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State School of Instruction Promises To Be Biggest of Six Conventions in Plainview

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Each of Eight Hundred And Seventy-Two Lodges Supposed To Send Representative; More From Some

The Masonic School of Instruction meets in Plainview Wednesday, July 15. It is for the entire State. This is the sixth big convention our town has entertained this summer. Others were the Woman's Missionary Society for the Northwest Texas Methodist Conference; Annual meeting of the Pugh-Sound-to-the-Gulf Highway; School of Instruction for the Eastern Star; Odd Fellows, and the Panhandle Bankers.

The Masonic School is under control of the Grand Lodge, and is composed of a committee on work from the Grand Lodge. This is a standing committee, with George Morgan, of El Paso, Chairman. The committee's duty is to keep the work of the lodge true to its original standards. Mr. Morgan's committee has power to issue certificates for proficiency in the work. Those getting these certificates have authority to also teach the work.

There are eight hundred and seventy-two lodges in Texas. Each lodge is supposed to send one delegate for instruction.

The school is the only way local lodges have of learning this work. A wealthy lodge sometimes sends four or five delegates, so there is no accurate way of finding out how many visitors Plainview may have to entertain next week. There may be a thousand, there may be less, according to local lodge officers. The school will last a week.

No free entertainment is expected. The delegates will pay their own way, but rooms are needed. These must be provided—probably a great many of them.

The lodge requests that persons who can furnish rooms will notify R. C. Bethel, at telephone 542.

METHODIST GIRLS ORGANIZE JUNIOR PHILATHEA CLASS.

Young Ladies Will Meet Every Week Getting Ready for Bazaar This Fall.

Miss Margaret Harp was elected President of her Sunday School Class yesterday. Class Number 17 of the Methodist Sunday School met with Mrs. Otis Trulove and organized a Junior Philathea Class.

Other officers are: Vice President, Wilhelmina Harrington; Secretary, Pearl Burkhead; Treasurer, Ina Jordan; Chairman of the Membership Committee, Miss Willie May Miller; Chairman of the Social Committee, Fannie Margaret Barnes.

The class will have a bazaar of fancy work early in the fall, and will meet once a week to make special preparation for the bazaar. The young ladies will pay 10 a month dues. They are planning to sell candy some night at once of the picture shows.

After business had been transacted, a social hour was enjoyed and refreshments were served.

SOUTHWESTERN TO RECEIVE.

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"Please say to our friends that it will give us pleasure to escort them over our plant and explain our apparatus," J. L. Doland, Manager, said to-day. "If any of them happen to miss their invitations we hope they will come on and visit the plant."

The new telephone directory is one of the most complete in North and West Texas.

Mrs. L. R. Blake left to-day for a week's visit in Amarillo.

VILLA AND CARRANZA PATCH UP DIFFERENCES

Angeles Holds Post And Rebel Head Gets Back His Five Million Pesos

By United Press

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The principal accomplishment of mediation was persuading fourteen generals under Villa to re-swear allegiance to Carranza as first chief. These men recently repudiated Carranza.

The rebel leader's five million pesos were restored to him, and his friends, who had been virtual prisoners for three weeks, were released by Villa.

JUAREZ, Mexico, July 11. A majority of the Federal garrison at Guaymas surrendered during the night to Rebel General Alvarado, according to dispatches from the general. Villa and Angeles have gone to Chihuahua City.

ASPARAGUS DECORATES HOUSE PARTY ROOMS.

Sweet Peas and Nasturtiums Used, Too, at Mrs. McKee's Residence; an Elaborate Party.

A gay and cordial house party, beautiful summer gowns and a profusion of flowers made the reception at the McKee home, 410 Archer Street, yesterday afternoon a scene long to be remembered.

The graceful plumes of the asparagus were everywhere in evidence. The fireplace was banked with them, and their delicate, graceful greenery was seen over archway, window and electric.

Sweet peas were favored for the dining room. Bowls and vases of this popular flower were placed in every available space.

Nasturtiums of brown and gold were used in the remainder of the rooms en suite.

Little Ruth McKee, with card basket in hand, stood at the front door with Miss Alice Harrel.

Mrs. E. O. Nichols ushered the guests into the reception room, where stood Mesdames A. W. McKee, J. D. Bedford, W. E. Rissler, J. V. Smith, of Floydada; Miss Sarah Ross, Mesdames J. H. McKee, W. H. Flamm, Grady Lindsay, R. C. Ware, W. S. Pyffe, J. R. Kerley, S. Park, F. L. Brown, George Doubleday and J. F. Owens.

Mrs. Elmer Sanson and Mrs. R. C. Joiner presided in the punch room, dispensing delicious nectar. In this room, chatting with the guests, were Miss Louise McKee and Mesdames R. B. Hulien, T. C. Shepard and J. R. DeLay.

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One pleasing and unique feature of the affair was the number of ladies present some of whose ages numbered three score years and ten, but who entered into the occasion with a zest that showed their appreciation of the courtesy extended them.

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CANDIDATES UTILIZE THE MOVIES



Gifford Pinchot, Mitchell Palmer and Boies Penrose, respectively Progressive, Democratic and Republican candidates for senatorial honors in Pennsylvania, are being shown to voters all over the state through the medium of the moving picture camera. The accompanying photograph shows Senator Penrose posing for the movie man in Washington.

Colorado Newspaper Man Says Vote Will Be Dry

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As in Texas, prohibition is the big issue in Colorado. Mr. Taylor says that he believes the "State-widers" will win the election. Two years ago Colorado went "wet" by about 25,000 majority.

Mr. Taylor has heard much of the Plainview country. He went out this morning to see some of the big wells, and reports it "better than he was told." It seems to be the case that Plainview always shows up better than advertised—except, as Herman Elueher says, in case of weeds. And we are getting the weeds cut now.

SUNDAY AT THE BAPTIST CHURCH.

Sunday School starts at 9:45 a. m. This will be at the tabernacle. The morning service will also be at the tabernacle, and will commence at 11 o'clock.

At 4 o'clock the candidates for church membership will be baptized at the building formerly owned by the First Church.

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English Commission Blames Storestadt For Sea Disaster

By United Press.

QUEBEC, Canada, July 11.—The collier Storestadt is blamed for disaster to the Empress of Ireland on May 29, when 1,932 lives were lost. The Commission said that Kendall's action in stopping the Ireland was good seamanship, and his failure to give wider berth was contributory cause of the collision.

Lord Mersey submitted the Commission's report, declaring that the Storestadt, sort of her helm, which brought about the accident.

CLARENDON PEOPLE PASS.

Rev. Henry Long, wife and Rev. Geo. Slover Driving a Ford.

Rev. Henry Long, pastor of the Methodist Church; Mrs. Long and Rev. George Slover, President of Clarendon College, were visitors in Plainview this morning. They were driving a Ford, and had been as far west as Roswell, N. M.

"I held a meeting here thirteen years ago," Brother Long said. "The town certainly doesn't look like the same place. From what I hear, Plainview is the best town in Northwest Texas."

Mrs. Long is a daughter of Uncle John Hamilton, our fellow townsman and County Treasurer.

McDONALD TO OLTON.

President of Seth Ward College Preaches in Lamb County.

Rev. C. L. McDonald, President of Seth Ward College, went to Olton to-day. Brother McDonald will spend Sunday in the Lamb County seat and will work several days in Lamb County for the college.

President McDonald says that he is having numerous inquiries from all over West Texas and New Mexico about the college.

DR. HANBY WRITES FOR HERALD.

"Have been here two weeks and have had no paper," said Dr. J. D. Hanby in a card received from Wilmington, N. C. Dr. Hanby and family are spending the summer there.

"We certainly miss The Herald. Please put me on your mailing list," Dr. Hanby writes. "Hale County is far ahead of anything in this country. Truck lands are selling from \$150 to \$300 an acre. One acre in Hale County is worth ten acres of this land."

LOCAL LODGES TO USE DILLINGHAM BUILDING.

Local Odd Fellows and Woodmen of the World have leased second floor of the Dillingham Building, on the north side of the square. This is being elegantly fitted up for a lodge hall.

Rebekahs, Woodman Circle, Knights of Pythias, Praetorians and M. W. A. lodges will use this hall. These lodges have been meeting over Donohoo-Ware Hardware Co.

CONTESTANTS CLOSE FOR SECOND AND FOURTH PLACE

Miss Letha Shropshire Continues First; Miss Eula Howell Makes Big Gain; Count Every Week

Second count in The Herald's automobile contest shows remarkable progress by Miss Eula Howell and Miss Letha Shropshire. Rev. O. P. Kiker is still in second place. He was out of town much of the time during two weeks, and did not get to work for his cause as much as the young ladies did.

Mrs. W. L. Braddy made considerable gains.

Roy Bailey, of Petersburg, says he isn't bothered. It is harvest time and Mr. Bailey is waiting until threshers are over their rush before he starts out for money. He says the Petersburg country is prosperous and that he expects to win the Overland.

No contestant is far enough ahead yet but that a week's hard work would overhaul them—that is, unless the contestant should keep going. That is what most of them propose to do. An \$1160 automobile is worth "going for," they think.

Count will be published every week, beginning next Saturday. Many subscriptions are coming into The Herald office. One out-of-town friend sent in three yesterday. People want the three-times-a-week Herald. It gives them all the news.

Standing of contestants is as follows:

Miss Letha Shropshire—First count, 76,500; last count, 28,100; total, 104,600.

Rev. O. P. Kiker—First count, 51,500; last count, 8,500; total, 60,000.

Miss Eula Howell—First count, 29,800; last count, 23,000; total, 52,800.

Roy Bailey, Petersburg—First count, 21,000; no votes in last count; total, 21,000.

Mrs. W. L. Braddy—First count, 11,000; last count, 8,500; total, 20,300.

Mrs. Myrtle Wasson—First count, 6,500; no votes in last count; total, 6,500.

Dr. I. E. Gates, A. J. Chambers, Howard Elliott, Miss Josie Rosson, Miss Nell Webb, Kress; T. Walter LeMond, Hale Center; Miss Lillie Tye, Floydada; Mrs. Kent Foster, Floydada; Miss Minnie Locke, Runningwater; Miss Lois Foley, Olton; Lowell L. French, Olton, and Harvey Maxey, Carrollton, have 1,000 votes each.

Work and your friends are ready to help. It means a \$1,160 automobile September 15. You can win—but it takes work!

SETH WARD ADDITION NOTES.

Mrs. Thomas Shepard returned Wednesday from Dimmitt, where she has been visiting her mother.

The S. W. S. Club will meet with Mrs. Byer from three till six Wednesday, July 15.

Misses Stella and Ruth Butterfield are visiting friends at Silverton.

Mr. and Mrs. Hogue have a fine girl. Seth Ward people are hoping the erection of the new dormitory will begin soon.

Mr. and Mrs. Gassaway drove out to Helen Temple Farm Sunday afternoon.

Miss Anna Butterfield returned home last Saturday from a visit to Tulla and Vigo Park.

The little twins of Mr. and Mrs. Byer have been on the sick list this week.

Mr. and Mrs. Elmer Hoyle, of Oklahoma City, are visiting their mother this week.

Ross Wingo is working for the Syndicate.

The ladies of the S. W. S. Club were glad to enroll Mrs. A. E. Harp, of Plainview, as one of their members.

REPORTER.

OUT FOR SETH WARD.

J. E. Willis, O. P. Kiker and S. J. Upton Out for College.

Professor J. E. Willis, Rev. O. P. Kiker and Rev. S. J. Upton left this morning for Petersburg in the interest of Seth Ward College. They will visit all of the country down toward Lubbock, and expect to return to Plainview late next week.

The outlook for Seth Ward is very promising, these men say.

CONGRESS TO PROBE SHOOTING BY MARINES

Sensation Rivaling Filipino 'Water Cure' Scandal Promised with Mexicans at Vera Cruz

CORRESPONDENT DEPORTED

American Asked Investigation of Order to Leave Brings Query Into Alleged Shooting Unarmed Mexicans

By United Press.

WASHINGTON, D. C., July 11.—A resolution directing that Army and Navy Departments submit all papers was introduced in Congress to-day by Representative Falconer, of Washington.

A sensation rivaling the famous "water cure" Filipino scandal is promised if Congressional investigation of action of marines at Vera Cruz is ordered. Fred Boalt, a correspondent, said that Ensign Richardson corralled Mexicans in a room, then released them and the marines shot them down as they ran.

VERA CRUZ, Mexico, July 11.—Congressional investigation to determine whether American marines shot down unarmed, fleeing Mexicans under the old Mexican "de Fuga law" during occupation of Vera Cruz appears likely. This sensation was created by appeal Boalt made from deportation order resulting from this charge.

Boalt said Ensign Richardson of the Battleship Arkansas and other officers admitted that they fired on unarmed Mexicans after telling them to run. The investigation has developed into an inquiry of the action of the marines instead of the deportation of Boalt.

William Shepperd, another correspondent, says that he heard the navy officers tell of the application of the "de Fuga law" to Mexicans during the occupation of the city. The Naval Board has indicated that it will probe the matter thoroughly.

REAL ESTATE TRANSFERS.

