



# THE First National Bank

Of Plainview, Texas

Extends greetings of the season to its customers and friends

Deposits Over \$2,000,000.00

Your business solicited for 1920

## PLAINVIEW IS A GOOD PLACE TO MAKE A HOME

CITY HAS EVERY MODERN PUBLIC UTILITY AND CONVENIENCE

(By R. Kenneth Evans)

There is not a city in the state of Texas that can excel Plainview in the forces which make for a good living. Lawlessness conspicuous by its absence, churches in the majority, with more than three-fourths of the population practicing and professing some form of religion, a school system which excels anything in the Plains country and the shows and other clean and wholesome attractions as places of amusement, beautiful streets, play grounds and many other attributes which make this an ideal town for the home-maker aside from the vast field of opportunities for success in any legitimate line.

The people living in Plainview, like all new countries are composed of settlers from all sections, the majority coming from the East and Northeast. There are no negroes or low foreigners located here and the citizenship in general is the class of people who are respectful of the other fellows viewpoint and believe in the theories of live and let live. They co-operate in every respect for the realization of the maximum of the advantages here and are not a law abiding class from force, but their natural tendencies are to eliminate from the city all lawlessness. The city and county jails are empty. The chief of police, who has resided here for twenty-five years, is seldom called upon to perform any duties other than the handling of legal papers. The courts try only minor cases, the people of this section being too busy taking advantage of the opportunities that exist here to indulge in law suits. This is the class of a city Plainview is, and this is why it is attracting so much attention in the more congested sections.

Plainview is a city of churches, practically every form of Christian religion being represented here, including the Methodist, Episcopal, Baptist, Presbyterian, Christian, Church of Christ, Pentacostal Mission and the Nazarene. The pastors of the city take an active interest in social welfare work and the various churches provide various forms of amusement and entertainment for the city. There is a United Charities Association which looks after any distressed people. There are no paupers, such a thing as a county home never ever being thought of.

The school system is one of the most complete in this section and coupled with the Wayland college, which is located here, makes Plainview an educational center which is one of the forces which attracts many immigrants to this section. People living in the Plains country, have no hesitancy in sending their children to Plainview for educational purposes, realizing that this is a home city with every clean environment necessary for the proper bringing up of their children. The citizens of the city take an interest in the children and provide amusement for them. There is now a plan on foot for the building of a public park which will be used as a play ground and for gatherings, band concerts, etc. In fact, the citizenry of the city spares neither time nor expense in providing every convenience possible for the making of this a beautiful, clean and wholesome home and residence city. Paved streets, miles of cement sidewalks, shady streets and beautiful homes all go to make up the forces which make for a good living in Plainview.

From the physical standpoint every prospective resident to a community takes into consideration, before moving to that community, where he can

be provided with the conveniences that modern living demands. Schools of course are one of the first things and this subject has been dealt upon at length. Another is the public utilities and in this connection it might be said that Plainview without a question of a doubt offers everything that the most fastidious might desire.

The Texas Utilities Company provides the electric current for the lighting purposes and the supplying of power to power machinery. While this institution is a foreign-owned concern, through its management the company takes a vital interest in the development of the resources of this section and maintains a service which would be a credit to a city several times the size of Plainview and has invested here thousands of dollars for supplying of this commodity to the citizens of this section in addition to miles and miles of high tension transmission lines which supplies eight smaller cities of the Plains country. The plant of this company is most modern and located near the Santa Fe right of way, in a stucco and cement building. The most up-to-date and adequate machinery has been installed, consisting of one 500-horsepower, Dissel Type B engine, one of the largest in the state and one 360 horsepower DeVerge engine and one 300 horsepower steam engine, providing ample power in case of an emergency. Two large boilers are used in the supplying of steam. The cities furnished power and electricity from this plant in addition to Plainview are Lubbock, Lockney, Floydada, Abernathy and Hale Center. The company is one of the strongest financial organizations doing business in the west and we are free to announce that they will add additional equipment to their already adequate plant as rapidly as the growth and development of the city requires it. A system of street lights has been provided which gives the city a metropolitan appearance and every business house is provided with electric light and practically all of the residences.

The water plant is up to date and equipped to furnish water to a city several times the size of Plainview as the source of supply is unlimited coming from the ground and testing almost absolutely pure. The water is pumped by one 35 horsepower motor and pump with a capacity of 600 gallons per minute and one twenty horsepower motor and pump with a capacity of 225 gallons per minute. This water is pumped into a standpipe 100 feet high with a capacity of 30,000 gallons. The building housing the water works system is of concrete and modern in every respect. It is owned and operated by the city and is one of the few self-sustaining plants of its kind in Texas. There are 431 consumers of city water in the city exclusive of 71 fire plugs which are located in all parts of the city to conform with the requirements of the insurance underwriters. Five to six miles of water mains, so constructed as to be possible to add additional mains as the occasion might demand with the growth and extension of the residence section of the city. The water system is adequate for the commercial and domestic needs of the city and there has never been a shortage in the supply.

Sanitary measures are also very closely adhered to in Plainview and coupled with this care and the excellent climatic conditions no such a thing as typhoid or other epidemic has not for many years been experienced in the city. There is eleven and one-half miles of sewer main in the city consisting of twelve inch, ten inch, six inch and eight inch pipe. There are 535 sewer connections and the majority of the homes in the city are within reach of the sewerage system. All business buildings in the city are connected with the sewer. The city is now planning on a substantial extension of the sewerage system, installing about 9000 feet of fifteen inch pipe.

A large two-story city hall is maintained in which is housed the fire department. The city hall contains 12 rooms, is built of fire-proof brick and is two-stories in height. On the second floor is maintained rooms for the members of the fire department, with all modern conveniences provided. The fire department is one of the best equipped in the state for a city this size and consists of chief, two drivers, hose company, chemical company, hook and ladder company. The hose company is composed of volunteer firemen with the exception of the paid chief and two truck drivers, about fourteen men in all, all experienced in fire fighting. There is 2,500 feet of fire hose in the department, with sufficient fire plugs to connect in any part of the city, two to each block in the business district. All of the equipment of the department is of the best and equal to any emergency.

The telephone system is controlled and operated by the Southwestern Company, is a common battery exchange and giving adequate service.

In fact it will be easy for the reader to judge that Plainview offers every attraction and convenience to the future resident to make this his permanent home offering an unlimited field of opportunities for his future success.

### WILL INCREASE SUBSCRIPTION AND ADVERTISING RATES

After January 1st News Will be \$2 A Year, and Advertising Rates Higher

Reluctantly we make the statement that the News MUST increase its subscription and advertising rates; but such an increase must be made if we are to stay in business.

The price of paper is now nearly four times the price it was three years ago, the price of ink is double, the postage is more than twice what it was, the cost of printing machinery has greatly increased, and labor costs much more than ever before. Hence, the only thing to do is to increase to a point to somewhat take care of these extra costs of doing business.

There is not a weekly newspaper in this section of the state that is not \$1.50 to \$2 a year, and of course it costs us twice as much to publish a semi-weekly. Our advertising rates are less than those of newspapers of much less circulation in other towns.

On January 1st we will raise our subscription rates to \$2 a year, \$1.10 for six months and 60c for three months. During December those who wish to renew can do so at \$1.50 a year, but we are not going to urge anybody to do so, as the blank paper, ink and postage on a year's subscription now costs more than \$1.50.

Our advertising rate card will be published before the first of January, showing an increase.

### About People You Know

Miss Thelma McLain, a graduate of this institution, spent the week end in Canyon with friends.

James Biedsoo of Abernathy visited his sister, Mrs. A. W. Jones, Saturday and Sunday.—Normal cor. in Canyon News.

