
published in the heart of the irnication belt of the south plains
Yolune tweyty-pous
YOUNG MEN WANT
Y.M.C.A. BUILDIN

|  |
| :---: |

$\qquad$
anked Gerneman Meecpl

## SPECLAL DAYS FOR WOMEN





| The first load of hoome-grown water- |
| :---: |
| molons was sold yesterday by the |
| Texas Land and Development Com- |
| pany to the Sewell Groery Company. |
| Two of the melons wetghed |


| SETH WARD WANTS | SILO COMES NEXT |
| :--- | :--- |
| De. |  |
| $\$ 50,000$ ENDOWMENT | TO IRRIGATION |




|  |
| :---: |



STORES MAY CLOSE
FOR "CLEAN-UP"
Petulon WII Be Presented to Mayor
and Councell Monday Night for
BASKET DINNER PROPOSED
 Magazine.
Cone
Moner
Considerable work has been doose,
but there are places whlch ought to bo but there are places whas been cose
cleaned up. The tingeectors are ous
but en but there are a few days before oute
will likely come to Platnview. So the wind ineny come to Plainview. so the
merchants and the Cvicic League pro-
pose to take pose to take one day
everything unsighty.
everything unsightly
R. A. Long went
R. A. . . .ong went out this athernooss
Mayor and and Con to be presented to the Mayor a and councll Mondested to to the
that a peetition may bo that a pettion may be lasued for a
holiday. Practically every merchasi signed the pettionily. every merchana
One man didant
hink the
 but he would care abe to the he moth
business. He doeent mee where ho woold make anything by closing up. A clianke anything by cosing up.
peautiful

 e.
 be divided into precincts, with a cap-
tain in charge of each. Every man in Mil work, Dye thinks that a basket dinner
Mren Mrs. Dye thinks that a basket dinnor
would be a good thing. This Iden Dillingham, of the City Bakery, say. of bread to the basket dinner.
Just one day-and a town every dilas man sees

Plainview country.
J. Pipkin Comes in Intereat kner Orphat
Home.
Rev. J. J. Pipkin, field evangelist
for Buckner Orphans 'Home, at Dat
las, was in Plainview Wednesday and
Thursday of this wetk in the intereat Thursday of this week in the interest
of the Home. Rev. Pipkin spoke at
Calvary evening, and recoived a cash offering for the Home.
Thursday morning, in company with
Rev. C. R. Hairfield, the visitor was Rev. C. R. Hairfield, the visitor was
shown the Syndicate development self as having great fatth in the future of the Plainview country, The won-
derful devlopment made possible by our great wells was a marvel to him.
or amarille parties
EN ROUTE

EN ROUTE TO LUBBOCE. W. I. Slimp $\overline{\text { and } C . ~ B . ~ S h a w, ~ o f ~}$
Amarillo, passed through Platnviow yesterday, en route to Lubbock. Thay were driving a Case car. These gon-
tlemen found that some work is beling domen found that some work is belng
done through Swisher County on the

## GETTING USED FO IT.

"Why do you fish every morning in he bath tub, old man? Is it a botr
"Oh, no, I Juat want to get ueed to not catching anything. Am golas on
racation soon."-Kanias City Journal.

He (nervously) -"Margaret, there't been something trembling on my tipe
for months and months." She-"Tes, wo I see. Why don't you
shave ti off,"-Princeton Tiger.
committere tr. R. Wriliteme

# New Line Kahn Fall Samples 

## Also Regular Display Lengths Now Ready for Inspection

Do not confuse this line with other lines bearing like or simular names, as this is the genuine Kahn Tailoring line of Indianapolis, formerly handled by Pipkin-Knapp Co.

To the many who have worn Kahn made

clothes we have but to announce the arrival of Fall Samples and suggest an early order; to those who have not worn them we urge you to test the wearing quality, the style and the price of Kahn Suits.

We guarantee perfect fit and prompt delivery? of Kahn clothes. These clothes cost no more and give better service than many high grade lines.
"There's individuality in Kahn made Suits."

