrs. L. W Dalton.

 view about ten days ago, containingmoney. Owner call and describe.
 ${ }^{2}$ FOR SALE-1 Dapple Gray Perch. Texas Land \& Development Co. Announcement
$\begin{gathered}\text { See in another space Dr. L. N. Pen } \\ \text { nock's card, as a Diet Specialist. }\end{gathered}$

```
| (nock's card, as a Diet Specialist.
```

$|$| young heifer calf.-Phone$116, \mathrm{G}$. E. E. <br> Lewis. <br> W0-3t-c$\|$ |
| :--- |
| WANTED-Maize headers; |

farmers wanting maize headed come
to Ben's Sanitary Shop.
al
GOOD AUTO FOR TRADE-Seven
passenger, worth all asked-what
We are heavy as ever in the mar-
ket for poultry, hides, eggs, etc.-
ket for poultry, hides, eggs, etc.-
Pannandle Produce Co., east of Al
filfa Lumber Co. $\quad 45$

| RAMS FOR SALE |
| :---: |
| Some high grade Ramboulletts and |
|  |
| Son. |

JOB PRINTING-The News want
to do your job printing. Best work,
quick service, reasonabio prices.

## WE INSURE EVERYTHING

Including Complete Facilities for
Fire Insurance, Live Stock Insurance, Combined Farm Property Insurance, Automobile Insurance, Fidelity Bonds, Southwestern Life Insurance.

We would appreciate at least a share of your
Fire Insurance
Knoohuizen \& Boyd
Room 23, First National Bank Bldg.

## $\$ 100,000$ TO LOAN

Farm Lands and City Property


Maione \& Jackson, Grant Bldg.

| WANTED-A piano for its keep; no children.-Phone 640. Mrs. Blanton. | WANTBD-Men and 4-horse tagm to run combisior. Men and G-borse team to werk tamdem disc. Work 1 1-2 milos eant of Plainview -Tacas Land \& Devolopment Co. |
| :---: | :---: |
| of three and size and broke |  |
|  | MEN AND WOMEN WANTED- |
| One mile enst of Kress.-J. Y. ton. |  |
|  | Salary \$24, full time, 50c an hour |
| R Sale or trade - 3 Maxwell | spare time, selling guaranteed hosi- |
| trucks, 1 Ford truck, several good | ery to wearer. Experience unneces-sary.-Guaranteed Mills, Norris-town, Pa. |
| second-hand cars in good shape. Phone 677. Roy Lipscomb. 31 |  |
|  | FOR BARGAINS in new and secondhand windmills see or phone S. S. Sloneker. 42-tf. |
| ANTED |  |
| Panhandle Produce |  |
| FOR SAIF - 1916 mede! | Car of fine box apples at Rucker Produce Co., southeast corner of square. |
| ing car, at Ford Hospital. $\quad 51-2 \mathrm{t}$ |  |
|  |  |
| une time to sell our stock to a in clase of leads that have the | \$25 WEEKLY-Men, Women. Advertise. Start candy factory at home, small room, anywhere. We tell how and furnish everything.-Specialty Candymaking House, 5 South 18th. |
| ney that we will furnish is Now. |  |
| ts are making from $\$ 150.00$ to |  |
| 00 pe |  |



Meet me at the Oldsmobile and
Oakland Sorvice Station.
LOOK AT THESEPRICES
 der fence, 125 in clutivation. Selling
cheap in order to raise some money
Price $\$ 15.50$ per acre, good terms. Fo cheap in order to raise some money
Price $\$ 15.50$ per acre, good terms. For
further information, write or wire
Coe W.