L. F. Myer and wife, of Madison County, Iowa, to A. A. Nowers, of Clarke County, Iowa, north-east one-fourth of section 17, in block A. \$8,000.

Mason Bowen and wife to M. D. Hill, part of block 73. A. & W. Addition to Plainview. \$800.

J. O. Oswald and wife to W. Oliver Anderson, lots 18 and 19, block 9, Lakeside Addition. \$205.

L. P. Shanks to E. H. Perry, lots 1, 2, 3, 4, 5, 6, 7 and 8, block 32, Highland Addition to Plainview. \$2,000.

Mr. Perry has since sold this property to Charles Reinken.

Mrs. Ola Miracle and other heirs of the late S. L. Harris, of Hardeman County, to E. L. Harris, 239.4 acres out of survey 1, S. F. \$1 and other valuable considerations.

D. C. Lane and wife to M. B. Lane, of Hall County, lot 6, block 2, East College Heights Addition to Plainview. \$750.

John L. Jacka and wife, of Johnson County, Nebr., to Leona M. Brand, 80 acres out of survey No. 4, block D4. \$1,600. Also 80 acres more out of same survey. \$1,600.

Sam M. Wilks and wife to E. J. Moorehead, 80 acres out of section 10, block JK4. \$1,650.

E. J. Moorehead and wife to Sam M. Wilks, lots 3 and 4, block 21, College Hill Addition, Plainview. \$850.

G. T. Harris and wife, of Dallas County, to Mrs. Beulah Hancock, lots 8 and 9, block 3, original town of Plainview. \$800.

R. A. McWhorter to J. O. Rountree, lots 3 and 4, in DeLay Addition. \$1,500.

J. H. C. Pope and wife to W. L. Emery, 320 acres out of section 4, block DT. \$5,500.

Mrs. Sam Smith, daughter and granddaughter, Ola Smith, went to Kress to-day. They will visit with Mrs. Smith's daughter, Mrs. Williamson.

Ralph Arnold left to-day for Joplin, Mo., where he will reside. His many friends regret his leaving Plainview.

Miss Hildred Raecoe, of Tulla, who has been residing with Mrs. W. Y. Price, returned home to-day.

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THREE TIMES A WEEK

VOLUME 25, NUMBER 55

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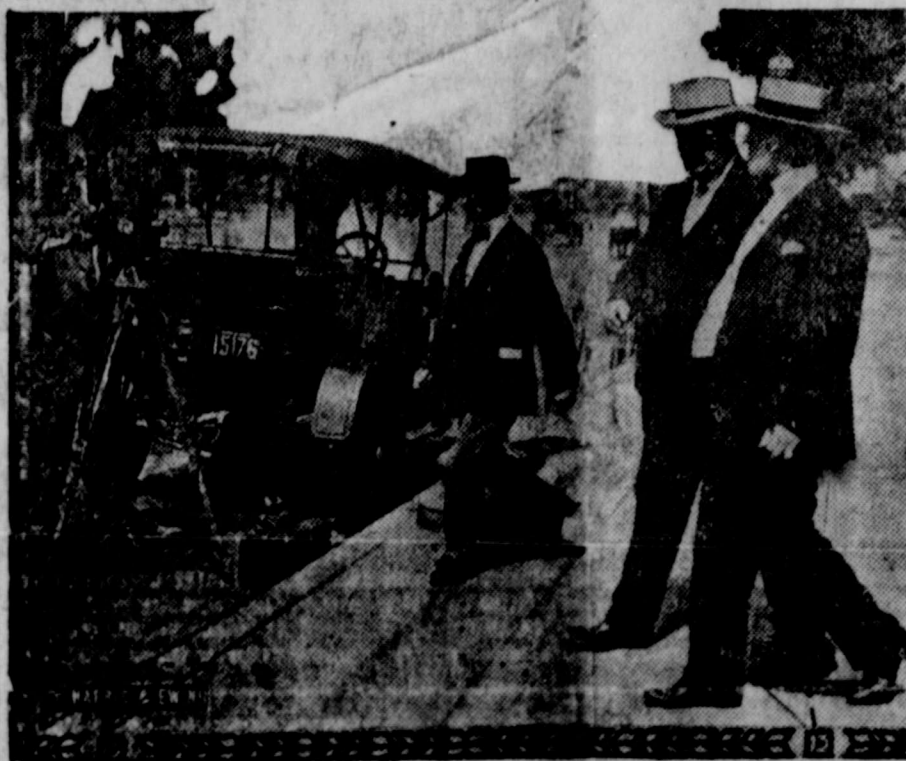
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CONTESTANTS CLOSE FOR SECOND AND FOURTH PLACE

Miss Letha Shropshire Continues First; Miss Eula Howell Makes Big Gain; Count Every Week

Second count in The Herald's automobile contest shows remarkable progress by Miss Eula Howell and Miss Letha Shropshire. Rev. O. P. Kiker is still in second place. He was out of town much of the time during two weeks, and did not get to work for his cause as much as the young ladies did.

Mrs. W. L. Braddy made considerable gains.

Roy Bailey, of Petersburg, says he isn't bothered. It is harvest time and Mr. Bailey is waiting until threshers are over their rush before he starts out for money. He says the Petersburg country is prosperous and that he expects to win the Overland.

No contestant is far enough ahead yet but that a week's hard work will overhaul them—that is, unless the contestant should keep going. That is what most of them propose to do. An \$1160 automobile is worth "going for," they think.

Count will be published every week, beginning next Saturday. Many subscriptions are coming into The Herald office. One out-of-town friend sent in three yesterday. People want the three-times-a-week Herald. It gives them all the news.

Standing of contestants is as follows:

Miss Letha Shropshire—First count, 76,500; last count, 28,100; total, 104,600.

Rev. O. P. Kiker—First count, 51,500; last count, 8,500; total, 60,000.

Miss Eula Howell—First count, 29,800; last count, 23,000; total, 52,800.

Roy Bailey, Petersburg—First count, 21,000; no votes in last count; total, 21,000.

Mrs. W. L. Braddy—First count, 11,000; last count, 8,500; total, 20,300.

Mrs. Myrtle Wasson—First count, 6,500; no votes in last count; total, 6,500.

Dr. I. E. Gates, A. J. Chambers, Howard Elliott, Miss Josie Rosson, Miss Nell Webb, Kress; T. Walter LeMond, Hale Center; Miss Lillie Tye, Floydada; Mrs. Kent Foster, Floydada; Miss Minnie Locke, Runningwater; Miss Lois Foley, Olton; Lowell L. French, Olton, and Harvey Maxey, Carrollton, have 1,000 votes each.

Work and your friends are ready to help. It means a \$1,160 automobile September 15. You can win—but it takes work!

SETH WARD ADDITION NOTES.

Mrs. Thomas Shepard returned Wednesday from Dimmitt, where she has been visiting her mother.

The S. W. S. Club will meet with Mrs. Byer from three till six Wednesday, July 15.

Misses Stella and Ruth Butterfield are visiting friends at Silvertown.

Mr. and Mrs. Hogue have a fine girl.

Seth Ward people are hoping the erection of the new dormitory will begin soon.

Mr. and Mrs. Gassaway drove out to Helen Temple Farm Sunday afternoon.

Miss Anna Butterfield returned home last Saturday from a visit to Tulla and Vigo Park.

The little twins of Mr. and Mrs. Byer have been on the sick list this week.

Mr. and Mrs. Elmer Hoyle, of Oklahoma City, are visiting their mother this week.

Ross Wingo is working for the Syndicate.

The ladies of the S. W. S. Club were glad to enroll Mrs. A. E. Harp, of Plainview, as one of their members.

REPORTER.

OUT FOR SETH WARD.

J. E. Willis, O. P. Kiker and S. J. Upton Out for College.

Professor J. E. Willis, Rev. O. P. Kiker and Rev. S. J. Upton left this morning for Petersburg in the interest of Seth Ward College. They will visit all of the country down toward Lubbock, and expect to return to Plainview late next week.

The outlook for Seth Ward is very promising, these men say.

CONGRESS TO PROBE SHOOTING BY MARINES

Sensation Rivaling Filipino "Water Cure" Scandal Promised with Mexicans at Vera Cruz

CORRESPONDENT DEPORTED

American Asked Investigation of Order to Leave Brings Query Into Alleged Shooting Unarmed Mexicans

By United Press.

WASHINGTON, D. C., July 11.—A resolution directing that Army and Navy Departments submit all papers was introduced in Congress today by Representative Falconer, of Washington.

A sensation rivaling the famous "water cure" Filipino scandal is promised if Congressional investigation of action of marines at Vera Cruz is ordered. Fred Boalt, a correspondent, said that Ensign Richardson corraled Mexicans in a room, then released them and the marines shot them down as they ran.

VERA CRUZ, Mexico, July 11.—Congressional investigation to determine whether American marines shot down unarmed, fleeing Mexicans under the old Mexican "de Fuga law" during occupation of Vera Cruz appears likely. This sensation was created by appeal Boalt made from deportation order resulting from this charge.

Boalt said Ensign Richardson of the Battleship Arkansas and other officers admitted that they fired on unarmed Mexicans after telling them to run. The investigation has developed into an inquiry of the action of the marines instead of the deportation of Boalt.

William Shepperd, another correspondent, says that he heard the navy officers tell of the application of the "de Fuga law" to Mexicans during the occupation of the city. The Naval Board has indicated that it will probe the matter thoroughly.

REAL ESTATE TRANSFERS.

L. F. Myer and wife, of Madison County, Iowa, to A. A. Nowers, of Clarke County, Iowa, north-east one-fourth of section 17, in block A. \$8,000.

Mason Bowen and wife to M. D. Hill, part of block 73, A. & W. Addition to Plainview. \$800.

J. O. Oswald and wife to W. Oliver Anderson, lots 18 and 19, block 9, Lakeside Addition. \$205.

L. P. Shanks to E. H. Perry, lots 1, 2, 3, 4, 5, 6, 7 and 8, block 32, Highland Addition to Plainview. \$2,000.

Mr. Perry has since sold this property to Charles Reinken.

Mrs. Ola Miracle and other heirs of the late S. L. Harris, of Hardeman County, to E. L. Harris, 239.4 acres out of survey 1, S. F. \$1 and other valuable considerations.

D. C. Lane and wife to M. B. Lane, of Hall County, lot 6, block 2, East College Heights Addition to Plainview. \$750.

John L. Jacka and wife, of Johnson County, Neb., to Leona M. Brand, 80 acres out of survey No. 4, block D4, \$1,600. Also 80 acres more out of same survey. \$1,600.

Sam M. Wilks and wife to E. J. Moorehead, 80 acres out of section 10, block JK4. \$1,650.

E. J. Moorehead and wife to Sam M. Wilks, lots 3 and 4, block 21, College Hill Addition, Plainview. \$850.

G. T. Harris and wife, of Dallas County, to Mrs. Beulah Hancock, lots 8 and 9, block 3, original town of Plainview. \$800.

R. A. McWhorter to J. O. Rountree, lots 3 and 4, in DeLay Addition. \$1,500.

J. H. C. Pope and wife to W. L. Emery, 320 acres out of section 4, block DT. \$5,500.

Mrs. Sam Smith, daughter and granddaughter, Ola Smith, went to Kress today. They will visit with Mrs. Smith's daughter, Mrs. Williamson.

Ralph Arnold left today for Joplin, Mo., where he will reside. His many friends regret his leaving Plainview.

Miss Hildred Rascoe, of Tulla, who has been visiting with Mrs. W. Y. Price, returned home today.

HELEN L. GRENFELL



Mrs. Helen L. Grenfell, vice-president of the Colorado Law and Order League, and penitentiary commissioner of that state, has been active in efforts to end the Colorado mine strike.

contents of their... were signed May 11 by the... of the Treasury, Agriculture and Commerce, says an announcement of the United States Department of Agriculture. These regulations apply to foods shipped in interstate commerce or sold in the District of Columbia or the Territories, and become effective at once, although the law (passed March 3, 1913, as an amendment to the food and drugs act) defers the exacting of penalties for violation until September 3, 1914.

The regulations, in general, require that the manufacturer of foods shall plainly mark all packages, bottles, or other containers holding more than 2 ounces avoirdupois or more than 1 fluid ounce to show the net weight or volume of the contents. The measure must be stated in avoirdupois pounds and ounces, United States gallons, quarts, pints, of fluid ounces, United States standard bushels, half bushels, peck, quarts, pints, or half pints. The contents by a like method may be expressed in terms of metric weight or measure. The volume of liquids must be computed at 68 degrees Fahrenheit. The quantity stated on the container must represent the actual quantity of food exclusive of wrappings and container.

Terms in Which Contents Are to Be Stated.

In general, solids must be stated in terms of weight and liquids in terms of volume, except that where there is a definite trade custom otherwise any marking of the package in terms that are generally understood to express definite quantities will be permitted. The quantity of viscous or semi-solid food or of mixtures of solids and liquids may be stated either by weight or measure.

In the case of certain articles the contents may be stated by numerical count, provided such numerical count gives accurate information as to the quantity of food in the package.

