TH PLAINVIEW

LOOGE GIIPROW SUNOAY Mason as I．L．\＆D．Auditor

Che Ideal Gift In Waller Kailoring Company
$\square$ The ideal Christmas gift is the one to which has been ap－
plied the Golden Rule－i．e．，by putting yourself in the other
one＇s place and thinking just what you would like to have
under those circumstances． washwoman a pair of pendant pearl earrings．If not pearl，
has
is
nd
nhey were near pearl and pretty enough for all purposes．
This voman remembered having heard the servitor express He
if out any hope of fulfillment．Joy was in one heart that Christ－
mas，for，as the recipient expressed，＂Everybody gave me
and
aprons and underwear，but those earrings I do love！＂And
who shall say IS HBST ONIIS ANWVESSAPY

 County Federation Chairman Says
Texas Needs Better Rural Schools as


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If your Christmas list is intensely practical or delightfully frivolous, come with it to this store. We have remembered everybody from the daintiest debutante who wants the fluffy things to wear, to dear little grandmothers who love the little warm shoulder shawl's comfort on cold wintry mornings.

Everywhere you turn-something new and attractive and at prices to make Christmas money go far.

Ladies Suits

| 1 selection now |  | \$8.90 |
| :---: | :---: | :---: |
| 1 | " | \$9.85 |
| 1 | " " | \$10.75 |
| 1 | " " | \$12.90 |
| 1 | " | \$13.75 |
| 1 | " " | \$15.00 |
| 1 | " " | \$19.75 |

This means a great saving to you.
Boys' Suits

| 1 assortment now |  |  | \$2.90 |
| :---: | :---: | :---: | :---: |
| 1 | " | " | \$3.20 |
| 1 | " | " | \$3.45 |
| 1 | " | " | \$3.90 |
| 1 | " | " | \$4.50 |
| 1 | " | " | \$5.90 |
| 1 | " | " | \$6.75 |
| 1 | " | " | \$8.75 |

## Tough-Nut Gloves

The best known work gloves made. With and and without gauntlets, warm lined, in leather, knit, leather mits, Astrachan, etc.
All leather gauntlets $50 \mathrm{c}, 75 \mathrm{c}, \$ 1.00 \ldots \ldots \$ 1.50$ All leather dress gloves $75 \mathrm{c}, \mathbf{\$ 1 . 0 0}, \$ 1.25 \quad \$ 1.50$ Astrachan gloves $25 \mathrm{c}, 50 \mathrm{c} \ldots \ldots . . . . . . . .75 \mathrm{c}$

## Ladies and Misses Coats



We will save you some money by trading with a house that sells for cash and one price to each and everyone. We have no losses. Remember the place---Elk Building.

## Shoes for Everybody

Solid as a rock. Here we can save you money. They are reputable and dependable and well known lines. Dorothy Dodd for women and Williams Kneeland for men. All of,our shoes are Eastern shoes.

## Blankets

In cotton and wool, marked and underpriced. 1 assortment, cotton
$\$ 1.15$ $\$ 1.15$
$\$ 1.20$
$\$ 1.40$ $\$ 1.69$ $\$ 1.75$
$\$ 1.95$
\$2.40
We have some nice, large wool blankets at $\$ 3.90$, $\$ 4.75, \$ 5.90$ and


## Jewelry Department

If you wish to make your holiday gift jewelry, you will find this store an unusually good place to make your selection. In this department many useful and attractive gifts will be found here. These goods are guaranteed to give you satisfaction or your money will be cheerfully refunded. Jewelry makes an appropriate gift and one that is useful too, and will impress upon the recipient the good taste and discernment of the giver.

## LADIES SHOE DEPARTMENT

On a great many numbers in this department where the sizes have become broken, we are making reduced prices. These shoes are 1915 Queen Quality styles, no old ones.
$\$ 3.50$ shoes now
4.50 shoes now
\$3.50
Other beautiful styles in dress shoes for the $\$ 4.00$ Other beautiful styles in dress shoes for the occasion
you want will be found here. Prices $\$ 3.00$ to $\$ 6.00$

## A SALE OF FINE CORSETS

This includes one special lot only of W. B. Not a complete line of sizes.
$\$ 1.00$ values now
$\$ 1.25$ values now
$\$ 1.50$ values now $\$ 2.50$ values now

## Winter Blankets and Comforts

will be found here in the kind and size you want. A range of prices at from $\$ 1.00$ to $\$ 15.00$ and all colors to select from.

## HER HOLIDAY GIFT

Men looking for gifts for mother, grandmother, sister, Aunt Kate or sweetheart Grace, will find a delightful surprise in the many attractive and useful gifts that were showing. The following are gifts that are use ful and ones that are always appreciated.
La Vallieres Finger Rings House Shoes Silk Hose Bathrobes Cameo Pins Kid Gloves Other gifts to her liking will be found here.

THINGS THAT PREMIUM DE
You will always find one of our clerks glad to show you cash register tickets. Always call for your receipt and beautiful premium which will equal 5 to 6 per cent discou you will find premiums from small pitchers up to 42 piece Your cash tickets are always good, they never go out of $d$

## nect mufflers

We are showing the new popular black and white neck scarfs. We are the first to show them in black and white. You could not please your friend better than to make his holiday gift one of these scarfs.

heavy reduced prices. men MEN'S DEPA
Highly tailored pure all wool suits that $\mathbf{r}$ $\$ 15$, Stadium made and guaranteed fully, r Kuppenheimer's fine hand tailored suits, th models, no old ones, that sold for $\$ 20$, now Kuppenheimer brand, plenty of sizes to sel and slims, serges included, $\$ 25$ suits, now. All other suits reduced in pr

Our stock of shirts is new and complete. Hosiery, belts, collars, under wear, gloves, sweaters and other wearables will be found here in the wear, gloves, sweaters and other wear
largest variety and at the best prices.
Th
Men's fine overcoats, Kuppenheimer and Stallum This season styles, no old ones, at a discount of 20 p


Only 10 More Days in Which to Shop.

Money cheorfully refunded to those dissaiisfied with purchases
d with only ten more days in which to shop. This house tivity, doing more business, giving better service than ,ld fashioned family would welcome you to their home ren and managers, as a huge family would do, invites ' reductions that we're making in most every line carried gs that we're showing for holiday gifts. You will find wrap, quick change system and one of the very latest lange and gives you a cash receipt, and for the merely remiums from a cream pitcher up to a 42 piece dinner ou concentrate your buying at this store. We have set a ids of shrewd buyers and one that others are trying hard to copy and attain

## LADIES READY-TO-WEAR SECTION

In this department you will find the prices on most lines genuinely and generously reduced in price, especially on ladies suits, coats, skirts, underskirts and shirt waists. We are giving a discount of 20 per cent on garments. Where we only have one or two of a kind we are giving a bigger discount, some being sold at one-half price. Please be impressed that these are the very newest styles. The coats and suits offered at these prices are ones that formerly sold for $\$ 13.50, \$ 15.00 \$ 18.00, \$ 25.00$ and up to $\$ 50.00$.

## AT ARE FREE

## EPARTMENT

you the beautiful premiums that we give you for your and after you have $\$ 6.00$ worth we will give you a liscount on your entire purchase. In this department piece dinner sets, also silverineware sets of 26 pieces. it of date. Always call for them.

## neckites

You will find our line of neckties the largest in town, the prices are 50 c to $\$ 1.00$. A nice necktie is always an appropriate holiday gift and a use-
ful one too. You will find the newest ones to select from at this store.
MEN'S SUITS AND OVERCOATS :PARTMENT


MEN'S HOLIDAY GIFTS
We are showing a verfarge stock of men's bath robes, house shoes.and combination gifts of, thes, those and handkerchiefs in beautiful black and white boxes. Large stock of other gifts. Stad um brands, price range $\$ 12.00$ to $\$ 40.00$. it of 20 per cent. Buy yours for Christmas now.

