## THE PLAINVIEW EVENING HERALD <br> <br> TWICE-A-WEEK

 <br> <br> TWICE-A-WEEK}| OLUME 26. NUMBER 5 |  |  |  |  |
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| MAYOROORSETIMAYVETOIS MEASUIECOUNCLLPASSED$\qquad$ OVER STREET SPRINKLIMAND NIGHTWATCHMAN. | SII | Placing the Burden Where It Belongs |  | $\begin{aligned} & \text { RUSS ARE RETREATING } \\ & \text { ALONG GALLCIAN FRONT } \end{aligned}$ |
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|  | A Page of heep cool Sugqestions for Hot Davs |
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## YCYTP DTANEO

Orfar nityehting yous fices ont see how yourll enjoy our grood eating.

## TRUE-TAGG

 sime Paint Will brighten ap your premises and make them look cool. Will keep you cool too by saxing you money on your paint bill.

## Sold only by

Fulton Lumber Co. Plainview, Texas

Summer Time is Lace Time
We Mave a temendous quantity of the newest patterns in cotton and linen torction laces. Youll enjoy a pisict to our lace counter
Our stock of china ware is complete; we have a foll line of grante and aluminom wart and other houseicold necessitiea
Owr loa Gesan Sodas contain a xlass full of reficahing cooiness at oniv se.
YOU DONT RAVE 10 NaIT FOR THE BIG


FRANK'S NECESSITY STORE Nonlo Side of Squive

## CMO CMOMES HIP VEP YU COI

We carry the best of everything for your table
All kinds of regetables, fresh fruits, pien ty of frying chickens. Aqency for Pleischmann's yease, exclusive aqency Crosbyton daviry butter, We are prepared to buy all of your produce at our Alken store. We ffer the highest market prices.
PIERSON \& SMITH
STORES AT PLAINVIEW AND AIKEN
Use Clear, Crystal ground bottom
Ice Cea Cumblers Na live then al Bo s ste
Keep Armour's Grape Joice in your lee Chest. et it at
Coan's Variety Store

 days.

Bemause of is strict purity Devicions Tce Crum is a leatith(uil whulessme attif fon to paur meal.
Far mhtertaimments the dree sime salution is Les Croam, lut be Burc it's Deicions.
Well maike any faxuIT ymu nuter
Get It ant Anty Denters or
Plainview Creamery Co FHCME Jifi
Wisitors are weicume at mur piant

## The Coolest Place

 In TownDon't Take Our Ward For lt That

is the coolest place in Plainview-Make us prove it: Come in and see.
There's always a reffesthing appeal in our fountain. owr ice creams, sundaes and egy drinks are coovin. as absling sordas are as invigorating as a plunge in clear cold water. You can safe ly enjoy them every day Make your headquarter for shopping
$\square \mathrm{AT}=$
THE R. A. LONG DRUG STORE

YOULL FEEL BETTER AFIERA ARESH SHAVE AT The Elk Barber Shop

A good bath will cool you off, too. Private Parlor for ladies' hair dressing
GKX PIUNE
R. M. PICRE, Puorretar

## "When You Think of Lumber <br> Think of Alfalfa Lumber Co."

TNHEGE hot days are adding bushels to your wheat crog; and we've made arrangements to help you take care of the wheat by getting in a shipment of Speciai Materiai for Wheat Bins. Better build that wheat bin today, G Have you trion: Bull Dog Anchore for anchoring thog and other fences, hay stacks, and trees? of Your houselib be cooler and you'ii add dollars to the value of the entire place by paint $p$ and anecnine Alfalfa Lumber Co.

Ladies-It's Hot
Why wear your life away cooking over a coal range?

Use Electrical Canking Appliances Gisant. Cosi, Conventimnt and Esonomical

Let us ta. E to you about many nem derices you have not seenreasonable in price, too.

How about a Hot POMT Electric Ifon, guaranterad for 10 years? Price $\$ 3.00$

Mext is R. C. Ware Hartware Campany Plainview, Tezas

Royal Eociety Cordicbet
in crobrs-pink, blue and yellous, rose and lavender; number 30,50 and 70 at 10 c . The newest thing on the market.
Electric fans help make our cool fountain the most deIightfal place in town to keep cool these hot summer dags.

Cemple of Economy

## HOT DAYS

Are Automobile Days
Let us keep your car in first class running order. We will rebore your Ford cylinders and carefully do all kinds of repairs. Our casings and inner tubes; the best gasoline and oil prolong the life of your car and keep you cool. Our prices are always right.
Knight Auto Company

MAKE IT EASY FOR THE GOOD WIFE TO KEEP C00L

Let the City Bakery supply your pies, cakes and bread-. white, graham or whole wheat today and every day. We will bake anything you want in pastry or cakes.

