# THE PLAINVIEW EVENING HERALD 

TWICE-A-WEEK



## We Wish to Express to Our Friends and Customers

Our Deep Appreciation of their Patronage and Good Will which has made it possible for us to make the move to better and bigger quarters in the Opera House Building, where we can serve you better and save you even more money.
We will increase our stocks in all lines of house furnishings, new and second hand.
We are prepared to do all kinds of high-class repair work and upholstering, picture framing, and decorating. Forthis work we have obtained the services of expert men in their lines.

Phone 95
W. E. Winfield
"Where Your Business is Appreciated and Your Money Buys Most."

## E. G. Bennett Grocery Company

Offers the following After Christmas remarkable reductions for cash only as long as the present stock of these articles last. This offers an excellent opportunity to stock the pantries depleted by Christmas demands at a time when you will want your dollars to go fartherest.
All California Fruits, 3 lb . Veribest Pork and Beans, cans, most of it regular 35c large size, regular 20c, now goods, choice from our big 2 tor 35 c .
assortment 25 c , excra Veribest Pork and Beans, special prices in dozen lots. small size, regular 10 c , now Gallon Pie Blackbarries, regular 50c, special at 40 c per can.
Gallon Pie Peaches, regular
50 c , special at 35 c per can.
Gallon Pie Loganberries, regular 60 c , special at 50 c per can.
GallonPie Apricots, regular
50 c , special at 35 c per can.
Gallon Pie Plums, regular
50c, special at 35c per can.
Luxury Sliced Pineapple,
large size, regular 25 c , special at 20 c.
Luxury Sliced Pineapple, small size, reguler 15 c , special at 10 c .
10 lb. boxes Dried Apricots $\$ 1.15$.
10 lb. boxes Dried Peaches \$1.00.
10 1 lb . boxes Prunes, $50-60$, $\$ 1.00$.
3 1b. California Asparagus, regular 50 c, special at cost 40 c .
No. 3 Quaker Tomatoes, regular 2 for 25 c , per doz. cans $\$ 1.20$.
No. 3 Victory Tomatoes, regular 15 c , per dozen cans $\$ 1.35$.
No. 2 Imperial Sweet Corn, regular 10 c , per dozen cans $\$ 1.00$.

## JUST RECEIVED A BIG FRESH SHIPMENT OF FANCY CAKES

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Three New Year Wishes
From
THE THIRD NATIONAL BANK

Plainview, Texas
To Customers and Friends: We give thee now for old acquaintance sake three wishes which ye well may take:
1--Enough good health to eat ye New Year cake.
2-Enough good wealth a lively show to make.
3-Enough good friends to keep thee wide awake.

## GREETINGS from <br> L.J.WARREN GROCERY COMPANY

AT this glad season when when the old year is closing and with all its jollity at hand, we want to thank you for the kindness which you have extended us during 1915, as well as to assure you of our appreciation, and express the hope that your Holidays will be happy and that 1916 will bring you additional prosperity.
It will be our constant effort to merit a continuance of your valued patronage.

PHONES 233 AND 234

## OUR WISH FOR YOU

At this glad holiday, with all sincerity we wish you a very happy New Year filled with peace, truth, love, health, happiness and prosperity. We also feel prompted at this time to express our keen appreciation of that invaluable and intangible asset good will a gift which you have so kindly bestowed upon us in the past.

## AT YOUR SERVICE ALWAYS

## J. F. COAN \& SON

Phone 269

## Carload House

To accommodate the railroads, to accommodate my customers and to accommodate myself, after the first of the year I will unload and sell from the old Nobles building carloads of

## APPLES, BANANAS, CABBAGE, SWEET POTATOES

and other products in quantity.
The building is 20 feet from brick passenger depot. Phone 391.
E. VAN DEVENTER

ANOTHER YEAR OF PROSPERITY FOR THE


Brings with it sincere appreciation of the confidence placed in this great car by its many owners and of the confidence placed in us as Overland dealers.

We wish all friends that prosperity which they so richly deserve during 1916.

## KNIGHT AUT0 COMPANY

PHONE 237

## New Year Wishes to All

We send with this a New Year wish The best that we can make you. And when the day has passed away, Our wishes won't forsake you.

We sincerely appreciate the patronage of our many customers and their good will and friendship extended during 1915.

We trust that no fault of ours will cause it to diminish during the coming year.

To new customers we hope to attract with good groceries, good service and good prices we have the same hearty good wishes.

## SOCIETY

Telephone Number 72


HATS HATS HATS

Short lots of our most popular sellers
$\$ 4.00$ Grades $\$ 3.00$

## \$3.00 Grades \$2.00

Finish the winter season by getting a new hat at

REINKEN'S
Clothing and Shoe Store
"We Do As We Advertise"


## We Wish You All The Happiest of Happy New Years

We wish to thank you for the patronage which you have extended to us and which we have tried to deserve

We hope that each and every one of our customers has prospered throughout the year and may now enjoy the fruits of their labors in joyful celebration.