## PLAINVIEW <br> MERCANTILE COMPANY



## USE

## White Lilac

The Best Soft Wheat Flour on the Market<br>Deoples Supply Store Telephone 337

## We have a complete line of the celebrated Henney and Freeport Buggies <br> Tennison Harness and Mandt Wagons

We buy and sell horses and mules. Bring us you live stock you want to trade for a new buggy, wagon or harness. We will also take your old vehicle on a new one.

See us before you buy. It means money to you and to us.

## Plainview Buggy Co.

 OFFICERS
A. knight, Presiden

## OFFICERS-

H. M. Burch, Cashier

Third National Bank

- Dirgetor
W. OKEEFE
w. A. donaldoson h. M. burch



## Popular Excursion to Galveston

On Saturday, August 2, there will be special excursion through Plainviow at9 a a. m., to Calveston for the Cotton
Carnival. Fare for the Round Trip $\$ \mathbf{1 2 . 3 5}$. Train will arrive at Galveston Sunday Morning 9:25 A. M. and return leaving Galveston Tuesday Aug. 5 th at $7: 45$ P.M. arriving at
Plainview about $6: 00$ P. M. Wednesday Aug.6th. Both Standard and Tourist sleeping cars will be furnished and request that
Woa mate sour 24
Phone 224 For further inform ation apply to

## It's Crop Making Time

Be prepared to get the best yield by careful cultivation made possible with the John Deere cultivators.
We have Alfalfa cultiva tors and seeders and the famous Deering harvester machinery and repairs.
C. Ware Ftardware Co.

## GARFIELD COUNTY, OKLAHOMA, CONSTRUCTING 200 SLLO Six Hundred Silos Already Built One Oklahoma County Convince Six Hundred Silos Aready B One Okahoma Connty Conv Farmers of Value.

 With 600 silos, and nearly all othem erected within the last year Garfield County, Okla., is buildin,
200 more. Garfield County probably
leads the State in the number of silos leads the State in the number of silos
on farms, and almost every type of
silo is represented. Farmers are well
and satisfied with their experiment, and
are getting prosperous as a, result o
feeding silage to cattle and other live stock, says Victor H. Schoffelmayer, in the Oklahoma Daily Live Stock
News.
"There are more silos in the vicinity
of End than near any other city in
Oklahoma. The writer spent some
time in that section and, with W. 1

 dition all winter and had nothing by
sitage and wheat straw for roughnes and no corn.
Mr. Jackson's silo bas a capacity o
140 tons, and cost $\$ 350$. It has given complete satisfaction.
S250 Monthly from Milk.
"Mr. Jackson's 15 Jersey milk all the time they were fed on silage
brought him in a monthly income of
ant


More Visitors
Than Ever Before Are Be-
ing Benefited By Those
Mineral Wells


Excursion Rates Daily
For full particulars seest T, AP. Agente
or write
D. DELL OEO. D. HUNTER

DALLAS, TEXAS
August is the Bis
Wells
Wont


## Isn't it Time You Owned a Farm?

GIf you are a renter, stop paying rent. Come out to the Golden Land of Opportunities in this the Greatest Stock Farming and Feeding Country in the World, and secure a place of your own.
\$With the present high prices being paid for farm products, you will become independent for life. The most fertile and productive farming districts in the Great West, are to be found in Hale and adjoining counties. Wealth of the world comes from the soil. An IRRIGATED FARM in the Plainview Country is a short cut to independence.
$\boldsymbol{T}$ We have for sale choice farm lands in tracts to suit the purchaser at very low prices. For descriptive literature address

## Otus Reeves Realty Comp'y



## Keep it Raining

Don't let your garden bake after the rains but retain the moisture by adding to it occassionally with the

## Hardin Porous Tile System

Reach the roots without sealing and baking the surface. Let us tell you about it at our factory.

## SONG BIRDS

Recently we received a shipment of White Javas, beautiful white song birds. They are imported from Java, an island of the East Indies group. They rival the mocking bird for clear sweet notes.

## Parrots and Parakeets

In the shipment were a half dozen Cuban Parrots. These birds are guaranteed to talk. If they don't talk, we will get you one that will. They are young and you can train them as you like.

The Parakeet is an Australian bird. This specie has been taught to talk.

In a few days we will build an addition to the greenhouse for the express purpose of keeping the birds in an attractive appartment. We plan to keep birds in stock at all times.