## A SALE OF STAPLE PIECE GOODS

## Regular 12-2c grade ginghams now

 purchase and exceptional values.Many things that are not mentioned in this ad are reduced in price. If what you want is not listed here come in, we have reduced prices on most every line.

## a SALE OF TRIMMED HATS

## at one-third of the original prize. About seventy of

 these hats in all.$\$ 1.00$ hats now
$\$ 2.00$ hats now
$\$ 5.00$ hats now
$\$ 10.00$ hats now
35 c
65 c
$\$ 1.65$ $\$ 15.00$ hats now

## HIS HOLIDAY GIFT

Ladies looking for Christmas gifts for father, brother, grandpa, Uncle John or sweetheart Jack, will find this store an unusual place to make their selections. The foilowing, which are useful and appropriate gifts, will be found here in beautiful designs and large stocks. Bath Robes House Shoes Smoking Jackets Cuff Sets Neck Mufflers Necktics

Other gifts to his liking will be found here.

## Toilet Goods Department

This store maintains a complete and up - to - date toilet goods department. Many useful and attractive gifts will be found in this department. Whether it be sister, mother, aunt or sweetheart you can find a gift here to please them. Comb sets, manicure sets, perfumes, toilet waters, soaps, hair brushes and sewing sets. All make useful and attractive gifts that are always appreciated. Many other attractive gifts will be found in this line.

The Plainview Evening Herald Published Every Tuesday and Friday Evening
THE HERALD PUBLISHING COMPANY,
THE HERALD PUBLISHING COMPA
Corner Broadway and Second Sts.
HKRBERT S. HILBURN, Editor
Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879 51.50 a Year; 75c, 6 Months. Advertising Rates on Application BROTHERHOOD
writers man, a tenderfoot, was plowing through the heavy snows of
A moods, almost exhausted. The short day was getting dark. The he met another man. The other man took the pack from his back, and
lightening the load, helped him over the difficult trail to the othe "Old timers", on the trail had seen the tenderfoot struggling
along, and in passing the other man's cabin had told of the traveller, along, and in passing the other man's cabin had
And never occured to the rough old timers that
anything else than just what he did do-go out and help.
In the most individualistic circumstances possible, it was brough
home to the down-and-outer that men are good-that men ar "sociable." There are hundreds and millions of incidents cropping very thing.
If there is one institution which, as well as the milions of inci
dents, prove it, that institution is Christmas. Let aside the more formal religious side of Christmas (portentous as that is), still ther the every-day relations of man, the "material" bread-and-butte relations, if you please.
shivering kid, and getting for it a hundred dollars' worth of sel approval isn't the whole thing to be attained. But even in suc incidents there is a wavering image of the truth, "I am my brother
ikeeper."
Everywhere abounding, permeating the universe of me and women, is the feeling of "the fatherhood of God and the brother hood of man'
to work. It is downright stupid NOT to believe that practical methods can be put to work which will make that spirit count. going to do most to set right conditions so there will be no need who do not know hot love for the good and right things and burning hate for wrong and evil things? The tightwads, whose close associa Not on your life. Not on your soul. Not on the Christ, who ha

## THE WORLD'S GREATEST STORY.

But thou, Bethlehem, Ephratah, though thou be little among the
thousands of Judah, yet out of thee shall he come forth unto me, that is to be ruler of Israel; whose goings forth have been from of old, fro

Now when Jesus was born in Bethlehem of Judea in the days
Herod, the king, behold there came wise men from the East Jerusalem,
Saying

Saying, where is he that is born King of the Jews
seen his star in the East, and are come to worship him
When Herod the king heard these things he was
all Jerusalem with him.
And when he had gathered all the chief priests and scribes of th
people together, he demanded of them where Christ should be born. people together, he demanded of them where Christ should be born.
And they said unto him, In Bethlehem of Judea; for thus it written of the prophet :
the princes of Juda, for out of these shall come not the least among mule myepoople Israel.

When they hem to Bethlehem.
Which they saw in the
When they saw the star they rejoiced with exceeding great joy. ehild with Mary his mother, and fell down and worshipped him; and when they had opened their treasures, they presented unto him gifts gold, and frankincense, and myrrh.-Matthew ii, 1-1 field, keeping watch over their flock by night.
And, lo, the angel of the Lord came upon them, and the glory And the angel said unto them: Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people. Which is Christ the Lord
an swaddling clothes, lying in a manger
And suddenly there was with th
heavenly host praising God, and saying:
Glory to God in the highest, and on earth peace, good will toward
And they brought young children to him that he should teach
them; and his disciples rebuked those that brought them.
And when Jesus saw it he was much displeased, and said unt
thom, Suffer the little children to come unto me, and forbid them not
And he took them up in his a
blessed them.-Mark x, 13, 14, 16.
The Spirit of the Lord is upon me, because he hath anointed me to preach the gospel to the poor; he hath sent me to heal the broken
hearted. to preach deliverance to the captives, and restoning of sight to the blind, to set at liberty them that are bruised. -Lake ir. 18 .


## STUDY THE SCHOOL.s.

ane, is the plan of aiding rural schools. It is puson, which is a goo adhools in Hale County which are eligible to aid trom this fund. It is mo reflection on any community for its schoois to partake of thi
fund-no moro than it is for any independent school district to secur funds from the State for conducting its affairs.
of the work of the State Federation of Women's Clubs, is apropos There is a crying need in Texas for better schoois, and particularly Mr. Parent, Mr. Tax of Texas regarding schools, if you are not familiar with the terms of the new legislation previding aid for rural schools, study these at your spare time.
If you are no
 people wh
have negl
do this.
We need to study our schools and their needs.
Wis.



## (ع) <br> Gifts for Every Member of the Family, Also, Sweethearts and Friends <br> 0UR HOLIDAY LINE has for the last five years been the best shown in our city. This year it is larger and better than ever and the prices are the lowest the high quality of goods will permit.

## Look at What We Have to Select From

## A Servicable Piece of Jewelry is the Most Acceptable Gift

Every Piece we sell is Guaranted to give satisfaction, for "What You Buy, WeStand By."

## La Vallieres

Diamond, Cameo and Stone mounted, $\$ 5.00$ to $\$ 35.00$. A Beautiful Gift.

## Bracelet Watches

In Solid Gold and 20 Year Cases with Elgin, Hamden and other well known movements. $\$ 15.00$ to $\$ 35.00$.

## Solid Gold Festoon

With Five Genuine Diamond Drops, $\$ 52.50$.

## Brooches

This useful piece of jewelry is more popular today than ever before. We have them in the new Wedgewood Cameo, Shell Pink Cameo, Ruby, Pearl and Fancy Shapes.
$\$ 1.00$ to $\$ 32.50$.

## Watches

Hamilton, Elgin and Waltham movements in Plain and Engraved 20 Year, 25 Year and Permanent cases. Also, Ingersol Watches in all styles.
$\$ 1.00$ to $\$ 40.00$.

[^0]
## Sterling and "Community" Silverware

In Knives and Forks, Tea, Individual Coffee, Orange, Salt and Soup Spoons, Salad and Ice Cream Forks, Cream Ladels, Cold Meat Forks, etc.

## Parisian Ivory

Dressing and Manicuring Sets, Puff Boxes, Traveling Sets, Jewelry Boxes, Perfume Bottles, and individual Pieces. By far the largest assortment in town. 50 c to $\$ 35.00$.

## Bibles and Books

Dainty Gift Books, Latest Fiction, Popular Copyrights, Poets, Children's Books, etc.

