

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, TUESDAY, MAY 16, 1916

## COMPANY L ENJOYING LIFE AT THE FORT

BOYS ARE TALKING "ON TO MEXICO" AND HOLDING THEIR SPIRIT UP.

## MAY BE SENT TO THE BORDER

Disposition of National Guard Depends on Developments in Mexico.

Fort Sam Houston, May 15.—Except for the thoughts of the thing, we all arrived in fine shape. All the boys seem to be enjoying the camp and are talking "on to Mexico." Of course, it is impossible to say what the outcome of this will be, or how long it will last. However, we believe we will be retained here a few weeks and if nothing develops in the meantime, we will be released. But if Villa don't behave, we believe some of the militia will be placed on the border for patrol duty.

Some of the boys, although they enjoy the "outing," hope it will not last long, for their business interests are jeopardized.

Please change the addresses of the fellows on The Herald's list to San Antonio, care of Company L, Fourth Regiment. Please do this at once, sending last Friday's paper under special cover, as all the boys are anxious to see the home paper. Frankly, you don't know how gloomy this affair is until you experience it awhile—especially when you think about results.

Just as soon as matters settle down, we will give you a line on the real life, if, in fact this is life. Frankly, we are getting along fine and are enjoying the "outing."

## MAJORITY IS AGAINST COUNTY SUPERINTENDENT.

Complete returns indicate that the election to determine whether Hale County will have a county superintendent of public instruction lost. No election was held at Halfway, Petersburg, Center Plains or Bartonsite. The total vote was 97 for and 118 against.

## JOHNSON TO TEACH IN CANYON NORMAL.

President B. M. Johnson, of Seth Ward College, will leave immediately after the close of Plainview's Chautauqua for Canyon, where he will teach in the department of education during the summer school.

## COUNCIL INVESTIGATING SEWAGE-DISPOSAL PLANT.

A topographical map of the plot occupied by the sewage-disposal plant of the city of Plainview was ordered made last night by the City Council, and the employment of Col. R. P. Smyth to make the survey was authorized. This map is to be forwarded to N. Wrenshoiled for investigation as to plans for a new sewage-disposal plant.

Routine business was transacted.

Those attending the meeting were W. E. Risser, mayor; Aldermen J. M. Waller, J. J. Eller, W. R. Simmons, City Secretary B. L. Spencer, and Deputy Marshal W. H. Haynes.

## HALE COUNTY STEERS BRING \$8.65 AT WICHITA.

Yesterday one hundred seventy-five steers, weighing 950 pounds, average, were sold on the Wichita, Kansas, market for Cox and Anderson. The price paid was \$8.65 per hundred pounds.

The Muncy murder trial, in which Mrs. Bertie Muncy is charged with the murder of her husband, in Floyd County, came up today in the District Court at Hereford. The case was tried in Hale County and a hung jury resulted, and a change of venue to Deaf Smith County was granted. It first came for trial in Floyd County.

## Increasing Interest Shown in Home Economics Week-- Stereopticon Lectures at The Ruby This Morning Fine

Yesterday thirty ladies registered at the Home Economics Week school, at the County Court Room. There was a large number of ladies gathered on the Court House lawn today for a basket dinner. The "hen party" idea was a success, as will be shown by the fact that twenty brought hens and twenty-three their fifty-cent pieces. The hens were auctioned off and the proceeds will go to a fund for maintaining the ladies' rest room in the basement of the Court House.

Miss Blodgett's lecture this morning at The Ruby Theatre on "The Well Planned Home" was interesting. The first principle of a well planned home is to have unity. Unity in the rooms. Each room is a unit and the house must be planned so that there is no strong contrast of harshness between the several units. The second principle is simplicity," she said, as a view of elaborately carved furniture was flashed on the screen. Then followed furniture of simple design. "When highly ornamented furniture is bought," she said, "you pay for the design and do not get the quality." Slides were also used to show the simple arrangement of furniture in rooms, showing both appropriate and inappropriate arrangement of furniture. "The third principle of the well planned home is appropriateness. The furniture should be appropriate to the family's income. The furnishings of the home, the pictures, hangings, etc., should be of material which will be harmonious. A cheap table or cheap chairs are not to be appropriately used with expensive velvet rugs. Harmony in quality in this respect is to be desired."

Miss Rich's lecture was on "The Healthful Home." "The germ theory has changed the method of home building," she said. "As you will note in the pictures on the screen, women now allow sunshine and fresh air to enter the home. Sunshine is a great germ destroyer, and pure, fresh air is a health builder. The time was when women feared to let light and sunshine in the rooms, for fear the wall paper, rugs, hangings, etc., would fade. That day is passing." The civic value of clean yards, beautified with flowers and shrubs, was emphasized. "If the yard is beautiful and improved, the housewife will not throw cans, and other rubbish in the yard. Yards are more sanitary now than they formerly were."

"The germ theory has brought about the use of individual devices and appliances," she said. Pictures were shown where persons were using the public drinking cup, the common towel, etc. "Diseases are communicated by use of common cups, etc. Dangerous eye diseases are traceable in their spread to the use of the common towel. The family and the public now demand individual devices."

Pictures of streams which were used as a source of water supply for livestock and for persons, as many as a hundred families using the water, which drained from lots and outbuildings. She showed where water was hauled in barrels to the back yards, where chickens, horses and hogs drank the water, and told of the danger of contracting typhus by this practice. "The condition, of course," she said, "does not exist here, but it is a serious problem in some parts of Texas."

The health and efficiency of the family is dependent on the food supply. This must be watched by the housewife. It has been thoroughly demonstrated that the food supply is responsible for pellagra. Certain rations have produced the disease, by continued usage. This has been shown by experiment. If the food is not properly balanced the physical efficiency of the family will be low. Thus the mothers and housewives are responsible for the health and efficiency of the family, and should give proper study to foods and their values.

This afternoon Miss Rich lectured and gave a demonstration on "The Right and Wrong Ways of Preparing Foods." A summary of her lecture follows:

"No subject of feeding at the present time is receiving so much attention as the proper feeding of the farm animals. The cows are given a measured amount of meal, and succulent material, and the pigs a carefully estimated ration intended to develop a pig best suited to its intended use. How is it with our boys and girls? Is their food as carefully studied and administered as that of the farm animal? Is it prepared in a way to give the greatest amount of nourishment for the least expenditure of bodily energy? No asset is as valuable as the boys and girls, and yet they are more neglected, when it comes to the question of proper food and cooking, than the less important asset—the stock."

### Uses of Foods in the Body.

"A human being without a well built body of bony structure and firm muscle is limited in its usefulness. A person unable to move or work is equally limited. Without food, or properly balanced ration, a good skeleton or firm muscles and strength to move and work is impossible. Food is expressly taken into the body to make for usefulness and efficiency. It is to build up or repair tissues and to furnish energy either as heat or power to do muscular work."

### Food Materials and Uses.

"The food materials are of great variety, but an analysis of these materials shows that all are but varying combinations of a few simple food substances, just as all of our various English words are made of twenty-six letters. These basic food substances are carbohydrates, which include starch, sugar, proteins, fats, and mineral salts. The starches are well known substances and occur in such vegetables and cereals as potatoes, rice, wheat, corn, and oats. Sugar is largely used in the commercial form, but occurs also in fruits and vegetables and even in some animal products in small quantities. These substances are especially suited to furnish the heat and energy required by the body. The protein materials are found especially in the egg, the lean of meat, milk, nuts, fish, etc. This is the substance necessary to build the muscular tissue of the body. The fats are easily recognized and are obtained mainly from cream, butter, salad oil, nuts, and the fats of meats, and furnish heat and energy. The mineral salts are found in many foods, especially milk, green vegetables, cereals, and fresh fruits. They are particularly necessary to the growth of the bones and teeth, and are necessary constituents to the blood and body fluids."