Our trade has been growing and we are going to increase our floor space over 1000 square feet. We appeciate your trade and are preparing to give you the most up-to-date service.

## Cabbage Plants

In our beds are a large number of late Fall Cabbage plants now ready for transplanting. See us at once for them.

## Plainview Floral Comp'y <br> We Beautify Always'



Some Exceptional Bargains in Land

5120 acre ranch of good smooth land just being put on the market at a price that is worth investigation, is located just right to cut up and sell out in smaller tracts.

640 acres is just four miles from a railroad town, is joined on three sides by Land purchased by the Syndicate, it lays just right, is all good smooth Land, and right now can be purchased below the market.

## 160 acres improved farm six

miles from good town, has an eight room house, well and windmill, barn sheds and other out buildings. 100 acres in cultivation. Is all fenced and cross fenced, one-half mile to good school, is an ideal location and the price is right.

Come and see us, or write or wire us just what you want. We have other lands and it might be we have just what you are looking for. Correspondence solicited and promptly attended to.

# ANOTHER WONDER!! 

COME LET US SHOW YOU HOW TO REDUCE YOUR FUEL BILLS


We have solved the fuel problem by producing an Oil
Burner that burns Crude Oil right from the wells as well as any products from the highest grade kerosene down to the lowest grade of fuel oil, and gives perfect, uniform heat, thereby cutting fuel bills in half.

> Housekeepers are offered at last an Oil Burner that is a success, that will meet with your approval, is guaranteed to give perfect satisfaction, is perfectly safe, cannot cause explosion, and anyone can operate it. Start fire in a moment. Stop fire when desired by simply turning off oil, avoiding that awful hot kitchen in summer. Run fire all day and night in winter if heat is required. Equally desirable and economical in Heating Stoves.

Simple--Safe--No coal to carry in or ashes to carry out. No soot--no dust-just good clean heat.


Showins Burner Attach ment to Heater

You get the maximum amount of heat with the minimum amount of fuel by using the SUCOESS OIL BURNER, which will fit any cook or heating stove, and can be attached within fifteen minutes without destroying any parts of the stove. There is absolutely no danger from explosion. It heats the stove within
fifteen minutes after lighting, and is ready for baling within eight minutes. (How is this for baling?) Fire is started with a match-no kindling wood used or needed. Your stove holds uniform heat, insuring uniform baking, impossible with wood or coal.
SOON PAYS FOR ITSELF.-It soon saves
eliminating the dirt made by wood, coal or ashes.