## For Sale or Trade. Section 15, League 244, Lamb county

## not leased for oil, unimproved. What have you to offer. Box 442, Seymour

## Rucker wants lots of turkeys. Be sure to sce him at produce house,

 sure to sce him at producesoutheast corner of square.
If you have good mules see A. L. Lanford, the mule buyer. In the mar-
ket all the year around. I buy and
sell every day, one or carload.-A. L . Lanford, day phone 550, night phone

```
# A few buekete of syrup loft
```

WANTED-Wheat or field pasturage
for lambs.-SAnsom \& Son.
51-ttf
for lambs.-Sansom \& Son. $\quad 51$-tti.
FOR SALE-Big-bone Poland-China
male, registered. Schrock \& $\left.\begin{array}{l}\text { Son, } \\ \text { miles } \\ 7\end{array}\right]$

| miles southeast. | 28 -ts. |
| :--- | :--- |
| WANTED-To buy a | fresh milch |

WANTED-To buy a fresh milch
cow, nothing but first-class one will
be considered.-C. B Reeng
478
FOR SALE -1 brindle cow, fresh with
first calf, \$65.00; 1 milk, Durham cow
fresh with first calf, 875.00 ; 1 black
resh with first calf, 875.00; 1 black
Jersey, will be fresh Dec. 12, \$125.00;
Jersey, will be fresh Dec. 12, \$125.00;
1 fawn Jersey, will be fresh Jan. 10,
fawn Jersey, will be fresh Jan. 10,
$\$ 125.00 ; 1$ fawn Jersey, will be fresh
Nov. 1, $\$ 125.00 ; 1$ good 2 -year-old
$\$ 125.00 ; 1$ fawn Jersey, will be fresh
Nov. 1, $\$ 125.00 ; 1$ good 2-year-old
Jersey bull, $\$ 40.00 .-$ M. J. Baid
Jersey bull, $\$ 40.00 .-$ M. J. Baird,
room 35 Grant Bldg., Plainview, Tex-
InK SALE-Five romil house and
$\begin{aligned} & \text { tath, across from Hettocis: church. } \\ & \text { R. C. Ware. }\end{aligned}$
$\begin{aligned} & \text { 37-tf. }\end{aligned}$
LOST--Red bald-faced row, b anded
I. .r over K on left hip.-W. W. Kas.
Inr, Runningwater.
Lo-3t


MISS ETHEL McCURDY


# THE ENLARGED Plainview Mercantile Co. 

Specials In Ladies' and Misses' Readyto Wear
Blouse Week Sale


The National Blouse week is Nov. 10 to 18. We have gathered in quite a collection of beautiful blouses for this special 8 days selling and are offering some attractive garments at attractive prices for this short perior' of time. The regular price range is $\$ 4.50$ to © 34.50 . We are marking a special prive for this speciai occasion. Come see the display and hear the price.

Special Offerings Are

Silk dresses, Serge dresses, Tricolett dresses, Tric otine dresses, Coat Suits and Coats. A special son's numbers at very attractive prices. These are all placed out on our racks for seeing and selecting.


## Plainview Mercantile Company

Burns \& Pierce, Props.



| THE AUToMOBLLEs wTTH PERSONAL IDENTTTY |
| :--- |
| EssEx MoTor cars |
| HUDSON suPER-SIX |

## IHE WALLER ThllOMNG COMPAMY

An example of what can be accomplished by persistent effort and honest endeavor in the Plains country is demonstrated in the growth, development and success attained by the Waller Tailoring Company since the business was estab-
lished in Plainview in lished in Plainview in $1911 \mathrm{by} \mathrm{J.M}. \mathrm{Waller}$.Mr
Waller realiving the Waller realizing the possibilities in the Plain country, cast his lot with those sturdy pioneer Who have worked so diligently to establish herc an inland empire and commercial center, and be-
ing inbued with the same American spiritit of ing inbued with the same American spirit of
progreasion started the operation of his busiprogreasion started the operation of his busi-
ness in a small way, but with big ideas and the ness in a small way, but with big ideas and the
growth and development of his business, to one growth and development of the most extessive in the Plainstisess, country has shown conclusidely that Mr. Waller was far sighted and knew an opportunity when he met it.