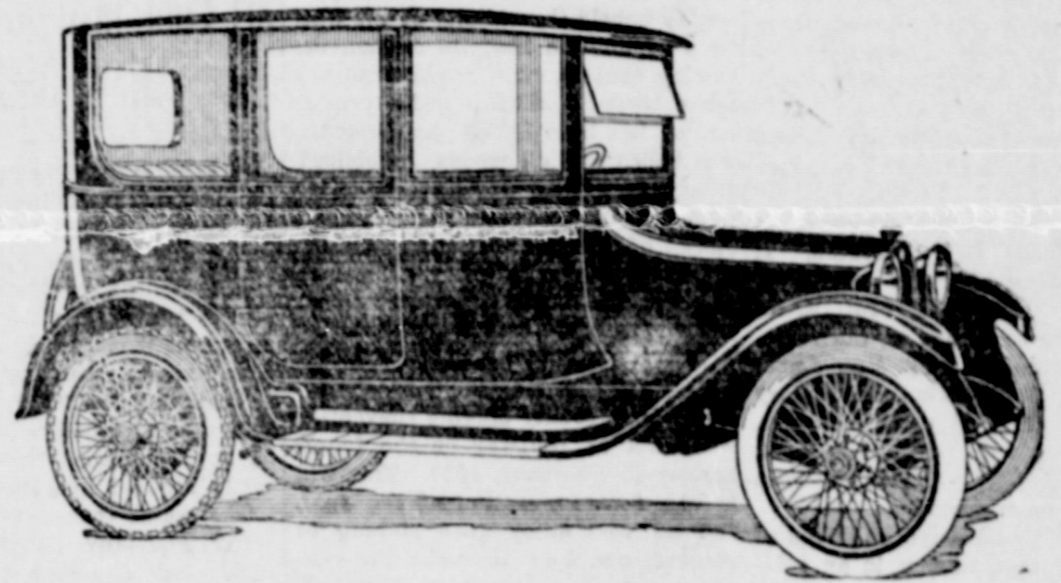
J. D. Gamble was in Plainview on Thursday at attend the meeting of the District Stewards of the Methodist church.—Canyon News.

Isiah Smith of Hale county bought the block house near the Normal of J. C. Bybee.—Canyon News.

### President Pandolfo Found Guilty

The Plainview parties who invested in stock of the Pan Motor Co. of St. Cloud, Minn., can get some comfort out of the fact that the press dispatches note that its president, S. C. Pandolfo, was found guilty in federal court in Chicago last week on four counts of using the mails to defraud.

News Want Ads Pay.



There Cannot be a Nicer  
Present for the Entire  
Family Than a

Dodge Car

---either a Sedan, Touring  
Car, Coupe or Roadster

Carter-White Motor Co.

### Silverton Couple Finally Marry

Recently J. A. Brown and Miss Janie L. Harris of Silverton were refused a marriage license by the county clerk there on account of the age of the girl. They then came to Plainview, where they were also refused a license. They went from here to Floydada, where they were able to show a scholastic record that she was of legal age, and the license was issued and they were married but a few hours ahead of the arrival of an angry father.

### Floyd Re-Employs Demonstrators

The Floyd county commissioners' court has re-employed for another year W. H. Darrow as county agricultural demonstrator, and Miss Josie York as home economics worker.

### Buys Part of Callahan

J. B. Downs returned the first of the week from McGregor, Texas, where he had been on an important and large land deal. While gone he consummated a deal between G. W. Dalton of Crawford, Texas, and the owners of the Callahan ranch, whereby the former becomes the owner of 1,360 acres of land out of this ranch. The consideration was \$130,000.—Lockney Beacon.

## We Want to Buy

Threshed Maize and Kaffir, Oats,  
Ear Corn, Maize heads, Kaffir heads,  
and other feedstuffs.

See us at the old Hunter Coal yard,  
at Hitching grounds.

Barker-Smith Grain Co.

Will Drill in Castro County  
Fred N. Jarnigan of Beaumont has  
signed up a contract with people own-  
ing 30,000 acres of land in the north-  
west corner of Castro county to drill  
a test oil well at an early date.

When You Think of  
**Christmas Presents**

Then You Think of a  
**Soda Fountain**

Think of Us



Dear Santa Claus:  
I want a doll and a piano and that is all.  
Dorothy Goodwin.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I wish you would bring me a top, ball, drum, soldier suit, nuts, candy, bicycle, pony, saddle.  
Warren Bayley.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I wish you would bring me some nuts and candy and fruits, and a gun, and a drum and a Jersey sweater.  
Roy Halsey.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a bicycle, train, wagon, gun xxx, some oranges, candy, xxx.  
Yours truly,  
K. Blanton Allison.  
Plainview, Texas, Dec. 10, 1919.  
(We could not make out all of this letter.)

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a little boy, 9 years old. I have been sick a long time. I couldn't get out to see what I want, but I want you to bring me a few things. I want a pistol and belt holster and some fire crackers and some air gun shots and a foot ball and some candy and apples.  
From your friend,  
Irel Wilson.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am in the third grade. I want some watercolors and I want a story book and some candy, some nuts and some fruits.  
Thelma Looney, Age 10.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I will write you a letter to let you know where I go to school and what

I want you to bring me. I go to school at Happy Union. I ant you to bring me a car, a wagon, some oranges, apples, nuts and candy.  
Tom Davis.  
I want you to bring me a black train with an engine, a little iron and ironing board, some candy, apples, oranges and nuts. I stay with my uncle and aunts.  
Your little friend,  
Douglas Henry.  
P. S.—Bring me a windmill and a large street car.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want you to bring me this Christmas, a doll buggy, doll, bed, chairs, table, also a pair of house shoes. Well this is all. Don't forget the little orphans.  
Your little friend,  
Margaret Nelson.  
Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:

**CLOSING OUT**

Our entire stock of Women's, Misses' and Children's hats at only a fraction of their original cost—none reserved. Hats that were marked to sell at \$18.50 and \$20 can now be had for \$7.50 and up to \$15 for \$5.00. Our \$1.00 hats have proven popular sellers. We still have a few of them.

These are not junk, but up-to-date seasonably millinery, worth much more than we are asking. We can't carry them over and must make room for our spring stock. Several months of winter yet in which to wear them, only a few weeks for us, in which to get ready for spring business.

Many useful and inexpensive gifts for Christmas are here for your inspection. Come look before buying.

**R. & H. Millinery**  
The Individual Hat Shop

**Christmas Plums**

Christmas—co-operation, cheer!  
It is a catching affair—this spirit of Christmas—and the nearer it approaches the more contagious it becomes.

Every time that Christmas comes around again we wonder why we haven't cultivated the Christmas spirit all the year.

Here's hoping that all our soldier boys, on land and sea, will have a few Christmas plums on the day of good will—even though this year they may be mostly in the pudding.

Probably the girls are saying the same thing this year that they have said every year in the past—"Well, I'm going to start making presents right away for next Christmas."

We get most of the enjoyment of Christmas out of the dreams that come before and after. Oh, to dream of it before it comes, to enjoy it while it is here, and to appreciate it when it has gone!

At least we are reasonably sure of one thing—which is that no soldier will have to go without a good Christmas dinner. Well, this is as it should be, since—to paraphrase our old friend, Mr. Dryden—surely the brave deserve the fare.

Not namin' any names, we are willing to admit that there are folks in this world whose Christmas dinner doesn't interest us in the least—except that we hope they'll have plenty of food for reflection, and that after the meal is over they'll get their just desserts.

**WRAPPING ADDS TO THE GIFT**

Home Art Specialist Suggests Use of White Ribbon and Tissue Paper With Bits of Foliage.

The wrapping of a Christmas gift is an expression of the giver as much as the gift itself, asserts Miss Armintha Holman, instructor in home art in the Kansas State Agricultural college.

"A pretty gift will lose much of its charm if it is wrapped carelessly," said Miss Holman. "As much care should be taken in the wrapping as in the selection of the gift."

The wrappings should be dainty and inconspicuous, and in harmony with the gift and the sentiment that the giver wishes to accompany the gift. White tissue paper tied with white ribbon with a bit of foliage for color, makes a prettier and neater wrapping than colored paper and colored ribbon. If the gift is to be sent through the mail, the outside wrappings must necessarily be of strong paper, but if tied neatly and securely with tinsel Christmas cord, the package will make an attractive appearance, and at the same time will protect the gift.

Personal touches, such as original sketches on the gift card or a spray of foliage from the region of the giver's home convey a deep sentiment and thoughtfulness on the part of the giver, according to Miss Holman. While holly and mistletoe are the emblematic Christmas foliage, a spray of hemlock, littersweet, pepper bough, or any pretty native foliage may be used.

**ROAST GOOSE FOR CHRISTMAS**

How to Prepare Fowl Which for Hundreds of Years Has Been Conventional Holiday Dinner Dish.