## Correct Stationery

Box Paper and Correspondence Cards in Plain and Gold Edge. 50c to $\$ 5.00$.

## Dolls

Character Dolls, Teddy Bears with Electric Eyes, Games, etc.

Conklins Fountain Pens, Leather Card Cases and Purses, Music Rolls, Finest Perfumes and Toilet Waters, Safety Razors, Mugs, Mirrors, Brushes, Shaving Stands, and articles too numerous to mention.

## We Invite You to Call and Inspect Our Line

And our clerks will assist you in every way possible to find suitable gifts for your loved ones.

## Duncan's Pharmacy <br> Where You Save a Dime on Every Dollar



# THE PLAINVIEW EVENING HERALD 



BUY your furniture for Christmas now. That D is good advice; we're giving it to our friends candidly; and it's good advice wherever you buy your furniture. Of course we'd like to have you come to us for it, because we have gone to some special pains to provide the things you want; and our idea is to be of service to you, to help you buy right, rather than merely sell you something.

The reason for buying furniture now is that furniture is going to cost more after a few weeks. Everything that goes into it--fine woods, fabrics, dyes, steel, everything is advancing in price; some dyes much used in textiles for furniture are practically unobtainable

We foresaw this result; we bought heavily in anticipation of it; we are giving our customers the benefit of this foresight in our prices.

The store is tull of things suitable for Christmas gifts, or for the complete furnishing of an entire house.

## Paxton \& Oswald




## To be Happy is to be Comfortable$\bar{T}_{0}$ be Comfortable is to be at Ease-

No man can be at ease at the home festal board or at any of the many Yuletide gatherings without he is properly groomed. No
 matter how good the quality of his clothes, grease spots, wrinkles and baggy knees make him self conscious and ill at ease. Don't wait until the last minute to call the doctor, our ambulance is ready and waiting to cure your Christmas clothes in -
The
Waller Tailoring Company
Way
Not the only way - just the best way

This has been an eventful year with us. We have made progress. Progress in equipment, progress in service, growth in business. The cooperation of our customers has made possible this success. It has called forth extra effort to please and spurred us to make The Waller Tailoring Co. Way felt as a real necessity in Plainview and its territory. These friends we will think of on Christmas Day wishing for them the full measure of joy of the season.
THE CHILDREN'S PAGE 2


Che Cbildren's Cbristmas
By EUGENE C. DOLSON

OFTEN wonder if ever There are any so glad as they,
The children hanging their stockings
On the eve of Christmas day.
W wonder, too, if any ould ever forget to make
The children happy on Christmas
For the infant Christ Child's sake.


Letters to Santa Clause.
Letters to Santa Clause
AUTO REPAIR曘SHOP
now open in the west end Opera House Building.
WALLACE WINFIELD
Get It Where They Have It and Guarantee the Quality THE R. A. LONG DRUG STORE

This ad won't sell shoes or toys for the babies but we are


TRYING TO MAKE IT CARRY

## The Christmas Spirit

TO YOUNG AND OLD

We hope that Old Father Time has dealt gently with you-that Santa will bring the gifts that you desire and that your joy may be unbounded. This and more we wish for our friends and customers. We are at all times ready to serve you in a business way and appreciate your inquiries and criticisms.

## WHY NOT ANOVERLAND FOR CHRISTMAS?

Then every day will be Santa Claus day for the whole family - HAVEYYOU SEEN THE

A real automobile-an Overland-for $\$ 615$ ! That is Model 75 -smaller, lighter and more economical to $\$$ higher-priced cars. Model 75 is only


## '750

Roadster \$725 Model 83, i. o. b. Toledo

## Now Is The Time-GET AN OVERLAND RIGHT NOW

This is the finest motoring season of the year.
The air is brisk. The effect bracing. The results beneficial.
Even if you cannot spare the time during the day-get an Overland and get out nights.
Do your reading (or sewing) after your drive.
Get all the air you can, and get it in an Over-land---under the most favorable and enjoyable circumstances.
Stay out of stuffy rooms. Get away from town. Get an Overland and spin out into the open country every evening. Get air--pure, fresh, crisp, unadulterated air.
Now is the time. Not next month or next spring-but now.
The longer you wait the more you lose.
Remember, he who continually hesitates usually leads a life which consists of just one bitter regret after another.
There is a brand new Overland waiting for you. You can learn to drive in a few hours. So can your wife.
The convenient electric switches on the Overland steering column makes driving simple and easy.
The price is small--very small. The benefits beyond calculation.
Order yours today.
KNIGHT AUTO COMPANY PHONE 237

"Made in U. S. A."

hom this immemorial belief that we coust trace the present day fait
Itrunes of the bayberry candle.
 are and bapptness, so is the same wish
conveyed in the bestowal of a candie ende of the w

hhe molded candles. Thase as well
maller and less are aner and less even in shape and
abow us how candles were made by re. wax of the bayberries and drying
sech layer till the dip was of proper tize. That was before molds were in-
troduced, early in the elghteenth cen-
To accompany a bayberry candle one
mould send in the little bor in which athould send in the uttle box in which
it da daintlly wrapped a card on which
 the legen
ON CHRISTMAS EVE
Arybery
Trongs luck cande burnt to the
Food to the to the the hounse
And gold
Arder

luck rime may be written on tha
clk of one's visiting card and wrap
with a candle, but in that crsc uast not be forgotten that the
losure of writing necessitates sure of
atage
Their color
aumed eventry a all around they are con-
ing unstght mak-
inty gutters or ridges of wax Cown the sides as ordinary candles do.
From New England comes the tradiHon that if lovers separated by dishonor of the other at the same tour the
the aroma or incense arising from the burning wick will dirfit ing the direc-
Hon of the absent one the people of romantic temperament. A candle must be presented to you. not bought by yourself, in order to inyour own; that must be done for you sollow out the otd thea of the laurels
and the bays to the victor a cond should surely be bestowed on the relaclateved some success or won decently tection.-Phliadelybla Pre

Angels from the
Realms of Glory
A
the earth. Now proclaim Messiah's birth
Come and worship.
CHEPHERDS, in the field abid
$\square$
by night
by night,
God with man is now residing Yonder shines the infant light Come and worship.

Religioue Gignificance
Religious Significa
 Cbristmas the years go on. The mean
as a period-say half a cen tury ago and less-when the
relighous meaningsg were somewhat en
feebled in the minds of many by the feebed in dom minds of many by the
dazzling dominance of sclentific discov
ery and thought. ery and thought.
To many whatever Christmas then
had of spiritual meaning was rather had of spiritual meantng was rather
tn the way of sentment of tradtion,
of natural good fellowship nad of the
 reality in the cirect message of the
pulpty, a feelling that the historic su
pernatural was much akin to the inno pernatural was much akin to the inno
cence of the Snnta Claus myth itself. SInce then the Christ idea has taken
new significaice and proportions In
those minds which are of the kind call those minds which are or opertind kind call.
ed skeptical. even in the minds over
which the wa rant of the supernatural
 In books and sermons one comes
upon to proaching of tie IVea of
Christ nad tho message of Christianty
in a t tone and In a language which ap.
peal with tremendous force not only tendency.-Century Magazine. The Nowborn King. seem some grounc for doubting the
divine character of Jesus Christ that
he should be born in a stable and laid
in a he should be born in a stable and laic
in a manger and the first courtlers of
the young King of the Jews should be
竍
 come rather evidences of his gloriou
character and beneficent mission to the
human race. Between the stable human race. Bet ween the stable
Bethletem and the marble palace
the Cnesars in Rome there can be. the Casars in Rome there can be, in
the sight of God. only the difference
between two little things, for all that
is created must be little in the sight is created must be little in the sight
of the infinite God. And as the mis
ston of Clirist was to elerate the help
less and the poor it was eminently sult. less and the poor it was eminently sult
able that the should be born mong
them. For those who are weak enough them. For those who are weak enough
to be scandalized at his poverty we
say, Behold the kings of the east are
prostrate at his feet, offering thetr prostrate at his feet, offering their
gold. Incense and myrrt. Being wise
men, they well understood that the lit. ee tinsel of earthly splendor was no
essential to such a royalty as his.
Irchbishop Ryan.

