## THE : IINVIEW EVENNG HERALD

## TWICE-A-WEAK

VOLUME g\%. NUMBBE $\boldsymbol{\mu}$ PLAINYIEW, TEXAS, TUESDAY, FEBRLARY 8 , 1915



# Successful From Every Standpoint 

Everyone who attended the Mighty Clean-Up Sale carried off some exceptional values and for the benefit of those who didn't participate in this great event, we are extending until further notice the sale on the remaining winter goods.
Our buyer, Mr. J. L. Jacobs, left Sunday for the markets, where with the buying powers of two progressive stores, he will purchase the very latest ready-to-wear, white goods, clothing and everything a progressive store needs at the best prices obtainable. You may expect something new and nobby, as Mr. Jacobs is an expert along these lines.
We have just received the very latest designs of satin stripe in crepe de chine in lavender and brown, and green and lavender. These will certainly catch your eye.

# MIGHTY CLEAN-UP SALE OF WOMENS COATS AND COAT SUITS 

## LADIES AND MISSES COATS

All $\$ 7.50, \$ 8.50, \$ 9.50, \$ 9.75$ values now going at only
$\$ 5.50$ If you need a coat suit you can't possibly make a mis All $\$ 11.50, \$ 12.50, \$ 13.50, \$ 14.50, \$ 15.00$ values only All $\$ 16.50, \$ 17.50$ and $\$ 18.00$ values now $\$ 8.45$ take in taking advantage of this great cut-ONESilk and Wool Dresses at Great Bargains

All : $\$ 16.50$ and $\$ 18.50$ values now
$\$ 5.95$
$\$ 9.75$
$\$ 10.95$


OVERCOATS and RAINCOATS
Our overcoats and raincoats are made by the best makers and guaranteed to give satisfaction. Come early as our stock is limited.


# OPEN 

SATURDAY, FEB. 10 AT 10 A. M.
A NEW STORE IN WAYLAND BUILD. TNG. COME AND SEEHOW YOU LIKE IT. WATCH THE WINDOWS.


## IT MEANS MONEY

 TO YOU-to have your home wired for electricity now, when you can have the work done at reduced prices and on the monthly payment plan.
For full estimate call phone 13.

## TEXAS UTILITIES COMPANY



COL. E. J. CHRISTOPHERSON AUCTIONEER
12 years'experience as land and cattle and general farm salesman. My prices are right and satisfaction guaranteed. It will pay you to see me if you are
going to have a sale. Write or see me at PLAINVIEW or going to have a sale.
get dates at Herald office.


If It Is a Question of a Home
OF PROTECTION, in case of sicknesb OF INSURANCE, in case of accidentOF INVESTMENT, when opportunities come OF INDEPENDENCE, when your clock is running down-
THE ANSWER: Lay the comer-stone TO-DAY by starting a BANK ACCOUN'T,

## THIRD NATIONAL BANK plainview, texas

## TRY A SACK OF RED STAR FLOUR

The best the milling fraternity can produce. Come in and let us tell you why. emotion CASH GROCERY CO. mome tion
the apyertiser as
$\qquad$ A great deal is said about the value
of advertising to the salesman, but than the graduates of our normal and invention become more active. portant than the dis
schools. It is due largely to him that
|hen his real value to the commanity
-The Independent.

## Have You Seen Our Modern Home Display?

If you are contemplating building or if you enjoy looking at beautiful and attractive homes, you will find our "Ye Planry" display both attractive and helpful. We have hundreds of photographs of exterior and interior views and floor plans of attractive homes, both large and small They are here for your convenience and we gladly answer questions and offer suggestions and furnish free, to our patrons, practical building plans. We have over 2500 designs of infinite variety for your selection.

Let us show you how reasonable that "home dream" may be"realized. We can possibly help you in financing if desired.

We can help and save you money.

## A. G. McAdams Lumber Co. exusun wears "Me Pamy"

FATHER WAS RIGHT


YOU'LL always be right if you tie to "Tux," because that's the right tobacco, all right!
Get a tin right away. Then it'll be smoke-up and cheer-up without a let-up seven days in
the week ar fifty-two weeks in the year

A pipeful of "Tux" gives you that money-in-the-bank feeling, like finding a ten-dollar bill in the vest pocket of last season's suit.