For hundreds of years goose has been an important conventional Christmas dinner dish. Select a young, tender goose, for its palatability greatly depends on this, one weighing about eight or ten pounds, says an experienced housekeeper.

For the dressing take four cupfuls of hot mashed potatoes, two and one-half tablespoonfuls of finely chopped onions, one cupful of English walnut meats chopped moderately fine; one and one-half teaspoonfuls of salt, one-half cupful of cream, two tablespoonfuls of butter and the yolks of four eggs and a teaspoonful of sage.

Stuff the body with the dressing and sew up the openings. Bring the legs and wings close to the body and tie with a white string, which must be removed just before serving.

Put the goose in the dripping pan with two cupfuls of boiling water and roast for nearly two hours, according to size of fowl, basting often and freely. Remove the goose to a hot platter, pour off the oil in the pan and make a gravy with flour that has been browned. Always serve apple sauce with roast goose.

Select juicy, tart apples and pare, slice and stew with just enough water to keep from burning. When done, rub them through a sieve and add sugar to taste.

The poor will many a care forget,  
The debtor think not of his debt,  
But, as they both enjoy their cheer,  
Wish it were Christmas all the year.  
—Thomas Miller.

For the Biggest and Best Dinner of the Year

**The Christmas Feast**

Mother's greatest of dinners—my what prides she takes in making it a success for the family is gathered to celebrate greatest Christmas in the history of a generation. And we have here to help her the very best varieties of goods—at prices that are lowest possible.

Do the shopping for your entire Christmas here, for we can supply all your grocery needs, and save you money.

**Eastside Grocery**

Geo. S. Fairris, Prop.

**VALUE IS ONLY SENTIMENTAL**

Mistletoe One of Most Greatly Admired of Evergreen Plants But is Practically Worthless.

Perhaps none of our evergreen plants is more loved and admired than the mistletoe, with its modest yellowish-green leaves and its clusters of small white berries. For centuries it has been considered an important feature of the Christmas decoration. Yet, in regard to the real value of the plant, the mistletoe is practically worthless.

It is a small shrub comprising more than four hundred known species, mostly tropical and parasitic. In the eastern and southern parts of the United States the common mistletoe grows on various species of deciduous trees. In Europe, it seems to prefer the apple-tree to any other host. It sends its roots through the bark of the tree and draws sustenance from the sap. However, it is only a partial parasite, for it has green leaves which enable it to do some work in making food for itself.

In some species of mistletoe the flowers are showy, while those of other species are more modest. The pistils and stamens do not grow within the same flower, or even on the same plant, but the pistillate flowers grow on one plant and the staminate on another.

The berries contain flat seeds, surrounded by a very sticky substance, from which birdlime may be made. This birdlime is spread upon places frequented by birds, to impede their movements and render them easily captured. In a similar way it may be used to snare ground-squirrels and other small animals. This is the only practical use that has ever been made of the mistletoe.

The plant grows very slowly, and "not until it is four years old does it bear its first white, translucent berries. However, it drains the vital juices necessary to the growth of the tree, and when many bunches find lodgment upon the same tree, they ultimately cause its decline and death."  
—Shining Light.

**The Circle of Divine Love.**

Christmas reverses creation. One gave us man in the image of God, while the other gave us God in the image of man. The two complete the circle of divine love. That the gods should come down in the likeness of man was long recognized as a universal possibility. And yet Christmas stands alone. It has no counterpart in all the recorded manifestations of deity. The story is natural when one recalls of whom it was written. That a man like Jesus should have entered the world by a special door is not strange. He was different from all others. The wine press of his life no one could tread but himself. That night belongs to no calendar. The very stars wore their brightest faces, when from before the depths of space God drew aside his curtains of richest blue. Jesus did not come alone.

Mrs. L. L. French of Olton took the train here this morning for a trip to Denver, Colo.

**LETTERS TO SANTA CLAUS**

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a foot ball, billy whiskers books and a helmet and games and puzzles and anything else you want to. Well that is all.  
Your little friend,  
Sam Anderson.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a little boy nineteen months old, and I want you to bring me a rocky horse, a rocking chair, some marshmallows, candy, oranges, apples and nuts. I live with my uncle and aunts.  
Your little friend,  
Milton Henry.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am in the third grade at school and I do good work in grade and I'm a good boy, too.  
I want you to bring me a pair of overshoes, nuts, and candy. I hope you will have enough for the Belgian boys and girls, too.  
Wason Price.

Plainview, Texas, Dec. 16, 1919.  
Dear Santa Claus:  
Please if you will bring to me a fountain pen, a pair of house slippers, a book, the name of it is "Billy Whiskers and His Chums."  
I would like another story book if you have it and some nuts, candy, apples and oranges.  
Yours truly,  
Frances Elains Speed.

Plainview, Texas, Dec. 16, 1919.  
Dear Santa Claus:  
Please if you will bring me a sleepy doll, doll buggy, doll bed, doll table, and a set of dishes. A story book. I would like if you would bring it to me (a pair of skates). I want some oranges, apples, nuts and candy.  
Yours truly,  
Kathleen Maye Speed.

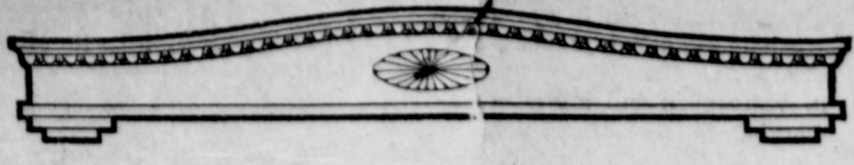
Plainview, Texas, Dec. 17, 1919.  
Dear Santa Claus:  
Please bring me a baby doll with some clothes, a doll bed, a doll chair, a book "The Night Before Christmas," some more books and some nuts, candy and fruit. I will be a good girl and take care of all of them.  
Lucile Dorsett.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I will print this so you see I know my letters. I love them all, but three, because H. C. and L. might spoil your trip. I want a kill-gun and a wagon car. I will be 6 in January, and have had 5 Christmas trees. Don't bring me anything a girl would like. Betty wants a parasol; she needs a record, she had one but she sat down on it. I am getting good. Betty is doing better.  
With much love,  
Raymond Holbrook.

To North Pole from Kress, Tex.  
Dear Santa Claus:  
Bring me a rag doll Christmas, also a pair of rubbers, also a set of dishes, also a ring, it don't matter what kind of set it has got in it, and also a big ball, the bestest one you have got, also a rocking chair. Bring me a negro false face to scare Bootsie with and don't forget to put a cushion in the chair, and also a pair of aprons, it don't hurt what color and if you don't get them made, mama will make them. Hope you don't get stuck in the snow, and if I cry too much leave the false face, cause I got to have the rest. Bye-bye.  
Flossie Adkisson.







# JEWELRY

the gift of  
**LOVE**

In making Christmas gift selections strive to choose that which is genuine, that which even in its simplicity of design will evidence value and worth.

THE FIRST CHRISTMAS  
Was a  
JEWELRY CHRISTMAS  
and the wise men presented unto Him  
GIFTS of gold.—Matt. 2:11.

Jewelry that is genuine—is the perfect union of all these qualities—the perfect Christmas gift.

Gifts that last are SYMBOLS of LOVE ETERNAL.

Jewelry, Watches, Silverware and gifts that keep alive the sentiment that inspires the giver.

Let the Hallmark Store be your Gift shop this Christmas season.

**WILBERT PETERSON**



## LETTERS TO SANTA CLAUS

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am in the second grade and I am nine years old. I go to school at Happy Union; my teacher's name is Miss Margaret Burt.  
I will tell you what I want: A doll, dishes, bananas, nuts, apples, doll buggy and a doll stove and a doll bed.  
Your friend,  
Fay Burns.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a doll buggy and a doll bed and trunk, candy, nuts, oranges, apples, and a handkerchief. I am in the first grade.  
Francis Bell.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a girl 11 years old. I have been trying awful hard to be good all the year around. I am writing you to tell you what I want for Christmas. I would be very happy if you would bring me a big doll and buggy. I want a big box of candy, and also 3 three-coin bank that holds \$10, and a card of thrift stamps. I want nuts, candy, apples, oranges, gum, all the big cocoanuts I can eat.  
Yours truly,  
Lavand Stoddard.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a little boy five years old and have been very good. Will you please bring me a little wagon, a top, ball, an automatic gun, a story book, some building blocks, and fruit, and some nuts. Hope this isn't asking too much of you. Please don't forget me.  
Your little friend,  
Berwin Willis.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Bring me a doll that goes to sleep and some clothes for it, and a cream doll buggy and a cradle or a bed, which ever you have.  
Constance Wayland.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Merry Christmas and Happy New Year to you and Mrs. Santa. I am an invalid and 11 years old, and not able to go to school. Please bring me a doll and a little lamp, and tea set, and trunk with doll clothes. We ordered a Victrola and will you please bring it for Christmas. Bring all the kiddoes something. With lots of love.  
Louise Ross.