The regulations also permit the statement of minimum volume or weight, as "Minimum weight, 12 ounces;" "Minimum volume, 1 gallon;" "Not less than 4 ounces." In such case the amount stated must approximate the actual quantity. No variations below the stated minimum quantity will be permitted.

The statement of weight or measure must be marked in terms of the largest unit contained in the package; for example, if the package contains a pound and a fraction, the contents must be expressed in terms of pounds and fractions thereof, or pounds and ounces, and not merely ounces.

"Tolerances" Permitted Regulations.

In packing and bottling many foods it would be impossible, or else add unnecessarily to the cost, for the manufacturer to place an absolutely accurate statement of the amount of food in every package, and for this reason the regulations permit tolerances or variations in packages where the discrepancies are due exclusively to unavoidable errors in weighing, measuring or counting. This tolerance is allowed in order to permit the use of weighing and measuring machines, machines, which, like human operators, can not weigh or measure every package with absolute accuracy. The regulations, however, provide that a run of such packages must show as many cases of over-weight and as much excess as it does cases of under-weight or under-volume.

Similarly, in the case of bottles, which cannot be blown with absolute accuracy, tolerances are allowed, but with the same proviso, that the run of bottles must show as much excess as deficiency in volume. Queer-shaped bottles must not show greater discrepancies than standard round or square bottles of the same capacity.

Because goods shipped from one part of the country to another lose in weight by natural evaporation, due to differences of atmospheric conditions or temperature, tolerances will be allowed for such changes. The proper tolerances to be allowed will be determined on the facts in each case. Packages containing 2 ounces avoirdupois or 1 fluid ounce of food, or less, are considered "small," and are exempted from marking in terms of weight.

STATES' RIGHTS QUESTION UP.

COLORADO SPRINGS, Colo., July 11.—The question of States' Rights was injected into the annual meeting of the Colorado Bar Association to-day, when L. Ward Bannister, of Denver, delivered an address on "The Question of Federal Control of State Waters in the Priority States." The address was the last of several which featured the final day of the convention. Late this afternoon officers will be elected and the convention will adjourn.

Call The Herald for Job Printing.

NATIONAL BALLOON RACES START TO-DAY IN ST. LOUIS.

By United Press. ST. LOUIS, Mo., July 11.—Eleven aeronauts of National prominence will take part in the balloon races to be sailed this afternoon from Pfister's Park, in the southwestern part of the city. The flights are attracting world-wide attention, and many students of aerial navigation are here. The War Department of the United States and of foreign countries are interested.

Many record balloon flights have been made from St. Louis, and it is predicted that to-day's races will establish new records. Air currents in July and October are especially favorable to aerial navigation. The balloonists who will compete for the right to enter the international races at Kansas City in October are: John Berry, Capt. H. E. Honeywell, Paul McCullough, William Assman and E. S. Cole, of St. Louis; Jerome Kingsbury, New York; R. A. S. Preston, Akron; Arthur Atherholt, Philadelphia; Warren Raser, Brookville, Ohio; John Watts, Kansas City, and Roy Donaldson, winner of the second prize in the Portland races.

TO-DAY IS BIG DAY IN HISTORY.

By United Press. WASHINGTON, D. C., July 10.—Historians here pointed out that to-day is a "big day" in both American and foreign history. On July 10, 1584, William of Orange, who led Holland's war for independence, was assassinated.

The statue of King George III at Bowling Green, N. Y., was overturned July 10, 1776. Two years later Rochambeau arrived at Newport with 6,000 French soldiers.

On this date in 1790 Congress decided to meet for ten years at Philadelphia.

The first steamboat arrived at Chicago, July 10, 1832. Col. John C. Fremont became Governor of California on this date, 1846.

The fortress of Gibraltar was captured by the British, July 10, 1704.

FIR TO DISPLACE YELLOW PINE.

By United Press. BERLIN, Germany, July 13.—That the Douglas Fir of Oregon, Washington and British Columbia will displace and crowd out the Yellow Pine in the building market of Europe when the Panama Canal is completed, is the prediction to-day of the German "Holzswelt" (timber world). German builders and lumber dealers says the "Holzswelt" look for great imports of Douglas Fir as soon as quicker and cheaper water transportation from the Pacific Coast is afforded through the Canal. It declares that no industry in Europe will profit more by the canal than the timber and lumber industry.

KID TENNIS CHAMPIONSHIP.

By United Press. PORTLAND, Oregon, July 13.—With junior boys and girls singles added for the first time, the Oregon State Tennis championship tournament began here to-day. There were a large number of players competing in all events.

MRS. ARTHUR FORAKER



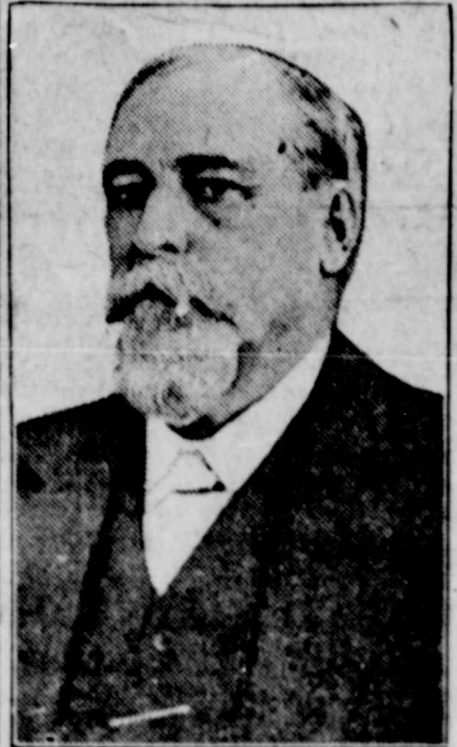
Miss Minnie Stone, daughter of a prominent Washington real estate man, it was announced not long ago was to be married to Arthur Foraker, son of the former senator from Ohio. No definite time was set for the wedding, but society folk understood it would be in the early fall. One morning recently their friends woke up to find Miss Stone and Mr. Foraker had been married in Baltimore the previous evening.

SOUTHERN HISTORY FACTS TO BE KEPT

George W. Littlefield, Terry Ranger, Presents History Fund to University of Texas.

"Writing History the Wrong Way" is a charge that frequently has been made by the Southerner, reconstructed and otherwise, against the bulk of American history authors since the Civil war.

Geo. W. Littlefield, who served as one of Terry's Rangers during the war, and now President of the American National Bank of Austin, Texas, is one of those



Geo. W. Littlefield.

Southerners who believes that the South's side of the late unpleasantness has never been fairly presented, and he is backing his judgment to the extent of \$25,000.00, having recently given this amount of money for the purpose of securing maps, newspaper files, private manuscripts, letters, books, and other original sources bearing upon the part played by the South in the war between the States. This fund is invested so as to yield \$1,500 per year, and the interest is to be expended annually by a committee composed of the State Librarian, the librarian of the University of Texas, and Eugene C. Barker, professor of history of the University of Texas. The life of the fund is fifty years, and at the end of that term the committee feels confident that the State of Texas will have deposited in its University library such a collection of historical data as cannot be matched by any library in the country. The endowment is known as "The Littlefield Fund."

It is the hope of the donor that with this mass of original historical data available, a great stimulus will be given to the study of the history of that exciting period, and that a thoroughly impartial history, by competent historians, will result.

There will be no preaching next Sunday, as the pastor is out of the city for a few days. Sunday School and Christian Endeavor will be held as usual. We are to begin a revival meeting the third Sunday in August. Rev. J. W. Caldwell, of Denton, Texas, is to assist us in the meeting. Brother Caldwell is a fine preacher, and we are sure the people will be delighted to hear him.

Texas Farm Life Subject of Study

Facts of Actual Texas Conditions Shown in Special Maps.

At the last National Corn Exposition the Division of Public Welfare, in the Department of Extension of the University of Texas, had a display of maps of the State of Texas. On these maps was shown in color and by figures, just where each county of the state stands so far as certain problems affecting agricultural life of the state are concerned. Among the subjects dealt with were those of tenancy and mortgages, the amount of different crops produced, or the number of live stock to be found, and other closely related subjects. The facts thus set forth permitted the people from any county to compare their standing at a glance with the standing of other counties on the same question. This material has since been used by local parties who want to make a further study of their own communities as related to other communities, or who desire to write an intelligent article upon the agricultural resources and possibilities of their respective counties. In this way the information compiled by the University has been given a wide area of usefulness and for work along all lines of community betterment it forms a basis founded, not on personal opinion, but upon actual evidence as furnished by the best authority.

In the thirty-one years of its existence the University of Texas has granted approximately 3400 degrees.

"HELLO, BILL," OPENS DENVER'S DOORS.

By United Press. DENVER, Colo., July 13.—"Hello, Bill," is the common form of greeting in Denver to-day, for nearly 20,000 "Bills," otherwise known as members of the Benevolent Protective Order of Elks to-day began the festivities incident to the Golden Jubilee Reunion of their organization here. By night it is estimated that fully 30,000 Elks and from 30,000 to 40,000 friends and relatives will be in the city. Special trains began arriving at noon Sunday from all parts of the country, and since then it is estimated that one special has come in every half hour.

What the Grand Lodge officers declare promises to be the most successful reunion in the history of Elkdom opened at 10 a. m., with a reception to the ladies of the Elks at the Elks' Home. In fact, the ladies monopolized the attention of the reception committees during the day. After an auto ride to various points of interest, a number of "daylight tango parties" were held in their honor this afternoon.

The formal exercises opening the reunion will be held to-night at the Municipal Auditorium. Mayor J. M. Perkins for the city, and Exalted Ruler Kincaid, for the local Elks, delivered the addresses of welcome, response being by Edward Leach, grand exalted ruler of the order. All day long committees of local Elks, most of them in uniform, were at the Union Station to greet the visiting delegations and to escort them to their headquarters. For the entertainment of visiting "Bills," thirty bands were engaged to give concerts in the downtown streets.

The decorations for the Reunion are equal to those which greeted the visitors here during the triennial convocation of Knights Templar last summer. The Denver lodge has spent more than \$100,000 for decorations and other plans for entertaining the guests. A gigantic representation of an Elk, brilliantly illuminated, is the principal feature of the decorations.

The Reunion will conclude Friday evening, July 17. To-morrow morning the fiftieth session of the Grand Lodge will be opened, at the Auditorium. Wednesday the competitive drills of visiting teams will be held, and Thursday the big feature of the reunion—the Grand Parade of all Elk Lodges.

FIRST PRESBYTERIAN CHURCH.

There will be no preaching next Sunday, as the pastor is out of the city for a few days. Sunday School and Christian Endeavor will be held as usual.

We are to begin a revival meeting the third Sunday in August. Rev. J. W. Caldwell, of Denton, Texas, is to assist us in the meeting. Brother Caldwell is a fine preacher, and we are sure the people will be delighted to hear him.

DOZEN COUNTRIES IN TOWN-PLANNING CONGRESS.

By United Press. LONDON, England, July 11.—Experts on town planning and housing reform from a dozen countries met here to-day for the first congress of the International Garden Cities and Town-Planning Association, to which are affiliated most of the important housing and town-planning bodies of the world. The countries represented were Great Britain, United States, Austria, Canada, France, Germany, Italy, Poland, Russia, Spain, Denmark and Holland. The first session is being held at the Hampstead Garden Suburb, in Northwest London, but to enable the delegates to inspect the garden cities of which England is the home, the remaining sessions will be held at Birmingham, Port Sunlight, Liverpool and Letchworth, successively. Housing by municipal authorities, by public utility societies and by private individuals and companies will also be inspected and the principal town-planning schemes recently put forward in various countries will be explained by the authors.

Grain Sacks 10c

Flour, Bran, Grain, Poultry Remedies, Sprays, Oyster Shells, Chick Feed, Oats, Millet, Cane, Lawn Grass Seed, Everything in Seed for Late Planting.

C. E. WHITE SEED CO.

SUMMER EXCURSION RATES

MAY 15th and after TO THE NORTH, EAST and WEST VIA



LOCAL EXCURSION RATES

ONE FARE PLUS TEN CENTS EVERY SUNDAY

ROUND TRIP MINERAL WELLS EVERY DAY

For full particulars see T. & P. By Agents or write A. D. BELL GEO. D. HUNTER Asst. Gen. Pass. Agt. Gen. Pass. Agt. DALLAS, TEXAS

The Freaks in Advertising

"Advertising is a constant series of surprises to me," said a department store advertising manager recently, "and no branch of our business interests me more."

"I have never forgotten an example of the peculiar force of the printed word in connection with one of our sales."

"I ran across an odd lot of silk undershirts and decided to clear them up at a great reduction of the original prices. The assortment was not large, consequently we devoted but small space to the offering in our regular advertisement."

"This supplemented, however, with good sized window display, and so attractive were the goods, as well as the prices, that I fully expected to see the lot exhausted in a few hours."

"Imagine my surprise when at the end of the day I was informed that only half a dozen of the skirts had been sold. Now, I know a lot about human nature, and think I know a little about advertising, so I suggested to our advertising manager that we repeat the same item in the next day's paper."

"Strangely enough, a regular 'rush' resulted just as I had anticipated on the first day, and we could have sold three times the extent of that particular offering."—From The Advertising World.

