

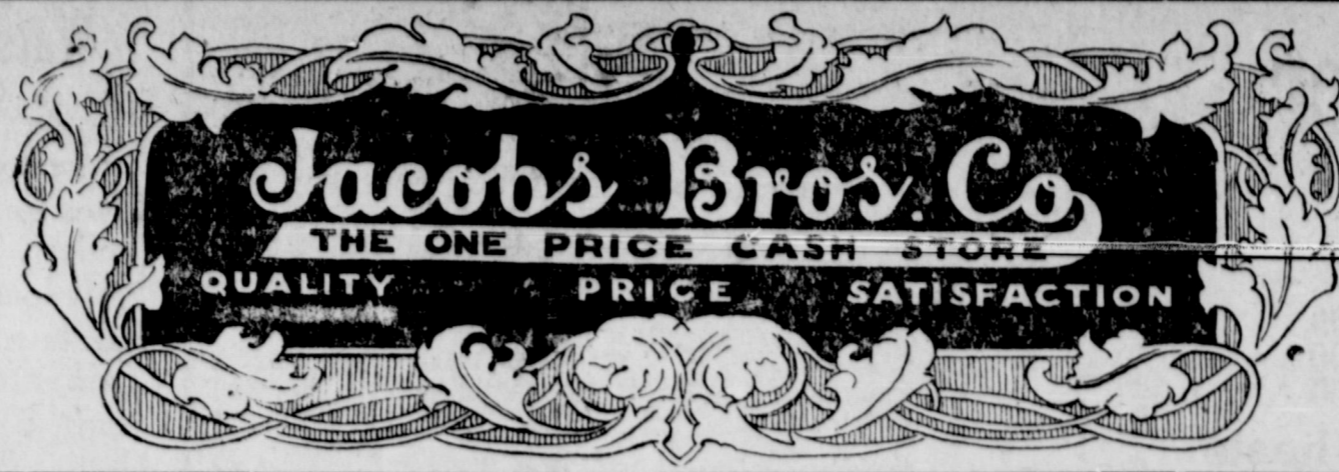






### New Silks and Woolens

We are showing a big assortment of the newest silks and woolens.  
 Excellent Canton Crepe for \$3.85  
 Satin Faced Crepe — \$3.85  
 Messalines, all shades. \$1.85  
 Navy Tricotine, 56 in. \$3.85  
 All Wool Serges — \$1.29 Up

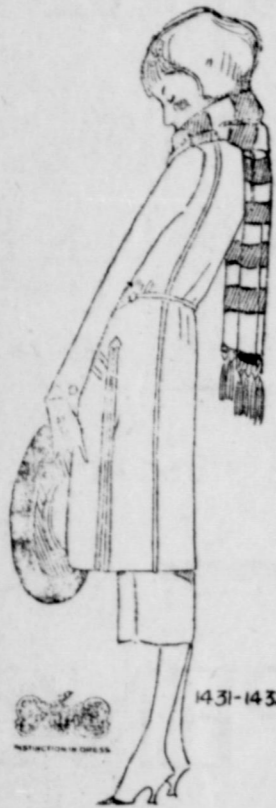


### Dressmaking par Excellence

Mrs. Leslie will make for you any garment at a very nominal charge. Her years of experience enables her to do the most excellent work. She will gladly assist you in planning your new Fall dress.

# A FALL DRIVE FOR ONE THOUSAND NEW CUSTOMERS

## Authentic Fall Styles



- Never before have
- We shown such
- An extensive collection of Industrial
- Garments.
- Unlike most stores
- We are satisfied
- With a small
- Profit in our
- Ready-to-wear
- Department.
- We believe in selling
- The new ones while
- They are new.

### FEATURING THE EVER POPULAR PRINTZESS AND SCHUMAN GARMENTS

Together with other Famous Makes  
 Suits \$24.50 and Up  
 Coats \$16.50 and Up  
 Dresses \$18.50 and Up  
 All alterations made without additional charge.

One thousand new customers is our goal. In order to realize our aim we are going to sell merchandise of QUALITY on a lower margin than we have ever done before. We are going to depend on volume and will content ourselves with a small profit. Many items, especially cotton goods are advancing, due to the rapid increases in the price of cotton. You are protected at our store however, as our requirements were placed several months ago. We advise that you make your purchases now—at our store—We will save you money.