## Duncan's Pharmacy

"The Store Where You Feel at Home"


$\qquad$





We sold our entire large stock of kodaks and kodak supplies during the holidays but will have a big shipment in very soon.

## DYE DRUG CO.

the rexall store Phone 23

May peace, harmony and love reign in your heart and and in your home and country

## Richande Snos. Gollien

## WE WELCOME THE NEW YEAR

ASIDE from the cold metalic principles of business, the financial gain, there's a finer, nobler side.

It's from this position now that we extend to our patrons and friends thanks for every favor shown us and sincere

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\begin{aligned}
& \text { WISHES FOR A HAPPY } \\
& \text { AND PROSPEROUS } \\
& 1916
\end{aligned}
$$

It gives us the opportunity to endeavor to make it the most memorable one since we have had the pleasure of being in Plainview -it gives us the opportunity of giving our customers the best possible laundry service at the lowest possible charges.

We ask you to help us in this by suggesting wherein we may better our service.
May 1916 be full of health, happiness and prosperity for you and yours.

## PLAINVIEW LAUNDRY COMPANY

## Hamner's Dry Goods Store's First Week New YearSpecial

$\qquad$ John G. Hamilton, county treasure eturned today in in Amarillo
H . Huddlest H . Huddleston, of Comanche, has
rrived to take charge of the books of he Rich-lier Store.
Miss Gertrude May Miss Gertrude Maynard, chief opertor for the Southwestern Telegra-
and Telephone Company's local exchange, returned today from Tesboma
and Okla., and Liberal, Kans., where
has been spending the holidays. has been spending the holidays.
Prof. Howard Briggs has retung Prof. Howard Briggs has returned to
his home, in Roswell. N. M., after a his home, in Roswell, N. M., aft Mrs
visit with the family of Mr. and Mren E. B. Miller during the holidays. Mabee, of Guilford, Mont,, is
his mother, Mrs. James Brown Horace Lindsay, of Amarillo, spent Mrs. A. H. Lindsay, 802 West Third

50 c work shirts \$1.00 Monarch shirts \$1.25 Monarch shirts \$1.50 Arrow shirts 15c Arrow collars 65 c misses' outing gowns 75 c middy blouses $\$ 1.25$ middy blouses

Special reductions on Sweaters, Boys' Suits, Ladies and Childrens R
We extend to our customers and friends the season's greetings, wishlo wơr you and yours a happy and prosperous New Year
HAMNER'S DRY GOODS STORE
Phone 210
"SELLS IT FOR LESS"
Plainview, Texa

## An Innovation in the Projection of Photoplays

The OLYMPIC THEATRE will open Saturday, January First, as an exclusive feature house. Nothing but the best features on the American market will be offered.

For the past several weeks a force of carpenters have been busy on the stage of the Olympic arranging it so that the screen could be moved farther back

We purchased one of the most elaborate sets of scenery that could be made, and we will, commencing Saturday, offer to our patrons the highest class features, in a beautiful setting. The scenery is all interchangeable, so that the settings will correspond with the kind of photoplay we are showing

We do not know of a town, or city, in the United States that can boast of a photoplay house with an elaborate stage setting for the picture. Plainview has it on 'em all in the class of her photoplay houses, and especially in this manner

The RUBY THEATRE has been refinished, outside and in, and now presents the best appearance it ever has. A flve reel pro gram, consisting of the best two and three reel dramas, westerns, and comedy dramas, and the best comedies to be had in the country will be shown. The RUBY will open Saturday with a matinee at 2:15. Ticket office open at 2 o'clock.

## ADMISSION PRICES

Olympic MATINEE every Ruby MATINEE Saturday afternoon, 5 and 10c. EVEN- afternoon only, 5 and 10 c . ING 10 and 20 EVENING, daily, 5 and 10 c