Get the Habit

Of calling for City Bakery bread. Your groceryman will get it for you. Fresh pies, cakes, cookies, rolls and bread every day.

Phone 170

City Bakery

1914 PROVING GREATEST YEAR FOR AUTOMOBILES.

Toledo Manufacturer Makes Country-Wide Investigation of Conditions; Prospects Better for 1915.

"The year 1914 is surely proving itself the greatest in the history of the automobile industry and, from careful investigation of country-wide conditions, I expect to see 1915 even better," said John N. Willys, president of the Willys-Overland Co., of Toledo, O., on his return from a two months' trip through the West. "These indications are especially gratifying in view of the fact that there has been considerable talk about hard times. Business in general and the automobile business in particular, is in a healthy, thriving condition."

"In the West I found nothing but the most optimistic spirit among business men, who are in close touch with industrial and commercial conditions. And the people of the Middle West and East are becoming just as optimistic, for they have had repeated demonstrations of the soundness of our business policies and the stability of our established industries."

"A few months ago there were a great many professional pessimists, who tried to tell me that the country was going to the dogs; that business generally was undermined and in a very unsafe condition. I wonder where these gloomers are now? With every new indication of increased prosperity and the soundness of our industrial institutions, they are withdrawing farther from public notice, and I look for the complete extinction of the species within a few weeks."

"I think our own business can be taken as typical of the prosperity of the United States. The output of the Willys-Overland Co. for 1914 has been 40 per cent greater than that for 1913, and every one of the cars we will manufacture this year was sold before our season started. And there has not been a cancellation of orders worthy of note during the whole year. Our factories are rushed to the limit of their capacities right now, and, from all indications, we will be just as busy right up to the end of our season. Other manufacturers are equally busy, I believe."

"That should be sufficient answer for even the most gloomy pessimist. While careful observers are well aware that the motor car is no longer a mere pleasure investment, but a solid, sound, every-day need of thousands of business men throughout the world, the professional pessimist can never quite reach his viewpoint."

ICE PLANT FOR MERCEDES.

MERCEDES, Texas, June 29.—Capital sufficient for the installation of a ten ton ice plant has been raised here through an aggressive campaign. The plant will commence operation August 1.

COMMERCIAL CLUB AT EUSTACE.

EUSTACE, Texas, June 29.—At a mass meeting held here this week, the Eustace Commercial Club was organized with 25 members.

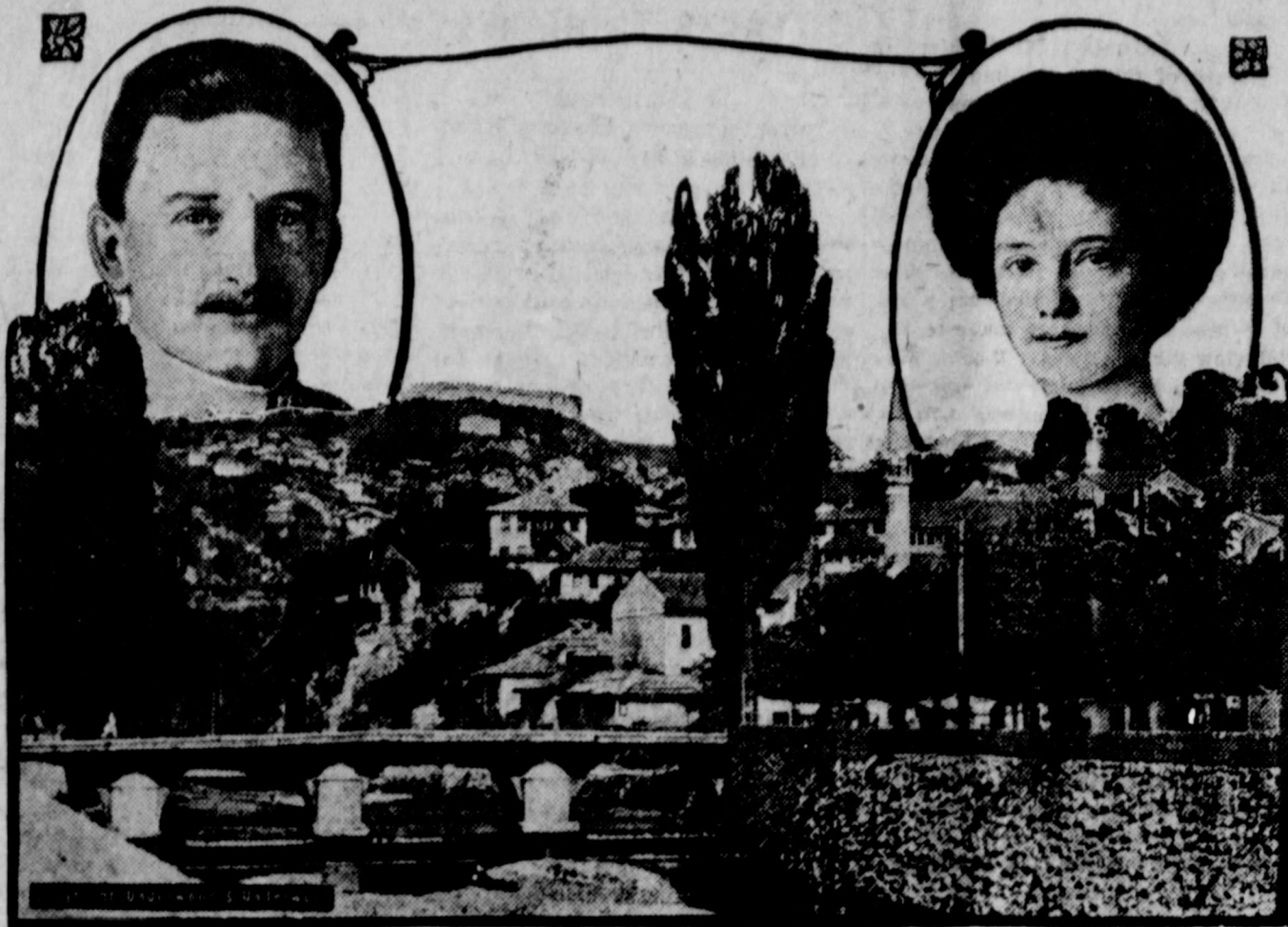
SERVIA'S NEW RULER



Crown Prince Alexander of Serbia to whom the government of the country was turned over by King Peter when the latter was compelled to retire at least temporarily on account of his poor health.

Nor Can't Leak.
Interested Party—You say this boat cannot upset?
Inventor—It's impossible. The tanks are filled with righting fluid.

LATEST TRAGEDY IN AUSTRIA'S ROYAL FAMILY



Tragic death has struck once more at the royal family of Austria in the assassination of the heir to the throne, Archduke Francis Ferdinand, and his wife. The illustration shows a view of Sarajevo, the capital of Bosnia, where the murders took place. Inset are portraits of the new heir presumptive, Archduke Charles Francis, and of his wife. He is a son of the late Archduke Otto, nephew of the emperor, and she is a Bourbon princess of Parma.

ALONG GASOLINE ROW.

The sales of Franklin automobiles have so increased during the past year that twice as many cars are being turned out at the factory to-day as were a year ago. The number of employees has increased steadily until the weekly payroll of the H. H. Franklin Manufacturing Company, of Syracuse, N. Y., is at the highest point it has been in several years. There will be no slack season during the summer, instead, many parts of the factory will work a night shift.

"Heavy tire expense is not, as many people suppose, a 'necessary evil,'" says Arthur Holmes, vice president of the Franklin Automobile Company.

"Ask the average man what is the one big thing left to be done to perfect the automobile and he will say, 'Find some way of cutting down tire expense and tire troubles.' The average man—with all he knows about automobiles—has not yet learned that tire trouble comes from a tire too small for the weight of the car. He meekly accepts tire trouble and heavy tire expense as necessary evils, when he should know that if the tire was large enough it would last its natural life the same way as any other part of the car."

"Tires have an elastic limit beyond which it is not safe to work them. Cars can be so designed that the tires are not stressed beyond this elastic limit, and thus will give the same factor of reliability as other parts of the car."

The Franklin Six-Thirty chassis is 84.4 per cent efficient, according to a recent test made in the extensive automobile laboratory of the Worcester Polytechnic Institute, at Worcester, Massachusetts.

In this test the car was run with the transmission in high or direct gear. The rear wheels rested on big steel drums, which were connected to water brakes, absorbing and measuring the power. This measured the power that is used to propel the car on the road.

The result of the test showed that 84.4 per cent of the power developed by the Franklin engine is used to propel the car and only 15.6 per cent is lost in friction in the tires, slippage and in the friction of the driving mechanism, bearings, etc.

500,000 FORDS NOW IN USE.

DETROIT, Mich., July 9.—Sales Manager N. A. Hawkins of the Ford Motor Company has some interesting figures in regard to Ford mileage. He says:

"There are now 500,000 Fords in use. Each one certainly averages no less than 20 miles daily for twelve months in the year. These 500,000 Fords, therefore, are travelling and showing themselves over a stretch of 10,000,000 miles each day, or 300,000,000 miles each month—or thirty-six hundred miles each year.

This is a distance equal to 144,000 times around the world.

If these 500,000 Model T's started on a tour around the world and kept within half a mile of each other they would encircle the globe ten times. Every city street, boulevard, parkway, every village street, every country road is lined with Fords.

So persistent is this constant and ever-increasing parade that men, women and children who never knew anything about motor cars can pick them out.

The Ford is the easiest car to think about, because it is seen most frequently."

APPLES, PLUMS AND GRAPES

FOR SALE at the Dalmon. Test Orchard. Yellow Cluster apples will be ripe from the middle of July to August 1st. Go to see what the Yellow Cluster will do on the Plains even under unfavorable conditions. We have a good stock of this and other Nursery Stock. PLAINVIEW NURSERY. Adv. 3 times-pd.

FOR SALE, CHEAP.

Fine 3-year-old bay Percheron stallion. Will trade for lots, cows or cash. See me, five miles west.

CORA STEVENS.

—Adv. tf. Thurs. and Sat.

ROOMS FOR RENT—311 North Grover St. —Adv. tf.

OUR FOUNTAIN

Has been renovated thoroughly, and is, as always, absolutely sanitary. We take pride in keeping it so. Call on us.

J. W. WILLIS DRUG CO.

—Adv. tf.

WANTED—To trade 160 acres good unimproved land in the Shallow Water Belt for improved residence property in Plainview. For particulars, see or address OTUS REEVES REALTY CO., S-tf.

OUR FOUNTAIN MENU

Is extensive; our Syrups and other ingredients are the BEST—fresh and pure.

J. W. WILLIS DRUG CO.

—Adv. tf.

Only One "BROMO QUININE"

To get the genuine, call for full name, LAXATIVE BROMO QUININE. Look for signature of E. W. GROVE. Cures a Cold in One Day. Stops cough and headache, and works off cold. 25c.

FOUND—A gentleman's gold watch. Owner may have same by describing it and paying for this ad. —Adv. tf.

LOST.

Between my residence and Baptist tabernacle, girl's white kid shoe. Finder please notify S. S. SLONEKER. —Adv. tf.

FOR SALE—Pope Twin-Cylinder Motorcycle, good as new. PAUL BARKER. Phone 104. —Adv. tf.

DRINK AT OUR FOUNT.

We emphasize our service and bank on our products.

J. W. WILLIS DRUG CO.

—Adv. tf.

Flyo-Curo will keep the flies off your stock. 25c, 50c and \$1.00 cans. The R. A. LONG DRUG STORE. Adv. D-tf.

NOTICE.

I returned from Dallas to-day, and can now be found at my dental office, in the Smyth Building.

DR. GEO. J. WILLIAMS.

NOTICE—To boys who have been shooting in grove in south part of town: This is prohibited by city orders. J. L. VAUGHN, Marshal. —Adv. tf.

TO THE PUBLIC.

If it's Paint and Varnish you need, we have them. THE R. A. LONG DRUG STORE. —Adv. D-tf.

How To Give Quinine To Children.

FEBRILINE is the trade-mark name given to an improved Quinine. It is a Tasteless Syrup, pleasant to take and does not disturb the stomach. Children take it and never know it is Quinine. Also especially adapted to adults who cannot take ordinary Quinine. Does not nauseate nor cause nervousness nor ringing in the head. Try it the next time you need Quinine for any purpose. Ask for 2-ounce original package. The name FEBRILINE is blown in bottle. 25 cents.

Let L. D. RUCKER PRODUCE CO

handle your GREEN and DRY HIDES

FOR SALE—One Hereford bull, one Durham bull, good Jersey milk cow; 150 cows and calves \$56.00. ROSS HARP. —Adv. Semi-tf.

ROOMS FOR RENT for light house-keeping. Call 336. —Adv. tf.

Try "Dyke's" Hair Tonic for Dandruff. Satisfaction or your money back. THE R. A. LONG DRUG STORE. —Adv. D-tf.

BOARD AND ROOM—First house north of Christian Church. Phone 474. —Adv. D-tf.

WANTED—A dishwasher. Either man or strong woman. WARE HOTEL. —Adv. tf.