Kress, Texas, Dec. 7, 1919.  
Dear Santa Claus:  
I want to tell you what I want for Christmas.  
I want some tinker toys, and a little toy engine.  
And my brother wants a train, and a horn.  
We also want some candy, apples, oranges and nuts. I will not ask for so much as other little boys and girls want something.  
Joe and R. L. Lang.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a coaster and a story book and some records and a necklace, Virginia Hinn.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a doll, a doll buggy, a stove, a bed, safe.  
I want some dishes, candy, nuts, apples, oranges and bananas.  
Your little friend,  
Josephine Burton.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a rocking chair, stove, doll, broom, set of dishes and doll bed.  
And that it all.  
Rowena Hamilton.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a box of water colors, and a doll cradle, nuts, oranges, bananas. Please remember my little brother.  
Your little friend,  
Maxine Stoneker.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a little boy 4 years old. Please bring me a little truck, horn, train and some oranges, candy and nuts.  
Your little friend,  
Wendall Green.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a story book and a picture book and some firearms.  
Robert Hinn.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want an Ouija board and a bicycle and some records and a book.  
Harold Hinn.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a Kiddie-car that Jack and I can both ride, an airplane that will fly, a red tractor with lots of plows, and don't forget to bring me some scissors. Jack and I are going to have a tree, so you will know where to put our toys.  
I think that will be all.  
Good-bye Santa,  
Barye Edison Towery.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a black-board, a water pistol and some fire crackers, and some candy and oranges. I have been a very good boy. Please remember my sister.  
Your little friend,  
Wilbur Stoneker.

Kress, Texas, Dec. 8, 1919.  
Dear Santa Claus:  
On account of sickness we did not have much Christmas last year. You must make up for it this year.  
Sister and I want you to bring us each a ring and bracelet and a doll buggy, lots of candy and oranges and apples.  
Beatrice and Wanza McCollum.

Plainview, Texas, Dec. 9, 1919.  
Dear Santa Claus:  
Will you please bring a set of tinker toys, a rubber ball and a bugle. For my small sister please bring a little broom, a little chair, a rubber ball and plenty of nuts and apples and oranges.  
Your little friend,  
Wilburn Kurfoes, Rt. A.

Kress, Texas, Dec. 7, 1919.  
Dear Santa Claus:  
I am writing this to let you know what I want for Christmas.  
I want a baby doll that opens and shuts its eyes, and a want an aluminum set, and a little basket ball.  
My little brother wants a soldier doll and a rubber ball.  
And my little baby sister wants a rubber doll and a rattler.  
We also want some candy, apples, orange, and nuts.  
Your little friend,  
Irene Lang.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I hope you will not forget a little boy like me. I have tried to be good this year. I am seven years old and I am in the second grade. I want you to bring me a gun, that shoots newspaper, and a box of marbles and lots of nuts, oranges and lots of apples.  
Yours for a merry Christmas,  
Care Neil.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a overseas suit, a machine gun, and a foot ball, some fruits and candies.  
Your little friend,  
Eamey Lee Hankal, Elm St.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want you to bring me a bugle, rocky horse and teddy bear.  
Your friend,  
J. B. Burton.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I go to Happy Union school, I am in the first grade, I like to go to school.  
Santa Claus bring me a train, a tricycle, and some fruits and nuts.  
Ernest Matsler.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am a very small boy, but I go to school, I am in the first grade.  
I am going to move to Arkansas, but will not go before Christmas, so you will find my stocking hung in Texas. I want you to bring me a soldier boy, a tricycle and some oranges. I will thank you very much.  
Your little friend,  
W. T. Bell.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I wish you would bring me a knife, bicycle and foot ball and some apples and some candy. I am in the second grade. And a box of water colors, and a drum and a pair of leggings and some fire crackers and some marbles.  
I have a little brother. I think he wants a kitty-car and car and a wagon, rocky horse and some candy, apples and oranges and nuts, and a train and a monkey.  
James Miller Halsey and Roy Halsey.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want you to bring me a train and airgun, books and games and a horn, drum and anything else and candy, fruits, nuts.  
Your little friend,  
Janas Cope.  
P. S.—And a foot ball.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me a doll and doll bed, and chairs, books, dishes and games and anything else.  
Your little friend,  
Frances Anderson.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me one drum and marbles, and candy, oranges, nuts and apples.  
Floyd Wright.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me one drum, some marbles and candy, oranges and nuts, apples.  
B. L. Wright.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me one doll and baby brother one rubber doll and lots of candy and other good things.  
Gladyes Wright.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a doll buggy and a lot of little dishes, a stove and some little dolls and a bed. Some candy, nuts, apples and oranges.  
Your little friend,  
Estalee Singleton.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am in the second grade and am nine years old.  
I go to school at Happy Union my teacher's name is Miss Margaret Burt. I want a doll, dishes and some candy, apples, bananas, doll buggy and a doll stove and a doll bed.  
Your friend,  
May Burns.

Runningwater, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am expecting you to come to see me Christmas. I am a little boy, 7 years old, and I want you to bring me these things: A mechanical dump, truck, airplane, humming top, sparklers, and a toy train. If this is too much, I will be pleased with what you leave me. Be sure and bring me lots of candies and fruits.  
I remain,  
John Shropshire, Jr.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am 11 years old. I have been sick 39 days and can't see what I want, but I want you to bring me a few things. I want a pistol and holster, an air gun, shots and some fire-crackers and bombs.  
From your friend,  
Rex Wilson.

# Big 10 Cent Sale

Now on

## 5-in-One Hair Tonic

### Just Think A \$2 Bottle of 5-in-1 Hair Tonic for 10c

Best hair tonic on earth, and my sales are increasing very rapidly. Below are the names of a few of many persons who have grown hair with "5-in-1" hair tonic.

A. L. Eastman, at Patton Hotel, Plainview.  
E. O. Shuey, Washburn, Texas.  
Western Oil Investment Co., DeLeon.  
F. R. Vih, El Paso, Texas.  
E. H. Jones, Chil Slaton's Ranch, Plainview  
J. M. Seitz, Post City, Texas.  
"Dad" Stanfield, Hooper's Ranch, near Plainview.  
J. L. Preston, Wellington, Kans.  
Mrs. W. A. Wilson, south of Plainview.  
A. A. Roberts, Los Angeles, Calif.  
Mrs. Ira Morrow, Rotan, Texas.  
Tom Brazzil, Lubbock, Texas.  
Miss Escal Bond, Lockney, Texas.

E. Payne, Achille, Okla., Box 79.  
M.G. Cooper, Big Springs, Texas, 200 Houston Street.  
W. B. Tollerson, Fort Worth, Texas, 401 Bowie Street.  
Capt. R. P. Ausprooks, Fort Worth.  
David B. Cohn, Kansas City, Mo., 3813 Paseo.  
Alfred Jaramilla, Ft. Bliss, El Paso.  
W. F. Pridemore, Lamesa, Texas.  
J. E. Laird, Tulia, Texas.  
J. B. Knox, Happy, Texas.  
Oliver K. Walters, Marlin, Texas.  
Martin Dornsch, Kensington, Kans.

These people all endorse "5-in-1" Hair Tonic, because it has proven satisfactory to them. These facts can be proven by addressing any or all of them, at the post offices named. We want you to try "5-in-1" Hair Tonic, and are making this special offer to get you to do so. One bottle for \$2.00, two bottles for \$2.10.