## Christ's Perennial Love. The iiving green of the holly is

 The living green of the holly is sug.gestive of the perennial love of Jesus
and the scarlet of the berry the price and the scariet or the berry the price
that was paid on Calvary, and as the
ctrcle is an emblem of eternity the circle is an emblem of eterni
wreath might tench us that-
His mercy fow His mercy fows an encliess strea
$\mathrm{T}_{0}$ all eternity tho same.

Typewriter fajer at the herala.

## THE "MAN in the moon."

 A great many curious ideas exist invarious parts of the world regarting the dark spots in the moon's disc.. In
the eastern part of Asia the spots are believed to be a rabbit or a hare; the
Chinese, in particular, look upon them s a hare sitting up and pounding rice
a mortar. Most of the Siamese tiver he same view. Some few, howeve
se in the moon a man and woma
orking in a tield. Ciriously enoug
$\qquad$
$\qquad$ ike a rabbit is jumping.
The sout

## The South American Indians, on the other hand, believe that a girl, who

 other hand, believe that a girl, whohad fallen in love with the moon, kept by it, and that it is her figu
which is seen on the moon's foce which is seen on the moon's face.
The Samoa Islanders look spots as representing a woman carry-
ing a child, and many other southern peoples have similar bellefs; the
woman and child sometimes ber woman and child sometimes being al
tered into an old woman bearing a tered into an old woman bearing a bur-
den on her back. The Eskimos have
an original superstition. hat one day Aniga, the moon, chased his sister, the sun, in wrath; just as he suddenly turned round and threw a sreat handful of soot in his face, an
hus escaped him; and of that soot he jears the traces to this day.

## E. T. COLEMAN, COAL AND GRAIN PHONE 176



## Announces for Monday, December 13th

## A Further Lowering of Prices

Tremendous Christmas Sale will begin. We offer you in addition to special bargains last week some of the most wonderful reductions yet made by this store. Practical Christmas gifts will be found here in abundance for both old and young. See our prices, look over our Christmas stock before buying
CLUETT-PEABODY
SHIRTS AND COLLARS. TRUNKS AND SUIT CASES.

We will show a large and varied Christmas stock at reasonable prices. Call and see our goods and get our prices

## HAMNER'S DRY GOODS STORE <br> Phone 210

## Greater Car Value -Lower Price

Despite a Lower Price, We GUARANTEE That 1916 BUICKS Contain, More Drop Forgings, Better Upholstry, Better Tone and Finish-GREATER QUALITY THROUGHOUT Than Any Previous Model.


Forty-five Horsepower, Five Passenger, 115 -Inch Wheelbase, Full Floating Rear Axle, Cantilever Springs, Vacuum Gasoline Feed, Delco Electric SelfStarter and Lighting System, Speedometer, One-Man Top, Extra Rim without Tire.

No Motor Car at Any Price Insures Its Owner As Great Value, Dollar for Dollar, As the BUICK VALVE-IN-HEAD SIX

For Nineteen Sixteen, made in two chassis, 45 horsepower, with two and five-passenger bodies, and 55 horse-power with two and seven-passenger bodies. The 1916 Buicks eliminate the jolts and jars of the rough roads.


# Largest Repair Shop On the South Plains 

Where we repair any make automobile, do electric welding, repair engines, and in fact do all sorts of highgrade machine and auto work. We have just installed an Oxy-Acetylene welding outfit and electric cylinder boring machine which add greatly to our efficiency.


## A Leader in the March of Progress

## PRODUCTION TRIPLED-

 NEW FACTORIES GOING UPActions always speak louder than words. This year there are being made three times as many Allens as last, and even that number will not be enough to supply the demand. That tells the story of quality and satisfaction. Even now the Allen factory is planning for a still larger production for next year. One new factory is already operating, another is now being erected ; and still
more being planned. This means but one thing-that the Allen is splendid value and the public has found it out. THE COMPANY
BEHIND THE CAR
The Allen car is made by a concern well rated, well regarded and financially independent. It is able to keep up with the times, to meet all the exacting demands of the automobile industry and to fulfill its obligations to every owner of an Allen car.

## AUTOMOBILE SUPPLIES AND ACCESSORIES

We carry at all times the largest line of automobile supplies and accessories in the city. We feature

## Goodyear Milller and Lee Puncture Proof Tires

We have all sorts of repair parts and supplies, Blue Books, Auto Horns, Gas Tanks, Tubes, and everything you will need on the car or in the home garage.

Only the best gasoline, oils and grease carried in stock.

## OLD SANTA Opens the Door

On a wide range in useful gift selections from our big stock of worthwhile standard merchandise. Heed his call to you.


## Let Us Help You To Prepare For Chistmas

What sort of giving do you associate with Christmas? Useful gifts? Certainly! New China and Cutlery? Most assuredly, to say Nothing of Silverware! You'll want to include these things on your list, we have them. They are listed below with other Christmas suggestions.

## For Her--Why Not?

Casseroles
Chafing Dish
Cut Glass
Scissor Sets
Percolator
Range
Dinner Sets
Washing Machine Jewel Box

Silver Ladle Meat Fork Knives and Forks China for Decorating Aluminum Ware Glass Kitchen Sets Punch Bowl and Cups Manicure Sets Enamel Ware
There are many more too.

## For Him--None Better

Pocket Knite
Hunting Coat
Shot Gun
Rifle
Wine Glass Set
Reading Lamp
Carpenter Tool Set
Oil Heater
Alarm Clock

Safety Razor
Plain Razor
Ammunition
Carving Sets
Auto Robe
Shaving Set
Thermos Bottle
Surrey or Buggy
Electric Lantern

## Forthe Kiddies--Bless Them

Velocipede
Flash Light
Basket Ball
Air Rifle
Roller Skates

Express Wagon Football
Tennis Raquet \$1.00 Watch Ice Skates
Erectors in all sizes [The Greatest Mechanical Set Ever hnvented for Boys.]
All of the above and more now awaits you at
R.C. Ware Haxurare Compíy

## The Story of the Yule Log




WE have no special holiday stock -just a complete stock of every day necessities-goods which will make useful, pleasing remembrances to those near and dear at Christmas time. We invite inspection.

We are thankful to our friends and customers for encouragement and patronage during the year and it is our sincere desire that you have a very merry Christmas.

## J. W. WILLIS DRUG COMPANY, Inc

ing the log and the noble who roue modern author writes this way:
behind tipped their hats in return. IVindle the Christmas brand and then eating at a merry rate.


## No Child's Christmas is complete without Candy,Oranges, Nuts and Apples

We have provided this year as never before for the happiness of the little ones by heavy purchases in these lines. We have bought such quality as will not injure and in such quantity that we can sell remarkably cheap.

Ask us about our guarantee of ten per cent sugar in our oranges.

## SUNDAY SCHOOL, RURAL AND CITY SCHOOL, CHURCH OR CLUB COMMITTEES-

we urge you to have us figure on your big bills this Christmas-we can make your money go farther
Don't think that just because we are interested in the wants of the kiddies that the grown folks' needs have been forgotten in our plans. We have arranged to offer you everything you might expect to find on a Christmas table loaded with the good things of the holiday season.

