## THE PLAINVIEW NEWS

Tuesday ...T WICE A WEEK...Friday




proved. From Platiview to thererord



AUTOMOBLIES MUST BE





Thanur bendiction.
You are invited.

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& \text { The Manay Quanin Humerers trom tho }
\end{aligned}
$$

Merchants Taking hiventorices




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Wormen fina buitiorict Home
 cith Tratic Notite
Auto
drivers


day visiting Attc:

## STOP! THINK

What estimate have you made of the value of your time and earning power?

You insure ycur property to the limit. Your buildings can burn and your property be destroyed. If you live and have health you can come again, make mon$\overline{\mathrm{ey}}$ and replace it all.

## BUT

If you become disabled or die then you and your family's incomelis inevecably cut off at its fountain head.

Life and health insurance covers such a loss.

## REMEMBER

The Reliance Lie Feritct Fictecion Felicies via sickness, accident or death. See us immediately

## Knoohuizen \& Boyd

## Life Insurance Specialists

First National Bant plde
Ploinview, Texas





## Happy New Year

We wish to thank every one who has in any way helped make 1920 a prosperous year for us.

We wish that you might have a happy prosperous New Year.

## Carter-Houston's

## New Year's Greeting

We wish to thank the people of the Plains for the liberal patronage they have given us during the past year, and we trust that we may have a continuance during 1921.

Plainview Preduce Co.
Phone 366


## NEW SPRING MILGINERY

Our Motto

Service Style and Valve

As the new proorietors of The Band Box. we wish to extend to the ladies of Plainview and vicinity a most hearty invitation to let The Band Box continue to serve you in the future, as it has so efficiently done in the past.
Among the New Spring Hats which are arriving are hats of Satin. Satin Combined with Cellophane, Flower Hats, and Ribbon Hats; all possessing that chic touch that makes these hats so much in demand.
We shall make a special effort to always give you the best that the market affords.

## The Band Box

gisss: Allic H Rawls

## The Shoes

## Men Wear

 ere the fore part of the week.
Mr. and Mrs. Ray Ivey spest Clit. Mr. and Mrs. Ray Ivey spest Chriss
nas with her parents in Amarillo. mas with her parents in Amarillo.
Mrs. Chas. Allen of Amarillo cam
in Saturday to visit Mrs. MeGee. in Saturday to visit Mrs. MeGee.
Arche Deverwall and Tom Bowlin
went to Leckney SU




 fas been transferred to tocekney, and and
he and his family have moved to that

Most men wear a shoe that is good for all occasions. They differ widely in the selection of a last. Among Walk- Overs there is a last made for your feet. As soon as your foot is measured we know the shoe ycu'll take delight in wearing on all occasions. Ycu'll be interested in what we have to tell you about $s^{\text {i ioes }}$ and YOUP feet. May we give you that information? There is no obligation to buy.


## New Year's Greetings

We feel very thankful for and deeply appreciate the liberal patronage you haye given us during the few months' we have been in business here, and sincerely hope business methods will meit a continuance during the coming year

We will continue to carry a large stock in order to supply the needs of the people at right prices.

Wishiug you all the happiness an $d$ prosperity possible during $19 \& 1$

# Butler-Huddleston Furniture $\mathbf{C} 0$. 

## The Season's Greeting

The sincere wish of this organization is that during the year 1921 our eustomers will enjoy the same pleasant business relationship with us as they have had with the R. C. Ware Hardware Co. the passing year

## Tax Notice

I will be in the following places on the dates mentioned with the rolis, to collee State and Count taxes. Anyone wishing to pay taxes can meet me.

Petcobwar, Saturday, Jan. 8th.
Fale Centrr, Wednesday. Jan. 12th Abernathy. Fri. and Sat., Jan. 14th and 15th.

> B. H. TOWERY, County Tax Colléctor.
-. Taw wromoran W. rade a trip in their car to the ine this scetion of the stataf are in I. B. Jones of near Hale Center piiced product, in on facc, conditiow
of it town yeterday. Cin im town yeterday, Lecrand of Hereford was Miss Fay Brooks returned yesterday
 Nor.zo wre in town Mond My.
 उurdy. A , ph or Lubbock was here



## T

Mothers Cook Book
 5
Youns burt amed tors winer small. even sized beets, wash and
leave the stem of each an inch long to save them from bleeding. Cook un-
til tender in boiling water. Drop
int Into cold water and slip of the skins,
Pack in Jars, using a teaspoonfut of
salt and two teaspoontuls to overliowing with holling water. Put
on the top and screw just enough to
pift with hot water and boil for one boin
Remove, seal and set away for w
ter
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 mirt mill the mine