THE CITY BAKEAY
PHONE 170

KATOH IT AT THE KLSH KANOY KITCHEN
My Ambrosia Ice Cream and True Fruit Sundaes are new and different. When its hot try Muscadine the soutbern grape beverage. Egs Drinks, Coca-Cola and Sodas if you pre-
fer them
Fresh fer them. Fresh home made candies and hamburgersis for the
hungy. $A$ glass of ice coid water with every dinink. MRS. MATIIE WICKER, PTop.


## Those nickles and dimes

 winch sinp arroug jeur ing ands of dollars.Get free today a vest pockel coin-saver at our savings depart-
ment
Stat ment. Start saving the smalic coins, and watch them grow into dollars of dollars.
Citizens National Bank
Capital $\$ 100,000$
an ant easily yacuirired, is the best of of sport and ofe often the posesesios
There's not a place for the boys of Plainview to learn to swim thessed with section after section of fertile land and occans of water underground, but no large reservoirs or creeks afford places of sport
and recreatoin for the youngsters. The Plainview boys are missing all the fun of the old swimming would like to take a good plunge in cool water these hot days. Can you think of anything more pleasant than a refreshing dip
and swim in a clear pool of "ninety-nine and ninety-nine-bundredth and swim in a clear pool of ninety-nne and ninety-nine-hand
per cent pure" water from a South Plains well ? ment?
the marketing problem
of marketing. It is a demonstrated fact that the co-operative that of marketing produce is the most successful. In order to have a stoady market there must be enough truck and produce to supply
the demands. For if an order is given during the season for products raised in a section and the producer cannot supply the order, the next
one will be sent elsewhere. By having an abundant supply confidence in the shipping point is maintained. An individual cannot raise enough to supply a good live market, and pooling produce offers a ready soln-
tion to this problem. tion to this problem
when distributed over the business of several men almost loses its identity as an overhead cost, whereas it would be prohibitive for a single shipper.
A canning factory in connection with a warehouse for marketing
is feasible, in that the surples produce can be preserved for future
is feasible, in that the surples produce can be preserved for future
sale. This idea occurs. There should be a good sale for beet pickles
during the winter months. In the Plainview country beets are grown during the winter months. In the Plainview country beets are grown
with light cost and the canning of this vegetable and storing the ;roduct until winter sales open might be profitable.
issued this week by the Extension Service of the Texas Agricultural and Mechanical College. It gives the experience, not of some remote section, but of the East Texas Fruit and Truck Growers' Association,
of Jacksonville. It is a conerete example of the successful marketing organization. Copies may be had on application to the Director of Extension, Clarence Ousley, College Station, Texas.
This pamphlet might prove immensely valuable to the growers of this section.

PROTECT MILK FROM THE BACTERIA-CARRYING FLY. Flies are possibly the most dangerous bacteria carriers w
are likely to erme in contact with milk. These seavengers may vey the germ of cyphoid fevgr or other contagious diseases from the sick room or excretia to the milk. Typhoid epidemies have bee
caused by flies spreading the germs. Milk and other food should be guarded from flies as rigorously as you would avoid exposure to disease. Several years ago an epidemic of typhoid fever broke out in
Plainview. The precantionary measures taken since that time hat kept our town remarkably free frum the disease. As a matter fact, this section has become noted for the excellent heaith-prod
envirionment, and is remarkable for a town of five thousandi. ventive steps that can be taken against disease


T is only a short time Mother's baby - soon she will be a school gir! and then a young lady.
But a photograph of Mother and baby keeps for all time the memory of those happy days---and later pictures will show the transition from childhood to girlhood.
Make the appotntment to-dap. Cochrane's Studio
nilove niu intuPOWER IS THE CROSBYTEAM Plainiow Man Is Improting Propert in Nelghtoring Town in Keeping With Conntry's Progress. Charles A. Malone, of Plainview who is one of the Maiane Gin Com-
pany, which ôperates a gin at Crosbypany, which operates a gin at Crosby-
ton, was here last Monday, and to a
representative of The Review said that representative of The Review waid that,
begioning soon, his company would
install begianing soon, his company would
install a hundred and twenty-five
horsepower steam plant wn mer horsepower steam plant, with Corliss
engine, to operate the gin next sea-
son. He also stated thet
 in perfect order again for the opening
of the season. The Masone Gin Company built their
gin here last summer, and handled gin here last summer, and handled
the 1914-15 crop to the satisfaction ot
everybody. On $\left|\begin{array}{l}\text { everybidy. On account of the in- } \\ \text { creased pereage of cotton, the com- } \\ \text { pany, ss stated }\end{array}\right|$ pansed screage of cotton, the com-
pated by Mrease Malone, will so
incres power that it may increase its power that it may run
dan and night next season to take care
of the big crops that are expected The gentlemen who control this cons-
pany are among the most euterprising
Wers. pany are among the most eaterprising
in West Texas, and wherever one of
their plants their plants is seen, it is al ways the
best.
Recently the Melone Recenty the Malone Light and Ice
Company, of Plainview, which is conrolled by the same gentlemen who
own the Malone Gin Company, began connecting various liftle towns, begound Plainview with electric light power. The line from Plainview to Lockney is
now reandy cow reand for the wires, and the
poles are erected half way from Platin view to Hale Center. Eventually the view to Hale Center. Eventually the
Hines, will extend to Floydaóa and Ines, wil extend to Floydade and
Labberk, and possibly to Crosbyton. This is a a big undertaking, and the
Thes Malone people are to be conplimente