## New Fall Footwear

Our shoe department will be very instrumental in adding one thousand new customers. Not only are our prices appealing, but we offer you a service equalled only in the large cities.

- "RED CROSS" and other lines for Women at \$4.50 to \$10.85
- BOSTONIANS and F-S, for Men at \$3.85 to \$11.50
- RED GOOSE for Children — \$1.85 to \$4.85

## Fall Styles for Men, Young Men and Boys

Men are watching their dollars closer than ever before—after comparing quality and prices men who would save invariably end up at Jacobs—



Our prices are lower by actual comparison.  
 Clothcraft, Sheean-Kohn, M.-S., for Men and Young Men — \$24.50 to \$48.50  
 5130 Blue Serge, guaranteed — \$36.50  
 "Steel Fibre" for Boys — \$9.50 to \$16.50  
 Reinforced where the wear is the hardest.

## IMPELING PRICES ON STAPLES THAT WILL BRING US ONE THOUSAND NEW CUSTOMERS

<b>STARCHLESS DOMESTIC</b> 6 Yards for <b>\$1.00</b>	<b>CAPITOL DOMESTIC</b> Bleached 8 Yards for <b>\$1.00</b>	<b>RED SEAL GINGHAMS</b> New Fall Patterns <b>25c</b>	<b>BLEACHED SHEETING</b> Pepperel 9-4 <b>47c</b>	<b>SILK PONGEE</b> <b>\$1.25</b> Yard	<b>40-Inch CREPE DE CHINE</b> New Fall Shades <b>\$1.59</b>
<b>BLACK SATEEN</b> <b>29c</b> and Up	<b>BEST OIL CLOTH</b> White and Colors <b>35c</b>	<b>Heavy Wall Paper CANVAS</b> Wide Selvage <b>7 1-2c</b>	<b>CARHARDT OVERALLS AND JUMPERS</b> None Better <b>\$1.85</b>	<b>LEATHER PALM GLOVES</b> <b>25c</b>	<b>FALL OUTINGS</b> Excellent Quality <b>19c</b>

## WANT COLUMN

Try a want-adv. in the News. Only one word, minimum charge 15c a time.

**WATSON'S BUSINESS COLLEGE** is the best.

**FOR SALE OR TRADE**—One 12-20 Rumely.—W. J. King.

**WANTED**—Hides, poultry and eggs.—Panhandle Produce Co.

**WELL DRILLING WANTED**—J. C. Cook, Plainview, box 833, phone 439.

**WANTED**—Family nursing in Plainview.—Mrs. Carrington, Phone 505.

**WANTED**—Green and dry hides at L. D. Rucker Produce Co.

**FOR RENT**—Two furnished rooms. Mrs. Frank E. Pearson, 303 West 10th street.

**FOR SALE**—Four-room residence on Twelfth and Fresno streets. Reasonable terms. Call at place.—C. B. Griffin.

**PLAINVIEW PRODUCE Co.** is now in the market for all kinds of poultry, eggs, and cream. The only 24 bottle

**SHEEP FOR SALE**—Shropshire bucks and ewes, full blood.—R. L. Hooper, Runningwater, Texas.

**FOR SALE OR TRADE**—15-30 Rumely tractor, two 5-gang disc plows and one 16-hole drill.—S. S. SLONEKER.

**FOR SALE**—Five-room residence on East Sixth Street.—Mrs. C. M. Watson.

**COFFEE**—We carry the very highest grade coffee in the baked berry, and grind it in our electric grinder, thus retaining all the best flavor, and save you the cost of the can. If you use our coffee once you will continue to do so.—Warren & Reynolds, grocers.

**We can be depended upon to pay the highest market prices for poultry, eggs and hides.**—Panhandle Produce Co., west of Nobles Bros.

**FOR SALE**—One Studebaker six, one Hudson six, one Chevrolet, 5 passenger.—Z. T. Northcutt.

**FOR SALE**—Who wants to buy ninety head of high bred stock hogs? In fine shape to go on feed. Come and see them or write W. W. Gibson, Box 365, Sweetwater, Tex. 34-P-4t

**FOR RENT**—Large hay barn. See Carter Lindsay, Phone 44. 2t-c

**TAKE OUT THAT MEMBERSHIP** in the Northwest Texas Local Mutual Aid Association while you can. Don't neglect it. D. B. SHIPLETT, Secretary.

