## THE ílalNVIEW EVENING HERALD

TWICE-A-WEEK


Motor $\mathbb{N}$ ews of Generall Interest
AUSTRALIAN RECORD
IS SET BY
 which
caims his blue racer is just suited
the sprint races. Resta had his doing block tests when seen. CARS WILL RACE TP THE Kevised entry blanks have been
sued for what doubtiess will be nost sensational motor racing in all racing history-the Pike's Peak
ind national hill climb. There Auree days of this which is the Penrose the feat vent witi serve as the mormal way over a course approximately 12 miles to the summit of the famous
mountain. The new road from Cascade mountain. The new road from Cascade
to the top of Pikes' Peak is 18 miles in length, reaching an elevation of 14.109 feet, and the start of the contest will be made from
Prizes of cash and plate valued at more than $\$ 7,800$ are offered. The and professional drive
on Friday and Saturday, August 11 and 2, and he sanction for these has just been granted by the contest board o The motorcycle events are to precede he others, on Thursday, August 10 an Mowircylists. Both sets of speed ests will be under the auspices of the Hike's Peak Auto Highway, which is


## Honed <br> THE UNIVERSAL CAR

There's a reason why there are more than one million three hundred thousand Ford cars in use today, and that reason is based on the matchless service and economy of Ford cars. Universal service is the most conclusive evidence of genuine value. That is one good reason. Buy today-Touring Car $\$ 440$; Runabout $\$ 390$; Coupelet $\$ 590$; Town Car sale at Barker \& Winn Ford Agency.



## Buick-Pioneer Builders Valve-in-Head Motor Cars

## THE MODERN SIEGE GUNS ARE BUILT LIKE A BUICK VALVE-IN-HEAD MOTOR

The reason the siege guns will shoot 26 miles is because the firing chamber is so arranged that ALL the force of the powder explosion goes directly against the shell. None of the energy generated by the explosion is wasted.
In the " $L$ " head motor part of the gas explodes in the valve pockets which means that the piston head does not receive the full force of the blow.
In the " T " head motor there are two side pockets and one-fifth of each explosion is wasted. This is the least efficient of all types of motors.
In the famous Buick Valve-in-Head motor all the gas explodes direct ly behind the piston, just as all the powder is exploded directly be hind the shell in the siege gun.
Consider this in buying a car
$\underset{\text { An Engineering Principle-Not An Advertising Slogan }}{\text { V AL L }}$


## THE VALVE-IN-HEAD PRINCIPLE REFINED AND DEVELOPED

The trend toward the Valve-in-Head is very rapid, which is only natural now that the motoring public has come to know that this is the best type of motor Thirteen years of experience and development finds the present Buick Valve in-Head motor far advanced over the first one. In the first one the principa was right, but it was not as perfectly applied as we learned later to apply it.
It takes time to learn how to apply any mechanical principle to the best ad vantage, and in the application of the Valve-in-Head principle the Buick Motor Company has a thirteen years' start over other motor manufacturers. What we have already learned, the others will have to learn through experience. Time and service are the real tests of a motor.
Ail but one of the cars entered in the Indianapolis classic were Valve-in-Head type-which further confirms the correctness of a principle which has been in corporated in every one of the more than two hundred thousand motor car that have been built in the last 13 years by the Buick Motor Company

Catalogue and Detailed Specifications on Request
Roadsters and Touring Cars $\$ 985$ to $\$ 1525$
Prices f. o. b. Flint, Michigan
Plainview
Machine \&
E. E. ROOS, Proprieto

TThe Herelld's Review of the Movies


| featuring Hobart Bosworth, will be shown at The Olympic Wednesday. Bosworth is assisted by Anna Lehr, |  |
| :---: | :---: |
|  |  |
| Maude George, Jane Novak, Albert |  |
| MacQuarrie, Dick Le Reno and others. |  |
| This is a vigorous, well pietured story,which carries the interest along in a |  |
|  |  |
| ocks a man acquires who tries to |  |
|  |  |
| hew close to the line in the matter of presonal honor. His friends desert |  |
|  |  |
|  |  |
| emerges from a false term of imprison- farce is an attractive young woman,ment he is still a happy man. This is and a flirtatious married man is the |  |
|  |  |
| well acted all through and contains sit-uations of strong appeal. |  |
|  |  |
|  |  |
| be the first number on the program at |  |
| The Ruby Wednesday. The opening scenes are laid in Russia, a young Jew, |  |
|  |  |
| his wife and a Cossack officer comprising the leadiug characters. The |  |
| familiar story of lust, brutality and murder is enacted, and the Israelite |  |
|  |  |
| flees to this country, bereft of wife andmother. Once in the United States, the |  |
|  |  |
| 俍 $\left\|\begin{array}{l}\text { ability of the man is given free rein, } \\ \text { and, from an humble beginning, he lifts }\end{array}\right\|$ |  |
|  |  |
| himself to a position of great authority in the financial world. When the Rus- |  |
|  |  |
| the brutal Cossack, to negotiate a loan, |  |
|  |  |
|  |  |
| dant intensity and fie dramatic effect, |  |
| and the play closes with the death of |  |
|  |  |
|  |  |