## This is not a Gas Generator or Gas Burner, but an Oil 'Burner -applying oil direct to the flame.

THE SUCCESS OIL BURNER CO.<br>menveracuueas<br>MT. VERNON, ILLINOIS


P. Hendricks, of Lubbock, has been
here this week, for treatment.
G. A. Pole, of Otton, was here WedG. A. Pole, of Olton, was here Wed-
nesday, en route to Pecos City on
busines. nesday,
business. Mra. George Shater left Tharsday
for a few days' visit in Clay Center Nebraska.
fays visit in Clay Center, Mrs. N. L. Burns, of Lockney, was bere Friday, on her way hom
has been visiting in Bellvue. has been visiting in Bellvue.
Rev, J. D. Burleson, of lockney, Rev. J. D. Burleson, of Lockney, was
here Thursday, en route to Portales here Thursday, en route to Portales
to hold a Christain meeting. to hold a Christain meeting.
A. B. Ray was here Friday, way to Amarillo. He has been on the Coast two years for his health.
Mrs. T. P. Bussell returned today from Mineral Wells and Weatherford,
where she has been for her health. where she has been for her health.
Mrs. C. G. Bingaman and child le
Well Wednesday for Crosbyto
will visit her parents will visit her parents. J. J. Rushing, of the Rushing Land
Company, left Thursday for points in Company, left Thursday for points in
Nebraska, in the interest of the comNebras
pany.
Mrs. pany. Ed Carpenter and Mrs, Seals
Mrs. Ed
left Thuraday for Vernon, where the left Thursday for Vernon, where the
familles of both will, make thetr familles of both will make their
homes.
Mayor A. J. Sewell and wife, of McMayor A. J. Sewell and wife, of Mc-
Gregor, Texas, are in Plainview visiting their sons, C. W. and "Dutch"
Sewell. Sewell.
Noah Meeds, brother of Mrs, J. Noah Meeds, brother of Mrs, J. C.
Finley, returned to Plainview yesterday from a visit of several weeks in
Shamrock. Shamrock.
Miss Ann
Miss Annis Duck, who has been at-
tending the Normal at Canyon, tending the Normal at Canyon, was
here Friday, on the way to her home, here Friday, on the way to her home,
at Floydada. Misses Burr Goode and Mabel Way-
land have returned from Chicago, where they have been attending Chicago University.
$\qquad$ A. Mene and Merkel. He will vis
Dr. D. N. Shropshire, his brother.
Abilene, and other retis Abilene, and other relatives at Merkel Alex M. Anderson and his brother,
Sam H. Anderson, left Wednesday for Sam H. Anderson, left Wednesday for
Lamesa, on business. Sam H. Ander-
son will go from there to Hillsboro son will go from there to Hillsboro,
where he lives.
A. Quisenberry, of Hale Center, A. F. Quisenberry, of Hale Center,
has rented the Matthews property, on has rented the Matthews property, on
First street, occupied by C. W. Sewell,
, First Street, occus to Plainview the fif-
and will move
teenth of August. J. L. Hunton and daughter, Miss
Emma, of Orange, California, were Emma, of Orange, California, were
the guests of Mr. and Mrs. J. B. Gililand Saturday and Sunday. Mre and Mrs. Cyrus Erb. of Olton
were here Friday, en route to Pleaswere here Friday, en route to Pleas-
antville, Iowa, where they will visit
relatives. Mr. Erb has been quite ill. relatives. Mr. Erb has been quite III.
Mrs. J. W. Shepard, of Plano, left
Friday for Tulis, to friends and relatives. Mrs. Shepard has been visiting her two sons
here. ard ha
here.
J. R. J. R. Snapp, of Tulia, was here Wed-
nesday looking at the shallow water nesday looking at the shallow water
wells. He is planning to put in some
well. wells. on his property fitteen miles
north of Plainview.
 John c. Kirby, of Houston, who
was formerly a resident of Plainview, is here, visiting. Mrs, Jess Carter and son, of Fort
Worth, and Miss Ada May McKinney Worth, and Miss Ada May McKinney, of Lockney, are guests this week of
Mrs. C. V. Quisenberry. ris. C. V. Quisenberry Mr. and Mrs. W. H. Bloomer and
child were here Wednesday and chind were here Wednesday and
Thursday. Mr. Bloomer is foreman for the Santa Fe at Ferguson. Mrs. Maude Hollands was here
Thursday, en route to her home, in Thursday, en route to her home, in
Jordanton. She has been visiting her Jordanton. She has been visiting her
father, Judge Duncan, at Floydada. M. D. Henderson and Z. E. Blacks have returned from California, where
they have been in the interest of the they have been in the interest of the
Texas Land and Development Company.
Misses Ethel Tubbs, of Floydada,
and Lula Johnson, of Matador and Lula Johnson, of Matador, were
here Friday, en route to their homes. They have been attending the Normal at Canyon.
Mrs. Ella Sebastian, who has been
visiting her son visiting her son in Canada, is now
visiting in Auburn, Washington, visiting in Auburn, Washington, ac-
cording to a letter received Wednescording to a letter rece
day by B. E. Sebastian.
Mrs. G. E. Conner and little daugbMrs. . . E. Conner and little daugb-
ter, Virginia, of Canyon, and A. J. Moreland, of Canyon, arrived Thursday for a visit to Miss Artie Moreland, at the Moreland ranch.
J. A. Fawver made a business trip
through Floyd and Motley Countlos through Floyd and Motley Countios
during the early part of the week. Ho reports fine crops in those sections and plenty of water in the tanks.
Mrs. J. L Guest and children, Mrs. J. L. Guest and children, of

Lockney, were here Wednesday, on route to Lubbock, where they will visit Mrs. W. S. Posey. Mrs. E. O. 0 . Nichols, of Plainview, accompanied | her. |
| :---: |
| Dr | Dr. Jno. Hamilton, graduate of the