### Necessity of Cooking Food.

"Man is defined as the cooking animal, and many of his foods are cooked to make them more palatable, easier of assimilation, and to destroy parasites. Many foods are, however, spoiled by cooking, and largely because of the fact that these different food substances require different degrees of heat for their best preparation. People are as a rule ignorant both of the substances composing food materials and of the temperature at which each of these substances should be cooked."

### Cooking Temperatures.

"For the best preparation of protein, starch and fatty foods, there is a desirable range of temperature. In the case of eggs and cheese, typical examples of protein or tissue-building substances, the cooking demands a knowledge of the effects of different temperatures on proteins. To determine the effect of heat on egg, put a slightly beaten egg into a buttered sauce pan and place over a slow fire, stirring constantly until the mass is like a soft jelly. Now allow more heat to reach the egg and notice the result. The egg becomes hard and tough. The same is true of cheese. A high temperature applied to all forms of protein cause them to toughen and

harden and become difficult to digest, while a lower temperature—a temperature below the boiling point—gives a delicate, easily digested food. Though recipe books still speak of boiled eggs and boiled custards, the method of preparation should not be by boiling, but by the use of heat which is below the boiling temperature. The reason custards curdle is because the egg has been cooked at too high a temperature.

"On the other hand, starches and foods containing starch require a high temperature in order to break up the starch grains and make them ready for digestion. This temperature in moist heat would be what we call the boiling point, 212 degrees Fahrenheit, or long cooking below the boiling point, or in dry heat, what we term a hot oven, from 350 to 430 degrees F. From this we see that potatoes and cereals must be cooked at a high temperature. On the other hand, fats must not be cooked at too high a temperature, as in this case the fat splits up and changes into substances which are irritating to the lining of the stomach. A dark coloring of the fat indicates this splitting. Therefore, browned butter or very crisp brown bacon is hard to digest. It is because of this fact that we find one of the great objections to fried foods, or other foods fried in fats."

(Note.—On page four of this issue will be found the recipes used by Miss Rich in her demonstration this afternoon. They are in convenient form for clipping and filing.)

### The Well Filled Market Basket.

Lecture given Monday afternoon of Home Economics week by Miss Blodgett:

The question of the daily menu is one of the most important ones that faces the housewife. What food shall she give her family to eat? In what proportion shall she give these foods to meet the individual needs of each member of the group?

"Food a Necessity of Life.—Nature has provided no substitute for food. Food is absolutely necessary to our life. Man must eat to live. Common experience shows us that if the body is denied food for long, it wastes away, and finally death results. Life flourishes best where there is an abundant and suitable food supply."

"So well recognized is this importance of food that in making up the family budget, for moderate incomes, the largest proportion of the income is for food, and, if need be, as much as two-thirds of the income may be spent on food."

"The housewife, who in most cases does the buying for the family, thus has a very large share of the income to spend, and this must be spent wisely, if she is to get the returns due her family."

"Choice of Food.—Long ago when man had to utilize for food, roots, grains, and flesh that were at hand, choice was so limited that the purchasing of food was an easy matter. Now that facilities for transportation place most foods at our command, choice becomes difficult. This is still further increased by the fact that by special cultivation all sorts of vegetables and fruits are available, in and out of season. The housewife is in a quandary to know what to choose."

"Factors in Determining Choice.—What are some of the factors which must determine her choice? Are the dearest foods always the best. By no means. High prices and high nutritive values do not go hand in hand. Too often exorbitant prices are paid for foods out of season which furnish little real nourishment. The important guides in determining what sort of foods we shall buy are (1), the use of the food in the body, and (2), the composition of the food."

"Uses of Food.—The chief characteristics of living bodies are the power to grow, to develop, and to move, to work and to expend energy. Man develops from a tiny babe to the adult creature. During the process much energy is expended. What is the source of the tissue needed by him to develop and grow? What supplies the energy?"

"Classification of Foods.—According to the use of foods in the body

we classify them into

"I. Tissue-building or repair foods—protein, water, mineral.

"II. Energy-producing foods—starches, sugars, fats, proteins, carbohydrates.

"Under these groups all of our foods can be classified.

"Protein foods are largely of the same material as our own bodies. No matter how abundant the diet, without some protein food we cannot live, for there must be a constant renewal of broken-down tissue, and only protein can build it up.

"The chief sources of protein among our common food stuffs are meat foods, as beef, lamb, eggs, milk, cheese, and such vegetables as peas, beans, lentils, cereals.

"Water is truly a food, for the body can not live without water. If we are denied all food, including water, we will die of starvation much more quickly than if water was taken. About two-thirds of the weight of the body is water. Water is present in the blood and all other fluids of the body. It is essential to the transportation of nourishment to the cells and to carrying off of waste material.

"The body excretes about four and one-half pints of water daily through the kidneys, lungs and sweat glands. We thus see that a large amount of water must be taken to keep the body in good condition. Many of our foods contain large quantities of water. For example, milk contains about 87 per cent, meat about 50 per cent, wheat flour about 10 to 12 per cent. Even taking this into consideration, we need to drink about six glasses of water a day.

"The Mineral constituents of the food are of vastly more importance than the average person is apt to think.

"Recent investigation has shown that the cause of many diseases, such as Rickets, Scurvy, Anaemia, and general non-development, is due to a lack of the proper minerals in the food. The minerals are present in such small quantities in the food that we are apt to feel they are not worth considering. Though the amount is small, that amount is essential to proper growth and development, and is vital in the feeding of children, especially.

"Oxygen, Carbon, Hydrogen and Nitrogen are obtained in large quantities from our carbohydrates, fat, and protein foods; so no special provision is necessary for these.

"Calcium and Magnesium occur largely in the skeleton, but also are essential elements of the soft tissues and fluids of the body. It is estimated that about three-fourths of the ash of the body is calcium or lime. Rickets is directly traceable to a lack of calcium, causing lack of bone development. Such foods rich in lime are milk, egg yolk, oatmeal, beans. The most practical way to assure enough lime is by the liberal use of milk in the diet of the growing child.

"Phosphorus compounds are universally distributed in the body, and are essential to every living cell. Recent experiments make it appear probable that much of the mal-nutrition which has been attributed to low protein diet is really due to a deficiency of phosphorus. Foods rich in phosphorus are egg yolk, milk, wheat, oatmeal, beans, peanuts, carrots. The most practical and economical method of securing an abundant supply of phosphorus is by the liberal use of milk, eggs, and fresh vegetables."

"Iron is one of the most important of the ash constituents. It is present in the red corpuscles of the blood. Iron occurs in meat, egg, yolk, oatmeal, cereals, spinach, prunes, raisins, and many other foods.

"Sodium and Chlorine.—Very little attention need be paid to these minerals, for we take large quantities of both with our food, as common salt.

"The other minerals we get in necessary amounts in an ordinary mixed diet.