## OBEDIENCE TO NATURILL LAW

 Fear Implanted in Mankind for thePurpose of Promoting Cauution-
Differs in the Sexee.
 element is a certain retation between and the
eotement of
courage. Fear is an emootion existing cor che purpose of promoting caution.
and in primitive days and in animals
tends to self preservation tends to self-preservation, Anger, cu-
riosity and courage are factors which
oppose fear and light, Whe wher edge, experience. repetition. finally
timit or delimit the action of then Mmit or delimit the action of these two
opposing instincts and emotions. cor-
scious action is carried out with scious action is carried out with under-
standing according to the inlierent re standing according to the intierent
uetions.
uWoman was made with the element
of fear and cautiod more pronounced
than in man, because woman, the than er, was not sumposedt to be the
mother, wase
fighter. Man, primitive man, the fighter, was more endowed with courage. These quotations from a report by
Dr. Samuel Wyills Eandter of New
York to the Journal of the American York to the Journal of the American
Medital association preface a discus-
sion of the cifferences in the ductless sion of the cliferences in the ductless,
or endocrine, glands in man and womor endocrinee, glands in wan and won
an. In normal persons these balance
each other, bat the balance ts difirent each other, but the balance is different
in the two sexes and, according to Doc-
tor Bandler, it is this difference in in the two sexes and, according to Doc
tor Bandler, it is this differenc in
balarce that causes the diferences in SHREWDNESS BORN IN HIM Successtul Man's Ability as Trader
Was Shown at an Extremely From day to day proof is forthcom-
ing that genius is spontaneous and not ing that genius is spontaneous and no
a slow growth-that it is of the type
of Minerva who sprang full-armed
at from the head of Zeus. This is evi
dently as true of the gentus of the
mart as it is properly supposed to be
of the more estheric forms of geoius





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Hens That Lay, Are liens That Pay chaces esg maker, Reeerrs more egss, meat seraps lice killer and many other standard remedies. If it's tor poultry we have it. Poultry book free, askt for one.

C. E. White Seed Company

Dodge Brothers expect every car sold to be the basis of a friendly association with the owner.
The car is built with that thought upper-most, and every possible and hold public good will.

GATIER-GHITE MYTOR CO


in that region and reviews the liter-
ature of ground cice in considerable
detail. The author concludes that the
inal
hiss man Jorkins, who is running for
oflice."
".
"What does he stand for?"
mon, in northern Alaska are formed
by the burial of river ice by sediments
and by the growth in place of vertleai

Where She Might Shine.
Mrs. Tonslls-You've heard

ing today because r've got orders to
stay home and take up the carpets."
Porch Ascent
Kntcker-Did he begin at the bot-
tom of the ladder?
Bocker-No, sou might say he start.



## Scrap Book

COULDN'T WORK THAT TWICE Enterprising Showman Told the Exact
Truth, but Somehow the Peopie Enterprising Showman Told the Exa
Truth, but Somehow the People

 Southerrer Has Succeeded in Grow
Green and Brown and is Experi-
menting on Black.

## The Foresighted Man

The growth of your business naturally requires that you look ahead at the needs of tomorrow.

Your future banking requirements will be greater in the proportion that your business expands.
Let us plan together.

## The First National Bank

Resources Over
TWO AND ONE-HALF MILLIONS


## wanci CULUMM

## is the best

See Cline \& Fergison, Hale Cen-
er, for Jersey heifers, worth the
WANTED-Hides, poultry and eggs. Panhandle Produce Co
Two farnished rooms for light house
keeping- Phone 401.
1t-p VELL DRILLING-I have an outtit
and am prepared to drill wells.-J. c. Cook, phone 489. Go t cthe Plainview Feed Co. for
Gur fedi.-Phone No. 425 . We can be depended unon to pay the highest market prices for poultry eggs and hides.-Panhandle Produce Co., west of Nobles Bros. WANTED-A few small Jersey heif-
ers-W. E. Boyd. Lest Gold rimmed nose glasses, on
Broadway.-Finder return to Mrs. C. FOR SALE-Farm machinery and wagons. A few horses to let out for
feed.-D. F. Sansom \& Son. 60 -tf LOST-Cameo brooch on streets Fri-
day, Dec. 24th. -Return to Miss Rebecca Ansley and get reward. $66-3 t-\mathrm{p}$ FOR SALE- 160 acres un-improved
and, 8 miles from Olton, $\$ 22.50$ per acre, terms.-R. A. Underwood. 41-tf macarona seed wheat, free from smut, $\$ 2$ a bushel at the
Phone 9003 -r2.-W. M. Jeffus,
42 head of nice Jersey, heifers for
Win frocbar tetween now and

