## THE PLAINVIEW EVENING HERALD

## TWICE-A-WEEK



EVEEY EllGBBE MAN WTH Des Mones Man Will Improve STREET LIGHITING EXPERT LARCGST HOG RANCH IN U. POOL TAX RECEPT IS AMM 1650-Ace Hale County Farm is To BE HERE MONOAY Goal OF HEEN TEMPIE FARM

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WISSON AND LANSNG AWAIT MORE FACTS IN PERSIA CASE

vexp commitres ox fobeas<br>RELATIONS WHLL DISCUSS<br>\section*{AnOTHRSSHPREQAMES MALIA}



CRRAT
Each Episode Suggested by a Prominent Authos Serialization by Hugh Weir and Joe Brandt
Produced by the Universal Film Manufacturing Company

## FOURTH EPISODE <br> The Power of the People <br> $\qquad$



B
Mr. Dodson.", sald Dorothy, deeply
shocked. "Why


##  <br> 



## Back to Work

 But How Do You Look?The holidays are over, it's a long steady grind until they come again-almost another twelve months of "making good.

You "spruced up" for the festivities but did you ever stop to think how much your success with men depends on your personal appearance?
"Sprucing up" is a business asset -it must be often repeated just like bank deposits. We are ready to serve you in

## THE <br> Waller Taloring Co. WAY

## Tailors Dry Cleaners

Phone 188
We.Pay Return Charges on All Parcel Post Packages

## An Appeal to You

If you were in the market for a horse would you buy the first one offered with out thorough inspection?

Why buy an automobile blindly?

## THE SAXON IS ABSOLUTELY THE BEST AUTOMOBILE BUY ON THE MARKET

All we ask is that you carefully study the Saxon be fore you buy a car. It may not please you-if it doesn't buy something else. We are so firmly convinced however that you will be pleasantly surprised with the price and the car that we urge you to inspect it, with all others, before you buy any car.

## STRENGTH ECONOMY SERVICE

STRENGTH-Saxon issturdily built of fine materials. ECONOMY-Saxon is economical because it is light in weight. Light weight means a saving in fuel and tires.
SERVICE-Saxon, because of its modern design, good materials and construction, gives the best possible service. It is today making good in 30,000 owners' hands.
CEO. A. ANDERSON, Agent


PROGRAM SATURDAY
Jimmie on the Job"- Beauty.
 Armonial Turquise"- 2 -reel Reliance MONDAY
"Shorty's Ranch" - 3-reel Broncho. "The Dark Horse"-Reliance. TUESDAY On Tuesday Six Reels
Feature Serial, "The Girl and the Game" Muttal Signal Film. Helen Homes star The Great question" ${ }^{3}$-reel American. "The Pool Sharks"- $\boldsymbol{A}$ Good Comedy.

Matinee every afternoon and evening except Friday, $5 c$ and 10 c. Friday night 10 c and 20 c .
Mae I. Theatre
Get It Where They Have It and Guarantee the Quality THE R. A. LONG DRUG STORE

FARM AND RANCH LOANG R. A. UNDERWOOD

## Smarac

San Diego Exposition Continued During 1916 Definite advice has been received that the Panama California Exposition at San Diego will be continued added to the exposition. Among these are the Canadian, French, Italian, Dutch, Russia, Spanish, Swiss, German, and Austrian exhibits, also California

JOHN LUCAS, Agent


FIVE REASONS
Why you should start a bank account:
SAFETY
SECURITY
SAVINGS
STABILITY
SUCCESS
THIRD NATIONAL BANK plainview, texas

## YOUR CHEVROLET IS HERE

We received a carload yesterday. They are now being delivered. Another car left the factory consigned to us on December 23rd
The Classiest Car of Them All! The Product of Experience!
and in making announcement of the arrival of the CHEVROLET we
will deal only with facts and give real information which we believe will be of real value to our prospective buyers.
Glittering generalties do not produce efficiency in automobile construction. "No chain is stronger than its weakest link." No motor car is better than its motor
The Chevrolet's cleanly lines mirror the industrial straightness of its builder, Mr. William Crapo Durant, organizer of the world's greatest and
most successful automobile companies at present head of the CHEVROLET MOTOR CO.
'The staunchness of the Chevrolet is emblematic of Mr. Durant's deermination to lead. Its materials reflect the fiber of his personality and he complete vehicle is an entire living personification of this modern niracle man
The purchase of a Chevrolet leaves nothing to be regretted. You'll vant it because of its stability -its luxurious comfort and you will take a ersonal pride in owning the Chevrole