Hair Cuts 35c

## Ben's Sanitary Shop

Plainview, Texas

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I am in the fourth grade. I am nine years old. I go to the Happy Union school.  
I want you to bring me a water-gun, a foot ball and a box of fire-crackers.  
Lee Halsey.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
How are you this merry Christmas? I will tell you what grade I am in, I am in the fifth and sixth grades, and I am ten years old.  
I will tell you what I want for Christmas: I want a story book, a ring with a Ruby set in it, a fountain pen and lots of nuts and fruits.  
Ruth Neil.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I thought I would write and tell you to please bring me a Mechanical auto racer, a little train, some popcorn, candy and nuts.  
From your little friend,  
Emmett Green.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I will tell you what grade I am in, the second grade. I go to the Happy Union school, my teacher's name is Margaret Burt. I want a box of Cracker Jack, foot ball, a little gun and a bugle, nuts, oranges and apples, a ball, a little box of apples, a little box of oranges, a box of water colors.  
D. J. Tilson.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want you to bring me a doll and a little buggy, some dishes, a little car, a ———, a trunk.  
Yours truly,  
Verl Dennis.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a doll and a doll buggy, a stove and doll bed. I want some candy, nuts, oranges and apples.  
Your little friend,  
Louise Harden.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
How are you this merry Christmas. I will tell you what grade I am in. I am in the primary and I am six years old.  
I want a little money bank, some nuts, some fruit and some candy.  
Martin Neil.

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a gun, some tools, a knife, a great long stick of candy, a box of colored pencil and that's all.  
Weldon Hamilton.

Runningwater, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
I want a stove and big doll. I want a trunk and a table. I want a ironing and a bed. I want a piano and a rocking chair. I want a set of dishes.  
Corolie Isabelle McComas.

RECENT WAR CONDITIONS have proven

## THE GRADUATE NURSE

to be one of the World's MOST VALUABLE ASSETS  
In Present Peace Conditions she is in Even Greater Demand  
There is now opportunity to gain immediate entrance in one of the very best Scientific schools for Nurses in the South. The erection of added hospital buildings makes this possible.

Student Nurses are cared for in an up-to-date Nurses' Home, without tuition fees or other expense, and are paid an incidental fee each month. Apply now. New class being organized for January, 1920. Write without delay for full information to Miss Helen T. Holliday Superintendent Nurses Training School of the TEXAS BAPTIST MEMORIAL SANITARIUM  
Dallas, Texas

Plainview, Texas, Dec. 10, 1919.  
Dear Santa Claus:  
Please bring me one bag of marbles, one airgun, some candy, oranges, nuts, apples.  
Claude Wright.

## We Are In the Market

At all times for your threshed grain, heads and hay, anything you have to sell in the feed line. Make yourself money by getting our bids before selling.

**E. T. Coleman**  
Coal and Grain Dealer  
Phone 176 Between Depots



# A Merry Christmas and A Happy New Year

Closing our books for the year without thanking our many friends for the business they have given us would be like leaving one of our principal debts unpaid.

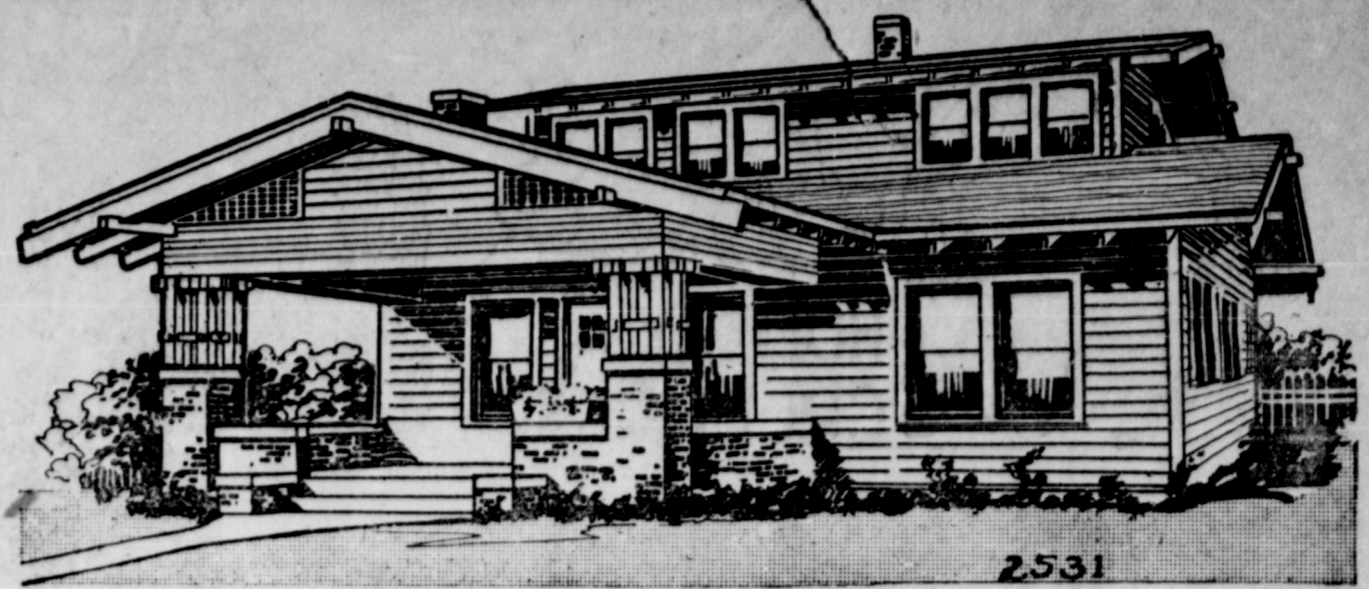
Our biggest asset is the good will of our customers, and we appreciate each and every one's share in this business friendship.

May 1920 bring a lasting peace and to you greater prosperity and happiness.

## Bonner & Price

Coal and Grain Dealers

Phone 162



# Will You Be In Your Own Home This Christmas

Our Service Station  
for  
Home Builders

Is the most modern in Western Texas and completely equipped to supply everything from the First Idea to the Last Dip of the Brush.

## McAdams Lumber Company

J. A. Williamson, Manager

Plainview



Accept this greeting as a Holiday remembrance of this, the happiest season of the year.

We wish to thank our customers for their patronage during the year that is closing, and trust that the coming year will be one of happiness and prosperity to all.

## Alfalfa Lumber Co.



The erection of a monument is a duty we owe to our beloved dead. It is a duty and a privilege we owe to the nation's yet unborn who may read not only epitaphs, but in beautiful sculpture the real conditions of the age in which we live.

Monuments have been the historical messengers from age to age. Let us see to it that our age will do justice to itself and pass on to an evergrowing intelligent race the doings of our time.

## South Plains Monument Co.

Plainview, Texas



## We Wish to Announce

To the public that we have leased the building next door north of Garner Bros., in the New Ellerd Building.

We expect to engage in the wholesale rubber business, covering West Texas and New Mexico, as factory agents and distributors for two good tires.

### Tires

We handle the Vulcan and Tread-Well Tires and tubes, will sell both wholesale and retail. We have a special proposition for you, one that will save you money. Come in and let us tell you about it. No better tires made than we handle.

### Old Tires

We are arranging to buy old casings that are in fair condition and send them off for re-treading.

### Overland 4

We are the agents for the New Overland Four. The car with a WONDERFUL SPRING, the easiest riding car in the world. Let us show you. One ride over the rough roads will convince you. This car is economic in upkeep.