# The Grand Prize 

Highest Honor

## Panama-Pacific Exposition

## Just Awarded

to the

## UNDERWOOD TYPEWRITER

## The Latest Proof of Typewiter Superioity

"The Machine You Will Eventually Buy"



Telephone Number 72



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## Reinken's

Clothingand Shoe Store

Invites You To Come In and Be Fitted With a Pair of

W
ALKOVER Shoes or lov quarters

If You Once Wear
WALKOVERS at $\$ 3.50$ to $\$ 5.00$

You Will Not Want Any Others
Big Assoriments-- All the Latest Lats SOLD ONLY AT
Reinken's


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## How to Trreat

At these institutions a modification of mental condition leads to apathy and specially fed, because the feeding is usually a member of a family in exeel- individual, an error that is responsi-
the dietary
lent circumstances, had a rich, varied
ble for much of the misconception and Pellagra


## To Prospective Land Buyers:

I have about 2,000 acres of very fine irrigated and irrigable lands in the demonstrated Shallow Water Belt near Plainview, Texas, the biggest irrigation well in the county for sale, high class improvements, of all kinds, about 200 acres of alfalfa three 200 -ton silos, about 1000 acres in cultivation; first-class residences, barns, sheds, tools of all necessary kind, the best improved and most convenient ly located stock farm in Hale County for sale.


Forty four head of high-grade Percheron mares from Colorado; a registered Percheron stallion, one of the best. A registered blue-ribbon jack, about 500 head of hogs, etc., all of which go with the property; 1668 acres of this land is in one body. About 600 acres subject to irrigation from wells on the property; $41-2$ miles S. E. of Plainview, district school on the property. This 1668 acres will be sold as whole or subdivided to suit purchasers; no cash payment demanded. Will be sold on twenty years time.

The Syndicate, the Texas Land \& Development Company, object to my advertisements and through their objections I have received a telegram from citizens of Plainview. For theinformation of prospective purchasers, I quote below their telegram and my reply, which states my position:

> 'Dr. R. R. White,

Hotel LaSalle, Chicago, Ill.
A number of your ad boards are up on main roads as follows: "See Dr. White's irrigated farms before you buy, nearer by the Syndicate and we feel that in justice to them and the Plainview District that it would be wise for you to of prospectors wording of them that it will not interfere with the: handling of prospectors in this territory. In making fhis suggestion we have only the best interest of the Plainview District at heart. We hope you can see Mr. Ayers while in Chicago and make satisfactory
wording for the sign boards. wording for the sign boards.

Knight, Slaton, Anderson, Hughes, Lancaster, Garrison, Gidney.
Anderson, Gidney and Others,
Plainview, Texas
Have no fight to make on Syndicate; appreciate their development, but realize they are not prompted by philanthropic
it's a business proposition. My purchases ante-dated theirs. I paid real money of my own for my property and improve motives, it's a business proposition. My purchases ante-dated theirs. I paid real money of my own for my property and improve ments. My lands are for sale and I feel that this is the year to sell them. By right of priority of ownership. I have the right to
advertise and sell and propose to niake an aggressive campaign to that effect. I am prepared to subdivide improve and advertise and seli and propose to niake an aggressive campaign to that effect. I am prepared to subdivide, improve and sell my
lands on a credit. If no prospectors come to Plainview except through the Syndicate efforts I would not so advertise but fortunately there are others and its to these othero that I want to sell. I would like to comply with the request of my friends fortu interests snggest that I a aggressively endeavor to make such sales as I may legitimately be able to make. -R. R. White," but my

I do not want to sell to anyone who is under obligations to buy from the Syndicate. I am opposed to any unfair means, but I do want to sell to anyone who wants to buy and who is not under obligations to the Syndicate.