FOR SALE—Modern home, close in. Newly painted and papered; cement sidewalks, electric lights, water connection; young orchard and vineyard. Lot is 75x140, east front. See owner, W. D. JORDAN. Phone 459. —Adv. 6 times-pd.

For Cold Drinks and Cigars come to our store. We handle only the best. THE R. A. LONG DRUG STORE. —Adv. D-tf.

FOR SALE—Good 7-year-old Jersey cow. See J. L. SMITH, E. Sixth and Sterling Sts. —Adv. tf.

STRAYED—From Pioneer Park Farm, 2½ miles southeast of Plainview, two yearling horse colts—1 sorrel with white face; the other bay—and one white pony with roached mane and brand "boot" on left hip. Phone any information to ROBERT STEWART, or owner, W. T. BOWEN. Ad. tf.

FOR SALE—\$250 up, five second-hand automobiles. Four of these have just been overhauled; guaranteed to be in good condition. Two Buicks, one Overland, one Franklin and one Studebaker.—PLAINVIEW MACHINE & AUTO SHOP. —Adv. D-5t.

Let Us Electioneer for You

Keep your pockets full of our neatly printed cards, Mr. Candidate. Give bunches of them to all your friends.

Every time your card turns up, it reminds some one of YOU and the OFFICE YOU WANT. Cards cost little. We get them to you quick.

Phones 71 and 72

Herald Publishing Co.

Guaranteed Tire Repair

If your tires or tubes are worth repairing we can make them right, if not worth fixing we'll tell you so.

Diamond, Goodrich and Michelin Tires and Tubes

Plainview Rubber Co.
Phone 104

CALL THE HERALD FOR JOB PRINTING. PHONE 72.

Sewell's Bakery

Located Across the Street from City Hall

We have leased the building and outfit from Mrs. Dalton and will conduct a strictly first class

SANITARY BAKERY

We have completely overhauled the "bake room" and invite the ladies to call and see how clean and sanitary it is. *Everything* we put out will be *first class* and *all the materials* we use will be of the *best* grade. Our motto will be

QUALITY FIRST

We will have a complete stock of bakery goods in our store as well as in bakery. Order from either place. We guarantee you will be pleased with anything from

SEWELL'S BAKERY

SPECIAL MONDAY'S FEATURE

"The Triumph of An Emperor"

IN FIVE PARTS

Employing one thousand people and five hundred horses. Depicting the struggles of the early Christian martyrs. It is one of the most spectacular productions yet produced.

Don't Fail to See it

Monday, July 13th

Admission 5 and 10c

The Mae I. Theatre

"THE PHOTO PLAY HOUSE OF QUALITY"

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

Published Every Tuesday, Thursday and Saturday by—
THE HERALD PUBLISHING COMPANY
Corner North Pacific and Second Sts.

RUFORD O. BROWN, Editor. E. B. MILLER, Business Manager.

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\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

ISSUES—NOT MEN.

Men die; issues sometimes die. Fundamental principles inhere in community life. These will not down.

Any custom which is increasingly injurious to its habitue must be eliminated or it destroys the individual. When the habit tends to pauperize the community; fills its jails and asylums; wrecks its homes and renders its victim incompetent—it must be rooted out. No congregation of individuals can permit its presence and permanently prosper.

The use of alcoholic drinks is a menace to the Nation no less than it is to the individual. Moralists recognized this question before industrial enterprises concerned themselves about it.

Railroad operators found out that trainmen who tipped could not be depended upon. Bankers were a little slower to learn that clerks who drank were not most efficient. Now industry demands that every man who is in a position requiring high nervous tension or immediate action shall not use liquor.

Thirty years ago Kansas began the fight against alcohol. Kansas did not offer the homesteader as promising prospects as many other Middle Western States. Her people were about the same as those of Iowa, Illinois and Indiana.

Kansas kept out the saloon. Her people have the largest average wealth of any in the Nation. The money is not in control of a few. Her children show less per cent of illiteracy; her asylums contain fewer insane; her jails fewer criminals.

Kansas is prosperous. Her people say the largest element in this is the absence of the saloon—no whisky.

The big issue in Texas is not Thomas H. Ball or James E. Ferguson. It is "The Saloon" or "State-Wide Prohibition."

Experience shows that "State-wide prohibition adds mightily to the happiness of any people; it conserves their prosperity no less than their happiness.

Ferguson is pledged to veto all whisky legislation. Ball is sworn to respect the wishes of the people in this respect.

WORK FOR WOMEN'S CLUBS.

If woman has grown tired of the frequent repetition of that tribute—"The hand that rocks the cradle rules the world"—it seems that she may wield the "rod of empire" over spheres no less diverse than her hand on the cradle has been efficient.

Two American club women have announced a boycott on the high price of meat. Last year a successful fight was made against unreasonable prices on products of the poultry yard.

"Why not against the high cost of dress?" a big-hearted benedict said to the editor of The Herald. The cost of dress for woman is past our finding out. We are told that it is as forboding as any gorgon horror.

From her dainty dollar and ninety-eight cent hose (marked down) to her ostrich-plumed head (on which we would not venture an estimate), woman's apparel has awed us, and at figures recently handed out we were incipiently paralyzed.

Why should not some courageous woman's club take up the question of the high cost of dress? It would require unflinching nerve to beard the style goddess. Parisian noses might rise perceptibly. Maledictions from creators of style would overwhelm the heroine—and heroine she would become, enshrined at every hearthstone, worshipped of every love-lorn youth, somewhat less than she is idolized by the father who sees the cost quantity in dress more than its mere poetic effects. Still, this might give courage to those whose hesitancy is worrying the statisticians who figure on the calamity portended by our decreasing birth rate.

Why should not women's styles be made less expensive? We have seen modern girls gowned as our heart's desire at scarcely more expense than her no more attractive sister expended on silk hose—and heaven forbid that we should object to silk hose!

Such girls are not ordinary. It requires artistic sense to dress well and inexpensively.

Isn't dress cost a question worth while for our club women?

The Best Editorial of the Day

CONVICTS AS "EXHIBITS" AGAINST LIQUOR.

Seventy per cent of the inmates of the Eastern Pennsylvania penitentiary, 1,008 men, offered themselves as "Exhibits" in support of their petition to the Pennsylvania Legislature urging a State-wide prohibition law.

"A human document," truly. Each convict condemns the liquor traffic on the ground that the liquor traffic has condemned him to crime. Each, in effect, attaches himself to the petition in living illustration: "I, John Smith, convict No. 999, file myself as proof of what strong drink will do to a man."

The warden of the prison calls the petition of these men "a wonderful argument against the liquor traffic."

"Poor Richard" told a story of a man who slipped and fell at an icy place in the paving; and then stood by to warn others: "Don't step there, sir; I stepped there and fell." The convicts' petition raises that from a "goody-goody" tract to a wonderfully effective argument.—Kansas City Times.

STORY TELLER FOR CHILDREN.

Mrs. Jua Sonstegard King Coming to Plainview July 16.

Mrs. Jua Sonstegard King, exponent of the story-hour movement and entertainer and story teller for children, will give a story hour in the Central School Building on Thursday afternoon, July 16, at four o'clock p. m.

As this is the first time that a story teller for children has visited Plainview, mothers should avail themselves of this opportunity to send their little ones, as the stories to be told are both instructive and amusing and are drawn from the world's greatest writers for children.

The stories on Thursday afternoon will be suited to the ages ranging from five to eleven.

ANNOUNCEMENT.

Miss Nell Rountree will be hostess for the Odity Club next Wednesday.

Call The Herald for Job Printing.

WHO SAID POTATOES!

Half Bushel of Mammoths Left With O. M. Unger.

The person who sees a half-bushel bucket of potatoes left yesterday with O. M. Unger must admit that Plainview country can grow "spuds." These were left at the Chamber of Commerce while Mr. Unger was out, and he does not know who grew them.

The potatoes are unusually uniform in size and of fine color. They are immense. In fact, this is the best bucketful of potatoes The Herald reporter has ever seen.

Mr. Unger is anxious for the owner to speak up and tell how these were grown.

Miss Sarah Ross returned from Floydada Friday morning, accompanied by her niece, Mrs. J. V. Smith, who came to attend the reception at the McKee home yesterday afternoon.

Mrs. H. L. A. Frank leaves to-day for Parsons, Kansas, in response to a telegram saying that her father is very sick.

Mrs. Margaret Louce, who has been here prospecting for the past few days, left to-day for her home, in Kalamazoo, Mich.

Paxton & Oswald made a shipment this week of their handsomest furniture to R. M. Hester, of Abernathy.

Mrs. J. D. Starks, of Floydada, passed through Plainview to-day en route to Panhandle, Texas, where she will visit with her brother.

W. R. Lang, of Hillsboro, who has been here for the past few days, prospecting, returned home to-day. Mr. Lang has made several trips to the Plainview country, and states that he is each trip better impressed with the development of this country.

Mrs. C. C. Miller, of Lockney, passed through Plainview to-day en route to Amarillo for a few days' visit.

Mrs. Jim Barton and daughters, Misses Nolle and Hattie, of Marlin, Texas, passed through Plainview to-day en route to Floydada for a visit with friends and relatives.

Mrs. Bessie Southwell, of Kalamazoo, Mich., who has been here on a business trip, left to-day for her home.

Miss Mary Shipley came in to-day from Stamford for a visit with her John Meisterhans returned to-day from Amarillo. He has been visiting there for several days.

Miss Bertha May Jones arrived to-day from Bowie. She will visit Mr. and Mrs. J. W. James.

Misses Madge May and Wilhelmina Harrington went to Lubbock to-day to visit friends for several days. Miss Harrington's sister is Mrs. Scott Cochran, of Lubbock.

W. N. McDonald, candidate for County and District Clerk, went to Hale Center to-day.

Mrs. C. A. Gilbert left yesterday for Odessa, Mo. Mrs. Gilbert has just recently removed from there, and will visit her mother, who is dangerously ill.

N. T. Orr returned to-day from Piqua, Ohio. Mr. Orr has been visiting there for three weeks, and seemed glad to get back to cool Plainview.

Arthur Barker came in to-day from Amarillo. Mr. Barker will visit his parents, Mr. and Mrs. Kilmier Barker. Mr. Barker is interested in the Amarillo Tire and Rubber Company.

Dr. and Mrs. V. C. Canon returned to-day from Alhambra, California. They have been visiting their daughter, Mrs. R. W. McConnell, for three months.

Mrs. J. T. Ross went to Hale Center to-day. She has been visiting her father, A. B. Rosser. She was accompanied by her sister, Miss Zoe Lee Rosser, and they will visit Rev. D. C. Ross. Rev. J. T. Ross is the Methodist pastor at Hawley, Texas.

Carroll McGlasson came in to-day from Kress. He will visit his parents, Mr. and Mrs. D. W. McGlasson.

Tubb's Pure Home-Made Candy is Always Fresh. —Adv. 3 t.

A GUARANTEE FOR RHEUMATISM.

THE R. A. LONG DRUG STORE is authorized to guarantee McCroskey's Tonic to cure any case of Rheumatism. —Adv. 11.

Tubb's Candies on Sale at Sewell's Bakery. —Adv. 3t.

FOR RENT—18 sections of good grass, all under fence, four good wells. Will take in small or large herds. Write to C. W. DIVELBISS, Dumas, Texas. —Adv. 3t-pd.

Tubb's Pure Home-Made Candy is All Candy. —Adv. 3t.

B. F. RUSSELL,
Lawyer
Office with C. D. Russell,
First National Bank Bldg.
PHONE 117
Life and Fire Insurance

Dr. Norman Mayhugh
OSTEOPATH
GRANT BUILDING

Phones: Residence 171; Office 538

CITATION BY PUBLICATION.

THE STATE OF TEXAS,
To the Sheriff or any Constable of Hale County—GREETING:
YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this citation in some newspaper published in the County of Hale, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th judicial district; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 64th judicial district, for four weeks previous to the return day hereof, Theodore Davis, whose residence is unknown, to be and appear before the Honorable District Court, at the next regular term thereof, to be held in the county of Hale, at the Court House thereof, in Plainview, on the third day of August, A. D. 1914, then and there to answer a Petition filed in said Court, on the 15th day of June, A. D. 1914, in a suit numbered on the docket of said Court No. 1041, wherein Cora E. Davis is plaintiff and Theodore Davis is defendant. The nature of the plaintiff's demand being as follows, to-wit: Suit for divorce and custody of their minor daughter, Valeria Davis; alleging abandonment for more than three years before filing of this suit, with intention not to return, and without cause. HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same. Given under my hand and seal of said Court, at office in Plainview, this, the 18th day of June, A. D. 1914. (SEAL) B. H. TOWERY,
Clerk District Court, Hale County, Texas. —Adv. 4-wks.

ROOMS FOR RENT—Three nicely-furnished rooms for rent, separately or in suite. Phone 585 or call 308 South Pacific. —Adv. 11.

Announcements

The following announcements are made subject to the action of the Democratic primary:

For Representative.
CAPT. T. J. TILSON.
Y. W. HOLMES.
A. G. ELLIOTT.

For District Judge.
R. C. JOINER.
REUBEN M. ELLERD.