#  

Come make our store your headquarters during your holiday shopping. Special preparations have been made to make assortments most attractive.

Our large and varied assortments represent the very best classes of merchandise and embrace all the New Novelties. The many new and popular articles will be found especially prepared in Fancy Holiday Boxes. If you are in doubt as to what to purchase come to this store and see the many seasonable and useful offerings for Christmas Gifts at very low prices.

## Thousands of Gifts That Will Be Truly Appreciated

Appropriate and Wsoful Sifts for the Wife, Mother, Sisier and Daughtor

Ladies and Misses Silk Hose Large assortment of the Black Cat Brand to select from, at 50 c and $\$ 1.00$. Also Fancy Silk Hose put up in Holiday Boxes. Special values at $\$ 1.25$.

## Kid Gloves

There is no more appropriate gift than a nice pair of Kid Gloves. Special values at 95 c and $\$ 1.35$.
Leather and Silver Handbags
A large assortment to choose trom--an ideal gift that is useful and appreciated at 50c and upto $\$ 4$.
Taffeta and Messaline Petticoats All colors to match outer garments at $\$ 2.50$ and $\$ 5.50$.
Bath Robes and Kimonas
Pretty patterns to select
from at $\$ 1.00$ to $\$ 6.00$.
Silk Underwear
Good quality jersey silk per garment $\$ 1.50$ to $\$ 3.50$.

Ladies Suitcases
All leather $\$ 6.50$ to $\$ 11.50$.

> Handkerchiefs

There is no more appropriate gift than Pure Linen and Silk handkerchiefs, put up in Special Holiday Boxes of 3 to 6, prices 50 c to \$1.75.
Silk Caps and Apron Sets
Put up in special Holiday Boxes, beautiful designs and colors to select from at $50 \mathrm{c}, \$ 1.00$, and $\$ 1.50$

Scarf and Cap Sets
In Leopard, black and white, plaids, and the Geraldine Sets, in all color at $\$ 2.25, \$ 2.75$, and $\$ 5.00$.


## Men's Smoking Jackets

Ingray, tan, navy and brown, collars and cuffs of pretty contrasting colors, finished with silk cord and frog, priced at $\$ 5.00$ and $\$ 6.00$.

## Men's Bath Robes

In assortment of colors and beautiful patterns packed in individual boxes, priced at $\$ 4.50$ to $\$ 6$.

## Mackinaws

Full Belted, Shawl Collars in Plaids and Solid Colors all sizes $\$ 6$ to $\$ 8.50$.

## Holiday Neckwear

A large assortment of Beautiful Patterns, each tie in an individual Christmas Box $35 \mathrm{c}, 50 \mathrm{c}$ and 75 c .

## Coat Sweaters

Heavy rope stitch, shawl collar, in gray, brown, and maroon sizes 36 to 46 prices $\$ 3$ to $\$ 5$. Other sweaters in lighter weights for $\$ 1.50$, $\$ 2.50$ and $\$ 3$.

## Hose

Special numbers purchased for the Holidays, Black Cat Brand, pure silk, in all collors, 2 pair in a box price $\$ 1$.

Extra Staple Special
All 1921 Amoskeag Outing 7c.
Pepperal Sheetings, 9-4 and $10-4,221.2 \mathrm{c}$ and 25 c . Best grade Calico 4 1-2c. Best Oil Cloth 15c per yard. Yard wide Bleached and Unbleached Domestic, good quality, 15 yards for $\$ 1.00$. Toile de Noid Gingham 10c per yard.

## Presents Useful for the Home

## Bed Spreads

Also Sheets and Pillow Cases for 25 c up to $\$ 4.50$.

## Linen Sheetings

All pure Linen Sheeting, good quality linen, at 95 c to $\$ 1.40$.

## Linen Towelings

18 and 21 inch all pure linen Toweling, beautiful designs, at 50 c and $\$ 1.00$ per yard. Linen Towels At $50 \mathrm{c}, 75 \mathrm{c}$ and $\$ 1.00$.

## Linen Table Cloths

At $\$ 1.45$ to $\$ 3.00$.

## All Wool Blankets

Extra Large size W ool
Blankets in whiteandplaids, very good values at $\$ 4.75$, $\$ 6.25$ and up.

Silk and Cotton Comforts
At $\$ 2.50$ and up.

Linen Handkerchiefs
A man always appreciates Handkerchiefs, silk and linen, plain and with initials at 15 c to 50 c .

## Novelties

Gold Knives, Match Cases and Pencils with chains, put in individual boxes, make very useful gifts. Prices $\$ 1, \$ 1.75$ and $\$ 2.50$.

## $\mathcal{P r}_{\text {ractical }}$ Presents for the

## Children

## Raincoats

The most useful gift you can make, different colors, some with hats and book satchels to match at $\$ 3.35, \$ 3.50$ and $\$ 4.50$.

## Warm Winter Coats

Large stock to select from. Special prices are now being offered, $\$ 3.00$ to $\$ 9.50$.

## Bath Robes

Warm, attractive and serviceable at very low prices, $\$ 2.00$ and $\$ 2.50$.

## Dresses

A nice dress would be an appropriate Christmas gift. See the pretty styles in serges, corduroys, poplins and ginghams at $\$ 2.50$ to $\$ 3.50$.

## Ribbed Silk Hose

For children, in all sizes, at 50 c .
For the Baby
Infants Knitted Wear
Caps, sweaters, sweater suits, moccasins and bootess, per item, 25 c to $\$ 8.50$.

Only twelve more shopping days to take advantage
of our special holiday reductions in our
ready-to-wear department


Baby Coats
In white serge, cashmere and corduroy, long and short lengths, prices $\$ 1.50$ to $\$ 4.00$.
Crib blankets and carriage robes, assorted patterns, 45c to $\$ 1.50$.

Ladies', Misses', and Children's Coats and

Buy Your Christmas Table Linen Here and Save Money


# THE PLAINVIEW EVENING HERALD 








Intersehelastic League.
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$\qquad$

The modern, well managed,




A veritable gift paradise for young and old

## Santa Claus Holds Sway Here

Never before in the history of this gift store has there been such a dazzling array of useful gifts as well as those of tinsel and brightness. Your every need, your every wish has been carefully considered in our purchases.

This is the why and wherefore of these offerings, planned with scrupulous care to include just what you will want for Christmas at just as low prices as the qualities you demand can be obtained for. We promise you much of beauty in these artistic embellishments for your holiday offerings.

## CANDY <br> CANDY <br> CANDY

We have ordered nearly 1500 pounds of candy. The price is remarkable and so is the quality. Whatever your needs see us.

FRANK'S NECESSITY STORE
North Side of Square
 friends will be much larger by next Christmas. Your Christmas trade will be appreci-ated-it will give us an opportunity to become acquainted and for you know of our ${ }_{s}$ ervice. We have anticipated your wants and are ready to serve.

# E. G. BENNETT, Cash Grocer 

but our wish for a Merry Christmas to those we know and those we hope to know is no less sincere than if we had been with you a lifetime. We are here to stay. We expect to conduct an honest cash grocery business. If courtesy and attention to your needs will interest you and fair prices will attract you to our stock which we are fast improving, we feel that our circle of


The Yultide season is upon us and Christmas is only a "wink" away. Christmas trees all over the country will bear many and wondertul joy-giving "burdens" this year, for everybody desires to express appreciation of being able to have a glad Christmas.
We rejoice with you in your prosperity and your ability to give it expression this year.
In goodies for the tree and table we have provided to suit the tastes of big folks and little folks, babies and grandparents. You can load the stockings with our candy, nuts and fruit and the table with those good things the stomach craves and the heart desires at Christmas.