In 1913 Mr. Waller realized that his busines had grown and developed beyond the capacity of or hic then rather close quarters, near the opera
bouse building, and as a result he secured quarters in the new telephone fuilding, which is a two story brick, and one of the most substantial buildings in the city. In ke ping with his new and la gege quarters Mr. Walle began the install whicn of a cold enable of him to expand his business o the proportions which he desired. Today he has one of the best equipped plants in the en tire Plains country, with machinery valued upwards of 86,000 , as compared to the rather meager equipment in his orisinal plant, valued in the neighborhood of $\$ 1,000$, or in other words in the short space of about six years, Mr. Waller, has increased the capacity of his plant about
six times the orixinsl capacity, thowing a substantial and steady growth every year

The front room of the building which he now occupies is taken up in office room, tailoring and alteration room and display room for the tailorunder the purisdiction of comptent and congenial clerks, who make it a pleasure to wait
upon the customers who come to this institution. The rear of the building, or three-fourths of the cuarters now occupied by the institution is occupied by the cleaning department, which in
cludes three modern pressing machines. - T $T_{\text {wo }}$ cludes three modern pressing machines. Two
up to date dry cleaning machines are installed. in this room in addition one vacuum drying ma--
chine, a Bowser underkround cleaning and filtering system, purifying dry cleaning proces and the plant compling throughout with all the
underwiters spepifications affecting institutions
隹 this kind affords every protection to the care-
ful handing of every garment which is sent to Chis institutior, The equipment enables Mr. Waller to handle all classes of dry cleaning from
the coarser garment to the daintiest the coarser garment to the daintess fabrics,
without the least harm to the fabrics. In fact, he specializes in the handing of women's dresses and lingere. The plant is equipped with a 10
horse-power boiler used for steam and dry and horse-power b.
wet cleaning.
It is a recognized fact that the Waller Tailo Ins establishment would be a credit to a city several times he size of Plainview, and the
most completely equipped plant this side of Wichita Falls. A Dodge delivery truck, recently acquired, is used for the delivery of garments
sent to this institution and lends dignity and up sent to this institution and lends dignity and up
to dateness to the institution. In fact, in his dateness to the institution. In fact, in his not to overlook one single feature would would reterd the maximum development of this business.
Personally Mr. Waller is congenial and takes a vital interest in civic development. He always zives his assistance to projects of advancement
for the city and is deserving of the extensive patronage which his institution receives.

## With the Approach of Winter Do Not

 Forget Your BatteryEspecial care must be given to the storage battery during the winter months of storage. While you think of it today, call at our station and let us explain how to care for your battery hroughout the winter

Conner-Mathes Battery Co.
plainview,
texas
TIRE TROUBLE TAKES ALL THE JOY OUT OF MOTORING And it can be avoided by equipping your car with Kelley-Springeld or Firestone tires and tubes. We carry an extensive stock of these standard made tires in all sizes. Also distributors for
twenty counties for the Prest-O-Lite Storage Battery--the battwenty counties
EVERYTHING FOR THE AUTOMOBILE IN ACCESSORIES OR REPAIRS
Knight Auto Co
the home of Overland Cars. All Repair Work Guaranteed
Real Estate. Loans, Abstracts, Insurance
One of the pioneer institutions of the Plains County, having many opportunities for investment which will prove to be paying propositions-complete set of abstract books, complete in every espect-loans and insurance of all kinds. An institution with a strong personnel.

The J. J. Lash Real Estate o. Etherd Building

YOUR FARM IS READY IN THE SHALLOW WATER BELT It is equipped with well and machinery for irrigation purposes talled. All that is necessary is for the farmer to move on and start work. Farms in tracts from 40 to 160 acres made ready by his company. Terms one-fourth the purchase price in cash, the

INVESTIGATE THIS VAST FIELD OF OPPORTUNITIES
Texas Land \& Development Co.
Ellerd Building

## ire Proof and Modern Throughout is the

## HOTEL WARE

Operated by an ex-traveling man, who knows the desires and wants of the traveling public. Rooms modern throughout, with unning water and steam heat.
A MODERN HOTEL IN A LIVE AND UP-TO-DATE CITY J. A. TESTMAN, Proprietor and Manager

WHOLESALE AND RETAIL AUTOMOBILE ACCESSORIES
All standard parts of automobiles can now be secured from Plainview in a much shorter space of time than if ordered from other wholesale centers. All our stock standard equipment.
We retail the Michelin and Diamond Tires and Tubes, standard auto jacks, oils, cup grease, gasoline and every part of a car. A COMPLETE LINE OF SPORTING ĢÓDS
E. L. Miller \& Sons