## OLYMPIC

Pathe Gold Rooster Day
GAIL KANE and BRUCE McRAE

As co-stars in one of the most
thrilling photoplaysever film-

| "Via Wireless" | "The Iron Claw" |
| :---: | :---: |
| and three comedies. |  |
| In five parts. | TUESDAY. |
| We offer |  |
| HOME TALENT MOTION |  |

HOME TALENT MOTION
PICTURE TODAY
"The Heart of the Hills"
The Plainview Home Talent
Photoplay, with Eula Mae
Peace, Nell Rountree, Austin
Andersoli, Roy Pierson and
A. Alsor an episode o
"Stingaree"
series in two parts, and
three-part comedy-drama with
three-part comedy-drama with
Ella Hall and Bob Leonard.

RED FEATHER DAY

Hobart Bosworth
"The Target"
Feather special of
Dustin Farnum
"BEN BLAR"
Pallas-Paramount prod
tion in five parts. Farnum's best screen drama. Don't fail to see this immense ly popular star in this Para
"Vengeance of the Oppressed"
with L. C. Shumway and Ada
"Caught With the Goods"
"The Guiding Hand"
"The Melting Pot"

A Play of American Ideals; a Play of Humor, of Sincerity, of Life, and cerity, ot Lice, andion, a Play that will
 stir the hearts and quicken the pulses and increase the patriotism of every American Citizen who hears it. With all a Great Production based ôn|Chautauqua Standards, and furnished by Ten Notable New York Players.

This Great Play is a tremendous addition to the Chautauqua Program. No extra cost to those who hold season tickets. Worth alone more than the cost of season tickets.

Home Talent Motion Picture

## "The Heart of the Hills"

of the Ruby Theatre, with a cast | of local characters, including Eula Mae Peaca, Nell Rountree, |
| :--- | Austin Anderson, LeRoy Pearson and E. B. Miller. Staged in and around Plainview.

Also scenes taken of the May Day parade and the May Day
exercises at the East Side school house on Friday May 5 ,

## WILL BE SHOWN TWO DAYS

AT THE RUBY MONDAY, MAY 15TH aT THE OLYMPIC TUESDAY, MAY 16TH




## Silk Petticoats for Economics Week

Here are petticoats for less than you＇d pay for the material if you were buying the cloth today．
1 Lot Good Quality Taffeta Skirts，six colors $\$ 2.75$ ．
1 Lot Fine Chiffon Taffeta Petticoats，colors Black， lavender，corn，rose，fancy stripe，white，cerise and green $\$ 3.50$ ．

## Home Economics Week there and at me <br> 

We welcome whatever will best conserve the interest of the Plains people－whatever will make the home more cheerful，healthful and happy－be that saving a dollar，better lighting，proper venti－ lation，healthful clothing or baking a better biscuit．

## Beautiful White Dress Fabrics

Linweave Lawns for Fine Gaberdines for wash skirts ．25c
Shadow Check Lin－ weave Marquisette for 35c 38 inch wide fine Organdie－35c
42 inch Imported Organdie for $\$ 1.00,75 \mathrm{c}, 65 \mathrm{c}$ and 50 c

## Here Is True Economy

This lot of ladies suits just the sort of gamment that gives the average woman the most wear．They are stylish and comfortable，always ready and easy to put on． A dressy coat suit for mornings and evening，a neat， pretty shirt waist suit when the coat is removed at mid－ pretty
day．
Palm Beach suitr at $\$ 9.50$ and Coolest Cloth suits All $\$ 11.50$ to $\$ 12.50$ eik $\quad$ ．．．．．．．．．．．$\$ 7.50$ All $\$ 15.00$ to $\$ 18.50$ silk or woolen suits $\$ \mathbf{\$ 1 2 . 5 0}$ All $\$ 21.50$ to $\$ 25.00$ silk or woolen suits $\$ 13.50$ All $\$ 27.50$ to $\$ 32.50$ silk or woolen suits $\$ 1 \mathbf{1 8 . 5 0}$