For District Attorney—
CHARLES H. VEALE.
GEO. L. MAYFIELD.

For District and County Clerk
S. S. SLONEKER.
B. H. TOWERY.
W. H. BOX.
J. W. PIPKIN.
W. N. McDONALD.

For Sheriff
J. C. HOOPER.

For County Judge
W. B. LEWIS.
J. M. BULL.

For County Treasurer.
MRS. LALLA DAVIS.
JOHN G. HAMILTON.

For Tax Assessor.
J. N. JORDAN.

For County Attorney
CHARLES CLEMENTS.

For County Surveyor.
T. P. WHITIS.
O. HOLLAND.
D. L. ALEXANDER.
OTIS SHROPSHIRE.
W. METHLEY.

For Public Weigher, Precinct No. 1
TOM THOMPSON.

For Commissioner, Precinct No. 1—
W. J. ESPY.

For Commissioner, Precinct No. 2—
M. S. HUDSON.

NOTICE.

It is cheaper because it saves you money—The St. Mary's Engines. See or phone DAN WHITE. —Adv. 11.

The Sign of Service



WE WANT YOU

To open an account with us, whether you have a large or small amount to deposit. We want to show you what the Sign of Service really stands for.

WE PAY INTEREST ON TIME DEPOSITS

Third National Bank
OF PLAINVIEW
Capital and Surplus \$120,000.00
A GOOD BANK TO BANK WITH

J. H. SLATON, President W. C. MATHES, Vice President
GUY JACOB, Cashier

The First National Bank
Plainview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 100,000.00

SAFE DEPOSIT BOXES FOR RENT
Your business solicited, appreciated and protected.

BUY your Lumber, Shingles, Doors, Windows, Mouldings, Builder's Hardware Direct from Mill, Saving 25 per cent, Payment After Examination Your Town.

Have Shipped Hundreds of House Bills Over Plainview Country During Past Eight Years Saving Consumers Thousands of Dollars.

Send Us Bill of Just What You Need for House or Barn and We Will Make You Delivered Price on Same.

Powell Land & Lumber Company
RUSK, TEXAS

COCHRANE'S STUDIO



Where They Make High Grade Photos

We have the latest styles in finishing, and try to make pictures that please. See our oil-colored portraits. Artistic framing. Kodaks to rent.

ALFALFA

We are in the market for fifty cars of choice pea green alfalfa hay and will pay top prices.


EARLY GRAIN AND ELEVATOR COMPANY
AMARILLO TEXAS

"The Million Dollar Mystery"

Would You Accept \$10,000.00 for 100 Words?

WE WILL PRESENT THE FIRST INSTALLMENT OF THIS, THE GREATEST AND MOST STUPENDOUS PHOTOPLAY EVER ATTEMPTED, MATINEE AND NIGHT

JULY 16--THURSDAY--JULY 16

5c  10c

"The Coolest and Best Ventilated Theatre in the City"

GREAT RIVER OF THE OCEAN TOLD COLUMBUS OF STRANGE LAND BEYOND.

Gulf Stream Carried Woods and Strange Fruits to the Shores of Europe; Convinced Discoverer.

Ninety billion tons of water are carried hourly through the Straights of Florida by the Gulf Stream, according to Admiral John E. Pillsbury, U. S. N., in a communication to the National Geographical Society, at Washington, D. C. This stream, he says, is probably the grandest and most mighty of any terrestrial phenomenon.

"If this one single hour's flow of water could be evaporated, the remaining salts would require many times more than all the ships in the world to carry it," says Admiral Pillsbury. "It is difficult for the mind to grasp the immensity of the great ocean river. When one is on board a vessel, floating upon its waters, one is not as much impressed at the power and grandeur of this wonder of nature as he is when he stands before a towering mountain, an immense iceberg, or a fall of water such as niagara, but when one remembers that the mighty torrent, speeding on hour by hour and day by day is a volume equal to all the rivers of the world combined, carrying its beneficent heat to temper the climate of continents, one begins to realize that of all the forces of the physical world none can equal this one river of the ocean.

"It is interesting to note in the history of the Gulf Stream how greatly its influence has been on the fortunes of the New World. Before the discovery of America, strange woods and fruits were frequently found on the shores of Europe. Some of these were seen by Columbus, and to him were convincing evidence that strange lands were to the westward. These woods were carried by the Gulf Stream and by the prevailing winds from America, so that, in part, the stream is responsible for the discovery of the New World.

Ponce De Leon, while searching for the Fountain of Youth, discovered this stream. He sailed southward along the coast of Florida, thus stemming the current. He says they found a current that, though the wind was good, they could not stem. It seemed that their vessels were going faster through the water, but they were being driven back in spite of the strong and favorable wind. One ship was soon carried away by the current and lost from sight, although it was a clear sky.

The theories as to the cause of ocean currents have been many. In recent times the course of currents has been laid to rivers, and the Gulf Stream chiefly to the Mississippi. In actual fact, about 2,000 such rivers would be required. In the tropical regions there is a steady movement of the air from east to west, known as the trade winds. Winds blowing over the surface of the water induce a current in the latter due to friction. At first it is only the merest skin that moves, but gradually the motion is communicated from layer to layer until at last if the wind is long continued, as in the trade wind region, the movement extends to lower depths, 300 or 400 feet, or perhaps more. These trade wind currents continue across the Caribbean until they reach the obstruction of the Honduras and Yucatan coasts, from which they escape into the Gulf of Mexico.

"Another source of the Gulf Stream is the wave caused by the wind. Every ripple carries a certain amount of water in the direction toward which it is flowing, irrespective of the current caused by its friction, and when the waves become large tons of water are hurled from the crest into the trough every time the wave breaks. In a large area like the Caribbean, having a comparatively constant wind blowing over its whole surface, this action is practically a simultaneous movement of the surface waters to the westward.

"There is every evidence that the Gulf Stream is governed absolutely by law in all its variations; its course through the ocean is without doubt fixed; its fluctuations are by days, months, seasons, or by years, but they do not vary materially one year from the other. So we may conclude that of all the physical forces on this earth that are subject to variation at all, the great ocean currents are most immutable."

NOTICE.

The State Masonic School of Instruction will meet in Plainview July 15-22. If any person has rooms to rent during that time, please notify R. C. BETHEL, Phone 452. —Adv. 1f

PAINTING and PAPER HANGING

ALL WORK GUARANTEED

PHONE 459

W. D. Jordan

THE FAIRIES' FOURTH.

The following original poem was written by Francis Grinstead, Morrisville, Mo., niece of B. O. Brown, of The Herald. It was awarded a prize of \$5 by the Woman's Home Companion, on competition open to any child in America under 15 years old. Frances was only 13 years old:

Know you how fairies spend the Fourth,
While youth with loud "Halloo!"
And great firecrackers rend the Fourth,
And crack it quite in two?

In morning when with crack and cry
A small boy wakes the town,
The fairies rise and swiftly fly,
Then to the streets sail down.

They help small Willie with his thumb,
Shot almost out of place;
They see a frightened horse rush by,
And stop its headlong pace.

They make dear Grandma's headache well
By fanning her to sleep;
They keep the fretting baby good
With playing games of peep.

But when we've all been cheered, been fanned,
And little heads are level,
The fairies hie to Fairyland
And keep their midnight revel.

They sing and swing, ne'er stop to rest,
And dance 'mid ferns and flowers,
Now which, think you, of Fourths is best,
The fairies' Fourth, or ours?

Best of Materials in Tubb's Candy.
—Adv. 3t.

Mr. and Mrs. George M. Waddill and children came in to-day from Amarillo. They will visit Mr. and Mrs. H. S. Broom.

"He who yields to temptation debases himself with a debasement from which he may never arise."

175 Pounds of Royal No. 10 GIVEN AWAY July 15th

Followed by a feast and a good social time at our store. Mrs. Warren and Mrs. Scudder will manage the social feature. All ladies are cordially invited to be present at 3 o'clock p. m. Call us and get particulars of the cake baking contest. We furnish all ingredients free and give you 100 pounds of Royal No. 10 for the best cake, 50 for the second, and 25 for the third.

A goodly number of ladies have already entered and we want 20 more. Will you be one and invite your neighbors to be there on the 15th at 3 p. m.

A good time is guaranteed to all.

Warren & Scudder
PHONES 145 AND 146

AUTOMOBILE PAINTING
DONE WITH THE VIEW OF MAKING YOU A PLEASED CUSTOMER
RICHARDS AUTO PAINT SHOP

Reduction in Prices

The price of Gulf Refining Co's best supreme Lubricating Oil has been reduced to 50c per gallon in quantities of five gallons or more, and 60c in smaller quantities.

That good Gulf gasoline 11c per gallon.

Remember our prices are first to go down, and are the last to raise. If you deal with us you always get the right goods at the lowest prices.

See our stock of tires and tubes, and get our prices before you buy; we can save you money.

We weld your broken castings for all kinds of machinery.

Give us your business--we appreciate it.

Egge-Corlett Auto Co.

July Clearance Sale
20 per cent. off

Men's and Young Men's Wool Clothing

\$25.00 Suits for	\$20.00
20.00 " "	16.00
15.00 " "	12.00
12.00 " "	9.60
9.00 " "	7.20

Soft Cotton Shirts

20

per cent. off

Cotton Ribbed Underwear

20

per cent. off

No Exceptions

No Reservations

A Watch Free with Every Boy's Knickerbocker Wool Suit

NEW STORE WITH EASTERN PRICES

ALL FRESH GOODS OF THIS SEASON'S CREATIONS

Men's and Boy's Low Cut Shoes at

20

per cent. discount EVERY ONE A LATE STYLE

CASH TALKS

Best Values Ever Offered You

Men's Trousers and Boys' Knickerbockers

20

per cent. off

\$3.00 Straw Hats \$1.95

2.50 " " 1.45

1.50 " " .95

All Other Summer Hats

20

per cent. off

Substantial Reductions on Many Other Lines

We Do As We Advertise

REINKEN'S SATISFACTION STORE

Next to Boyd's Grocery

What Is Your Time Worth?

Would \$1160 Buy Your Efforts For Two Months?

Can You Make As Much at Your Present Income? No Matter How You
Look at It, It's a Business Proposition
Worth Your Consideration

We don't want you to work for nothing in this big Overland Auto Contest. If you don't win the car you may win a splendid trip--if not that then you will get five per cent on all you collect on subscriptions to The Herald.

Only a Few Have Entered

Only a Few Votes Have Been Cast

Only a Part of the County Has Been Partly Solicited

MANY CONTESTS ARE WON IN THE LAST MONTH

IT'S YOUR OPPORTUNITY

GRAND PRIZE

A new 1915 model Overland Automobile, Electric Lights, Electric Starter and Fully Equipped. Choice of Touring Car or Runabout...Value \$1160.00.

SECOND PRIZE

Choice of the Following Trips:

1. Plainview to Galveston by rail; Galveston to New York by steamship (stateroom and meals included); up the Hudson River by boat; Albany to Buffalo and Niagara Falls by rail; Buffalo to Chicago and Kansas City and return to Plainview by rail. This routing can be reversed, by rail to New York, returning via Galveston to Plainview.
2. Same as above, except Plainview to New Orleans, then by steamer to New York.
3. Plainview to Galveston by rail; by steamer to New York; by rail to Montreal Chicago and Kansas City to Plainview.
4. Same as 3, except Plainview to New Orleans, then by steamer to New York.
5. Plainview to Galveston by rail; by steamer to New York; by rail to Washington, Pittsburg, St. Louis, and Plainview.

6. Same as 5, except Plainview to New Orleans, then by steamer to New York.
7. Plainview to Galveston by rail; by steamer to Havana, Cuba, and return same way.
8. Plainview to New Orleans by rail; by steamer to Havana, Cuba, and return same way.
9. Plainview to Williams, Arizona, (Grand Canyon) to Los Angeles, San Diego, San Francisco, Portland (through the beautiful Siskiyou Mountains), Seattle (up the Columbia River), Salt Lake City, Denver (over the D. & R. G., through the most beautiful scenery in the United States), Colorado Springs, Pueblo and return to Plainview.

CONTEST BEGAN MONDAY, JUNE 15, 8 A. M., AND CLOSSES MONDAY, SEPTEMBER 14, 6 P. M.

Votes Will Be Given on The Plainview Evening Herald as Follows:

New Subscriptions

FOR ONE YEAR	1,000 VOTES
FOR TWO YEARS	2,300 VOTES
FOR THREE YEARS	4,000 VOTES
FOR FIVE YEARS	7,500 VOTES
FOR TEN YEARS	20,000 VOTES
FOR TWENTY YEARS	50,000 VOTES

THE NEW PLAINVIEW EVENING HERALD

gives all local news, community news, development news, market news, big general news of the state, nation, and foreign countries, three times every week.

ONLY \$1.50 A YEAR

Renewals or Back Subscriptions

FOR ONE YEAR	500 VOTES
FOR TWO YEARS	1,500 VOTES
FOR THREE YEARS	3,000 VOTES
FOR FIVE YEARS	6,000 VOTES
FOR TEN YEARS	18,000 VOTES
FOR TWENTY YEARS	46,000 VOTES

RULES OF THE CONTEST:

1. Only one nomination blank will be counted for each contestant.
2. Individuals only will be considered as entrants in contest; organizations will not be permitted to become contestants.
3. That individual receiving the greatest number of votes will receive the Overland automobile. The individual receiving the second greatest number of votes will be given a choice of the eight trips noted above. Should a tie for the first place result the two prizes will be given to tying contestants on

basis agreeable to them.

