## THE NI AINVIEW EVENING HERALD

TWICE-A-WEEK



## AWARDS OF THE HALE

COUNTY FAR EXHBITS $\square$

## Dodge Cars

## See Our Exhibit in MAIN TENT TOM CARTER, Distithitor

## VISIT A

## South Plains Industry

While here during the fair
You will be welcome at the
HARVEST QUEEN MILLS
The home of
PRIDE OF THE PLAINS QUEEN OF THE PLAINS GOLDEN HARVEST
GOLD CROWN
GILT EDGE
All high-grade brands of "home made" flour. Other mill products too
HARVEST QUEEN MILLS
A. G. HINN, Proprietor

Doughnuts




## Bring Us Your Cream

We can use every drop of it at high est market prices
We supply "Delicious" Ice Cream and all bottled soft drinks for all occasions.

## PLAINVIEW CREAMERY

## When You Think of Cleaning and Pressing

Think of the service which implies the most. Modern equipment, prompt service, and careful attention to every order makes

## THE

Waller Taloing Co. WAY
Cbe popular שulay
Tailors
Dry Cleaners
Phone 188
We Pay Return Charges on all Parcel Post Packnges Company
The REXALL Store
© West side square


LIV-VER-LAX
Acts Surely, Safely

to get to town soon again. Better combine
business with pleasure while business with pleasure while you are here this week and fill your needs from our big stock hardware and implernents.
We can supply every hardware need for R. C. Ware Hdw. Co.


We are still waiting for that feed and coal order. Phone 176. Have Simon Pure Nigger Head Coals. You ought to be getting us busy before cold weather, while summer prices are on. Don't delay.
E. T. COLEMAN, Coal and Grain Dealer. Phone 176

The Plainview Evening Herald

## Lniteited as second class mail matter July 1, 1914, at the Post Plainview, Texas, under the act of March 3,1879

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Corner Broadway and Second St.

## ERBERT S. HILBURN, Editor

E. B. MILLER, Business Manager

## WEY NOT PERMANENT FAIR QUARTERS?

| The success of the Hale County Fair of 1914 led many to believe |
| :--- |

that permanent grounds and buildings could be provided for the association by a stock company. Those who held that belief ast yea be a practical way of handling the Fair.
There are many things to be advanced in support of the plan. A more substantial air is given to the exhibition. Buildings and grounds, permanently erected and located, permit those who plan their displays in advance to know just what space they will have, how
it is arraged, and other necessary details. Permanent buildings are it is arranged, and other necessary forthe Fair, and help keep it befor an people, both those who live in the county and those who visit. The colleges and public schools of Plainview have no grounds for
their baseball, basketball and football games. An enclosure for the their baseball, basketball and football games. An enclosure for the
Fair would serve them at any time, and they could afford to pay generous rent for the grounds.

## sustaining.

This problem of grounds and buildings for county fairs has been
of solved by many of the counties of Texas. Others, who have been
unable to make a county fair stock company meet the demand, have taken in more territory.
The other counties of the South Plains will probably be interested in having at a centrally located town, like Plainview, a fair for the
district. The South Plains is a distinctive district. There is no other district. The South Plains is a distinctive district. There is no other
section with the same physical conditions that obtain here. A district fair would be unique and profitable,
of successful fairs that have been and are to be held on the South Plains. A fair just one step removed-a district fair-ought to be
just as successful and as profitable from every standpoint just as successful and as profitable from every standpoint.
With permanent grounds provided, Plainview could car a fair with suceeent

| ALL SNAKES kill and swallow |  |
| :---: | :---: |
| whole Turkeys, Chickens, Rabbits and | is visiting his aunt, Mrs. J. M. Shafer | Pigs tonight at 8 o'clock. CARNIVAL. went to Lockney this afternoon to visit



Texaco Axle. Grease is Real Grease-pure lubricant throughout.
Get a trial can-say just a pound to begin with. Subject it to the test of heavy hauling in hot weather. Keep a careful check on the number of times you need to regrease the axles,
You will see that Texaco Axle Grease costs less because it lasts longer.
It is one of the many Quality Products we make for use on the farm, in the factory, in the home everywhere where oil products are used in this country and abroad.