## "BABY GRAND"

Sweetest Running and Most Harmonious Motor Car Built To-day-Wonderful Value for the Money. $\$ 750$ f. o. b. Factory

## TheChevrolet CHEVROLET ROADSTER $\$ 750$ АН <br> Was built for the mar who

THE WONDER CAR OF 1916-AUTO ELECTRIC STARTER AND LIGHTIIIG SYSTEM ONLY \$60.00 EXTRA

## FOUR NINETY

Transmission-The Four Ninety has three speeds
forward and reverse. It is a left hand drive with center control.
Wheel Base 102 inches; wheels $30 \times 3$ 1-2; weight 1700 pounds; 25 H. P. motor with magneto.
Springs Are all of double-acting, shock-absorbing
like a cradle and ha and bottem of center ear. Goes 55 used in this car. Clutch collar is worth its weight in miles per hour holds the road at all speeds. Ging gear and concealed hinges an all-steel body with flushed sides ever applied to a motor cai Car can be controlled so do all metal parts. The car will not at any time by the little finger. Will tur, the car in a twenty-foot circle.
Vanadium and Nickle Stesl are almost exclusively
"make a good rattle for the baby." It has Crown Fenders.

Ask for Demonstration

## Illustrious Americans

 THE HERALD PUBLISHING COMPANY, THE HERALD Yorner Broadway and Second Sts.Entered as second class mail matter July i, 1914, at the Post Office atPlainview, Texas, under the act of March 3,1879
B1.50 a Year; 75c, 6 Months. Advertising Rates on Application


## Bargain Lots <br> ON THE BALCONY

Just a few items on which we are overstocked. These prices are remarkably low.

## 1 lot large Plain White Wash Basins and

 fithers1 lot Gold Band Decorated Wash Basins and Pitchers - - .-............................ 100 Brown and Green Glazed Jardinieres worth 25 c each, special at 2 for . ......25c Plain White Cream or Milk Jugs
Large Lamps, complete, for
Flower Pots at
Large or Small Bread Baking Pans Meat Saws reduced to
400 Page Pencil Tablet, regular at
An assortment of Kitchen Utensils at 1-2
to 1-3 regular value.

## Richands Sros. Gollien


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30,000 acres land in tracts to suit purchaser in the Shallow Water Belt surrounding Plainview.

## Take It From Us-Now is the Timeto BuyClothes CUT PRICES ON ALL -Suits -Overcoats -Trousers <br> FOR MEN AND BOYS <br> 

The clothing sold at this store is fresh; this season's merchandise. The prices are cut deep enough to strongly appeal to the

| \$2.00 | ECONOMICAL PURCHASER | 89c |
| :---: | :---: | :---: |
| Suys |  | Bus ${ }^{\text {a mans }}$ |
|  | REINAENS |  |
| $\$ 3.00$ | Clothing andShoeStore |  |
| \$4.00 Hat | "We Do As We Adverisis" |  |

"We Do As We Advertise"

# Final Clearance Sale 

# Women's, Misses' and Children's Coats Women's Suits 

## Jack Bartonp of Bartonsite, left Sun-

 day toAbilene.
$\underset{\text { Rev. A. L. }}{\text { Oist }}$
odist Quarterly
nathy January
nathy January 15 and 16 . 16 at Aberour foiks, eped in some cases, but has has deenelprompt medical attention and all are on the road to recover business last Satur was

Liberty sinday school ELECTS OFFICERS FOR 1916.

## Liberty, Texas, Jan. 5--Liberty

 Sunday School was well attended Sunday afternoon. Start the new year by coming to Sunday School. We heldour annual election Sunday. Officers for of officers las are: E. E. Freeman, superintendent A. C. Perkins, assistat superintendent; ent; Miss Alma Boston, secretary; J. C
Fuller, assistant Funerf, assistant secretary; Mrs. J. J. ter; Messrs. R. E. Houston and J. Fuller, assistant choiristers; Mis
Helen Groff, Helen Groff, organist; Mrs. R. E. Hous Sunday at 2 o'clock p. m . Miss Nellie Williams spent Saturday night and Sunday with Misses Helen


Che first Thational Bank


LFT US OVERHAUL YOUR CAR
We Sell the Good Gulf Gasoline and Supreme Auto Oils
We Weld All Kinds of Castings for Automobiles and Farm Machinery
buy Your auto supples from us. We Appreiate your business.


## LISTEN!

The flight of time brings home to the thoughtful man a realization of the fact that his best earning years can not go on forever. It impresses him with the necessity of so planning his course that when the time comes for him to lay down the active work of his life, provision shall have been made by him for his comfort and for those rightfully dependent upon him.