PLAINVIEW
AS

## A NEWLY ORGANIZED BANK OF PERSONAL SERVICE

The Guaranty State Bank, organized by Plainsmen, for the Plains people-Capital Stock $\$ 50,000$. The first day's deposits in bank in Texa, Its. A depositor never lost a dollar in a state modations to deserving ones, consistent with good banking. We dant to get acquainted in the capacity of your good banking
GUARANTY STATE BANK
S. BEARD, President, $\quad$ C. P. BARKER, Vice-Pres.
C. HENSLEY, Cashier PLAINVIEW, TEXAS

## A Progressive Man Is Identified By His Clothing

If his clothes are free from dirt and are properly pressed, then he immediately attracts attention as a progressive and wide awake business man. Let us put your clothes in shape. We operate the most completely equipped plant $\ln$ the Plains country for cleaning and pressing.

THE PLAINVIEW PRODUCE COMPANY

Handling an extensive line of staple and fancy groceries, buyers of eggs, butter, cream and distributors of farm, garden and fancy groceries, with deliveries to all parts of the oity.

GIBBS' CASH GROCERY
PLAINVIEW,
TEXAS
BUY YOUR BUILDING MATERIAL WHERE SATISFACTION IS PARAMOUNT
Our lumber manufactured at one of the 17 lumber mills operated by the Long-Bell Lumber Company. No seconds are to be found in our stock of building materials, which in addition to lumber, includes lime, cement, plaster and builders hardware. BUILDING MATERIALS OF ALL KINDS

ALFALFA LUMBER COMPANY
PLAinview, One of 120 Retail Yards
TEXAS
SANITARY MEASURES ARE IMPORTANT TO HEALTH CONDITIONS
The Sanidown Mattress, handled by this firm and guaranteed by us for twenty years, backed by the factory-is the most saniary mattress on the market today. A removable cover, laced on the mattress makes it easy to renovate it.
Our stock of furniture and floor coverings among the most ex-
ensive in the Plains country.
DODGE FURNITURE COMPANY
Plainview,
J. G. HALTOM, Manager

CAREFULLY FILLED PRESCRIPTIONS IS A SAFEGUARD TO HEALTH
Our prescription department is in charge of a competent and registered pharmacist at all times, who thoroughly understands he filling of the most complex prescription. Nothing but the purest and the freshest of drugs used.

OUR LINE OF DRUG SUNDRIES IS MOST COMPLETE LONG-HARP DRUG COMPANY

PLAINVIEW,
The Nyal Store

VE WILL SUBSTANTIATE OUR CONTENTIONS FAVORING MAJESTIC RANGE.
And will conduct a cooking demonstration at our store the week of October 27, showing what can be accomplished on the acme
of perfection in a kitchen range. This demonstration will be in of perfection in a kitchen range. This demonstration will be in
charge of an expert factory demonstrator who will show all the charge of an expert factory demonstrator who will show all the

DONOHOO-WARE HARDWARE COMPANY
PLAINVIEW,
TEXAS
PREPARE YOURSELF AGAINST THE TIME OF ENTERING BUSINESS LIFE
This is a question every young man and young woman must some time or other confront-whether he is prepared to meet the problems of the commercial life or when thrown on his own re
sources. Witson's Business College will solve this question. Write uf in rr information as to the courses taught, tuition, room and boarkhisf:

WATSON'S PRACTICAL BUSINESS COLLEGE
PLAINVIEW, 608 East Sixth Street

DO YOUR FARM WORK WITH A CLEVELAND TRACTOR
Manufactured by a company which makes tractors a study and their only manufactured product. A tractor that will work in all kinds of weather-formed after the style of the Army Tanks which created such havoc in the World War-A Caterpillar type. Let us demonstrate this machine to you.

> C. B. POWELL, Distributor Postoffice Garage
PLAINVIEW,

## SIATS PIBICC SERYCE COMPAMY

PARENT COMPANY OF THE texas utilities co.