State Dental College, of Dallas, has State Dental Coliege, of Dallas, has
taken a place with Dr. C. D. Woftord. Dr. Hamilton is a son of our fellowtownsman Uncle Jno. Hamilton, coun-
ty treasurer. ty treasurer.
Mrs. P. H. Andrews, the popular
dressmaker at the Plainview Tallortng dressmaker at the Plainview Talloring
Company, will leave Monday for Anson, Texas, where she will visit hhor
father, T. J. Scott, and from Anson father, T. J. Scott, and from Anson L. C. McCrary, of Waco, was here Thursday, on the way home from
Floydada, where he has been Bill Moore. He says cropen visiting McLennan Ceunty. Last year ho
made three-fourths of a made three-fourths of a bale of cotton
per acre, and does not expect to make over one-fitth this yea
are poor, he reports.

# MONDAY AUGUST 4th 

Our shop in the O'Keefe Telephone Building will be fully equipped and we'll be ready to make any soiled or damaged apparel like new. We can clean the most delicate fabrics with our new French dryer for ladies apparel. Ladies footwear and gloves cleaned perfectly without damage. French dryer, vacuum cleaner and drying tumbler for men's or ladies coarse fabrics.
We call promptly for your work and deliver promptly. Ed V. Price's New Line of Fali Samples will be here soon. Wait for them.

Make our store your store on First Monday. Cool store--COLD drinks-polite attention and a hearty welcome to you.

## Duncan's Pharmacy

"The Store Whers You Feel at Home"

## Bargains in Dishes

We are overloaded on queensware, plates and cups and saucers and on First Monday, August 4th, we are going to seli you a set of first quality gold band cups
and saucers or a set of dinner plates in Verona China, $\$ 1.00$ value for 75 c cash. Any and saucers or a set of dinner plates in Verona China, $\$ 1.00$ value for 75 c cash. Any other item in our large stock queensware at the same discount. This is a chance for
you to get some exceptional values. Come in and see them. Many other styles and you to get
designs.

Plainview Hdw. Co.<br>"Everything in Hardwars"

To Introduce the DIKE FAMILY REMEDIES we will give with each purchase of $\$ 1.00$ or more made on First Monday one of the following:

R. A. Long Drug Co.

Alfalfa Lumber Company $\square$

Coal of All Kinds at Right Prices

## SPECIAL PRICES ON HOUSE FURNISHINGS

Our prices are always special and our guarantee is "if it isn't good we make it good." The combination is one you can't afford to overlook if you are in the market for furniture. Anything in this line from attic to cellar. FIce and Iceless Refrigerators, Oil and Gasoline Stoves, Rugs and linoleum, porch furniture and expert repair work. See me always before you buy for it's dollars saved for you.

## J. M. Sanderson sells groceries cheap every day <br> My line is groceries, glass, crockery and granite ware. 10 pound bucket of Cotolene $\$ 1.35$ <br> Baking Powder, 20c <br> Coffee that sells regularly, 30c <br> 25c

Special Price on Everything for

First Monday Come and See for Yourrelf
J. M. Sanderson


We carry the best and most complete assortment of fresh vegetables and fruits in Plainview.
If you are worried about what to have for your Sunday dinner phone us and we will suggest some of our fresh things. A full and complete line of fancy and staple groceries.

## SEWELL - GRO. COMPANY <br> Phones 8 and 139

## CHALLENGE

Hunter Coal Company sells as good coal and as good preparation, absolutely correct in weight, and at right prices, as any coal concern in the city.
Phone 331
"Weighed on Public Scales"

On First Monday

We will sell 4 pound cans of the celebrated Cheek $Q_{2}$. Neal coffee for

95c
Cash Only
Drop in on first Monday even if you don't want any coffee. We have other bargains too.

Stephens \& Sams Phone 256

# DES <br> DAY BARGAINS 

 , know Plainview, and are throwing all of the advantage of the trade your way. In fact, you can increase your profits lese merchants carry in The Twice-a-week Herald. GETHER"

Slasingame \& Klinger
Cold Drinks Fruits Candies
Cigars and Tobacco The Little shop on the Borner

We sell Drugs, Jewelry and Specialties as low as consistent with the best quality.
There are no better lines than
Will pay the highest market price. Can use all that is produced in this section.