"Starches and Sugars.—Here we take up the foods furnishing the energy to the body. It used to be thought that the man doing heavy work required large amounts of tissue-building food, but it is now known that to work requires energy, which is supplied mainly by the carbohydrates and fats in our diet.

## PLAINVIEW TO MARKET WITH 24 CARS STOCK

L. A. KNIGHT SELLS FIFTEEN CARS OF HORSES, WHICH WERE UNLOADED SATURDAY.

## SWINE INDUSTRY IS GROWING

As Many Porkers Shipped During First Four Months of 1916 as Were Shipped During 1915.

Saturday morning there were shipped from Plainview twelve cars of livestock. Friday's shipment, too, was twelve cars. Cox and Anderson had six cars of fed cattle billed out to Wichita Saturday. R. W. Gregory had two cars of fed cattle to the same market, and Alex Anderson had one car. R. T. Mayhugh had a mixed car of hogs and cattle. For Fort Worth, W. A. Watson had two cars of hogs. The Friday shipment was twelve cars of fed cattle, consigned by J. L. Francis to the Kansas City market.

The shipment of 900 horses recently bought by L. A. Knight in Central Texas arrived Saturday, and was unloaded. There were fifteen cars. This stock has been transferred to a Briscoe County ranch, where Mr. Knight and P. L. Hancock are caring for the stock. Mr. Knight has sold the entire lot to Fowler Edwards, of Fort Worth, for October delivery, any part of the bunch to be shipped out at call.

The total shipment of hogs from Plainview during 1915 was ninety-nine cars. This spring more hogs have been shipped from the Plainview country than ever before. From January first, 1916, to the last day of April ninety-eight cars of hogs have been shipped. This is just one car less than the total shipments for the past year. Nearly every farmer in the Plainview country has a few brood sows, and most farms have a large number of pigs and shoats. The tax assessor's rolls show that there are 75,000 head of hogs in the county.

## CLASS OF SIXTEEN S. W. C. AWARDED THEIR DIPLOMAS

Six Graduates From Academic and One From Fine Arts Department.

"The golden key of life consists not of wealth, money, talent or brains, but of the fixed purpose in life with the heart tuned toward God." This statement contained the theme of the Seth Ward Commencement address delivered by Rev. T. B. Haynie at the Methodist Church this morning.

Rev. Haynie enlarged with statements that wealthy men die and may be soon forgotten, talent flashes and fades away, brains may or may not be of service according to the ideal of the fixed purpose back of the brain power. Brains are only a valuable asset he said, when they are put to good purpose. Environment is a factor in development but with or without good environment a good purpose may live.

The address was preceded by the invocation by Rev. J. W. Story and a vocal duet by Mrs. Cora E. Pritchett and Mrs. J. J. Clark. It was followed by a piano solo by Miss Nannie May Dunaway.

Diplomas were presented by President M. B. Johnson to Misses Ruby Leveridge, Anna Butterfield and Lula Rushing and Messrs. Henry Jordan, Gabriel Upton and Houston Bolin of the Literary Department and Miss Ressie Rountree of the Fine Arts Department.

Medals and honors were awarded by President Johnson to Henry Jordan in declamation, Stokie Bishop in oratory and William Graham in essay. Henry Jordan and Miss Lula Rushing were awarded scholarships at Southwestern University for highest average grades for the school year 1916-1917. Alma Kincannon won the sophomore scholarship.



## Motor News of General Interest

### OTHER GIGANTIC BUILDING ADDED TO OVERLAND PLANT.

The completion of another big factory structure at the plant of the Willys-Overland Company this week gives the Toledo automobile manufacturer an additional 500,000 square feet of floor space available for immediate use. The new unit of the Overland will be occupied at once by various departments of the factory proper which in the past few months have outgrown their old quarters.

The building, known as Number 49, is five stories high, built of reinforced concrete throughout, and is one of the largest of the many new structures erected by the Overland Company. The entire amount of space will be given over to the manufacture of closed cars, a branch of the business which in the past year has developed beyond all expectations of Overland officials.

Heretofore the demand for motor cars has been confined almost exclusively to the open-body types, and every new addition to the big Toledo plant has been utilized for the manufacture of this style of car. But during the past season the demand for closed cars for all-year driving has shown a remarkable increase, and immediate steps had to be taken to provide adequate facilities for their manufacture.

The first and second floors of the new structure will be used for final testing, the third floor for assembling of parts, and the fourth floor for trimming and painting of closed cars. The fifth floor will be used by the top and trimming departments, and 700 power machines for sewing and stitching purposes already have been installed there. This is the only department in the entire Overland plant, outside of the administration offices, where women will be employed. A restaurant and rest room has been provided for them, and this, together with the fact that the top floor is equipped with every modern convenience in the way of heating, lighting and ventilation will give the 800 women employed there advantages equal to those now enjoyed by the girls in the offices.

Some idea of the mammoth size of the building can be gained by comparing it with the area covered by an average city block, which in most instances is about 2½ acres. The floor space area of the new Overland structure amounts to nearly 12 acres, which means that if it were spread over a section of a city it would cover nearly five full blocks.

Startling as are these figures, they lose themselves when compared with the size of the entire Overland plant, which is the largest in the world devoted exclusively to the manufacture of medium and high-priced cars. These factory buildings combined have an aggregate of 4,486,680 square feet of floor space, or 103 acres. If spread over a section of a city, this immense area of floor space would cover a territory greater than that occupied by 41 city blocks.

When John N. Willys, president of the company, decided to increase the manufacturing facilities of the plant to the point where it would be possible to build 1,000 motor cars a day, he mapped out a building program that would add 25 acres of floor space to the factory. That was less than a year ago, and today the new factory additions are almost completed. Shipments at the present time average nearly 900 cars per day, and this will be increased to 1,000 cars when the last of the new buildings are completed and in operation.

### HORSES AT OVERLAND FACTORY.

TOLEDO, Ohio.—Among the curiosities of the motor-car industry are the three horses used in patrolling the grounds of the Willys-Overland plant at night. These are the only horses ever seen about the great establishment.

The 16,000 employees who travel to and from the factory every day utilize almost every known means of transportation that the city affords. Trolley cars, motor cars, bicycles, motorcycles and jitney busses all carry their quota of passengers to the plant, but even in this maze of power-driven vehicles the horse is seldom seen.

But after the whistle blows at night and the army of day workers have departed for home, the three horses make their appearance, entering the

grounds along a footpath at the rear of the factory. They are the mounts of the Overland night watchmen, who keep in touch with forty-five other men stationed around the freight yards and factory buildings. Throughout the night they police the Overland property, and it is said to be next to impossible to get through their sentry lines without being challenged.

This system of protection is imperative, owing to the huge quantities of material that come into the plant at all hours of the night. The dockage facilities for taking care of inbound freight extend over a distance of 4,900 feet. Some idea of the volume and value of freight received at the Overland plant can be gained from the fact that during the year 1915 the company paid out over \$800,000 for freight charges on inbound shipments alone.

### \$65,560 WORTH OF OVERLANDS MAKE RECORD BOAT SHIPMENT.

Sixty-five thousand five hundred and sixty dollars worth of automobiles were shipped by water last Saturday by The Willys-Overland Company to Cleveland on the steamer City of Buffalo, establishing a new record for automobile shipments.

The Willys-Overland, Inc., of Cleveland, uncertain as to whether it would receive its spring shipments of cars in proper time, owing to a shortage of freight cars, decided to take the bull by the horns. To get prompt delivery,

the City of Buffalo, second largest fresh-water passenger carrier, was chartered for the trip.