## 1 PER CEEI

Proposes to sell First Preferred, Cumulative, Perticipating Stock, to be sold at par. A orized $\$ 1,475,000$; to be issued, $\$ 400,000$
Far value $\$ 100.00$; dividends cumuiative and
payable quarterly in payable quarterly in January, April, July and October; also participates with dividends on
Common Stock in excess of 7 per cent. Callable Common Stock in excess of 7 per cent. Callable
at 105 and accerued dividends. Dividends exempt from Normal Federal Income Tax under present law
We summarize from the letter of H. Wurdack, president of the Company:


Purpose of Issue
The purbose of this lasue of Fi-st Preforred Steck is to provide funds to enable the compary etterments which will immediately and si $j-$ betcerments which will immediately and sio-
tantially increase net earnings, and to pay for machinery and equipment recently purchased and machinery and equipment recently purchased and
nstalled. These contemplated improvements are letermined by the management of the company only after careful survey and analysis.


Business
The United States Public Service Company owns and operates Public Utility Companies supplying electricity, gas, water, ice and miscell-
aneous service in cities and towns in Missouri aneous service in cities and towns in Missouri
Texas, South Dakota, Mlinois, Kentucky and
Ohio.

Earnings
The average annual earnings of the company The average annual earnings of the company
for the past five years have been $\$ 314,394.00$, or an amount sufficient to pay the snnual interest
charges on its bonds and over five times the charges on its bonds and over five times the
dividends of this issue of first preferred stock.

Value of Property
An appraisement of the physical value of the property made by the engineering firm of H
M. Byliesby \& Co., of Chicago, Sept. 30, 1916 supplemented by the amount expended for bet terments since that date, shows a total conser vative valuation of the properties at this time
of $\$ 4,591,927.00$.

AUTHORIZED AGENTS FOR FORD CARS AND FORDSON TRACTORS

Carrying a complete wholesale and retail line of parts and accessories for automobiles and tractors. A complete line of farm implements used in connection with Tractors, such as plows, harrows, dises, etc., in standard makes.

BARKER \& WINN
PLAINVIEW,
Wholesale and Retail

COLD WEATHER REMINDS YOU OF THE NEED OF AN OVERCOAT OR SUIT
If you buy of the ready-made merchant you are not assured of getting a fit, for a garment that will fit one man will not fit another. Our custom tailors will fit you as you should be fit, and build a suit especially for you. Hundreds of samples and styles to choose from.

CLEANING, PRESSING AND REPAIRING
THE DOLLAR BILL TAILORING COMPANY
PLAINVIEW,
TEXAS
BEAUTIFY YOUR HOME WITH SHADE TREES
It takes time for trees to grow, but they enhance the value of all property-improve the condition and looks of a home, and when fruit orchards are established, create a sure source of extensive revenue. No better selection of trees and shrubs is to be found in the great Southwest than at the

PLAINVIEW
PLAINVIEW NURSERY
TEXAS
MAE I. THEATRE, WEDNESDAY AND THURSDAY
ALICE JOYCE in "THE LION AND THE MOUSE" Charles Klein's Greatest Drama. As a matter of fact, it is estimated that "The Lion and The Mouse" has outlasted something like two hundred plays which have had their opening on
and which have been considered highly successful.

OLYMPIC THEATRE, WEDNESDAY AND THURSDAY ROY STEWART in "THE WESTERNER"
Adapted from the well known book by Stewart Edward White. This is the best Western picture ever shown in your city A Vitagraph Comedy also.

BE SURE YOU ASK YOUR GROCER FOR MADE IN PLAINVIEW BUTTER

You will then know it has been manufactured under the strictest of sanitary conditions-the cream pastuerized betore going to the churn. Bring us your cream and milk-we will pay the highest cash price for it

THE PLAINVIEW CREAMERY
PLAINVIEW,
TEXAS
IF YOU ARE PARTICULAR ABOUT YOUR DRESS YOUNG MAN

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

BARRIER BROTHERS DRY GOODS COMPANY
PLAINVIEW,
TEXAS
KEEP THE BALANCE IN YOUR FAVOR
The present HIGH COST OF LIVING has made it difficult for many of us t
Care in buying your daily needs will lighten this burden for you, nd by taking advantage of our prices you will find it easier to keep the balance in your favor

THE SHIFLETT GROCERY COMPANY
North Side of Square
Phone 676
PLAINVIEW, TEXAS

# Plainview Utilities Are Adequate for Home Building 

The electric plant under our management is equipped to furnish ample current for home and domestic consumption and manufacturing institutions in the Plains country. The machinery installed is the best the market affords. Our rates are in keeping with the cost of production.