4. Any individual in Hale County, any other Texas county, or any other state is eligible to enter this contest.

5. No one connected in any way with this publication will be permitted to become a candidate, or work for a candidate.

6. Votes after being voted cannot be transferred to another.

7. The standing of contestants will be announced from time to time by the Herald.

8. A ballot box will be kept and all coupons will be deposited in it. Coupons must be deposited when issued.

9. The final count will be made by committee of three, selected one each by each of the two leading candidates on the last preceding count, these two judges to select a third.

10. The Herald will furnish sample copies, and lists of those now taking the paper to any who desire this assistance.

NOMINATION BLANK

Good for 1000 Votes

I hereby nominate _____ as worthy of one of the prizes to be given in The Plainview Evening Herald Subscription Contest. It is understood that I am in no way obligated because of this action on my part.

Date _____ Signed _____

The Herald Publishing Co.

Phone Nos. 71 and 72

NOMINATION BLANK

Good for 1000 Votes

I hereby nominate _____ as worthy of one of the prizes to be given in the Plainview Evening Herald Subscription Contest. It is understood that I am in no way obligated because of this action on my part.

Date _____ Signed _____

(Advertisement.)

WILL THOMAS H. BALL QUIT THE RACE!

In his speech at Winnsboro he said he would if anyone could prove that he had in any way profited by the sale of intoxicating liquors.

In a statement signed by Thomas H. Ball, candidate for Governor, and printed in the Houston Post, edited by Colonel R. M. Johnston, of June 16th, he says: "I HAVE NEVER RECEIVED A DOLLAR'S PROFIT FROM THE SALE OF LIQUORS," etc.

Colonel Ball also says that the charge that he was, and is, interested in the sale of intoxicating liquors, is a slander.

We reproduce herewith certified copies and statements that are proof. Can he explain?

The Southern Drug Company, of Houston, Texas, is a licensed corporation under the laws of Texas, and it has been doing business since 1906. Colonel Ball is a director of the Southern Drug Company, and has been since its organization, as is shown by the following extract from the letter of B. B. Gilmer, president of the corporation, published in the Houston Post of June 24th, 1914:

"Mr. Ball is now and was at the time of the inception and formation of the Southern Drug Company, a stockholder and director in said Company," etc.

The Allison shipping law and other regulatory measures prohibiting the shipment into dry territories of liquors capable of producing intoxication, limit the amount of alcohol in any beverage to not more than 2 per cent. Read the following:

"Quality and Service"
SOUTHERN DRUG COMPANY
Incorporated
WHOLESALE DRUGGISTS
—Corner—
Caroline & Franklin Streets

Officers and Directors

B. B. Gilmer, President
C. F. Carter, Active V. Pres.
J. W. Lester, Secretary
G. P. Stone, Treasurer
W. C. Buschardt, David Rice
J. W. Cleveland, R. W. Wier
J. S. Rice, W. T. Carter
Thos. H. Ball, Wm. M. Rice
Dr. O. L. Norsworthy

HOUSTON, TEXAS,

June Twenty-Fourth,
Nineteen Thirteen.
Bavarian Malt Extract makes ten sales grow where only one grew before. Your business needs it. We're both in the same boat, for if you han-

(Advertisement.)

dle Bavarian Malt Extract both of us make more money.

The druggist who sells Bavarian Malt Extract makes money. Lots of it. Here are some of the reasons why. Bavarian Malt Extract satisfies. It's a repeater. The first taste is good, and the last drop from the first bottle confirms a habit. It's a good one.

Read the enclosed booklet, then write or wire us your order. Let us figure profits with you.

Cost per cask, 120 bottles \$15.00
Rebate on Empties 2.00
Net cost to you 13.00
This makes it cost you about 10c a bottle.

Bavarian Malt Extract sells for 25c a bottle.

This means a revenue per cask . \$30.00
Cost per cask 13.00
Your profit 17.00

You double your money on Bavarian Malt Extract.

We pay freight on return of empty bottles.

Place your order to-day. Display a dozen bottles conspicuously on your counter, and reap the rich harvest of profits that will follow.

Yours very truly,
SOUTHERN DRUG COMPANY.

The envelope in which this letter by the Southern Drug Company was mailed out had printed on it the following return address:

"POSTMASTER: If this piece of mail is not delivered in 15 days, notify and return postage will be furnished. Please comply with the law."

"Old Fashioned Lager Beer Co.,
Houston, Texas."

The letter of the Southern Drug Company quoted herewith contained a pamphlet entitled, "Builder of Brain, Brawn and Nerves," which gave a chemical analysis of this Bavarian Malt Extract, which shows that it contains 3.85 per cent alcohol—about the same amount of alcohol that is found in the usual brands of beer dispensed in all saloons.

The Old Fashioned Lager Beer Company is a corporation incorporated under the laws of the State of Missouri, with a permit to do business in the State of Texas, and whose charter grants it ONLY one privilege, to-wit: "TO BUY, SELL AND STORE BEER AND OTHER MALT PRODUCTS."

Old Fashioned Lager Beer is manufactured by the Kansas City Breweries Company; Bavarian Malt Extract is manufactured by the Kansas City Breweries Company. Can it be that the former is for Tom Ball Anti-Prohibition Headquarters and the latter for Tom Ball Prohibition Headquarters?

BOTH WHOLESALE AND RETAILER.

Art. 7379, Chapter 2, Revised Civil Statutes of 1911, requires that all liquor dealers shall pay a tax on the gross receipts from the sale of intoxicating liquors. The following is a certified copy of the report of the sale of intoxicating liquors by the Southern Drug Company showing amount of SALES OF INTOXICATING LIQUORS for the quarter ending January 1st, 1913, to be \$5,427.50.

GROSS RECEIPTS TAX STATEMENT

—By—
Wholesale Dealers or Wholesale Distributors of Spirituous Liquors, Etc.

Houston, Texas, Jan. 3, 1913.

To the Comptroller of Public Accounts:

In compliance with Article 7379, Chapter 2, Title 126, Revised Civil Statutes, 1911, I have to report that the gross receipts of SOUTHERN DRUG COMPANY within this State for the quarter ending Jan. 1, 1913, were

The amount collected and uncollected from any and all sales or distribution of spirituous, vinous or malt liquors or medicated bitters capable of producing intoxication \$5,427.50
The amount uncollected from and all sales or distribution of any of said articles See above

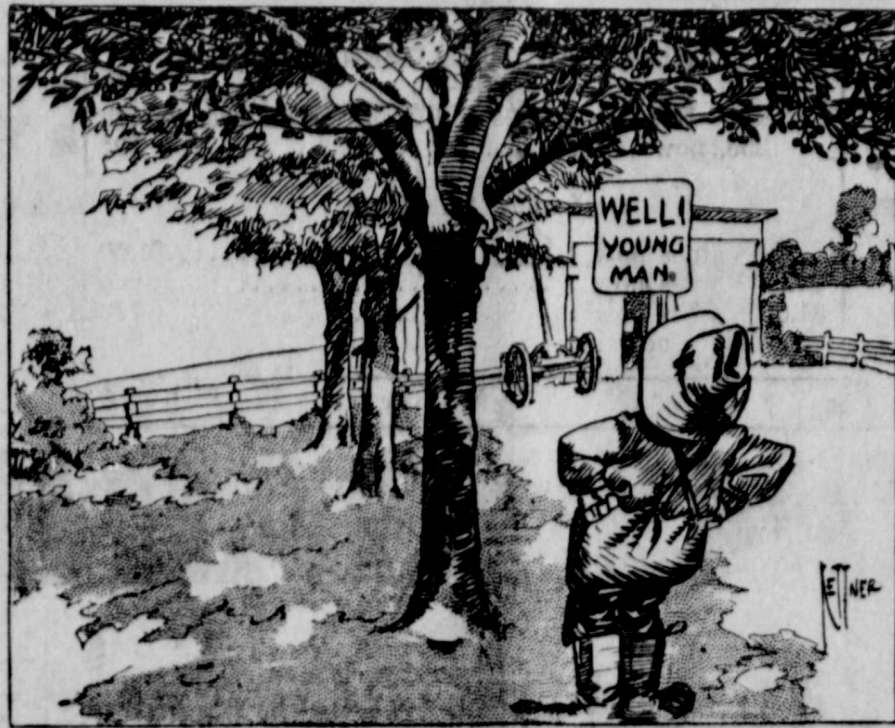
Total \$5,427.50

One-half of one per cent on said amount (the tax for the quarter beginning on said date) \$ 27.14
G. P. STONE, Treasurer,
SOUTHERN DRUG CO.

THE STATE OF TEXAS,

County of Harris.)
G. P. Stone, being duly sworn, states that he is Treasurer of the Southern Drug Co., at Houston, Texas; that the above and foregoing statement shows the gross amount collected and uncollected from any and all sales or distribution of spirituous, vinous or malt liquors or medicated bitters capable of producing intoxication made within this State, by said Southern

EMBARRASSING MOMENTS



(Copyright.)

(Advertisement.)

Drug Co. during the quarter ending Jan. 1st, 1913, and that said statement is true and correct.

G. P. STONE, Treasurer,
(SEAL) SOUTHERN DRUG CO.

Subscribed and sworn to before me, this 3rd day of January, A. D. 1913.
(SEAL) FRED R. WAM,
Notary Public, Harris Co., Texas.

Send No Money to This Office. Remit Direct to State Treasurer, COMPTROLLER'S OFFICE, Austin, Texas.

I, J. P. Moulden, Acting Comptroller of Public Accounts, of the State of Texas, do hereby certify that the attached is a true and correct copy of the original on file in this office.

In testimony whereof I hereunto sign my name and cause the seal of this office to be affixed this the 24th day of June, A. D. 1914.

J. P. MOULDEN,
(SEAL) Acting Comptroller.

That Colonel Ball is still interested in this business is evidenced by the following certified statement from the Comptroller's Department:

Austin, Texas, June 25th, 1914.

I, W. P. Lane, Comptroller of Public Accounts of the State of Texas, do hereby certify that the memoranda given below shows the amount of Gross Receipts and the taxes paid thereon by the Southern Drug Co., of Houston, for the quarters indicated:

For the quarter beginning July 1st, 1913, Receipts \$3,870.24, tax \$21.72.

For the quarter beginning October 1st, 1913, Receipts \$2,189.84, Tax \$10.95.

For the quarter beginning January 1st, 1914, Receipts \$1,033.12, Tax \$5.16.

For the quarter beginning April 1st, 1914, Receipts \$1,802.69, Tax \$9.01.

In testimony whereof I hereunto sign my name officially and cause the seal of this office to be attached this the 25th day of June, 1914.

J. P. MOULDEN,
Acting Comptroller.

(A gross receipt tax is not required on the sale of drugs.)

On June 25th, 1914, Hon. Karl L. Druesedow issued the following sworn statement showing that the same corporation holds a regular wholesale liquor dealer's license:

HARRIS COUNTY,

Houston, Texas, June 25, 1914.

This is to certify that the records on file in my office show that the Southern Drug Company are wholesale liquor dealers. Records show that they have paid license as wholesale liquor dealers since August 1st, 1909, and their present license expires on the first day of August, 1914.

KARL L. DRUESADOW,
Tax Collector.

By ED F. METZLER, Deputy.
Subscribed and sworn to before me this the 25th day of June, 1914.

F. W. WITT, Notary Public,
Harris Co., Tex.

Each wholesale liquor dealer must pay annually a
Federal License \$100.00
State License 375.00
County License 187.50
City License 187.50

Total Cost of License \$850.00

This is the same license that every liquor dealer in Texas must have, and the Southern Drug Company enjoys all the privileges, rights and benefits that are granted to all WHOLESALE WHISKEY HOUSES IN TEXAS. The Southern Drug Company has a capital stock of \$150,000.00, par value \$100.00. During the last thirty days some of this stock was sold for as much as \$300.00 per share. The corporation declares and pays annually regular 10 per cent dividends. Colonel Ball, as a stockholder, gets his.

Can Colonel Ball say that the above sworn statements are slanders? Can

(Advertisement.)

he make the people believe that he is really sincere when he says in North and East Texas that he "would gladly lay down his life to put the liquor traffic out of business in Texas," and at the same time is a director of a corporation that is annually selling thousands of dollars' worth of the same stuff that he SAYS he would be willing to sacrifice his life to destroy?

WHAT ABOUT IT? CAN HE EXPLAIN? WILL HE QUIT?

FERGUSON HARRIS COUNTY
DEMOCRATIC CLUB.

THIRTY THOUSAND ELKS IN REUNION.