The City of Buffalo left Cleveland Friday evening and reached Toledo Saturday morning at 10 a. m. At 6 a. m. a parade of Overlands began to put forth from the Willys-Overland plant, which wended its way to the White Star Line dock. At 10:30 the City of Buffalo moved forward to the dock and the cars were run on board. Less than two hours later the City of Buffalo was steaming down the river with its valuable cargo.

The boat reached Cleveland that evening, and was met by a hundred drivers, who at once took the cars to the Overland sales rooms.

In the shipment were 45 Model 82B's, 45 Model 75's, 5 Model 83 Roadsters, 2 Model 83 Delivery Specials, and one Model 86 Clover-leaf, one Model 84 Coupe, and one Model 84 Roadster.

The shipment was in charge of Louis Schmidt, sales manager of the Cleveland branch.

## "Exide" Service

### For Automobile Starting Batteries

Now is the time to let the Doctor—that's us—give your battery the "once over."

Whether or not you have been using your car this past winter, your battery undoubtedly needs attention. Drive around to our "Exide" Service Station and we will inspect your battery carefully. We make no charge for this service.

We are "Exide" Distributors in this territory. Remember that the "Exide" is the original "Unit-seal" battery—the enormously powerful battery and the one that's easy to care for.

"Exide" service is prompt and reliable. Take advantage of our free inspection offer.

GARRISON-CONNER  
ELECTRIC COMPANY  
Plainview, Texas  
North West Texas Distributors



## For Ten

A Package of New Post Toasties provides servings for ten people—a delicious breakfast dish—corn flakes with new form and new flavor.

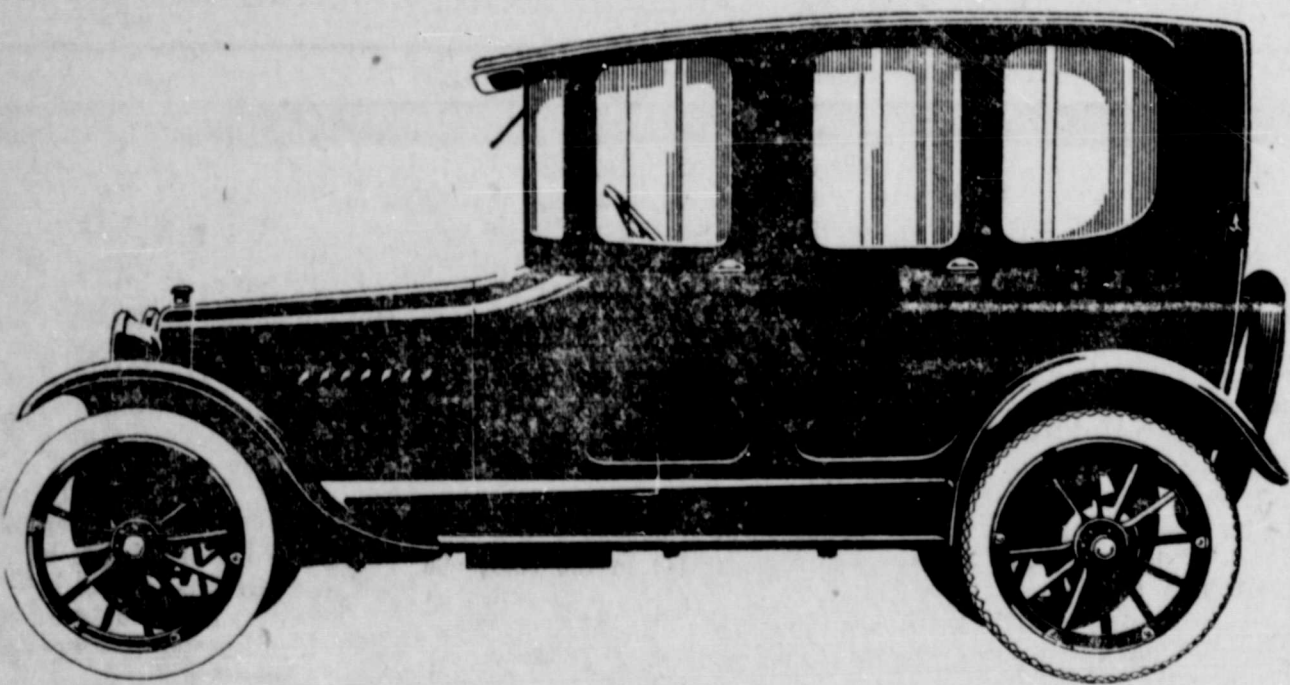
New Post Toasties are known by tiny bubbles raised on each flake by the quick, intense heat of the new process of manufacture.

They bear the full, true flavor of prime white Indian corn, not found in corn flakes of the past; and they are not "chaffy" in the package; and they don't mush down when milk or cream is added, like ordinary corn flakes.

Try some dry—a good way to test the flavor, but they are usually served with rich milk or cream—

## New Post Toasties

Sold by Grocers everywhere.




# SAXON SIX \$890

DELIVERED

Timken Axles and Bearings  
Other High-Class Features Throughout

**GEO. A. ANDERSON, DISTRIBUTOR**  
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**Willard**  
STORAGE BATTERY (LBA)



### See The Point?

The biggest argument for Willard Battery Service is the fact that it saves a lot of repairs that would be necessary otherwise. Let us show you.

THE T. M. CALDWELL CO.,  
Amarillo, Texas.

*Free inspection of any battery at any time*

# Ford

THE UNIVERSAL CAR

Is Your Ford Complete?  
Ulco Ford Light Equalizer  
No Batteries

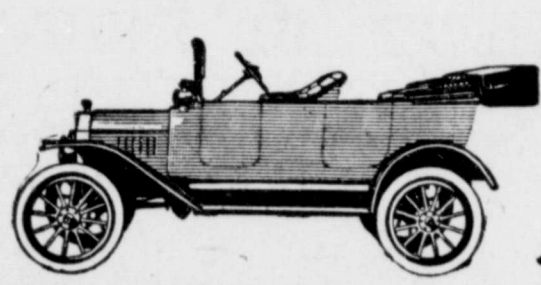
Will Last a Lifetime.  
No Expense

Perfect Light  
Price \$5.00

For Old and New Fords

Ask for Further Information.  
Repair Work for Fords Only.  
All Kinds of Accessories.

**Barker & Winn**  
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## Listen!

Buy a sack of Lime from us for 40 cents and use it for disinfectant purposes about your premises. The deadly fly is here. Go after him. Kill him. Starve him to death.

**PLAINVIEW LUMBER COMPANY**

## TO THE HOMEMAKER

Our stock of hardware and household supplies is so complete in the many step-saving labor devices we are showing that a visit to this store following the lecture at the Home Economics School this week will convince you that here you can supply yourself with most of the things which cut down the doctor's bills, shorten the work and increase the happiness in the home.

Rochester Table Novelties  
Rogers Silverware    Robeson Cutlery    Rev-O-Noc Oil Stoves  
Refrigerators    Ice Cream Freezers    Ranges  
Chinaware    Glassware    Graniteware    Aluminumware  
Cream Separators    Sewing Machines  
and may other things which must be seen to be appreciated.