Do It Electrically

## Underwear at Saving Prices for the Entire Family



We anticipated our requirements on underwear over a year ago-when prices were far below what they are today.
Instead of markingthem at the present market prices we have given our customers the advantage of our opportune purchases.
With cotton soaring to 45 cents a pound it will pay you to anticipate your wants as all indications point to high price levels.
Many have told us we are from 50 cents to $\$ 2.50$ a garment lower.
Come in and buy now while our low prices prevail on nationally advertised underwear.?

| ildren's C-Y and E-Z Underwear, ages 2 to 14 ONLY <br> \$1.10 to \$1.35 | Men's Heavy Ribbed Union Suits. An excellen $\$ 2.50$ value at any store. Our regular price $\$ 1.95$ |
| :---: | :---: |

Boy's Fleeced Underwear, sizes 6 to 16, while they last ONLY
$\$ 1.20$ to $\$ 1.45$

Ladies' Maline Heavy Bleached Unions, worth
\$1.85

## Our Sensational Sale of Ready-to-Wear Continues With Added Emphasis

New Coats, Dresses, Blouses, etc., every day from New York style creators, purchased at big concessions by our New York buyers and included in our most successful sale. We are breaking all records-there's a reason, Jacobs sales are different.

| A 87.50 All-Wool Union for Men, Cooper Benning- |
| :--- |
| to make. Going fast at $\mathbf{~ N L I Y}$ |
| $\$ \mathbf{5 . 9 5}$ |

$\$ 5.95$

Carter's All-Wool Unions for Ladies. The kind that was awarded the Gold Mededal at the World's
Fair in San Francisco $\$ 5.95$

PUMP-IRRIGATION IN THE
(Continued from 1st Page)
east slope into the Plainview country, east slope into the Plainview country,
forming a large lake. In fact, the
waters in the Plainview waters in the Plainview country,
underground, can be likened unto a

Undergro:nd channels from these
two rivers allow the water to sipe
into this lake, purifying it throuph into this lake, perifying it through
a natural filter as it flows. Rocks a natural filter as it flows. Rock
and fossils brought up from this lahe
are the same as found in river bed.

## In the development of the Plains country the water supply has been

 utilized and farmers, through irrigation plants and companies, have been induced to drill water wells ontheir lands, makiny irrigation als to all parts of their farm, and by pumps throw this water pressure land to take the place of natural rain-
fall. The plan has been a very fall. The plan has been a very successful one. An irrigation plant, in
the shallow water beit, can be in the shallow water beit, can be in
stalled without such an enormous cost when it is considered that the bulk of this enormous water supply is to
be reached at from 40 to 60 feet. One be reached at from 40 to 60 feet. One
of these wells, to that depth, can of these wells, to that depth, can
furnish from 1,000 to 18,000 gallons of water per minute on the pump and regardless of the number of
wells close to gether and the steadiness with which the pumps are oper-
ated no apparent diminishing of the supply of water has been noticeable. of course, in the shallow water belt country there are wells which pump even a greater volume of wate
than this, in some instances pump than this, in some instances pumps
being installed which will throw 2,500 gallons per minute. but th greatest success in this section has been accorded the 1,000 to $1,500 \mathrm{gal}$
lon per minute wells. These larger ion per minute wells. These large
wells are from 140 to 250 feet in depth-and the water bearing sands are continuous from forty feet on Today to equaint the reader with the irrigation success in this section from this yater, more than 15,000 acres have been placed under irrigation. And yet, it is an absolute fact that irrigation farming is yet in its
infancy in this section. Every farmer living in the Plains country has er living in the Plains country has
his garden patch which he irrigates during the summer months, when lack of sufficient moisture from the
natural elements makes it necessary natural elements makes it necessary
to furnish water to his garden patch. This class of irrigation is done thru
Thate
 the widmil. The average irrigated
fram, that is to say the amount o
land on each farm under farm, that is to say the amount on ond farm under irization
tor orop production is aboout 12

| See our pretty Ali Wool and Wool-nap Blankets, <br> marked at most reasonable prices <br> $\$ 5.95$ to $\$ 23.50$ |
| :--- |