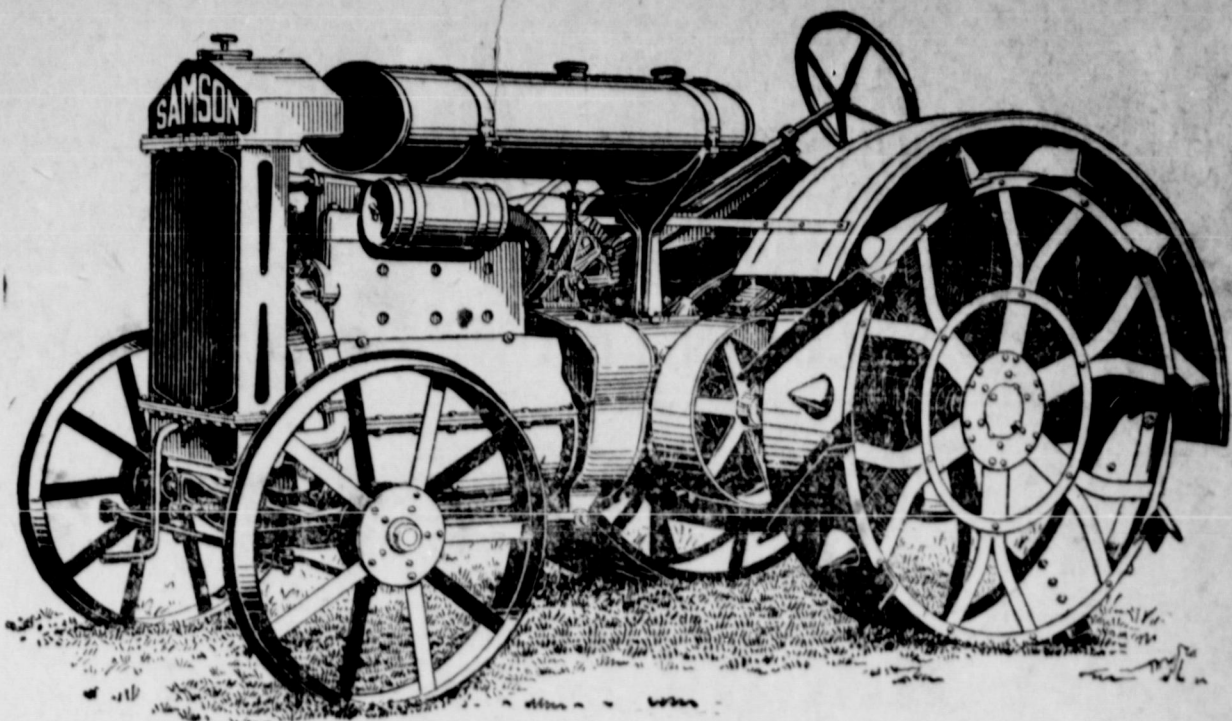
If you are in the market for a car, come in and see us before buying.

We want to meet you and show you our goods, explain our proposition to you and save you money.

We wish you a Merry Christmas and a Happy New Year.

## Peace & Lewis

IN NEW ELLERD BUILDING



## SAMSON IS HERE

# Tractor that

Is worth more  
Sells for less

Built by one of the largest manufacturers in the world.

Price \$785.00, which includes delivery and demonstration on your farm.

**Green Machinery Co.**  
Distributors



## We Appreciate our Customers Every Day

But at Christmas time it gives us added pleasure to wish for them the increased joy of the holiday season.

Our business is the selling of wholesome fresh meats. We also have cheese, oysters, fish, and other market delicacies for special seasons such as the holidays.

Think of us when you think of meats needed for the success of your holiday cooking plans.

## Thompson's Market

Phone 48

TOM THOMPSON, Proprietor

North Side of Square



During this season of good cheer we wish to extend our thanks and holiday greetings to the many in Plainview and surrounding territory who have made possible the progress of this bank during the year 1919. May the holidays bring them joy and may their year of 1920 be full of prosperity and happiness.

To you we offer a banking service which we believe you will appreciate if you will give us a trial.

You will be surprised how easily and rapidly a bank account will grow and how much satisfaction there will be when next Christmas rolls around and you have an account from which you may draw to make the purchases for friends and relatives. You will be glad that we urged you to start an account when the next holiday season comes.

## The Third National Bank

PLAINVIEW, TEXAS,



# Battery Life Depends upon INSULATION

1



There's only one sure-fire preventive against aging on the shell—that is to store the batteries in true bone-dry condition, which is possible only with the Willard Battery containing Threaded Rubber Insulation.

Threaded Rubber has these three distinct advantages over any other:

**1. Threaded Rubber Insulation eliminates depreciation in the dealer's stock.**

Willard Batteries with Threaded Rubber Insulation, since they have no wood insulation in any form, can be shipped and stored bone dry—since neither plates nor insulation in the battery have ever been wet.

The storage battery with wood insulation in any form can not be kept in a dealer's stock without depreciation, because wood insulation must be put into the battery wet at the factory, and, once the insulation is wet, a continuous chemical action begins; and furthermore, the insulation can not be allowed to be dried out, as it would become damaged. Hence the battery must soon be filled.

2



The life of the battery is largely up to the man in the car, but Threaded Rubber Insulation adds greatly to its chance of long service, because it removes one of the commonest causes of battery trouble—breaking down of the insulation.

**2. Threaded Rubber Insulation returns bigger dividends to the user.**

Threaded Rubber Insulation is a manufactured product held to rigid uniformity, more durable and long-lived than any wood can be. The car owner is not wholly relieved of caring for his battery, but the battery will stand more abuse, and function at high efficiency for a much longer time.

3



Nearly every battery with ordinary insulation has to be re-insulated at least once during its lifetime. Willard Threaded Rubber Insulation never has to be replaced.

**3. Threaded Rubber Insulation makes re-insulation unnecessary.**

When installed in the car no one can say just how soon wood insulation will begin to break down, on account of the impossibility of securing absolute uniformity in wood, since it is the product of nature, not of scientific manufacture. During this period even careful driving and faithful attention to battery care will not absolutely insure long life.

Re-insulation—at considerable expense—is almost certain to come before the ordinary battery is worn out, and the life of any battery after re-insulation is uncertain.

## Conner-Mathes Battery Company

Phone 16

In Auto Row

# WILLARD STORAGE BATTERY

Willard Threaded Rubber Insulation

## Buy Your Christmas Groceries From Us

We have a complete stock of the freshest and best of everything you desire for your Christmas cooking. Save time in your Christmas buying by coming to our stores first.

PLAINVIEW PRODUCE CO.  
GIBBS' CASH GROCERY

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

## THE FRESHEST OF PRODUCTS ALWAYS FOUND AT THIS STORE

Our extensive patronage and buying connection 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, such as Beech Nut brands of canned goods, Van Camp's products and Armours and other popular brands. The store where the farmer loves to trade.

THE FARMERS EXCHANGE  
PLAINVIEW, TEXAS

## 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  
PLAINVIEW, 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 most complete stock of parts to be found. Also distributors for the Chandler and Cleveland. Service for these makes of cars maintained.

SHEPARD MOTOR COMPANY  
PLAINVIEW, TEXAS

## MARRY THE GIRL AND WE WILL FURNISH THE HOME

Exclusive agents for Sealey Mattresses, Harmograph Phonographs, Globe-Wernicke Book Cases, Acorn Stoves and Ranges, Perfection Oil Stoves, and 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

# DYE DRUG COMPANY THE REXALL STORE

(By R. Kenneth Evans)

There is not a city in the great Southwest that is better equipped with up-to-date business institutions than Plainview and in many instances, as in the Dye Drug store, this city has institutions which excel any in this section of the state and institutions which would be a credit to a city several times the size of Plainview.

The Dye Drug store is truly one of the pioneer institutions of the Plains country, having been established here more than twenty-five years ago, but at the present time operated and owned by E. Lee Dye, a graduate, both in Pharmacy and medicine. Dr. Dye, as he is familiarly known in Plainview is one of the younger business men who takes an active interest in the development of the vast field of resources which exists in the Plains country. He operates this store from the standpoint of making it a credit to the city and delights in making it excel other stores in other cities in the Plains country. The writer without a question of a doubt is safe in saying that there is not a better equipped drug store, with a wider diversified line of merchandise anywhere in Texas west of Dallas than this store. Have been in drug business under different names in Plainview for 25 years.

Four years ago the Dye Drug store was located on the west side of the square, securing quarters in the Ware Hotel building which is one of the most substantial buildings in the city of Plainview. A passage was opened from the hotel into the drug store which makes an added convenience for travelers who wish to patronize a drug store.

Realizing the excellency of his location and the opportunity such a building afforded for the establishment of a De Luxe store, Dr. Dye secured the best class of mahogany fixtures to be found on the market for this store. The glass wall cases handsomely display the extensive line of merchandise while the soda fountain is equipped with all the latest sanitary appliances making it up-to-date. The moment one steps into the Dye Drug store he is impressed with the metropolitan appearance of the store and a glance at the display shelves shows that the stock of merchandise is most nationally known lines.

The prescription department is under the direct supervision of Dr. Dye, whose education in medicine in addition to education in pharmacy makes him an exceptionally valuable pharmacist. A registered man is in charge of this department, Dr. Dye realizing the value of a registered man mixing all prescriptions.