## Build You a Home Plainview Lumber Co.

## NOTICE TO ICE CUSTOMERS

During the remainder of the winter we will make ice deliveries in the forenoon only. Anyone wishing ice delivered should place the order in time for delivery by noon.

## Texas Utilities Company

The Quinine That Dooss Mot Affect The Hened Phes Cured in 6 to 14 Days
Beecause


## Love county max is lotd

Idrantages of the South.

## Overstocked Clearance Sale of Groceries for Next Week Only

WE PREFER THE MONEY TO THE GOODS SO ARE OFFERING YOU SOME EXCEPTIONAL BARGAINS FOR NEXT WEEK
Rosy Brand Sweet Wrinkled Peas, regular
Golden Glow Wax Beans, regular 2 for 25 c ,
Royal Sorghum, regular 50 c per gallon, next week 45 c or $\$ 2.3$ per case.
Velva Syrup, regular 75 c per gallon, next week 70c. Special price per case.
Dora Syrup, regular 70c per gallon, next week 65 c or $\$ 3.25$ per case.
Rex Pork and Beans, regular 2 for 25 c , next week 10c.
Barrel Ginger Snaps, special, 2 pounds 15 c Bulk Kraut, special next week per lb. 4c.

$$
\begin{aligned}
& \text { EXTRA SPECIAL-4 Packages Regular 35c Coffee and a Set of } \\
& \text { Glass Butter Dish, Spoon Holder, Sugar Bowl and Cream } \\
& \text { Pitcher to Close Out Next Week at }
\end{aligned}
$$

We are overloaded on candy and will make extra special prices next week to clean out.

## L. J. WARREN GROCERY COMPANY

## HAMNER'S DRY GOODS STORE JANUARY CLEARANCE SALE

MONDAY, JANUARY 10th we start a general clearance sale embracing every line in our store. Every article in our stock priced from 20 per cent to 50 per cent below regular prices. Nothing reserved. Our stock of winter goods is large yet, but at prices given below will soon be broken. Come early and get your selection before your choice or size is gone. The following reductions
speak for themselves

Ask or write for prices on such world-famed instruments as the Mehlin, Ivers \& Pond, Bush \& Lave, Kimball, Jesse French, Haddorff, and the famous Bush \& Lane Cecilion. Comfortable Terms

## J. L. HENDERSON PIANO CO.

 AMARILLO, TEXASB. C. WORKMAN, Local Representative

Shoe Specials



## Start theNewYearRight

follow? A natre for as they would speak Spanish if brought up in a Spanish home. Let us tell you how easily you may own a fine piano player piano. Play while you pay. Do not have a pianoless home. Musical knowledge is a duty you owe your children

## SNAPS

40 acres of land 6 miles south of Plain
house and 200 acres in cultivation.
20 acres of unimproved land 10 miles southeast of Plainview and one
mile west of Aiken. 100 per cent perfect 160 acres of land, partially improved, 5 miles east of Finnie Station, The abore three tracts of land must be sold in the next 60 days; and
will give liberal terms at 6 per cent. These three tracts are al will give liberal terms at 6 per cent. These three tracts ar
perfect for irrigation and have shallow water.
SHALIOW WATER LAND CO Plainview, Texas

Place your children in a musical atmosphere. What is sure $\$ 3$ corduroy pants $\$ 1.98$ $\$ 2$ doe skin pants $\$ 1.38$ | $\$ 1.50$ work pants. $\$ 1.20$ |
| :--- |
| $\$ 1.00$ work pants $\mathbf{7 8 0}$ |
| 10.0 | Every pair pants and over Every pair pants and over.

alls, men's and boys', re duced for this sale.

Pa and Ma Sweet Potatoes, regular Luxury Pineapple, regular 25 c , next week Jumbo Peanuts, next week 15 c per pound Chow Chow, regular 30c jars, next week Lea \& Perrins Sauce, regular 35 c , next week 30c. Oyster Hot Catsup, regular 25c, next week Sliced Lemon Cling Peaches and Apricots, regular 15 c , next week 10 c


## SALE COMMENCES JANUARY 10th AND CLOSES JANUARY 31st

If you are going to need alything in the dry goods and shoe line buy now in this clearance sale. We have not
room here to begin to giv all the reductions. Come and see us as long as this sale lasts, until you get your
supply of goods in our line.
HANNER'S DRY GOODS STORE
PHONE 210 HELLS IT FOR LESS"
PLAINVIEW, TEXAS