I dare say I have spent more real money of my own in the development and therefore in the advertising of the Plainview country than any individual associated or connected with the Syndicate and I feel that they are going too far in trying to prevent me from such legitimate advertising as I may deem proper

If you want a cracker-jack stock farm, fully equipped with stock and implements; near enough town to take advantage of the colleges for the larger children and a school on the property for the smaller ones, buy the 1668 acres; if you want a smaller farm, irrigated and improved to suit you, I will sub-divide it. If you want to go further out near the Aiken country, I will fit you out with an improved, irrigated farm first-class and to your liking at $\$ 85.00$ per acre Arrangements can be made to buy any of this property without any cash pay-
ment, twenty years time and moderate interest. If you are under financial obligations to the Syndicate, I will not sell to you unless you ment, twenty years time and moderate interes.
first discharge in full your obligation to thern.
See Dan White or any reputable real estate agent in Plainview, who will receive a reasonable commission from me if he sells you this property. My business interests elsewhere prevent me from giving the property any personal attention, therefore, I desire to sell it. Buy this on a basis of paying itself
out and perhaps double your money within five years. out and perhaps donble your money within five years.
FIVE THEATRE TICKETS
FREE EACH ISSUE. GIVEN TO
THE FIRST FIVE PERSONS
PHONING MISSPELLED WORD
IN THE WANT ADS.
THE EVENING HERALD'S LIVE WANT AD PAGE
TELEPHONE No. 72

BRYANT CANDY PACKAGE
FREE TO EVERY CHILD WHO FREE TO EVERY CHILD WHO
BRINGSTO THE HERALD PAID BRINGS TO THE HERALD PAID
WANT AD AMOUNTING TO 25 CENTS OR MORE.

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Before Purchasing Your Harvesting Machinery

## Be Sure to See Our New <br> JOHN DEERE

Binders, Mowers and Rakes
.

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## RIP VAN WINKLE

could sleep 20 years now, and awake finding his bed soft and springy, without a hump, ump or a bump.
This is the posititive guarantee of the factory, and
SEALY MTTTLRESS $=$


We will put a Sealy in your home for $\$ 1$. Then Pay $\$ 1.00$ Each Week Until Your Pa
ments Amount to the Small Sum of $\$ 24$.

## E. R. WILLIAMS

Furniture and Undertaking

ROUND TRP TEN DAY SUMMER EXCURSONS to Corpus Christi, and Galveston, Texas. Tickets are on sale Friday of each week and good for return limit 10 days from date at fare of one first class fare plus one dollar-- $51.00-0$
for the round trip. For further Information Phone 224 .
R. F. BAYLESS, Agent


In Plainnlew every Tuesiay.
PILES, FISSURFS,
Rand all-
RECTAL DIEASES.
No cuttlyg, ty lag and cavter
Treatment
and sure.
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or pleasare.





Skilled-as few others-in the cooking art, appreciate the delightful qualities of

## Post Toasties

Corn-prepared in various forms and way has ever been a favorite Southern food. Corn Flakes---the choicest portions of the kernels of selected white Indian Corn are processed into a wonderfully crisp and tasty food---nourishing and satisfying-morning, noon or night.
Toasties come FRESH-SEALED, triply protected in moisture-proof, germ-proof packages---ready to serve.

Skilful cooks appreciate
Post Toasties
Sold by Grocers everywhere.
RUSS ARE RETREATMG


MR. FARMER The greatest single element in the successful management of a Farm, is the co-operation with a Bank We also need this co-operation and we especially solicit the accounts of Farmers.
Help us when your yield is plentiful and we will help you when it is'nt.
Make our bank your headquarters whenever you come to town.

## "TRADE IN PLAINVIEW" <br> THIRD NATIONAL BANK plainview, texas

30,000ACRES of raw land, improved stock farms, and ranches, in tracts to suit the purchaser in the South Plains and Shallow Water Belt surrounding Plainview, the greatest irrigation and stock-farming country in the world. Good seasons, immense crops. FOR PRICES AND DESCRIPTIVE LITERATURE ADDRESS OTUS REEVES REALTY COMPANY

PLAINVIEW, TEXAS

## Get in the Game

## Don't Lag and Drag Behind

 Summer's Procession

Get up in the forefront, keep cool and dress the part of prosperity, and enjoy the cool Ladies' "at Misses Shoes
at the unusual low off


PRICE Stoe Department
summer days.
You will find the Live Store an unusual place to change the worn and wear-
ied winter suits for ied winter suits for
the bright and breezy Light Weight
 Lively Styes Men's Ladies' Suits Suits Suits for Boys

Hundreds bargains still left yet

PRICE
Stoe Department

Highly Gailored ${ }^{\text {Popular }}$ Priced

## Plainview Mercantile Co.

W. A. SHOFNER, Manager


