

OUR BIRTHDAY PARTY

1917
6 YEARS OLD



1923
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ANNIVERSARY SALE

Begins Wednesday, September 5th. Runs Twelve Selling Days

—one hundred and thirty-two hours—seven thousand nine hundred and twenty minutes—and something doing every minutes! Sale closes Tuesday, September the 18th.

STORE CLOSED ALL DAY TUESDAY, THE 4TH, TO GET THE GOODS ARRANGED FOR EASY SHOWING.

We are going to celebrate our Sixth Anniversary with a real old-time, value-giving sale—not just odds and ends and summer merchandise; but to show you a spirit of appreciation for your loyal patronage for these past pleasant six years we are offering every article, item, garment and yard of goods in our store at reduced prices.

School opens Monday, September 10th. This timely sale affords you an opportunity to save money. Don't forget this important event, don't forget opening day and date, and remember **ONLY 12 SELLING DAYS**.

Don't forget to register your name for the **FREE HAT** on the **SIXTH DAY**.

Don't forget to call for the **S. & H. Green Trading Stamps**; also remember double-stamps day on opening date.—**BURNS & PIERCE.**

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—September the third, nineteen hundred and seventeen, we made our bow to the good folks of the Plainview Country, opening in the Hull Building, on the east side of the square, where our store had a floor space of 2,400 square feet.

—February the first, nineteen hundred and eighteen, we moved to the Moreland Building, on the north side of the square, next to the Third National Bank. Here we presented bigger and better stocks, with a floor space of 3,000 feet.

—October the fourteenth, nineteen hundred and eighteen, we purchased the Plainview Mercantile Company, and, after inventory, opened the store in its present location, on the west side of the square, on November second. Here we have 6,975 square feet of floor space, with correspondingly bigger and better stocks.

—In January, nineteen hundred and twenty, we moved the stock of fixtures from our north-side store to Tulia, Texas, and there opened a store, with Mr. Douglas Burns in charge. This store also continues to grow bigger and better.

WE ARE SIX YEARS OLD IN PLAINVIEW

Six years ago we believed that Plainview was a good town, that Hale was a good county, and that all the people of Plainview and the Plainview country were good people. We haven't changed this viewpoint in but one respect. We now believe that Plainview is the best town in Texas, that Hale is the best county in Texas, and that they don't grow folks any better anywhere than in the Plainview country.

HERE'S THE POINT!

If you have an eye for economy and are anxious to save money, then the S. & H. Green Stamp is just the token you need. You'll find it the best money saver in existence, and there's no needle in the hay-stack about that. On the first day of this Anniversary Sale you get two stamps for one.

Souvenir Free First Day



STAMPS

FREE! FREE!

On the 6th day of the sale, at 6 o'clock, we will give **FREE ONE MAN'S \$6.00 HAT** and **ONE WOMAN'S \$6.00 HAT**. You are not required to make any purchase in order to participate in this drawing. You write your name on a slip of paper and place it in a container which we have arranged—one each for men and women. At 6 o'clock on the 6th day we will have some child draw six names from each container, the 6th name in each box to be the lucky person.

RULES

The following rules we will observe during this Anniversary Sale: No approval tickets, no hold checks, no post dated checks. We will exchange any merchandise or refund money, as is our custom.

All Garments in Ready-to-Wear, Women's, Men's and Children's Hose, Shoes, Men's Work Clothes, Millinery Department, Woolen Piece Goods, Silks, Notions, Wash Dress Goods, Men's Hats, Staple Cotton Goods, Men's and Boys' Clothing. The whole store in every department is offering extra values during the, Our **SIXTH ANNIVERSARY SALE**. Don't miss it.

12 SELLING DAYS

BURNS & PIERCE

PLAINVIEW MERCANTILE CO.