*Come to See Us and Our Stock.*

## Donohoo-Ware Hardware Company

Phone 80

## Electricity in the Home for Lighting, Ironing and Cooking

Furnishes the most modern convenience known to the experts in domestic science. Now that the hot days of summer are bringing up memories of hot cook stoves on ironing days, building three fires a day with all their dirt and heat or keeping up the fire all thru the heat of the day, and dirty, smelling, dangerous oil lamps to read and work by, surely the clean, cool way of doing the housework in the modern electrical way will appeal.

The extension of our current lines throughout this section brings the advantages of electrical service to many. If you don't understand the convenience and cheapness of electricity ask our service department.

## TEXAS UTILITIES COMPANY

Phone 13



# Delicious ICE CREAM

Forms an important part in any well balanced menu. The food value of pure, wholesome cream is not to be overestimated. Dirty cream is a source of constant danger. With our new refrigeration plant and sanitary equipment we can serve you in a way to assure you of absolute purity—a thing you are never certain of unless you can inspect the factory which we will be delighted to have you do.

Ice Cream in any quantity in any flavors.  
Bricks and fancy moulds for parties.

**Plainview Creamery**  
Phone 361

## Whenever in Plainview

The Sanitary, Homelike, Comfortable  
Place To Eat Is At

# The Crystal Cafe

Tables for the Ladies,  
Counters or Tables  
for the Gentlemen.

We Serve the Best the  
Market Affords, properly prepared

## Good Cooks

Learn soon that the other ingredients in their baking are lost when poor flour is used.

Bring Safety Into Your Baking

By Using Nothing But

Pride of The Plains Flour

Made At Home From Home Grown Wheat  
It's Best By Every Test.

**Harvest Queen Mills**  
ALBERT G. HINN, Prop.



## Reflect a Moment

The ability to SAVE IS REFLECTED in numerous ways: Increased Confidence, Self-Possession, Fearlessness—Even Personal Appearance.

We are all, more or less, MEASURED by our ability to provide for the future.

START A BANK ACCOUNT AND BE SECURE.

**THIRD NATIONAL BANK**  
PLAINVIEW, TEXAS

### LAMAR MOTHERS' CLUB CLOSES SUCCESSFUL YEAR.

The Lamar Mothers' Club met for the last session of the school year last Friday at 4 p. m.

The following matter was taken up: Mrs. Robt. Tudor was selected to take care of the Victrola during the summer and pay to the club \$1.25 per month. Mrs. Tudor also takes care of the window curtains belonging to the school during the summer.

Mrs. W. B. Martine, the treasurer, reported \$25.00 made selling refreshments Friday, May Day. She also reports the following:

Paid for (During Year).	
Picture frames	\$ 5.55
Banner and prize picture	3.95
Balance on banner	1.70
Prize pictures	4.00
Victrola	75.00
Victor records	6.25
Needles and records	5.20
Flowers sent to funerals	3.50

Total ..... \$105.15

A motion was carried that the club assist in paying for the advertising for the County Interscholastic Meet. Over \$140.00 has been made during the year. The club has a balance of \$35.00.

We boast of the best Mothers' Club in the State. Officers for the ensuing year were elected. They follow: Mrs. Robt. Tudor, president (re-elected); Mrs. B. T. Bolln, secretary; Mrs. H. F. Burton, vice president; Mrs. W. B. Martine, treasurer (re-elected); Prof. Ralph Porter, press reporter.

### CONFEDERATE VETERANS SCORE CONGRESSMAN "CYCLONE" DAVIS.

At a meeting of the Plainview Camp, Confederate Veterans Association, held Saturday, the following resolution was adopted:

"BE IT RESOLVED: That we, members of the Plainview Camp of Confederate Veterans, in regular monthly meeting assembled, go on record as denouncing as false, vicious, perfidious and unpatriotic the utterance of 'Cyclone' Davis in the halls of our National Congress recently relative to the names of Jeff Davis, Toombs and others of our illustrious men of the Southern Confederacy, and call upon all ex-Confederate soldiers and others who hold in sacredness the memory of the Southern cause, to register their protest against such perfidy and dishonor, by voting against this seducer of the fair name of our Southland in the July primaries for Congressman-at-Large from Texas, and request this maligner to change his name, for his effort has disgraced the name of Davis and besmirched the office which he now holds.

"BE IT FURTHER RESOLVED: That a copy of this resolution be furnished the Plainview papers and the Dallas News for publication.  
(Signed) "A. J. BELL"

### LONE STAR SCHOOL CLOSES THURSDAY, MAY EIGHTEENTH.

LONE STAR, May 13.—Our singing class attended the singing Convention at Cedar Hill, and was defeated in the contest for the banner. Cedar Hill won by one point. Three out of four of our tenor singers were absent, and we had to use substitutes.

Mr. Phillips has bought land one-half mile north of our school house, and has built a residence on it.

Mrs. W. B. Kimbell and children, of Dimmitt, are visiting Mrs. Kimbell's daughter, Mrs. Adam Savage.

Chas. Nance and wife, of Arkansas, returned home last week, after a few weeks' visit with his father, C. T. Nance, who is quite sick.

Several of the young folks attended the literary at Providence Saturday night.

J. B. Stevenson was called to Silverton a few days ago to see his father, who was dangerously ill.

Harry Hooten and family, of Oglesby, Texas, are visiting his father for the present.

Miss Lucy McGee, of near Lockney, visited her sister, Mrs. Chas. Merrick, Saturday.

Dewey Seay and sisters, of Silverton, were callers at E. C. Dodson's Sunday afternoon.

Mrs. Bill Reeves and son Bob attended church in Lockney Sunday night.

Our school closes on May 18th. We have had a fine school this winter, and the attendance has been good.

### Again Below Par

If your health is below par, you need building up with HEMO, the food for "Above Par" Health.

HEMO is a delicious Malted Food, containing all the elements of Malted Milk and more—the juice of beef and natural iron to aid in making rich, red blood. HEMO has great nutritive force.

Especially for nervous women, rickety children, over-worked business men, convalescents and the aged. A delicious food beverage for everyone.

Makes a delicious food drink by simply adding water.

We suggest that you try a 50c package with our guarantee of satisfaction.

Long-Harp Drug Co., Plainview.

Miss Rebecca Ansley  
SPIRELLA CORSETIER  
Telephone Number 304

### Drink at Our Sanitary Fountain

During home Economics Week.

Your visit here also offers a good opportunity to supply the family from the famous REXALL LINE.

**DYE DRUG CO.**  
Phone 23

### Helietrope Flour

The flour of satisfaction for all baking purposes. Try a sack on the first receipt the Home Economics instructors give you. You will use it on all the others.

Practically every line in our store is a guaranteed quality line.

**Pierson & Smith**  
Phone 348

## Whenever or whatever you are thinking of in regard to Modern Plumbing

success and health of the household depends upon the care of installation of your plumbing. Many overlook this important truth and suffer the results. Follow the advice of the instructors this week and then turn the job to us.

**Plainview Plumbing & Electric Company**  
Wayland Building Phone 447

## Long-Harp Drug Co.

We solicit your patronage if we merit it.

We base our merits on the following:

A complete stock of up-to-date drug sundries, honest, quick and courteous treatment. An appreciation of your trade which we trust you will give us.

ONCE OUR CUSTOMER  
ALWAYS OUR CUSTOMER

Yours to serve,

**Long-Harp Drug Co.**  
Motorcycle Delivery Phone 161

## Special Grocery Prices For This Week

At such times as these when your expense bills include the changes of housecleaning time, new summer clothes and other seasonable necessities a saving on your grocery bills should be welcome. We have arranged for some specials for this week and next which should be interesting both in price and quality.