## Women＇s Undergarments


$\$ 2.00, \$ 1.00$ and $\ldots \ldots \ldots . \quad 75 \mathrm{C}$

## At the Court Rooms－Home Economics

 Program for the Week| MONDAY AFTERNOON | thursday morning． |
| :---: | :---: |
| 2：00－＂The Meaning and Purpose of a One－ |  |
| Week School．＂ |  |
| 2：30－3：15－＂What is a Home．＂ <br> 3：15－4：00－＂The Well Filled Market Basket．＂ | Fruits and Vegetables．＂ |
| tuesoay afternoon | thursday afternoon． |
| 2：00：3：30－Matinee Party for Out－of－Town | 3：00－4 15．－＂Some Texas Food Products．＂ |
| Visitors． | 4：15－515．－＂Household Equipment and |
| 3：30－5：00－Lecture and Demonstration | Labor－Saving Devices．＂ |
| ight and Wrong Ways of Preparing Foods．＂， |  |
| 00．－＂The Better Baby and Its Care．＂ | Friday Morning． |
| －WEDNESDAY MORNING． | 9：00－10：00．－＂Colds and Their Da |
| 9：00－10：00－＂The Well Fed Family．＂ <br> 10：00－11：00．The Relation of the Lunch | 10：00－1100－－Lectures and Demonstration－ ＂Simple Entertainments．＂ |
| Basket to the Report Card．＂ |  |
| WEDNESDAY AFTERNOON． | FRIDAY AFTERNOON． |
| 3：00－4：30．－Lecture and Demonstration－ Meat and Meat Substitutes． | 3：00－4：30．－Lecture and Demonstration－ ＂The Value of Vegetables in Diet．＂ |

Meet your friends at our store．There is always room and a welcome whether you come to buy，to look or to wait．

## It＇s False Economy

to send away for ready－to－wear garments and merchandise that may be had at your home town．

If you pay less you may be sure its worth less．A Plainview merchant＇s dollar is worth as much to a manufacturer as a catalog dollar and it buys as much．Your interest and the interests of your home merchant are mutual． You and he pay for the roads，the public buildings，help the needy，etc．He will have your confidence if you study him and his store half as much as you do the catalog．

## The Shoe Sale to Fit Little Feet

There are many styles of ladies oxfords and pumps here that do not go larger than size $41-2$ ．There are so many of these shoes that we decided to offer them at prices that are ridiculously low，just a trifle off the regular value．

| Sizes 1 and 11－2 are |  |
| :---: | :---: |
| Sizes 2 and 2 1－2 are | 1.10 |
| Sizes 3 and 31－2 are |  |
| Sizes 4 and 4 1－2 are |  |

Sizes 3 and $\$ 1.20$
Richands Sros．bollies
Sizes 4 and $41-2$ are
\＄1．30

## SOCIETY

Telephone Number 72
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Aspen


You＇ve got to hold your self to the admiring throng by your manner of dressing， your manner of speech，your way of walking and your methods of business．
You emphasize to the crowd the kind of man you are．
The apparel oft proclaims the man．
Come in and apparel your－ self correctly．
Reinken＇s
＂Clothing and Shoe Store＂
＂We Do as We Advertise＂

## 豆喜






## Practical Economy

Baking powders made from alum or phosphate may be bought for a trifle less than Dr. Price's Cream Baking Powder, which is made from cream of tartar, derived from grapes.

Alum powders are not only cheap, but they differ greatly in leavening power.

If a cheap baking powder is used for a fine cake and the cake turns out a failure there is a waste of costly materials worth more than a whole ing powder

Dr. Price's Cream Baking Powder produces the finest food, and its use, therefore, results in an actual saving.
DR. PRICE'S CREAM BAKING POWDER ADE FROM CREAM OF TART
DERIVED FROM GRAPES


## A New Use For This Word

The New Post Toasties are truly entitled to the word "delicious."

They're distinguished by the tiny bubbles found on each flake and they carry the full, rich flavour of choice, white Indian corn-not found in corn flakes of the past.

And unlike common corn flakes, they are not "chaffy" in the packages and don't grow mushy in milk or cream

Note carefully the tiny bubbles-then try a handful dry to test the flavour. In comparison other

## New Post Toasties

Sold by Grocers everywhere.

## Plainview's Home Economics School

Will teach the ladies of the county how to economize in their labor and their expenditures. The men have no such advantage of instruction; they must learn by experience. Economy in the man as well asthe woman is necessary to success but it need not necessarily mean foregoing the things needed to look the part of prosperity. For instance the man who economizes by naaking the old clothes give full service may have them appear almost as good as new by having thern worked over in

## THE

WalerfaloningCo.
WAY
We are filling some mighty satisfactory orders for our tailored-to-measure clothes. If the old suits won't do for further wear let us have yourorder for the change.

THE EVENING HERALD'S LIVE WANT AD PAGE

TELEPHONE NO. $7 \Omega$

THE MARKET PLACE
OF THE
SOUTH PLAINS
*

"It It Isn't
Fresh Vegetables at all times at "If It Isn't Good We Make It Good,
VICKERY-HANCOCK GRO. CO.'s. tt.


## Wentract cor for sur tin It sin Pl


and Registered.
and see them.
Runningwater, Texas.
WE BUY FURNITURE






## UGH! CALOMEL MAKES YOU DEATHY SCCK

 Bell Telephone and PARCELS POST
Constitutes a partnership
that should work out un--1
commonly good results,
since City shops are

## Life and The Weather Are Uncertain.

It seems most too warm now for heating but you must cook and the day may not be far off when the cold spell will hit. At any rate you will need some coal and its well to be prepared for any event. We have the coal, we have the right prices on the coal. Let us have your order for quick delivery

## Allen \& Bonner