DYE, FORD \& ROGERS
The Olympic and Ruby Theatres

## CASH GROCERY CO'S. Mid-Week Specials

## BEGINNING DECEMBER 29, 1915

| 15 pounds cane sugar |  | CANNED GOODS |  |
| :---: | :---: | :---: | :---: |
| 14 pounds pink beans ........ $\$ 1.0$ |  | Note the big saving in our canned |  |
| 12 pounds lima beans |  |  |  |
| 10 pound pail Compound |  | Large size salmon_- . - . . . 10 c |  |
| 10 pound pail Cottilene |  | Large size tomatoes |  |
| 10 pound size Calumet |  | Large fize pumpkinLarge |  |
| The most economical way" |  |  |  |
| COFFEE |  | Large size plums, pears, grapes andapricots, per can |  |
| 5 pounds grod coffee |  |  |  |
| 4 pounds fancy | Peaberry | Jersey Cream corn, per can |  |
| $4{ }^{4}$ pound bucket Wasp |  |  |  |
| premium |  | Wer case |  |
| 3 pounds Royall's Blend, worth $\$ 1.25$,our price |  | GALLON GOODS |  |
|  |  |  |  |
| 3 pounds White Swan coffee, worth |  | New shipment California gallon goods |  |
| \$1.35, our price ......... $\$ 1.19$ |  |  |  |
| A large assortment of fresh fruits, including oranges, apples, bananas, grape fruit, etc., just received. Also a big supply of new nuts, including some fine quality East Texas pecans to sell at 12 1-2 cents per pound. |  |  |  |
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|  |  |  |  |
|  |  |  |  |
| $\begin{gathered} \text { RED } \\ \text { STAR } \\ \text { FLOUR } \end{gathered}$ |  |  |  |
|  | Best for LIGHT BREAD |  |  |
|  | Per Sa | k \$1.85 |  |
|  |  |  |  |

CASH GROCERY CO.
PHONE 101

RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE

## THE MARKET PLACE

OF THE
SOUTH PLAINS
tront residence locations in Plainview, Thake New Mackerel, Imported Codifish have a complete line of Pickles, oys
-
bealestate men,


## ALL KINDS OF GRAIN BAGS

Lowest prices in town
C. E. WHITE SEED COMPANY

Phone 491
LFT US OVERHAUL YOUR CAR
We Can Do It Right and Save You Money We Sell the Good Gulf Gasoline and Supreme Auto Oils
We Weld All Kinds of Castings for Automobiles and Farm Machinery
BUY YOUR AUTO SUPPLIES FROM US. WE APPRECIATE YOUR BUSINESS. E. N. EGGE AUTO COMPANY


How's This?

 $\pm 2=2$

AUTO REPAIR SHOP
now open in the west end Opera House Building.
WALLACE WINFIELD
Walter Darlington Co.
Rawlings \& Brown

Prompt Service

It is very easy to claim other motor cylinder oil is as good as
AMALIE

1-2-3 NON-CARBON
CYLINDER OIL CYLINDER OIL
But if bearings burn out, motor runs hot and valves
carbonize, who stands the trouble and expense?
Sonneborn Bros.

> All Work Guaranteed
> Satisfactory at the New Auto Repair Shop. We can fix it right whether Ford or Pierce Arrow.
> Wallace Winfield

## I've Got the Calf Skin

It is the best obtainable and the market cannot get it now for importations are light.
I have $\$ 2,000$ insurance on my stock of leather. If you want hand-made boots of the best leather obtainable, I can serve you.
I have the best shoe repair man in the West.
JOHN MEISTERHANS
PLAINVIEW, TEXAS
Blank with full instructions for taking your own measure will be
sent on application

## GRAFT

Each Episode Suggested by a Prominent Author

## Serialization by Hugh Weir and Joe Brandt

Produced by the Universal Film Manufacturing Co. [Coopyighted 1915 by the Universal Film Manufacturing Co .]

## THIRD EPISODE The Traction Trust George sugeseded dy growson Howard. 

SYNOPSIS.

## Dudloy Larnigan, district attornes of Now York, attacks the liquor and

 of Now York ap the ight. Bruce is in love with
Dorothy Maxwell, whose father is
hoed of the insuranee trust hoad of the insurancee trust.
Bruce Larnigan is deooyed to an

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Through men and women known t
him he got into touch with Bruce Lar
nigan's

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## Health Insurance

During these days of sudden changes and much sickness it behooves you to keep the home thoroughly warmed if the efficiency of the family is to be maintained. Give us your coal orders in time--don't wait until you run out and the house gets cold clear through. We have a car of genuine Pennsylvania Anthracite, the best hard coal obtain able for Base Burners.

## E.T.Coleman,CoalandGrain <br> Phone 176

## ANNOUNCEMENT The Mae I. Theatre

## WILL OPEN JANUARY 1st INDER NEW MANAGEMENT WITH TME NEW

 $\$ 80,000$ MUTUALFLL ${ }^{2 \pi}$ SERVICE including comedies, demmas, etc.The great serial "The Girl and The Game", every Tuesday and a special master picture every Friday.
Complete change of program daily. Matinee every day at $2: 30$, prices $5 c^{\circ}$ and 10 c . Two evening shows, at 7:00 and 8:15, prices 5 c and 10 c , except Friday night prices, 10 c and 20 c .
See our opening New Year's program with features and a two reel Keystone comedy, "No One to Guide Him", and two dramas, "The Forecast" and "The Family Doctor".
We greet you with a hearty good wish for the New Year.
MAE I. THEATY CO.


[^0]:    E. G. BENNETT GROGERY CO.
    Phone 35 Successors to Wright \& Dunaway Phone 35