We have all the makings of best quality fruit cakes. Good fresh high grade ingredients. We can also meet the needs of your other baking.


We will be able to care for your poultry orders, as well as smoked and fresh pork requirements. We will also have a variety of sausage.


Let us suggest that you bring us your list of needed staples next week. Avoid the rush and have the goods delivered at any time suitable to you. It will save you worry.

HOLIDAY GOODS $\begin{aligned} & \text { Cut Glass, Sterling Silver Novelties, Parisian Yvory Toilet } \\ & \text { Arricles, handmade articles and numerous other holiday goods. }\end{aligned}$ ALL AT SPECIAL PRICES FOR OUR CHRISTMAS SALE. SALE PRICES ARE CASH $\Longrightarrow \approx \mathrm{m}$


Men's and Boy's Mackinaws
"SUNSET" and "OREGON CITY" makes
Boy's Mackinaws $\$ 3.50$ to - $\$ 5.00$
Men's Mackinaws $\$ 5.00$ to - $\quad \$ 15.00$
All at reduced prices for our Christimas Sale

## Men's Shirts

A tis special purchase of $\$ 1$ shirts at choice 79 All other shicts, wool silk and cotton at reduced prices.

Men's and Boy's Shoes
Our stock is complete. Come and be fitted ar these special Christmas Sale prices.

## Tolephome and Maill Orders

Prompelly Firlled

## Carter-H

 ANNUAL CHRIEach year as the Christmas season c most all articles of winter wearing appar even more than in some of the years past
We Are Reducing the $\mathbb{P}$ Price on Rever
Thoughtful People, Think! While the Some Articles, Still Ther

## Men's and Young Men's Suits

$\$ 15$ suits reduced to $\$ 16$ suits reduced to $\$ 17.50$ suits reduced to 20 suits reduced to 22.50 suits reduced to
$\$ 9.75 \quad \$ 25$ suits reduced to 50 suits reduced to $\quad 14.75 \$ \$ 32.50$ suits reduced t

You will find that these suits are excellent values at the regular price and at these prices you cannot afford not to purchase.

## Men's and Young Men's Overcoats



## Sale Prices Are for Cash

Blankets, comforts, pillows, sheet ing, sheets, pillow cases, cotton batts. Substantial savings on all these lines.

## Towels

Regular size bleached huck towels splendid values at, each $22 \times 43$ bleached turkish priced at, each
$271-2 \times 56$ extra heavy, bleached turkish towels priced at, each . 48 c

## Coatings

Heavy coat material, a splendid selection, at 331-3 per cent off of the regular price.
Coatings 33 1-3 per ct. discount

## Outings

Fancies and solid colors, extra quality, regular 10c grade, the

## Silks and Suitings

15 pieces of regular $\$ 1$ silks and messalines choice, the yard $\ldots . .65 \mathrm{c}$ 20 pieces wool suitings, regular s1, $\$ 1.50$ and $\$ 2$ qualities, the yard 65 C

## Furs

Muffs and scarfs to match or separate pieces. Our selèction is large and our furs were contracted for long before the big advance, hence we can sell you furs now at prices that we could not duplicate at the present market prices.
It will pay you to look through our fur stock.

## -Houston's <br> Telephane nad Mail Orders Delivered Free of Charge RISTMAS SALE

 sason draws near it is our custom to reduce apparel. This year we are going to. do rs past.I Every Article in Our Immense Stock (cieption of lixer roots)

## Thile the Reduction May Not be Large on

 till There is Quite a SavingTrunks, Bags and Suitcases

Splendid Holiday Gifts
$\begin{array}{r}\$ 18.75 \\ \quad 19.75 \\ \hline\end{array}$


## Women's and Children's Shoes

Our shoe stock is in excellent condition and you will find your size in most any style.
$\mathbb{N e w}$ Browe, Brown Rid and Blue Velvet Spanish lasce Boots.
We have just received new stock on numbers that were best sellers in Women's, Young Women's and Children's Shoes. All at special

The Best of Friends


Christmas Packages
We will wrap your Christmas parcels for you and when requested will ascertain carriage
charges and forward same for you.
You should have your gifts that you are going to send out of town ready early and on the way, as the mail and express office will be congested with Christmas packages later and yours may not reach their destinations on time.

Call on us for this service
Sale Prices Are Cash


## When You Come Into Our Store

to have your wants supplied you will find our salesmen principally interested in two things-
They have a professional interest in the mechanical perfection of the articles of merchandise found on sale in this store.
But greater than this-they have a human interest in you as one who needs the kind of service they are trained to give. Here you will be advised to take only a garment that is suited to your wants, becoming to you and an excellent fit.
-A hat that improves your appearance instead of detracting from it. -A shoe that actualiy fits your foot, instead of attempting to make the foot fit the shoe.


No detail too small which will contribute toward securing for you the maximum of satisfactory service.

KEINKEN'S CLOTHING AND SHOE STORE OUTFITTERS FOR MEN AND bOYS



## The Great Christmas Sale  <br> IS NOW IN FULL SWAY



Hundreds of patrons have already greatly profited by the enormous reductions in prices on seasonable merchandise and OUR YEARLY PROFIT SHARING PLAN.
The stock is large and quite complete and our corps of nineteen people are ready to give you individual attention and the best possible service.
THE CHRISTMAS STORE

## THE CHRISTMAS STORE

Our Bargain Balcony is overflowing with Christmas goods, gifts, etc. Our entire
 millinery department has been displaced to accomodate the gifts we have for our customers and the display of holiday goods.

## There's Cut Prices all Over the Store

We can quote only a few here

## Staple Piece Goods

We do not buy staple goods to make a noise with.
The line is a quality line, as will be seen when com The line is a quality line, as will be seen when com-
pared with other goods. These few prices will look much better when you put them down by the side of the goods. None of these goods for Dry Goo
Dealers in wholesale quantities at these prices. Best Standard, Calico for

$71 / \mathrm{e}$ Gingham s reduced to $71 / 2 \mathrm{c}$ Ginghams reduced to $\ldots \ldots \ldots \ldots \ldots . .$| $41 / 2 \mathrm{c}$ |
| :---: | :---: |
| 5 c | Extra Quality Cheviot Shirting, light or heavy Weight

27 -inch-wide

Woolen Dress Goods


Boys' Suits
$\$ 1.50$ Suits
$\$ 2.50$ Suits
$\$ 3.00$ Suits
$\$ 3.50$ Suits
$\$ 4.00$ Suits
$\$ 5.00$ Suits
$\$ 6.50$ Suits
$\$ 7.50$ Suits
$\$ 9.00$ Suits
$\$ 10.00$ Sits
\$15.00 Suits

For Him
Soon you'll be wondering what he would like for
a Christmas present. If you can come to our store
it will be an easy problem solved. There's so many
things here for you to select from, and you can pay
almost any price you care to. If you ask us, we do
it up in a nice, neat package for the Parcel Post or
Express.
Here are a few suggestions:
Useful and Appropriate Gifts.
SMOKING JACKETS
HOUSE SLIPPERS
PULLMAN SLIPPERS
COLLAR BOXES
MILITARY BRUSHES
WATCH FOBS
GOLD BUTTONS
SILK HANDKERCHIEFS
SILK MUFFLERS
LINEN HANDKERCHIEFS -In Holiday Boxes
SILK GARTERS In Holiday Boxes
BEAUTIFUL TIES In Holiday Boxes
SILK -LINED GLOVES In Holiday Boxes

## Let ne be yoursbanta Claus

We will give you just the sort of things that you'll want to present to the children, your mother or father, brother, sister or to a friend We begun last February placing orders for foreign merchandise to be used in this BIG HOLIDAY feature. The last Case, which was held in Rotterdam for months by the English embargo, reached us only a few days ago. Salespeople ins, novelties, etc., have added to make ours a most unusual collection of Christmas goods. you have spent one dollar cash in this special sale you may begin selecting and getting these free, and when you have spent one dollar cash in this special sale you may begin selecting and getting these free presents.