The Rexall line of proprietary medicines, manufactured by the United Drug Company, the most extensive manufacturers of proprietary goods in the United States is handled and this store is one of the 8,000 Rexall stores in the United States. In this line there are over 350 prescriptions which are all handled under the money back guarantee plan.

The Dye store has the exclusive agency for Symphoony Lawn stationery, Liggett's and Guth's chocolates, Kanteak, Rexall Maximum and Monogram rubber goods, nationally known and guaranteed to give satisfaction. This store also has the exclusive distribution of Jontel, Violet Dulce, Bouquet Jeanice perfumes and toilet preparations and handle all the popular makes and brands in this department. The line of cosmetics includes all that the fastidious lady could possibly desire.

The soda fountain and soda parlor is the popular gathering place of both the young and the old of Plainview. Expert caterer are always in charge of this department and in addition to serving of all the popular soft drinks, hot drinks and exceptionally made chili is served during the colder months. This fountain is conducted on the plan of strict sanitation and everything is served in an appetizing manner.

When all in all there is not an institution in Plainview more up-to-date or more capable of caring for the business for which it was established than the Dye Drug store. The full line of Pathephone and records and Eastman kodaks, (and if it isn't an Eastman it isn't a kodak) are carried in stock.

## HEADQUARTERS FOR CHRISTMAS GOODS

The Gift Makers' Greatest Opportunity it at Frank's Necessity Store

When U see our new and beautiful line of Holiday Goods full of the choicest selections for the Christmas trade is now ready for the inspection and approval of all who know a good thing when they see it. The best goods that can be had for the money, regardless of where you go. Do not wait till the last day, but come early and avoid the rush. It will pay you.

FRANK'S NECESSITY STORE  
H. L. A. FRANK, Proprietor

## A FULL LINE OF LUGS AND BOLTS, OVERSIZE TO TAKE UP LOOSE RIMS

FEDERAL TIRES AND TUBES  
NORWALK TUBES

Everything for the Wheel.

McGLASSON-ARMSTRONG RUBBER CO.

Phone 73 "In Auto Row"  
PLAINVIEW, TEXAS

## Truly the House of Quality Merchandise

Carrying the most extensive line of farm implements and machinery to be found anywhere in the Plains country. Every line a standard and nationally known line. Heavy and Shelf Hardware, a standard and nationally known line. Heavy and Shelf Hardware, if its hardware we have it.

Plainview Hardware Co.

PLAINVIEW, TEXAS

## THE COOL OCTOBER DAYS

reminds us of the real cold weather that is not far off, and that possibly we may need some more suitable apparel, for both indoors and out.

In completing your preparations for fall and winter do not fail to visit our store. We believe you will find qualities and values here that are unequaled elsewhere, for Men, Women, Boys and Girls.

CARTER-HOUSTON'S

"We please our customers interest first"

## 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, TEXAS

## WHEN WE SAY QUICK SERVICE WE MEAN SERVICE "RIGHT NOW"

Our equipment is such as to cause no long delays in supplying your 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 tires in the Plains country.

THE QUICK SERVICESTATION

D. B. WATSON, Prop.

PLAINVIEW, TEXAS

## DO IT ELECTRICALLY

Every housewife in Plainview would prefer to use an Electric Vacuum Cleaner, Washing Machine, Sewing Machine and Range. We will gladly demonstrate them to you and explain our easy terms.

G.-C. ELECTRIC COMPANY

PLAINVIEW, TEXAS

# The Most Completely Equipped Drug Store On the Plains

Carrying an exclusive line of perfumes and toilet goods, candies, stationery, rubber goods, Pathephone and records. Eastman Kodak and supplies, drugs and drug sundries. Our soda fountain service is par excellence.

One of the 8000 Rexall stores, handling the entire United Drug Company's line of Rexall goods.

The Dye Drug Company  
Plainview, Texas

### MARCHEAL NEILL FLOUR

We have a fresh car of this famous and dependable flour and can supply your wants. For Christmas baking and pastry, as well as every day cooking it is the best on the market. It is fully warranted to give satisfaction. Let us sell you a sack or two.

Your dollar at Piggly Wiggly buys Food Products, not Service.

### PIGGLY WIGGLY

New Donohoo Bldg. "All Over the World" West Side Square

### 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

One of 120 Retail Yards

PLAINVIEW, TEXAS

### SANITARY MEASURES ARE IMPORTANT TO HEALTH CONDITIONS

The Sanidown Mattress, handed by this firm and guaranteed by us for twenty years, backed by the factory—is the most sanitary 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 extensive in the Plains country.

### DODGE FURNITURE COMPANY

J. G. HALTOM, Manager

PLAINVIEW, TEXAS

### 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 the 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

The Nyal Store

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 goods and the kind the well dressed man likes to wear.

### BARRIER BROTHERS DRY GOODS 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 resources. Watson's Business College will solve this question.

Write us for information as to the courses taught, tuition, room and board, etc.

### WATSON'S PRACTICAL BUSINESS COLLEGE

608 East Sixth Street

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

### TEXAS UTILITIES COMPANY

PLAINVIEW, TEXAS

## DONOHOO-WARE HARDWARE COMPANY

### CARRIES THE LARGEST STOCK OF HARDWARE, IMPLEMENTS AND REPAIRS ON PLAINS

(By R. Kenneth Evans)

One of the pioneer institutions of Plainview and the Plains country is the Donohoo-Ware Co. maintained by that name because of the fact that in an early day it was owned and managed by Mr. Donohoo and Mr. Ware, well known citizens of the Plains country, but since 1906 being under the management of Mr. Humphries, associated with him being W. H. Fujana and H. R. Morrow, (well known, now deceased Plainsman), who were responsible for its reorganization and establishment here in 1906.

Mr. Humphries, is a seasoned merchant having spent his entire lifetime successfully engaged in the mercantile business. He has resided in Plainview, since the store went under its present management and since that time has taken a vital interest in things affecting the Plains country from the standpoint of advancement and development. He has always given the assistance and support of his store to all meritorious ventures for the extension of Plainview trade territory and has encouraged agricultural development by furnishing farmers implements and machinery with which to till the soil, extending them credit and making it possible for these farmers to weather periods of adversity. In fact he has been consistent in the management of the store and has made it a very important factor in commercial circles of the Plains country.

The Donohoo-Ware Hardware Company is located in a two story brick building on the corner of the northeast corner of the square. This building is large and commodious, being 75 by 100 feet and built especially for the hardware business. One of the most extensive stocks of general hardware, implements, and accessories are carried in this store. In fact there is not a store in the Plains country that is better equipped to care for the business that comes to it than this one.

A full line of both heavy and shelf hardware is carried, which includes many of the nationally known lines of cutlery, Sterling Community silver, cut glass and in every instance a large assortment from which to choose. The largest stock of implements on the Plains is carried with repair department and parts for all classes of machinery. The repair department of this large store is under the management of expert machinists who thoroughly understand the repairing of farm machinery and the extensive line of parts eliminates much loss of time during harvesting season or crop making season by eliminating the necessity of sending to a factory or a store in some other city for these parts.

Another extensive department of this store is the stoves, which consists of Round Oak and Majestic ranges, probably the two best known lines of stoves on the market today. These are carried in extensive lots in all sizes. A full line of Pyrex cooking utensils. Aluminum ware and tin ware is also a part of this department and completely equipped to meet the demand for any variety of kitchen equipment.

Remington and Winchester rifles, shot guns, and sporting goods are also a part of the stock including ammunition manufactured by these responsible firms, hunting coats, hunters supplies of all kinds, tents and camping outfits. The extensive buying connections of the firm enables us to secure on short notice any of these lines of supplies that might not be carried in stock.

In addition to the large display rooms maintained by the company, a large iron clad warehouse, 50 by 140 feet two stories in height is maintained for the storing of surplus stocks of merchandise. This warehouse is located on the right of way of the Santa Fe and enables this firm to handle stock in car load lots and place it immediately in their warehouses. Another storage and warehouse is maintained west of the post office on a lot owned by the company.

This is the type of business institution which makes this the leading commercial center and assists the city in maintaining its enviable reputation of being a place where any and all classes of merchandise can be secured.

### 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, discs, etc., in standard makes.

### BARKER & WINN

Wholesale and Retail

PLAINVIEW, TEXAS

### THE MORE YOU DEMAND

in a suit the more certain you are to be pleased with our tailoring in Lamm & Co's. Hand Tailored Suits.