Scoggin ${ }^{\circ} \& \mathrm{McCoy}$, real estate gents, upstairs over Third National Sank, Have a good list of lands for
ale cr exchange, List jour lands with OR SALE OR TRADE - Section o small track land, residence in Plain-
view, stock dry goods or anything value.-Box 337, Seymour, Texas. us, we are on the JOB WAGON. TRAYED from Callahan ranch, one high, lame, wire cut on left fore foot, . Campbell, Plainview HOMES OUTSIDE OF CITY LIMITS milch cows, etc., and yet be within, street from city limitse. Just across See Reuben M. Ellerd, owner, in new 6. Plainview, Texas. FOR SALE - 4 lots, fenced and cross chicken house, windmill and orehard. 150.. Also 10 head Jersey cows and en, 601 El Paso St.
or light touse keoping, also one roon Call at second white house south.
Lamar school.
$66-3 t-\mathrm{p}$ WANTED-Green and dry hidees D. Rucker Froduce

REAL ESTATE-Scoggin \& McCo upstairs in Third Nationsl Bank buicd
ing. See then if you चanit to buy or OR SALE OF TRADE-1920 Re chanckicall, will give terms to respon-
sible party. See Jack Leslie, South siate garty. See Jack Lestie, South
Pianument Co.

WHAT HAVE YOU FOR TRADE? es can locate you where you like
Have some wery attractive and Oklahoma.-J. J. Lash Real Este Co., Plainview, Texas.
FOR SALE-Used furniture, Fume Oak dining room suite, good as new,
1 odd Oak buffet and leather couch. APPLES WO aro now the following prices, Ben 2.00 per bushel, Gano $\$ 2.15$ and Wine ap $\$ 2.25$ per bushel at the apple
ouse across street from Guaranty State Bank or delivered free.-Northcutt Bros. OR SALE or trade - Secondhand Sòn, Keller, Texas. land Red roosters. Phone 9004-5r, or
see Mrs. B. B. Huguley. $63-9$. $^{\text {a }}$ $\overline{170}$ acres land near Lockney, all eighty acres in wheat, to exchange for lainview home. Want well located plaine, and price. not to exceed $\$ 6,000$.
320 acres land in Midland county, 320 acres land in Midland county,
near where drilling for oill also a nice
home in Lockney. Will exchange either of the obove or all ex a part
of them for home in Plainview Ad-

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## bENEVOLENT SALE

The first six days of tle new year 1921, will be six happy days for us at our store. It has always been our custor and hearts desine, 10 try to make others happy. We find there is no better way to reach all the people than through our Benevolent Sale. We give 10 per cent of the entire sales for the first six days of the new year to the churches and other worthy institutions of the town and community

## MONDAY, Cemetery Association

The association needs the money for the needed improvement of the cemetery.

## TUESDAY, Baptist Church

The church is laying plans for the erection of a modern house of worship, and your help is urged.

## WEDNESDAY, Methodist Church

## An addition to the church is planned, for the young peopie's activities

## THURSDAY, Presbyterian Church

A gymnasium is being cquipt in the basement for the yourg people. You can be of assistance in this movement.

## FRIDAY, Christian Church

The women are raising funds with which to pay off the indebtedness on the parsonrge and would be glad of your help.

## SATURUAY, United Charities

There are people in town who are unfortunate and in need of charity. Help the association in its work
Our entire stock of $m \geqslant:$ handis $\ddagger$ will $0 \geq$ on sale at the lowest figures pussible. Buy what you need and help swell your church and charitable fund

## Cecil \& Company

## The Survival of the Fittest

First permit us to express heartfelt thanks to the thousands of Jacobs Brothers customers for the most extensive business in the history of the firm, and for your sterling confidence.
The year 1921 will be the true test of efficiency. The Survival of the Fittest, as it were. Those who have refused to follow the straight and narrow path of business will fail by the wayside.
We have always placed donesty PARAMOUNT, no one can say that Jaco'ss Brothers has misrepresented a single assertion. Our word is our bond.
We have grown steadily for five years, and if success is measured by honest straight for ward dealings we will continue to grow.
By playing the game above the board, without misleading manipulations, by being absolutely reliable in our conduct, we merit your patronage and pledge for the new year a continuation of our irreproachabie method of conducting our business.
The acid test is being applied to all business men-it will be survival of the fittest:
We extend to all our sincerest wishes for a brighter, happier and most prosperous New Year than you have amon a.nerienced before.