## Plainview Creamery

Plainview Steam Laundry Co.
qWe can save you money on your family washing. Rough dried laundering

8c pound Ask Us About It
J. W. Willis Drug Co. Druss and Jowelry
store phone "The Rexall Stoseription Dept. Phone 210

## - COME TO SEE US ON FIRST MONDAY * <br> We can fill your grocery needs with the best quality of goods. Our motto is to treat you today as we will treat bour neighbor tomorrow. <br> We have no Cheap John goods with which to bait you. We are not getting rich, neither is any other groceryman. The high cost of living is not in our hands, but we will sell you as cheap as anyone can afford to. living is not in our hands, but we will sell you as cheap as anyone can afford to. Come and get our prices and inspect our goods.

# WARREN \& SCUDDER 

Phones 145 and 244
Plainview, Texas

## First <br> Monday China Specials

Water pitchers, were 45c - - Now 30c Meat Platters, were 25c and 35 c now 15 c and 25 c Bowls, were 40 c and 50c . now 25c and 35c Covered Butter Dishes were 35c - now 25c Covered Tureens, were 50c ... now 35c Bakers, were 35 c and 45 c - now 20 c and 25 c
J. F. Coan \& Son Telephone 269


Some Good Bargains in Small Size Men's Suits at HALF PRICE. Good Reduction on all Suits
Good Saving in Boys' HERCULES Suits. All La-
$\qquad$ nip Seed, Ruta Baga, Cow Peas, Blue Grass, Speltz for winter pasture. Cane, millet, Late Beans, etc. Quality good and prices right.

## FIRST MONDAY

We have a car load of the best Full mill Run bran ever shipped to Plainview at right prices. The best dairies and feeders buy it from us by the ton. Try it-and be convinced.

## Special Flour Sale

 MondayC. E. White Seed Co.
-

THE SIGN IS RIGHT

## 

 Blue Grass, Speltz for winter- 

dies' Dresses at Half Price. One Lot Ladies' Suits and Coats at Half Price.

## Plainview Mercantile Comp'y




| First Monday <br> Only |
| :---: |
| Five Pounds <br> Coffee <br> $\$ 1.00$ <br> Sold with a <br> Greeting |
| HATCHELL <br> $\&$ <br> JOHNSON |





The biggest well and best improvements for sale in the shallowest section of the great shallow water belt of the Plainview country. Running one-half the time and pumping 2,500 gallons per minute means $71-2$ inches of water for 277.33 acres of land every 30 days. This is about one-third more water than you need, but irrigation water is like money, you can't have too much.

Well equipped with No. 8 Layne pump and Layne screening. The engine is a $110 \mathrm{H} . \mathrm{P}$. St. Mary's Solar Oil engine. This equipment means permanency, efficiency and economical operation.

RESIDENCE.--Up-to-date, new and modern. Five rooms with both pantry and closets.

LAND.--388 acres, 4 1-2 miles southeast of city; 160 acres ditched, bordered, leveled and cultivated for alfalfa. An additional 140 acres surveyed and platted and is ready for the plow. Balance is good pasture land.

If you have property you do not wish to eell, I will take it as colatteral secuity and sell you the land and improvemente, all on time-from one to ten yoars. For further terme wee your reil

# First Monday Bargains 

Cannot Compare With Forced Bargains

We have been forced into bank-ruptcy-and bankruptcy prices mean cost prices on everything in stock. All staple and fancy groceries in our big stock of good goods must go at once and cost prices surely mean something to you in figuring out what it costs to eat. It won't cost much if you buy Monday from us.
Stock up your pantry now while many lines are nearly complete and at prices you can't hope to get elsewhere.
Our Loss Is Your Gain

## Vickery-Hancock Gro. Co.

 Joseph Fowler, Assignce

Mr . Vernon and son and daughter aly in our repair work, we have become rather expert in rubber nowing tire

## Goodrich Tires

Best in the Long Run
We know fron oar experience that you will get full milenge and service value from every Goodrich Tire you put on your car more business for us in the end.
We have a fully equipped repnir department that ing your for
service in any emergency - of when in need of an extra spare"
Plainview Rubber Company