# THE PLAINVIEW EVENING HERALD 

volume ac. number 99

## A PRODOSED NeW NRMAR ROUIE WILL SERVE MORE THAN A HOUSAMODPEPPIE

POSTMASTER BEN O. SANFORD SENDS PETITION TO WASH. INGTON FOR STARTING MOTOR ROUTE
A fegreal bullong is neeve at planiew

 IS DSTINCTIY A NEW BOOY BENEVOLENI LEAGUE'S IDEA

| Field Secretary, J. J. Arthur, in Plain. view in Interest of Broad-Gauge Organization. | Would Increase Income to $\mathbf{8 5 0}$ in $\mathbf{E t}$ fort to Remove Cause of Delin. quency or Deficiency. |
| :---: | :---: |


| Winn to O. L. Allen, con- |  |
| :---: | :---: |
| deration 8750: Lots 7 and 8, A. L. | than MIL |
| Maupin Addition to City of Plainview. George J. Martin to Rockwell Bros | Enormons Increase in X |
| Co., consideration \$500: Lot 11, | leet Increasing Prosp |
| ck 5, Highland Addition to the City | of Hale Con |
| Plainview. Mary E. Reynolds to Mrs. I. M. | 1 deposits |
| Mary E. Reynolds to Mrs. I. M. | ew on Decemb |
| ack, southwest quarter of section | a gain over the same |
| 173, block A1, certificate number | \$373,697.14. The amount |
| 3-495. Consideration, \$1,931.50. |  |
| H. Critchfield to E. H. P | 535.31. |
| rthwest quarter of survey 52 , | deposits we |
| A4. Consideration, \$4,000. | dep |
| E. H. Perry to C. H. Critchfield, | cent over last. |
| th half of survey 14, block JK | Individual deposits subject |
| acres. Consideration, \$7,000 | all Plainview |
| Icy M. Smith to A. C. Hatchell, lot | 7, 1915, amounted to 875 |
| and north half of lot 6, block 56, | year ago |
| vn of Plainview. Consideration, |  |
|  |  |
| George J. Boswell and wife to R. | represented by these |
| Stapp and Mary M. Stapp, lot 6, block |  |
| 11, McClelland Addition. Considera- |  |
| 1,050. | BROTHER OF DR. A. H. |
| Heirs of estate of G. G. Fraim |  |
| E. Burch, 160 acres of survey 32 , |  |
| ck 81. Consideration, \$1,280. | field, Nev., brother of Dr. A. |
|  | field, Nev., brother of Dr say, of Plainview, died |
| Commissioners' Court convenes | say, of Plainview, died in |
| day, December 13, in | Monday morning, after a ling |
| n. The regular routine work of the | t |

RePFAL PEEOLER ORONNANEE
Ovd Law Regarding street Selling and
Canvassing Reinstated in Place of
Recent Emergeney Measure.


Many Come to See Shallow
LIFE INDEMITY IS CLAMED

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## Real real es active. The record Malo Texas plants, franch ooo. stell s.

 LOWEERE BY THE CTY THIS STEP, IF TAKEN, WLLL
EFFECT MEAN REDECED RATE
TO SMALL CONSEMER.

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ing application: Midway, Center
Plains, Runningwater, Petersburg, and
Valley View.
Every school district in Hale County
is paying a special school tax in an
effort to have the very best schools
possible.
PLAINIEW bANK DEPOsits
MORE THAN MILLION DOLLARs.
Enormous Increase in Money in Banks
Refleet Increasigg Prosperity
of Hale County.
The total deposits of the banks of
$\qquad$






## HOLIDAY FARES

To all points in Texas and restricted points in New Mexico. Fares based on one and onethird rate for round trip.
Dates of sale December 18th, 23rd, 24th, 25th, 26th and January 1st. Final return limit Januuary 5. Also rates to interstate points on retricted dates. For full information phone 224

JOHN LUCAS, Agent

# Best Pargains for An Unusual Display Of Useful Gifts 

## Nothing Foolish For Sale—Everything Desirable and Worth While in the Home

Right now the chief of your worries is quite likely "what to give." Naturally you want your gift to be to the liking of the recipient, to reflect the tasts he or she would exercise if they bought it themselves. We have assembled for the Christmas shopper such gifts as will call forth a hearty "thank you". In your purchasing you will find this store "first aid" in gift choosing. Among the good things are:

Globe-Wernicke Book Cases
Jardinere Stands
Magazine Racks Smoker's Stands Telephone Stands Music Cabinets Parlor Cabinets Umbrella Stands

Footstools and Leg Rests Ladies Desks Library Tables Hoosier Kitchen Cabinets Cedar Chests Clock Shelves Plate Racks Medicine Cabinets

Serving Trays Card Trays Carpet Sweepers Costumers Hall Trees Rugs Sealy Matresses Bed Room Sets

White Sewing Machines Dressing Tables Davenports China Cabinets Buffets Rockers
Ironing Boards Clothes Driers Clothes Driers
Clothes Hampers

BUY NOW-Purchases Will Be Delivered When and Where You State




# The HALLMARK Store 

## When Shopping for Gifts Think First of

 Hallmark Jewelry> Think what you want to express in your giving--the Christmas sentiment. Do the gifts on your list express it, or are they merely "Gifts?"

Real gifts are tokens--reminders of friendship--signs of respect or love.

Some gifts are pretty, others are useful, but HALLMARK jewelry is treasured, the gift ever-present, the gift that's remembered, the gift that lasts for years.

Hallmark stands for economy, honest goods and service, higher quality at a lower price.
 Store

What Hallmark means, the selling cost reduced to the minimum direct supervision of the quality and workmanship of his goods.

## Make The HALLMARK Store Your Gift Store



OUR CHRISTMAS GREETINGS TO YOU
This company appreciates the patronage given it during the past year and besides desiring to give you the best possible service at all times desires now to speak its good wishes and holiday greetings to its many friends and patrons.

## Special Offer to You

We will do family washing, rough dry, for 35 c per dozen pieces-a saving of 25 per cent over our old price of eight cents per pound. We will call for and deliver and handle your clothes in a sanitary way.

## PLAINVIEW LAUNDRY COMPANY



Telephone Number 72


The Wednenday Brige Club will b
entertained next week by Mrs. Rober
M. Malone at per suite of rooms.
 FIVE HUNDRED CLUB The last ante-holiday meeting of the
Five Hundred Club was held Tuesday Five Hundred Club was held Tuesday
afternoon with Mrs. G. C. Keck, 209 Archer Sreet.
The regulai illed wtih the members and Mesdames George Saigling,
Bawden and R. E.
 pointed turk
he hostess.
 06 Alexander Street.

CENTRAL MOTHERS' CLUB

"The Lover and Mausused by Mis Edna Harrington, and "The Women The Princess'," by Miss Sansom. A comparative study of the plot of
"The Princess" and that of "Love's Mabor Lost was Lissie Bell Walker. Miss Goode, as leader,
nainder of the program.
PRISCILLA EMBROIDERY CLUB,
The Priscilla Embroidery Club met with Mrs. C. E. King December 2nd. pieasant afternoon was spent, after
whtch the hostess served a delicious two-course luncheon.
J. G. Seipp, December 16 th.




 this. week from a visit to their s
Jesse Wells, in Floyd County. Miss Vera Newton has returned from
a visit to New Boston and Fort Worth J. C. Rawlings returned yesterd
from a business trip to Lubbock.