By United Press

DENVER, Colo., July 11.—One of the greatest crowds Denver has ever entertained began arriving here to-day, when the vanguard of the members and families of the Benevolent Protective Order of Elks arrived for the Grand Jubilee Reunion to be held here next week. Local Elks' officials estimated that fully 30,000 Elks would be here by Monday night, exclusive of families of members and their friends. Preparations for the reunion, which have been rushed for two weeks, were finished to-day. The last of the street decorations have been put up, headquarters for the various delegations have been prepared and arrangements completed for handling the big crowds smoothly. Registration headquarters have been opened in the Champau Street side of the Municipal Auditorium, and the meeting of the Grand Lodge will be held in the theatre part of the building. Grand Exalted Ruler Edward Leach arrived to-day and was given a rousing greeting, although the official reception will not be held until to-morrow. Throughout the reunion the local Elks will keep open house at their club building. Across the street is the official reviewing stand, where the grand lodge officers will witness the three parades planned. The chief of these will be next Thursday, in which all visiting Elks will participate. There will be two parades Wednesday. The first, in the afternoon, will be an industrial parade, in which each lodge outside of Denver will have a float. In the evening there will be an illuminated automobile parade, conducted by local Elks.

REAL ESTATE EXCHANGE NATIONAL MEETING CLOSES.

By United Press.

PITTSBURG, Penn., July 11.—Election of officers for 1915, the selection of next year's convention city, committee and board meetings to-day closed the annual sessions at the Hotel Schenley here of the National Association of Real Estate Exchanges. Fred G. Smith, of Minneapolis, led the "question box" to-day. Addresses for the day were listed as follows: "Dollars and Sense," by Thomas Shalleross, Jr., of Philadelphia; "The Capital City," by John Weaver, president of the Washington, D. C., Realty Association; "My Impressions of My First Convention," by A. R. McMasters, K. C., of Montreal, associate counsel for Canada; "Scientific Appraisals," Fletcher Cowherd, president of the Kansas City Realty Association. The convention expected to adjourn early in the afternoon, and the remainder of the day was to be devoted to sightseeing or getting away.

TENNIS TEAM SAILS.

By United Press.

LONDON, England, July 11.—The Australasia lawn tennis team, which will compete in the Davis Cup matches, sailed on the Aquitania to-day for New York. Members of the team will remain in New York a few days, then go to Lake Forest Hills for preliminary matches with the Canadian players.

HUSBAND RESCUED DESPAIRING WIFE

After Four Years of Discouraging Conditions, Mrs. Bullock Gave Up in Despair. Husband Came to Rescue.

Catron, Ky.—In an interesting letter from this place, Mrs. Bettie Bullock writes as follows: "I suffered for four years, with womanly troubles, and during this time, I could only sit up for a little while, and could not walk anywhere at all. At times, I would have severe pains in my left side.

The doctor was called in, and his treatment relieved me for a while, but I was soon confined to my bed again. After that, nothing seemed to do me any good.

I had gotten so weak I could not stand, and I gave up in despair.

At last, my husband got me a bottle of Cardui, the woman's tonic, and I commenced taking it. From the very first dose, I could tell it was helping me. I can now walk two miles without tiring me, and am doing all my work."

If you are all run down from womanly troubles, don't give up in despair. Try Cardui, the woman's tonic. It has helped more than a million women, in its 50 years of continuous success, and should surely help you, too. Your druggist has sold Cardui for years. He knows what it will do. Ask him. He will recommend it. Begin taking Cardui today.

Write to: Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page book, "Home Treatment for Women," sent in plain wrapper.

MASONS

will be here quick and they like yellow leg chickens as well as the preachers. So bring on your chickens and get a good price for them. Butter Fat 21c.

PLAINVIEW PRODUCE COMPANY

"BLOOD IS THICKER THAN WATER"

Without good red blood a man has a weak heart and poor nerves. Thinness of the blood, or anaemia, is common in young folks as well as old. Especially is it the case with those who work in ill ventilated factories—or those who are shut up indoors in winter time with a coal stove burning up the oxygen or emitting carbonic (oxide) gas. This blood, or blood which lacks the red blood corpuscles, in anaemic people may have been caused by lack of good fresh air breathed into lungs, or by poor digestion or dyspepsia. Sometimes people suffer intense pain over the heart which is not heart disease at all, but caused by indigestion. Whatever the cause, there's just one remedy that you can turn to—knowing that it has given satisfaction for over 40 years.

DR. PIERCE'S

GOLDEN MEDICAL DISCOVERY

is a blood cleanser and alternative that starts the liver and stomach into vigorous action. It thus assists the body to manufacture rich red blood which feeds the heart—nerves—brain and organs of the body. The organs work smoothly like machinery running in oil. You feel clean, strong and strenuous instead of tired, weak and faint. Nowadays you can obtain Dr. Pierce's Golden Medical Discovery Tablets, as well as the liquid form from all medicine dealers, or tablets by mail, prepaid in \$1 or 50c size. Address R. V. Pierce, M. D., Buffalo, N. Y.

DR. PIERCE'S GREAT 1008 PAGE ILLUSTRATED COMMON SENSE MEDICAL ADVISER WILL BE SENT FREE, CLOTH BOUND FOR 31 ONE-CENT STAMPS.

WHEAT AND OAT SACKS AT ALLEN & BONNER'S



Excursion to Corpus Christi, Texas

Account EPWORTH LEAGUE ENCAMPMENT to be held July 14th-28th. Tickets on sale July 12th, 13th and 14th at fare of \$23.45 for the round trip good for return limit July 30th. For further information phone 224.

R. F. BAYLESS, Agent Panhandle and Santa Fe Railway Company

Read a Good Book While You Rest

Relax the mind as well as the body, while you are resting these warm, trying days by reading a good book. We have quite an assortment of good Popular Fiction by your favorite authors, at the low price of Sixty Cents per volume.

If it is not convenient for you to come to town, phone us, and we will be glad to send you several to make a selection from.

Duncan's Pharmacy
The Home of "Nyal's Peroxide Face Cream"

Monday

JULY 13

MATINEE AND NIGHT

Herbert
Kawlinson

In the Great Revolutionary
War Drama

The Spy

In 4 Reels Motion Pictures

This is not a Civil War drama but an awe inspiring drama of the Revolutionary War taken from the book of James Fenimore Cooper.

The Scenery and Settings Elaborate

Attend Matinees 2:30 and 4p.m.

Olympic

"You Know the Place"

Cooler Spot in Town

TUESDAY

LUCILLE LOVE

The Girl of Mystery

LADIES' READY-TO-WEAR DEPARTMENT.

We'll show you **WONDERFUL VALUES** at the prices marked on all Dresses, Coats, Skirts, Waists and Suits.

We are going to make prices that will move them. Come early for best selection.

Hope and Advertiser A. A. Bleached Domestic—worth 12½¢, sold by us regularly at 10¢, now 8¢

LADIES' AND CHILDREN'S HOSE.

"Cadet" Hose for Ladies and Children, all sizes, worth 25¢, now 20¢

Ladies' Silk Hose.

\$2.00 Values now \$1.50
 \$1.25 Values now 90¢
 \$1.00 Values now 75¢
 50¢ Values now 35¢

LADIES' MUSLIN UNDERWEAR.

Consisting of Gowns, Corset Covers, Princess Slips, Combination Suits and Skirts. All this season's make. Big Stock to select from.

Prices Greatly Reduced.

TRUNKS AND SUIT CASES.

Twenty-five per cent Discount or ¼ Off. Nice Stock to select from.

"The Best and Prettiest Dry Goods Store on the Plains"

ON AGAIN!

"The Best and Prettiest Dry Goods Store on the Plains"

Our Semi-Annual Clearance Sale is "On Again"
\$50,000.00 Worth of General Dry Goods to be Slaughtered
Positively Every Article in This Store Will Be Reduced During This Sale

BOYS' CLOTHING.

Any Boys' Suit in stock at 25 per cent Discount.
 \$4.00 Suits \$3.00 \$5.00 Suits \$3.75
 and so on through the stock.
 Finest stock of Boys' Clothing in town.

HATS.

A big stock of Hats—mostly Stetson's.
Prices on Stetsons.

\$4.00 Stetsons now \$3.00
 \$5.00 Stetsons now \$3.75
 \$6.00 Stetsons now \$4.75
 \$7.00 Stetsons now \$5.50

Panamas and Bangkoks.

\$4.00 Values now \$3.00
 \$5.00 Values now \$4.00

Straw Hats.

Any Straw Hats in the store at **HALF PRICE.**

SHIRTS, COLLARS AND BELTS.

Any 50¢ Shirt for 40¢
 One Lot \$1.00 and \$1.25 Shirts for 75¢
 Any \$1.25 Shirt in house for 90¢
 Any \$1.50 Shirt in house for \$1.20
 Any \$2.00 Shirt in house for \$1.50
 Lion Collars 10¢ each
 (New stock, new styles.)
 One Lot Men's Belts at **Half Price**

MEN'S GLOVES.

Any 50¢ Glove now 35¢
 Any 75¢ Glove now 50¢
 Any \$1.00 Glove now 75¢
 Any \$1.25 Glove now 90¢
 Any \$1.50 Glove now \$1.25

MEN'S UNDERWEAR.

Any 50¢ Garment now 35¢
 Any \$1.00 Garment now 75¢
 Other Garments in proportion.

MEN'S HOSIERY.

Any 25¢ Hose now 20¢
 Any 50¢ Hose now 35¢

Men's Clothing

Our big stock of celebrated Kuppenheimer clothes for men go in this sale at

\$30 Suits for \$22.50
 \$25 Suits for \$18.75
 \$20 Suits for \$15.00
 \$18 Suits for \$13.50
 \$15 Suits for \$12.00

We have a few suits in small sizes and broken lots at 1-2 price.

Ladies Ready-to-Wear

Palmer Coat Suits--the name Palmer spells quality of tailoring, material and style at lowest consistent prices. In this stock we have many garments at and below cost to make room for our big shipment of new fall garments.

Lucille and other leading lines of Afternoon, Street and Evening Dresses, Dainty Designs in Crepe, Chiffon, Messaline, Brocade, Taffeta and Velvet at reductions in prices of from 25 per cent to 40 per cent.

We haven't the space to enumerate each and every article, but **bear in mind** every article in our immense stock from A to Z will be sold at reduced price.

We could go on at a great rate telling you how large our stock is, how new and up-to-date our goods are, etc., which would be of no benefit to you. Every merchant naturally thinks he has the finest and best stock.

WORK CLOTHES

\$1.00 Overalls and Jumpers now 80¢
 \$1.50 Kakhi Pants \$1.20
 50¢ Work Shirts 40¢
 Boys' Overalls 40¢

CORSETS—½ PRICE.

Odds in broken sizes; some numbers we are discontinuing—your choice at **HALF PRICE.**

Regular Stock

75¢ Corset now 50¢
 \$1.00 Corset now 80¢
 \$1.25 Corset now \$1.00
 \$1.50 Corset now \$1.20
 \$2.00 Corset now \$1.50
 \$2.50 Corset now \$1.80
 \$3.00 Corset now \$2.40
 \$5.00 Lace Front Gossard \$3.50
 \$8.50 Lace Front Gossard \$6.00
 \$3.50 Lace Front Gossard \$2.50

TABLE DAMASK

50 Pieces to select from, ranging in price from 35¢ to \$3.50 per yard.
 35¢ Value now 25¢
 50¢ Value now 40¢
 75¢ Value now 50¢
 \$1.00 Value now 75¢
 \$1.25 Value now 90¢
 \$1.50 Value now \$1.00
 \$1.75 Value now \$1.25
 \$2.00 Value now \$1.50
 \$2.50 Value now \$1.75
 \$3.00 Value now \$2.00
 \$3.50 Value now \$2.50

"RED SEAL" GINGHAMS.

Both Book-fold and Long-fold "Red Seal" Ginghams, worth 12½¢, now 9¢

NOTIONS AND TOILET ARTICLES.

5¢ Articles 3 for 10¢
 10¢ Articles 2 for 15¢
 15¢ Articles 10¢
 20¢ Articles 15¢
 25¢ Articles 20¢

The Sensible Thing to do is Look for Yourself, Examine the Goods, Get the Prices and Be Your Own Judge
This Sale Will Continue Until August 1st But Bear in Mind the
Earlier You Come the Better the Selection

Plainview Mercantile Company

W. A. SHOFNER, Manager

SHOES! SHOES!!

\$10,000 worth of Men's, Ladies', Boys' Girls' and Children's Shoes go in this sale.

Any pair of Shoes in the house subject to **20 per cent Discount, or 1-5 Off.** This includes Shoes that have just come in.

We have a lot of Hamilton-Brown, E. P. Reed and Drew Shoes at **HALF PRICE.**

BOYS' KNEE PANTS.

Any 50¢ Pants now 35¢
 Any 75¢ Pants now 50¢
 Any \$1.00 Pants now 75¢
 Any \$1.25 Pants now 90¢
 Any \$1.50 Pants now \$1.20
 Any \$2.00 Pants now \$1.50
 Any \$2.50 Pants now \$1.75

MEN'S ODD PANTS.

\$2.50 Pants now \$1.75
 \$3.00 Pants now \$2.00
 \$3.50 Pants now \$2.50
 \$4.00 Pants now \$2.75
 \$5.00 Pants now \$3.50
 \$6.00 Pants now \$4.25