New crop of Comb Honey just in, a bucket	\$1.50
Pie Peaches, gallon cans	45c
Pie Blackberries, gallon cans	50c
Pie Loganberries, gallon cans	60c
Pie Plums, gallon cans	35c
Gallon good grade Catsup	50c
Peanut Butter, regular 35c size	25c
50 pounds good Dried Peaches	\$3.50
Dried Apples, 10c a pound, 50 pound case	\$4.50
Schotten's Best Coffee, 3 pounds for	\$11.00
Schotten's Golden Days Coffee, 3 pounds*	\$1.00
Pink Salmon, per can	10c
Red Salmon, per can	20c
Tunny Fish, regular 25c, special 2 for	25c
Best Corn, 2 cans for	25c
Guaranteed Corn, 3 cans for	25c
Good Grade Peas, 2 cans for	25c
Regular 20c Pineapple, 2 cans for	35c
Tripe, regular 35c for	25c
Wesson's Salad Oil, per gallon	\$1.00
Large size Crisco, 10 pounds	\$1.65
Regular 30c bottles Cherry Tip Punch	25c
Lea and Perrin's Sauce, regular 35c	30c
1-4 pound Harvest Home (ice) Tea	25c
Oriole Flour, per sack	\$1.90
Plenty of good Sweet Potatoes and Onions.	

**L. J. WARREN GROCERY  
COMPANY**  
Phones 233 and 234



## Mae I. Theatre

Thursday, May 18th

### "The Secret Agent"

An all-star feature in three acts. A magnificent cast of stars, including the distinguished ROBERT T. HAINES and CATHLEEN BUTLER.

### "A Bum Steer"

It's another one of those funny VOGUE COMEDIES with a laugh in every scene.

Friday, May 19th

### Special Attraction—Triangle Program

### "Fatty and Mable Adrift"

### ROSCOE ARBUCKLE

Fatty of Keystone fame, with his broad trousers, his broad smile and inimitable mannerism and the popular

### MABLE NORMAND

If you are looking for comedy of the rip-roaring, side splitting, ten laughs a minute variety, there's not a better combination than these two wonderful stars. You will agree with the critic who pronounced the picture the best yet. [Triangle Keystone in two acts.]

### "THE CORNER"

The sensational Triangle play with WILLARD MACK and GEORGE FAWCET in the leading role. The powerful theme, the gripping manner in which it is told and the marvelous acting combined to make one of the strongest TRIANGLE pictures. See it without fail.

Saturday, May 20th

### "The Secret Wire"

The romance of a young lineman and an heiress. Starring HAROLD LOCKWOOD. [American feature in two acts.]

### "Seeing America First"

The Mutual Traveler visits Milwaukee in her trip through the west.

### 'Keeping Up With the Joneses'

Comedy cartoon.

### "Jerry in Mexico"

More exploits. Starring the funniest man in America, GEORGE OVEY. [Cub comedy.]

## THE HERALD'S REVIEW OF THE MOVIES

A three-part Mutual feature is the leader at the Mae I. Thursday. "The Secret Agent" has a setting on the Atlantic Ocean and in Paris. The cast is especially organized to support Robert T. Haines and Cathleen Butler. Haines' robust physique and mobile features make him one of the most admired actors and all round leading men on the screen.

"A Bum Steer" is a Vogue comedy. This new series is proving immensely popular.

Thursday, at The Ruby, "The Night Riders," a two-part Western drama, with many thrilling incidents, is to be shown. A band of rough riders give a sample of some of the most dare-devil riding ever witnessed in a photoplay. The Ruby also offers two other features—first, "The House of Revelation," a three-reel Essanay, featuring Joan A. Lorenz, Elizabeth Burbridge, Dexter McReynolds and Jack Milton; also a one-reel Lubin, "Billie's Headache." The fun in this one-reel farce is furnished by the seat of a chair and the corresponding section of Billie's trousers. They become firmly attached to each other, and William finds himself in an awkward position. The headache is merely a ruse. The reel is quite laughable and well acted by Billie Reeves, Carrie Reynolds, Peter Lang, Clara Lamber and John Sherman.

The first installment of a fourteen-episode series, "Who's Guilty," will be shown at The Olympic Thursday. In "Puppets of Fate," Dr. Geo. Bullard, an impecunious but talented young surgeon, is offered, through the intervention of his wife, Esther, a very good position as general surgeon with the Mortentown Gas Company. With this start and with the continued efforts of Esther his career becomes one success after another. Under stimulus, he effects many sensational cures. Then Esther goes to Mrs. Sylvia Sands, a wealthy widow, to propose that Dr. Bullard be given charge of the Sands Memorial Hospital, causing Dr. Bullard and Mrs. Sands to be much together. Bullard becomes infatuated with her. Esther falls seriously ill, and the doctor realizes that only a certain operation, which his research has devised, will save her life. Esther insists that he act as surgeon. At the last moment Sylvia comes and appeals to his old infatuation. Unnerved, he bungles the operation on his wife. It is her chat the question arises "Who's Guilty?"

The fourteenth episode of "The Red Circle" will be presented at The Olympic Thursday. The last of this series is entitled "Judgment Day." In it June is brought up for trial for the theft of papers from Farwell's office. The spirit of "Circle" Jim appears to her with a suggestion that she try to overcome the influence of the Red Circle by will power. This she succeeds in doing, and at the close of the episode becomes the wife of Lamar.

The third and last feature for Thursday is a Nester Comedy, "He Almost Eloped."

The first of the new Triangle programs is to be presented at the Mae I. Friday. In "Fatty and Mable Adrift," Roscoe Arbuckle and Mabel Normand are starred in this laughable comedy. The Mae I. has such confidence in its new Triangle plays. "The Corners" is said to be one of the strongest Triangle plays. It will be shown Friday at the Mae I. also. In fact, the announcement is made that each Friday will be Triangle Day at this theatre. The story is true to life, the acting is realistic and strong

personalities are flashed on the screen.

On Saturday the Mae I.'s program offers a wide variety. There is a secret wire. Harold Locke is a "trouble shooter" employed by a telephone company, meets beautiful Vera Strong. In an unusual manner he is placed in a position where he can do her much needed service. The romance is interesting.

"Seeing America First" is an educational film. Milwaukee is the setting for this release.

The comedy cartoon "Keeping up with the Joneses" has been retained. The antics of the clever characters in this feature pleases the youngsters.

George Ovey is starred in "Jerry in Mexico" a comedy of which it is said, "it is up to Ovey's standard."

At The Ruby Friday will be presented the "Guardian Angels," a one-reel burlesque comedy. The second number is "The Babe of the Two Philanthropic Sons." The moral of this George Ade fable has much food for thought. In scattering Seeds of Kindness, do it by Hand and not by Machinery. As set forth in the fable, this means buy a library for your native town and ask the population to stand a small portion of the cost and no one has a good word for you; buy all the male members a five-cent cigar, and they will look upon you as a real benefactor.

Another attraction is "His Brother's Pal," a two-part drama, with Ben Wilson and Dorothy Phillips. The Universal Animated Weekly is also offered.