**Board and room for two**, live between town and Lamar school.—Mrs. N. A. Wheeler. 33-2t

**We are paying highest market prices for eggs.** Get our prices on groceries. Everybody's Grocery, between City hall and Guaranty State Bank.

**HAVE YOUR PIANO TUNED** by a home man. I am a permanent resident of Plainview, thoroughly competent, thirty-one years experience, all work guaranteed. Leave orders at Boyles Music Store or Frank's Necessity Store.—C. M. Bryant, Tuner for Wayland College. 34-9t

**WANTED**—Ladies to room, breakfast only, 700 West 11th.—Mrs. J. C. Tokombe.

**FOR BEST PRICES** on groceries, see Franklin, west of the city hall. New fresh stock. Farmers can drive up on two sides and get waited on at once.

**MISS REBECCA ANSLEY SPIRELL**, LA CORSETIERRE, Plainview, Texas. Phone 304. 79-tf-c

**FOR SALE**—One 22x40 Case tractor, two 5-gang Sanders plows, one 10-foot tandem disc, one 10-foot 16 hole Superior drill, all for less than G. E. Ritchey, Hale Center, Texas. 33-6t

**FOR SALE**—New five room house, four lots, well and windmill, chicken house, coal bin, convenient to high school and Wayland.—See J. V. Steen or write box 753, Plainview, Texas. 33-4t

**Young man who has farmed all life** wants job on farm or ranch. Place wanted with house and garden and where cow could be had with pasturage. Has wife and baby. Willing to go to work at any time after about the first of October. If interested write what you have, what you want and what you expect to pay, to W. F. Onstead, Garret, Texas. 34-2t

**FOR SALE**—My Watkins agency, a good business, in good shape.—Clyde W. Wain, Plainview. 33-8t-p

**STORAGE**—Household and automobiles.—Z. T. Northcutt. 33-4t-p

**Bed rooms for rent**, modern conveniences, close in.—Phone 700. 33-c

**FOR SALE**—New Buick touring car.—M. F. Brantner, Plainview. 25-tf

**FOR SALE**—5 room California bungalow, 2 porches, one lot, lights, bath, toilet in house, hot and cold water, shade trees, east front, garage, barn chicken house, garden. Price \$4,250. Phone 97.

**We have seventy-five head of horses and mules to sell on twelve months' time.**—J. W. Boyle & Son.

**FOR SALE**—Large Federal truck very thing for hauling wheat or heavy freight, at a bargain.—Apply at News office.

**FOR SALE**—Registered and Grade Hereford cows and heifers, in lots of ten or more on twelve months' time on approved note. G. G. Douthitt or T. A. Douthitt, 22 miles northwest of Plainview.

**WE SAVE YOU** the cost of the can, also by grinding the coffee fresh you get the best flavor. We are the coffee grocers.—Warren & Reynolds, grocers.

**FOR SALE**—Five room house, furnished, at real bargain. Inquire at News office.

**FOR TRADE**—Have four desirable east front lots in Clovis, on main street, close in. Want two east front lots in West Plainview, rather close in.—Address G. R. M., Box 112, Plainview.

**NICE HOME FOR SALE**—Reasonable, close in, two corner lots, east front. Lots of shade trees and shrubbery. See this, corner East 7th and Date. 31-tf

**FOR SALE**—Several good young mares and some farm implements.—See W. S. Meharg.

**FOR SALE OR TRADE** for vacant lot or vendor's lien note, Chevrolet car, in first class condition.—Phone 91. 33-tf

**FOR SALE**—4 room house, 1 lot, between Central and High School, wind mill, coal, garage.—F. W. Cooksey, Plainview. 27-tf-c

**WILL EXCHANGE**—\$1,800 worth of good vendor's lien notes, also good farms for equity in sheep or cattle. Box 625. 30-4t-c

**DON'T BUY CANNED COFFEE**, buy extra high grade from us, have us grind it fresh, so it will retain all the fragrant flavor.—Warren & Reynolds, grocers.

**FOR SALE**—2 Heavy Iron Grey Mares, 5 years old. Twelve months time on secured note.—W. G. Whitefield, West Seventh St.

**PEARS**—The pear car will be on the track until Monday 9