He. Hearns of now tootsk tying of ractiveness of new tood and drink
The advertiser is is anblic edicutitor
 Black Silk Stove Polish


Get a Can T0DAY

## Juxedo

The original "Tuxedo Process" brings out the unsurpassed mildness, delicate fragrance and mellow flavor of the leaf in a way that has never been successfully imitated. At the same time it refines the tobacco until every trace of harshness and "bite" disappears.

You will find in Tuxedo a smoke that is wholesome and in every way beneficial to both mind and body. Tuxedo is a mild, temperate tobacco that soothes and comforts with every whiff, Smoke all you like of Tuxedo! *o

YOU CAN BUY TUXEDO EVERYWHERE

In Tin Humidors, 40 c and 80 c In Glass Humions 50 c . 9 C the american tobacco company

By GOLDBERG

R. L GOLDBERG

Famous Cartoonist-Creator "Foolish
Questions" 1 ' 1 'm the Guy," etc. "I find in Tuxede a good tobacco. I/4 regularce and fluor are fine. I use use it
riose it highty to all
friends. regularly and endose it highty to all ms
friends."



Hovorive BRiDE To BE.

"PLIY A FACTOR IN EDUCATION"
SLBJECT FOR LAMAR MOTHER
The Lamar Mothers' Club will mee
at the Lamar Building Friday, Febru
ary 11. The subject is: "Play as
Fite


Adrienne Hanby.

| Mlle. De treville sings here. |
| :--- |
| $\begin{array}{c}\text { Famous Grand } \\ \text { Oill Apear Friday Evima } \\ \text { Wrening at }\end{array}$ |

## Famous Grand Opera Prima Donna Will Appear Friday Erening at Methodist Church.





 home
F.
home

## Mr. and Mrs. Bert Reynola, were in Plainviey Saturday.

 g. J. Litteer, Texas may s. Low's Loan Co
saturday morning. J. H. Rea
Seturday. Saturday.
L. H. Estes, of Floydada, w
Less visitor in Plo Less visitior in Plainview
Brant Jones, of Floydad Saturday.
Mr. and
$\qquad$
$\qquad$ the Federal Life Ins
was here this week.
Mr., and Mrs, Fran Mr. and Mrs. Frank Winn, of L
bocel, were here Sunday.
Mr. and Mrs. J. S. Higginboth
of Dubbock, were heree sunday.
P. G. Kroeker, of Cheney P. G. Kroeker, of Cheney, Kans,
in Plainview on business yesterdas
F. K. Pipkin, of Amarillo, was ar
Floy
Ge Geo
tende
week.
Geo George and Bert Sears, brothers of
W. G. Searg, left this norning for their
home, at Lipan, Texas. home today.
Irs. Lloyd T. Mayhugh is visiting
her sister., Mrs., G. Walter Archibald,
at Durant, Okla. T. J. Craighad, of Little Rock,
was here this week on business.
Mrs. W. H. Bloomer, of Ferguso
M. was here this week on business.
Mrs. W. H. Bloomer, of Ferguson,
came up today on a shopping expedi-
tion.

## RICHARDS BROS. \& COLLIER

Want it known far and wide that theirs is

## A STORE WITH A PURPOSE

That purpose is to give the people of the South Plains A BETTER PLACE TO TRADE.
NEW SILKS NEW DRESS GOODS
NEW SUITS
NEW SHOES
Come to their store expecting to find what you want.
REMEMBER:-The Remodeling Sale is over when the lumber, glass, marble, paint and mud arrive, so don't expect the big cut in price after that day.