"For the Defense" will be shown at The Olympic Friday. "The detective-in-chief here is a slender, wistful dervish of a girl, who happens to see the murder committed, and knows the Webster butler, not Jim Webster, committed it. Jim is lying drunk on a couch, and the butler and the maid find it easy to put the blame on him.

"In making this girl the central figure of the story, Turnbull has pitched the whole theme on a plane of probability and sympathetic appeal, which Miss Ward realizes to a remarkable degree," is an excerpt from a Motion Picture News review.

A three-reel drama, "Tried for His Own Murder," will be shown at The Ruby Theatre Saturday. The situation that gives the picture its title is brought about very plausibly, and the role of the heroine is very sympathetic. Van Dyke Brooke has directed its production in his best style, and Maurice Costello, Leah Baird, Mr. Brooke, George Stevens, Harry Fisher and Mrs. Phillips are judiciously cast.

Also on this day there is another of the series of Hazards of Helen, "When Seconds Count." Since the advent of Helen Gibson as the star of this series of photoplays, she has made clear the fact that she will not be stumped. The hazard taken by her in this one-reel drama is a "best thriller," and the events leading up to it form an exciting screen drama.

The last attraction is a Vitagraph Comedy, "The Wrong Man."

(Continued on Page Five.)

### WARNING TO AGENTS!!

In order to move to Amarillo by June 1st., I offer my \$7,000.00 Plainview home at \$5,250. Best location and best neighbors in town. Ask anybody. Regular Commission to Agents. See Dan Ansley at Third National Bank or phone 358. B. T. ANSLEY.

## YOU CAN CARRY

More dirt into a clean home on your clothing than can get there in weeks by the ordinary winds and other means. Clean clothes may mean good health insurance for the little ones in the home who cling to you and stroke your clothes. Better be safe than sorry. Have your clothes cleaned regularly in

## THE WALLER TAILORING CO. WAY

There are many advantages in service and satisfaction in "the best way."

DRY CLEANERS TAILORS

Phone 188

We Pay Return Charges on All Parcel Post Orders

## OLYMPIC

"YOU KNOW THE PLACE"

THURSDAY.

### "Red Circle" and "Who's Guilty" Day

NOTICE—We offer today the last episode of the "Red Circle" with Ruth Roland and Frank Mayo, and the first episode of

### "WHO'S GUILTY"

with Tom Moore and Anna Q. Nilsson.

Also a Nester comedy. Don't miss today's program.

FRIDAY.

Paramount Day

WE OFFER

### Fannie Ward

[Star of "The Cheat" and "Tennessee's Pardner"] in an original drama, entitled

### "FOR THE DEFENSE"

In five absorbing parts. Note:—This Lasky-Paramount offering is one of the best ever.

SATURDAY.

"Mary Page" Day

### "THE ALIENIST"

The fifth episode, featuring Henry B. Walthall and Edna Mayo.

### "LONESOMENESS"

A one-part drama, with the beautiful star, Myrtle Gonzalez.

### "ORDERS IS ORDERS"

A two-part comedy stream that will drive away the blues. Ernie Shields is the featured character.

## RUBY

"ALWAYS A GOOD SHOW" THURSDAY.

### "The House of Revelation"

A three-part Essanay English drama, with John Lorenz and Elizabeth Burbridge.

### "The Night Riders"

The most thrilling western drama ever in motion pictures. Harry D. Carey is featured.

### "Billie's Headache"

Billie Reeves in one of his funny comedies.

FRIDAY.

### "His Brother's Pal"

Ben Wilson and Dorothy Phillips in a two-part comedy drama.

### "Animated Weekly"

One reel of current events.

### "The Fable of the Sons"

One part Geo. Ade comedy.

### "Guardian Angels"

Bud Duncan and Ethel Tearer in a Kalem comedy.

SATURDAY.

### "Hazards of Helen" Day

"When Seconds Count" One of the best railroad thrillers that Helen Rose Gibson has ever appeared in.

### "Tried for His Own Murder"

Maurice Costello and Leah Baird in a Vitagraph Broadway star feature. Three reels.

### "The Wrong Man"

Mr. and Mrs. Sydney Drew in one of their famous picture laughs.

## Late Arrivals

by Express

at

## HAMNER'S DRY GOODS STORE

We have just received another weekly shipment of the newest Ladies' Waists. Values \$1.25 and \$1.50 we sell at the low price of **98c**

Received by express shipment of Baby Doll Slippers, White Soles, and Pipeing in all sizes from 8 in child's to 5 1-2 in ladies' sizes. We have priced these much below the price you have been paying.

Received another shipment of the Gladfoot-Oxford pumps, spring heel. Goodyear Welt, the best slipper made—we are still selling these slippers for less than you pay for inferior slippers.

We have 200 pair of Children's and Ladies' slippers we are selling at about half-price. Come and see us.

## Hamner's Dry Goods Store

210 "SELLS IT FOR LESS" Plainview, Texas



Make Your Old Furniture Look Like New

## PEE GEE RE-NU-LAC

"WORKS WONDERS"

It's an easy and inexpensive matter. Simply apply a coat of Pee Gee RE-NU-LAC and you'll be delighted with its fine results and your own work. Pee Gee RE-NU-LAC makes old furniture, worn floors and woodwork look like new again. Try it.

Pee Gee RE-NU-LAC is a Stain and Varnish combined. Comes in 11 Natural Wood colors, White, Gold and Silver Enamel. All sizes.

PEASLEE-GAULBERT CO., Incorporated Manufacturers : : : : Louisville, Ky.

Alfalfa Lumber Company Plainview, Texas



A SCENE FROM "WHO'S GUILTY?" CHAPTER NO. 1 (PATHE)

## OLYMPIC

You Know The Place

Thursday May 18th



**Personal News**

Mrs. P. D. Vore and Mr. and Mrs. M. E. Cleavenger of Springlake are visiting in Plainview today.

Mrs. George Saigling will leave Friday for Austin, to visit with relatives and to attend the commencement at University of Texas.

H. A. Pearcy of Aiken, was here today on business.

Jasper Ellerd, Fred Crawford and Jack Vaughn will soon return from Roswell, where they are attending the New Mexico Military Institute.

Mrs. L. R. Kier left this morning for Amarillo after a visit with her mother, Mrs. Q. D. Hoyle of Seth Ward Heights.

Bartow Johnson left this morning for Sweetwater to attend the graduating exercises of the class of '16, Sweetwater High School.

Mildred Johnson left this morning for Coleman where she will visit with relative for a few days.

C. W. Barnes, of Amarillo, formerly employed by the Plainview Creamery, came down this morning to join a party of Plainview boys who will go to San Antonio to their company, Company L, Fourth Infantry, Texas National Guard.

Rev. G. W. Shearer of Tulia came down this morning to attend the graduating exercises of Seth Ward College.

Rev. A. L. E. Weber left this morning for Brenham to attend a synod meeting. He will visit with his parents at Fredericksburg, and attend to pastoral work at Post, Littlefield, Slaton, Tahoka and Wilson before returning to Plainview.

Rev. B. Y. Dickenson of Abernathy was in Plainview today.

Don Biggers is here today on business. Mr. Biggers is a representative of the Marketing and Warehouse Department of the State Department of Agriculture.

Mrs. Chas. Saigling came up this morning from the Saigling ranch at Hale Center.

The natural, every-day scenes make the production an entertaining one.