## A <br> Amarillo. J. M. Light, was here Thursday from

Hale Center.
E. E. Winn returned Thursday from
a business trip to Iowa and Nebraska.




from A
busines
$W$


Mr. and Mrs. W. L. Hudso
Wednesday from Abernathy Mr. and Mrs. W. S. Posey returned Wednesday to Lanbock, after a visit to Mrs. E. o.
FIodada.
Will Sanford


Plainview has not long had a wood workers shop where cabinet work could be obtained.

Can you imagine a more appropriate or useful Christmas gift than a beautiful piece of woodwork for the home made to the specifications of your own design? If you don't know exactly what to order we will be pleased to submit designs and confer with you

We haven't been here long but our work is gaining friends for us and to them and to all we extend our hearty good wishes for a glad Christmas.
KRATZER \& BOHANNON


TO THOSE who have given us a generous patronage during the present year and to those who WILL GIVE us a generous patronage when they know of our Christmas plans -we extend a hearty greeting.

In our well stocked store you will find everything for the holiday table. In addition we are preparing to have absolutely everything obtainable in

## FRESH VEGETABLES, FRUITS and NUTS

We will have a big stock of candy. Watch for our further announce ments.
SEWELLGROCERYCO.
Telephones 8 and 9



## RATES <br> ONE CENT PER WORD EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS



# Slashed Prices For Quick Moving 

On January Ist we will move our stock of house furnishings to the Opera House Building which is now being remodeled and overhauled for our especial use.

Beginning today we are making extra special prices for cash on every article in our stock. It costs us money to invoice and move goods to our new location--we prefer to cut this cost and give you the advantage of a quick move to your home.

## Discounts from 10 Percent

## to 25 Percent

On all house furnishings already being sold at values better than the best.

Now is the time for you to buy useful Christmas gifts for every member of the family at a saving that means many dollars to the trading public of Plainview and vicinity.

Heaters, Base Burners and Ranges Buffets, Chiffonieres and China Closets Bed Room and Parlor Suites Dressers and Chifforobes Beds, Mattresses and Springs Davenports and Dining Suites Kitchen Cabinets Floor Coverings Wall Paper
Window Shades
Enamel Ware Aluminum Ware

In fact we can furnish your home from cellar to attic.
"If it isn't good we make it good"
PHONE
W. E. Winfield

Where your business is appreciated and your money buys most

# CHRISTMAS GREETINGS 



Why spend money for useless Christmas gifts when the following articles of merit are available and will be much more appreciated.

## Will There Be a Victrola in Your Home This Christmas?

There should be music in every home on Christmas. With a Victrola you can hear practically all of the music of the world sung and played by the greatest artists, bands and orchestras. Is there not a place for a Victrola in your home? By Wednesday, December 15, we will have a complete stock, ranging in price from $\$ 15.00$ to $\$ 200.00$ and a large assortment of records. Any instrument you choose will play any music you wish to hear. We have over thirty different Hot Point Elec
tric Appliances that make ideal Christmas gifts
that will delight your wife, sister or sweetheart

## Sanitary Building Blocks

Why not buy toys that will teach your child to be CONSTRUCTIVE instead of destructive. Our California Red Wood House Building Blocks were patented July 1915.

## Fire Works

We are the only importers in this part of the Plains of the new harmless fire works for children. These fire works depict the present war in Europe. ABSOLUTELY NEW

Other Christmas suggestions are Auto Gloves, Auto Robes. We will have a complete line in the GRANT BUILDING for the balance of this month for your convenience.

## GARRISON-CONNOR ELECTRIC COMPANY

| HI $\mathbb{R} \mathbb{S} \mathbb{S} M \mathbb{A} \mathbb{S}$ ith the Collleges | Christmas night. <br> by chariles iden. |
| :---: | :---: |
| Term examinations at Seth Ward College were concluded Tuesday. The holidays will begin Wednesday, Deoember 22, and continue until Tuesday January 4. | He'ps to make de music lively. Can't you niggahs dance no mo'? Git on yo' high hoss an' turn in loose! |
| Examinations for the college students were closed at Wayland Baptist College last week. The primary department has a term of four and onehalf months, and their examinations have not yet been given. Wayland College will give holidays beginning | Roun' de room an' swing you poaners; What's de good o' Christmas night Ef yo' can't express your feelin's In de onliest way 'ats right? Whoopee! I feels like I done been 'lected! |
| ecember $\text { ry } 3 .$ | Clar de middle fer de ole folks, Don' you let dat fiddle die- |
| aptiting plainview on the MAP" IN ALTO ROCTE BOOK. Colonel R. P. Smyth is in receipt of | Put some rosum on dat broomstick, Keep on laughin' wid yo' eye. Dis sho is a frolic in a red dress, chile! |
| a letter from the publishers of the "Blue Book," an auto route book, showing the part of the Borderland Route which passes through Plainview on the | CANT identify infant left AT A. H. MORRISON'S home. |
| Puget Sound-to-Gulf Highway. The revision of the map gives the customary complete log of the route, descrip- |  |
| tive paragraph about Plainview and other points of interest along the route | Last Sunday morning about three |
| The section of the route through the South Plains is classed is "good." | living on South White Street, heard the erying of an infant. (foing to the front door they found a baby lying on the |
| overall is cay | step. The baby, a birl |
|  | in a blanket, and looked to be ten days old. |
| J. L. Overall announces that he will | When interviewed by a Her |
| didate for the offic in the Plainview | sad |
| the Plainview | idea whose child it is. |
| 硣 | though we have one |
| to the people. He has scales which he soses to use, if elected. | see that it nerer wants a hor |
| Loti | ive |
|  |  |
| St. Louis has been unanimously se- |  |
| lected as the next meeting place for the National Democratic Convention. | that he is better. |
| Dallas and Chicago were in the raee for the convention. On the first bal- |  |
| lot St. Louis was in the lead, Dallas next and Chicago last. One of the nallas delegates made a motion to | Lillian starr |
| e the selection of St. Louis unan |  |
| tion prev | , |
| Dallas was armed with a check for | Bearing to each supplian |
| $\$ 100,009$, to be expended in entertaining the convention. | Blessings from the heavenly T |
| Hugh H. Wilson, of Enid, Okla., lainview this week on business. | J. C. O'Bryan, editor of the Tulia Herald, was in Plainview today on business. |



## YULETIDE GREETINGS



For the Christm as Gift buyer we are displaying one of the most refined and up-to-date lines of Christmas Season Groods ever shown in the city of Plainview. Not knick-knacks that have but a $s y \mathrm{mptcm}$ of value, but merchandise that is dependable and which you will never have reason to be ashamed of having given to your most intimate friends.

We realize that Christmas shopping is one of the most difficult problems that confronts the public today. With this idea in mind and believing we can save you much thought, we submit for your approval these suggestions for the Holiday shopper:
 is working for you.

## R. A. LONG DRUG STORE



## COMING—THURSDAY, DEC. 16TH

# Pygmalion and Galatea 

Under direction of Miss Bernice H. Duggan. By W. S. Gilbert

The Story of the Woman Born Yesterday

## UPSTAIRS DONOHOO-WARE BUILDING

Admission 35 and 50c. Tickets on sale now at all drug stores and news stands




\author{

## FULL OF PATHOS AND LAUGHTER <br> <br> THE TEARS WILL TURN INTO DIMPLES

}



[^0]:    Diamond Scarf Pins, Ear Screws, Cuff Links, Tie Clasps, Elk Emblems, Waldemar Knives, Rings, etc. Also, Solid and Gold Filled Vest and Waldemar Chains, Waist Pins, Bracelets, Bar Pins, etc., at prices to fit every pocket book.