## second. Canned plums Mrs W.



## The Persuasive Pull

of sterling value is building this business day by day. We believe in volume rather than individual profit-rather would we have a large circle of customers-with a small profit on the patronage of each, than a small circle with large profits on each.
On that basis,we invite your interest in thehandsomeFall models of

## Kirschbaum Clothes

at $\$ 15, \$ 20, \$ 25$ and up to $\$ 40$

## "Look for the Guarantee and Price Ticket on the Sleeve" <br> REINKENS <br> We Do as We Advertise



## Every Stockman andFarmer in Hale and Adjoining Counties IS INvited To Exhibit his Luvestock and PROSPECTS AT <br> THE MIDLAND COUNTY FAIR AND FAT STOCK SHOW SEPTEMBER 21st TO 25th, INCLUSIVE \$6,000.00 IN PREMIUMS AND PURSES

RACES-Trotting, Pacing, Running POLO-U. S. Army Officers vs. Midland
Balloon Ascension Every Day
Free Amusement Features-Merry-Go-Round Crawford \& Witherspoon Horse Show

Old Fiddlers' Contest

## Splendid Live Stock Exhibition

## AT YOUR OWN PRICE

50 Registered Hereford Cattle to be sold at auction on Thursday, September 23rd, selected from eleven [11] of the best herds in the Southwest.


| FIVE THEATRE TICKETS 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 BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 WANT AD AMOUN.
CENTS OR MORE.



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Seed Rye, Alfalfa Seed Turnip Seed, Ruta-Baga and All Varieties of Seeds for. Fall Planting. Grain C. E. White Seed Co.


MONEY TO LOAN ON REAL ESTATE

ser cent interest. 5 to 10 years

## J. P. HOUSTON

## JUST RECEIVED

A Car of Pekin Wagons Fully Guaranteed All Styles for Every Farm Use Come To the Avery Warehouse Inspect These Wagons and Get Prices

## W. R. SIMMONS



When you buy from us you can depend on receiving the best to be had and at prices that are right.

## Plainview Lumber Co.



Here's Where You Get

## Firestone

Tires, Tubes and Accessories And that means that here you get the most for your money. Most miles per dollar and most comfort per mile.
Firestone quality
world for no argument about
But because they have the largest and
best equipped tire factory, and only the topnotch men, the prices are right.

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## FAIR WEEK

Eggs and Poultry

Flour and Feed Stuff
PLAINVIEW PRODUCE COMPANY

## Phone 612

For Special Orders On Roses, Boquets, etc., Also Fresh Vegetables

> D. C. Aylesworth

## DURING THE FAIR

## Store Your Car

 AT THEE. N. EGGE GARAGE


## Queen Quality Shoes

 at all times represent the newest ideas in footwear. For every occasion there is a Queen Quality shoe. Whether it be at home, down town shopping, afternoon call, or to the party or dance, you will find a shoe here most suited for the occasion.Just tell us the price you want to pay and leave the fit to us and you will have every comfort from the first days wear
$\$ 3.50$ to $\$ 6.00$

## MILLINERY



## A BETTER SUIT FOR $\$ 15$

Than you have had before
That a strong argument but we can substantiate it. A Stadium Brand Suit
guaranteed all wool, hand tailored and to give satisfaction for $\$ 15.00$ or your money refunded. May we show you?
duantasi Smart hats for autumn that you will like, shown in LARGE FLOP SAILORS Pretty Toques and Turbines Which are now justly proper. Other different shapes for your particular taste. POPULAR PRICED

## THE PALMER GARMENT

For fall 1915
Brings out the very newest ideas, both in materials and models. The suit illustrated above is one that you can select with the assurance of knowing you have the correct thing. A wide range of the newest models now on display. $\quad \$ 17.50, \$ 20.00, \$ 25.00$ up to $\$ 50.00$.

## PLAINVIEW MERCANTILE COMPANY

BIGGEST, BUSLEST, BEST



AT LESS COST-

## There's more nutritive value that the system will absorb in Grape-Nuts than in either meat or bread.

A remarkable fact.
Weight for weight, a package of Grape-Nuts supplies one-third more nourishment than a roast of beef and at about half the cost. A roast of beef is about twenty per cent waste and there is a shrinkage
in cooking. Grape-Nuts comes ready cooked---and in cooking. Grape-Nuts comes ready cooked---and not a crumb need be wasted.

Think it over!
Then there's bread---white bread lacks certain elements essential to building brain and body. Why? pecause miucral content [all important for of the and life] is thrown out with the brancot of wheat to make the flour look white and pretty

## GRAPE-NUTS <br> FOOD

not only supplies all the brain- and bone-building, nerve- and muscle-making phosphates of the wheat, but all the rich nutriment of malted barley.

Besides, Grape-Nuts is easily digested-...generally in about half an hour---while bread and beef require about 2 1-2 hours.

Grape-Nuts comes in germ-proof, moisture-proof packages--ready to serve with cream or milk--a deicious ration, economical and highly nourishing.
"There's a Reason"
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