## Richands Sros.Golien

## \$8,000,000

We have contracted for the new $\$ 8,000,000$ Mutual Progranı. An all star all feature program comprising the releases of the worlds most noted film producers. Beginning the week of February 7th the Miutual Program will consist of three FOUR AND FIVE REEL MUTUAL MASTERPIECES; two THREE-REEL BROADWAY STAR RELEASES every week; five TWO-REEL BANNER FEATURES every week; nine ONE-REEL FEATURE COMEDIES every week; two ONEREEL ALL-STAR DRAMAS every week; one ONE-REEL MUTUAL WEEKLY OF WORLD EVENTS every week. In these productions ON THE MUTUAL PROGRAM you'll find stars whose fame in film circles and on the speaking stage is world-wide. It will be the policy to put into single reel productions the same high quality found in four- to six-reel productions the same great stars, the same expensive costumes, the same costly settings, and the same high-priced direction. And this QUALITY POLICY will be mainsingie reel productions $0^{-}$those of greater length. This gives us a variety program that is bound to please. We have also just installed a new and up-to-date motion picture machine which enables us to a new and up-to-date motion picture machine which enables
give our patrons continued show. In fact we will not spare any time or money in making our theatre the most up-to-date house in West Texas. Pay us a visit, you will be pleased with our show.

## MAE I. THEATRE

"HOME CF MUTUAL PROGRAM


Each Episode Suggested by a Prominent Author Serialization by Hugh Weir and Joe Brand
Produced by the Universal Film Manufacturing Company


## - <br> 



 Friend in Nee In case of sickness accident, the doctor can be
summoned by telephone summoned by telephone
in less time than it takes in less time than it takes
to harness a horse. If he is some distance away, he can give instructions over
the telephone that may save a life.

Southwestera
Teiegraph \& Telephone Compan



The laxative tablet If you are bilious or constipated They keep your System as clean as a stone jug rinsed with cold spring water 10 © 25 * $50^{4}$

FARM AND RANCH LOANS R. A. UNDERWOOD

Get It Where They Have It and Guarantee the Quality THE R. A. LENG DRUG STORE
ntendent National Educa tion Association, Detroit, Mich., February 21-26. Tickets,on sale February 17-18-19, final return limit and other informer information JOHN LUCAS, Agent

## RANCH LOANS $\$ 10,000$ T0 $\$ 20,000$

We have for immediate placing funds in above amounts on ranches and stock farms. Money ready now and satisfactory rates

The Citizens National Bank PLAINVIEW, TEXAS

## Do Not Forget Hoy to Save Money

Our business has been fine and we are trying to save each customer a few dimes.

We have just received a carload of Missouri flour and are now in shape to furnish you an awful good flour at an awful good price.

No order too small and no order too large.

We guarantee everything we sell or your money back.
G. E. LEWIS

Phone 116
Wayland Bldg

## We Have Moved

To the Opera House Building which has been especially fitted for our needs. In our new location we will be able to buy in larger quantities and assortments and therefore sell at even better prices than you have enjoyed at our store. We will be pleased to have you pay us a visit of inspection.

RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE TELEPHONE NO. 72

THE MARKET PLACE OF THE SOUTH PLAINS


FOR SALE
One gond second hand Ford Car, thoroughly overhauled, for $\$ 275$

Plainview Machine and Auto Shop

E. E. ROOS, Proprietor

We have Macaroni Spring Wheat Seed for Sale here and at Aiken.

Come and get it while we've got it.
COBB GRAIN CO.
New Blacksmith Shop Just Opened
Your repair work solicited and appreciated
J. M. COOK
E. N. EGGE AUTO CO.



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# DRESSESWomen's and Misses 

\author{

Made of Serge, Taffeta, Poplin, Messaline and Crepe-de-Chine. Distinctive styles. Special sale. <br> | Three \$17.50 dresses |  | Six \$12.50 dresses |  |
| :---: | :---: | :---: | :---: |
| One \$19.50 dress | H(O)ICES | Four $\$ 13.50$ dresses | CHOICE |
| One $\$ 20.00$ dress | - | Four $\$ 14.50$ dresses | CROLCE |
| $\text { One } \$ 25.00 \text { dress }$ | 10. | One \$14.75 dress | 4.00 |
| One $\$ 27.50$ dress |  | Three \$15.00 dresses |  |

Three $\$ 7.50$ dresses, choice
$\$ 2.95$ One $\$ 9.50$ dress, one $\$ 10$ dress, choice $\$ 5$

BOYS' KNICKERS-All boys winter weight Knickers at special prices.

## CARTER-HOUSTON'S

"GOODS THLAT SPIEAKK FOR THHEMSIELLVES"