Drop in and let us please you in Style, Fit and Lasting Durability

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 NURSERY

PLAINVIEW, TEXAS

### OLYMPIC THEATRE, FRIDAY AND SATURDAY

ALICE BRADY in "RED HEAD"

And a Christy Comedy. A program you can't afford to miss.

### MAE I. THEATRE, FRIDAY AND SATURDAY

KITTY GORDON in

"PLAYTHINGS OF PASSION"

Miss Gordon's greatest picture. Also Harold Lloyd Comedy.

### 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 pasteurized before going to the churn. Bring us your cream and milk—we will pay the highest cash price for it.

### THE PLAINVIEW CREAMERY

PLAINVIEW, TEXAS

### Don't Throw Away That Worn Tire

It may be worth something to you. Have it looked over at this institution. If it is worth repairing we can make it to look as good as new and give more than three-fourths the original mileage at less than one-half the cost of a new tire by our DRI-CURE retreading process.

We are just established in Plainview to stay.

### South Plains Tire and Retreading Co.

L. W. WHITE, Manager

PLAINVIEW, TEXAS

### THAT DOLLAR OF YOURS

now, is not nearly so BIG, in purchasing power, as it used to be; therefore, it is very essential that you use thought and care in buying your daily needs.

Let us assist you in making your DOLLAR do the most for you.

### THE SHIFLETT GROCERY COMPANY

North Side of Square Phone 676  
PLAINVIEW, TEXAS

# Make this a Christmas of Sensible Gifts

In these days of thrift and economy this store offers an unusual opportunity for combining the useful with the spirit of Christmas giving. Of course you want to keep alive the time honored custom of remembering your friends and the members of your family at the time of the big holiday, but the same time why shouldn't you make the gift a household need?

## Donohoo-Ware Hardware Company

THE AUTOMOBILES WITH PERSONAL IDENTITY  
HUDSON SUPER-SIX ESSEX MOTOR CARS

Repair and Parts Department in Connection.

HOOPER & SON MOTOR COMPANY  
Distributors

PLAINVIEW, TEXAS

WHY TAKE CHANCES WITH UNSANITARY METHODS OF WASHING

Our laundry will turn out work as high class as the most fastidious can desire, cheaper than the wash woman, and under the strictest of sanitary conditions. Special one day work, with free delivery to all parts of the city. Express charges paid on all out of town work, giving two day service.

THE PLAINVIEW LAUNDRY  
JOHN W. GRAY, Proprietor

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 in the Plains country for cleaning and pressing.

Waller Tailoring Co.

PLAINVIEW, TEXAS

REINKEN'S

CLOTHING AND SHOE STORE

Featuring All-Wool Hand-Tailored Suits for Men at  
\$40 and \$45

A good place to trade.

Tell Your Story With a Box of Whitmans

The language of Bon Bons is one that any woman can thoroughly understand. Our line of candies is always fresh and put up in neat and attractive and popular packages.

The McMillan Drug Store

Distributors for Edison Phonographs and Records  
PLAINVIEW, TEXAS

An Up to Date Store, Catering to  
Particular People

Carrying a complete line of standard fancy and staple groceries. Fifteen years in the grocery business and extensive buying connections makes this line of merchandise exceptionally acceptable and with a diversity of products. Just recently established in Plainview. Call and get acquainted with this new institution.

Looper Grocery Co.  
East Side Square

PLAINVIEW, TEXAS

Buick Repair Service Maintained for  
Buicks Exclusively

Expert mechanics—complete repair equipment—more than \$12,000 stock of parts, embracing every repair part that could possibly be needed for Buick cars. Sole distributors of Buicks for Hale, Swisher, Briscoe, Motley, Floyd, Lamb and parts of Castro and Bailey counties.

McClelland-Self Buick Co.  
"On Auto Row"

PLAINVIEW, TEXAS

CONNER-MATHES BATTERY  
COMPANY

WILLARD BATTERIES AND THE MOST  
EXTENSIVE BATTERY EQUIPMENT  
ON THE PLAINS

(By R. Kenneth Evans)

In the building of Plainview as a commercial center, the city has gained the reputation of having the best equipped business institutions in West Texas. Especially is this true of the automobile institutions, and in particular Conner-Mathes Battery Company, which is probably the best equipped institution of its kind to be found west of Dallas.

The Conner-Mathes Battery Company is more than a credit to Plainview, since it is an institution, which, because of its exceptionally well equipped plant, draws business to Plainview from all sections of West Texas. The management of this institution has been established in Plainview for years, and in that time has built up an enviable reputation for its ability to handle satisfactorily all kinds of battery and automobile electrical repair.

This business was established in Plainview by Mathes Brothers & Conner, who also own and operate Lubbock Battery & Electric Company, of Lubbock, and Floyd Battery Company, of Lockney. These men are enthusiastic boosters for the development of the resources of the Plains country, and Mr. Conner, who is manager of the service and repair departments of the Plainview station, takes an exceptional interest in all civic development of the city and never fails to give the support of this institution to any undertaking which promises for the development of the resources of the Shallow Water Belt.

The Conner-Mathes Battery Company occupies a one-story brick building 50 by 120 feet, in Plainview's "Auto Row." The battery repair department is most interesting to the onlooker. There one sees men opening storage batteries by the latest steam process—pouring boiling asphaltic compound—moulding molten lead by a process known as "lead burning." The most modern equipment for the testing and repair of batteries is used by men who know. A battery which cannot be satisfactorily repaired at this institution has certainly lived its life; for this firm carries all the necessary repairs, coupled with the fact that the employees are always able to repair batteries when they are worth repairing.

Other than acting as service station for the Willard Battery, which is recognized as the universal starting and lighting battery, this concern is equipped to give service on all makes of automobile electrical equipment, the principal makes being Delco, Northeast, Auto-Lite, and Westinghouse systems. In the electrical repair shop one sees men doing peculiar things with still more peculiar instruments. Equipped with such modern instruments as the high-speed Motor-Generator Test Bench, Armature Testers, Remagnetizers, and the famous "Ambu" electrical devices in the hands of competent men, there is no repair of starter, generator, or magneto that can not be handled. It must be added that this house carries almost every conceivable stock of automobile electrical equipment.

The Conner-Mathes Company are also distributors for Delco Light—the well known farm lighting plant, and their business along this line, and all others as well, is indeed surprising, but the manager says: "Through Service We Grow."

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

TIRE TROUBLE TAKES ALL THE JOY OUT OF MOTORING

And it can be avoided by equipping your car with Kelley-Springfield 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 battery or service.

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 respect—loans and insurance of all kinds. An institution with a strong personnel.

The J. J. Lash Real Estate Co.

Ellerd Building

YOUR FARM IS READY IN THE SHALLOW WATER BELT

It is equipped with well and machinery for irrigation purposes—homes, barns, and other necessary improvements have been installed. 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 this company. Terms one-fourth the purchase price in cash, the balance can be paid within ten years.

INVESTIGATE THIS VAST FIELD OF OPPORTUNITIES

Texas Land & Development Co.

Ellerd Building

Fire 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 running water and steam heat.

A MODERN HOTEL IN A LIVE AND UP-TO-DATE CITY

J. A. TESTMAN, Proprietor and Manager  
PLAINVIEW, TEXAS

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 GOODS

E. L. Miller & Sons

PLAINVIEW, TEXAS

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 excess of \$100,000. A depositor never lost a dollar in a state bank in Texas. Its policy is to always extend credit and accommodations to deserving ones, consistent with good banking. We want to get acquainted in the capacity of your bankers.

GUARANTY STATE BANK

R. S. BEARD, President, L. P. BARKER, Vice-Pres.  
C. D. HENSLEY, Cashier.  
PLAINVIEW, TEXAS

DID YOU KNOW

That a discharged battery will freeze at a little below 32 degrees Fahrenheit?

That a battery 3-4ths discharged will freeze in Zero weather?

That a fully charged battery will not freeze.

That if your battery freezes, Its Your Own Fault?

That a frozen battery can never be profitably repaired?

That we are always ready to give advice as to the care your battery should have in the winter

That our booklet, "Battery Care In Winter" is yours for the asking.

Conner-Mathes Battery Company, Plainview  
Lubbock Battery & Electric Co., Lubbock  
Floyd Battery Co., Lockney