**Mae I. Stengthens Program With Big Stellar Releases.**

L. M. Cobb, district manager for the Mutual Film Corporation, at Amarillo, who has been visiting his brother, Stanley Cobbs, local manager for The Mae I. Theater, has arranged a much-improved Mutual service for the local house, not that The Mae I. programs have not been good, but that they are now to be much better.

The new service includes the improved Mutual De Luxe releases, all of the Mutual Chaplin special releases, the Triangle comedies, with Mable Normand and "Fatty" Arbuckle, and the Triangle dramas, featuring many of the best-known legitimate actors of this and other countries.

The new De Luxe program begins Monday. Charles Chaplin's first appearance in the new series will be in "The Floorwalker." Of course, all of us know that Chaplin, as the Mutual's million-dollar comedian, is the highest salaried comedian in the business.

**Chaplin Breaks Into Society.**

Reel Life says Charles Chaplin is "busting" into society. It happened in this manner: Recently, at the invitation of one of Los Angeles most prominent women, he laid aside his brogans, trick mustache, cane and what was once a respectable derby, to participate in a social given at her home. Charles, all dolled up in soup and fish, was the lion of the evening. The fair ones, making most of the evening, danced with him until he finally had to call quits.

**THE HERALD'S REVIEW OF THE MOVIES**

(Continued from Page Four.)

The fifth number of "The Strange Case of Mary Page," "The Alienist," will be offered at The Olympic Saturday. The adventures of the heroine, as shown by the testimony given at the trial during this number of the Esanay serial, continue to be full of interest. Mary's experience with David Pollock, according to the evidence of the alienist who is brought into the case, would have gone far in justifying her had she fired the shot that killed him. The acting and stage management of the picture keep on the some high level.

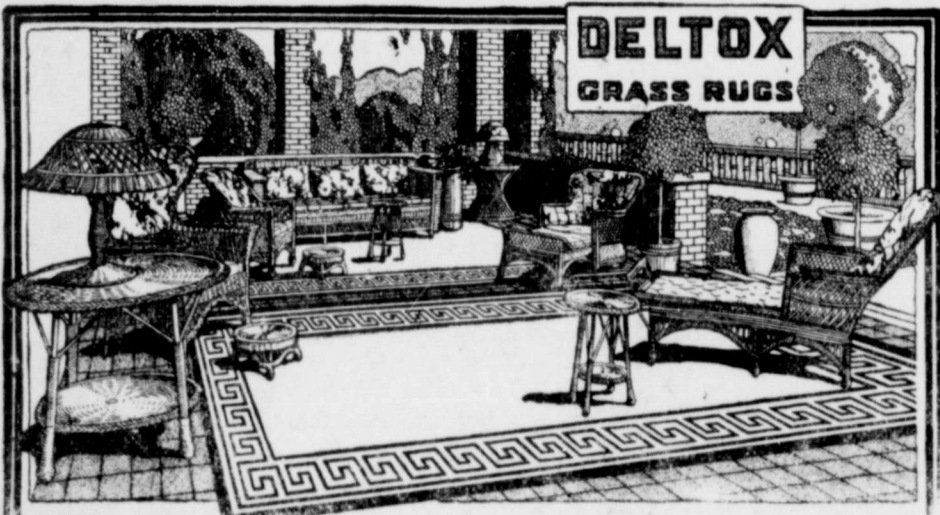
A two-reel college number, "Orders Is Orders," featuring Ernest Shields, Mina Cunard and Mark Fenton, will be shown at The Olympic Saturday.

Also there is "Lonesomeness." A cigarstand girl in a hotel sends a young married man back to his wife and child. This has a certain casual quality which does not stir the emotions deeply, but

**Extra Special**

6 pair 25c  
Silk Lisle  
Hose for  
\$1.00

**Reinken's**



**Rugs! Rugs!!**

A Shipment of Beautiful  
New Patterns Here  
Today.

**Axminster  
Brussels  
Wilton Velvets  
Congoleum  
Deltax**

At this Summer  
house cleaning time  
you will appreciate  
the distinctiveness of  
this showing of new  
floor coverings.

We have just received a nice  
showing of Cretonne Linen  
Chests and Shirt Waist  
Boxes.

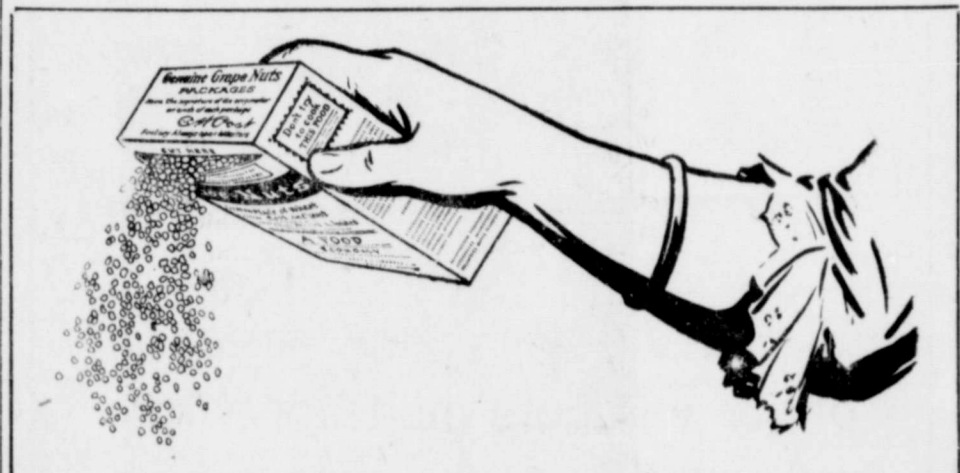
**E. R. Williams**  
FURNITURE and UNDERTAKING

**Even Burning Coal**

Will save money because of minimum waste and will make your baking and other cooking more certain. Such coal we constantly try to furnish our customers. Let us serve you thru the knowledge we have gained in the coal business.

**ALLEN & BONNER**

Phone 162



**Crisp Granules**

In making the food, Grape-Nuts, whole wheat and malted barley are ground into flour, blended, formed into a dough, and baked about 20 hours. This long baking converts a large part of the starch into dextrose or grape sugar, making Grape-Nuts easily digestible—generally in about one hour.

Grape-Nuts comes from the ovens almost rock-hard and is reduced to crisp, sweet, nut-like granules requiring thorough mastication. An admirable quality—both for good digestion and sound teeth.

**Grape-Nuts**

contains all the nutriments of the grains, including the valuable mineral salts—phosphate of potash, etc.—often lacking in the ordinary diet but so essential for well-balanced nerves and sturdy bodies.

Grape-Nuts is ready to eat direct from the package with cream or good milk—a delicious, well-balanced food for health, strength and efficiency.

**"There's a Reason"**

Grocers everywhere sell Grape-Nuts.



**Summer Tourists and Round Trip Excursion Fares.**

Destination	Date of Sale	Limit	Fare
Amarillo	May 21-22	May 25	\$ 3.60
Denton	May 28-29 30	August 2	14.85
Canyon	June 3 to 9	August 25	2.30
El Paso	June 4 5	June 12	20.35
Fort Worth	May 23-24	May 28	16.15
New Orleans	May 19-22	May 28	34.46
San Antonio	May 21-22	May 27	22.35
Boulder Colorado	May 15	October 31	24.30

Call the ticket office for Summer Tourist rates for that vacation trip.  
**JOHN LUCAS, Agent.**

Harold Hughes returned yesterday from the State Convention of B. P. O. E., held at Dallas.

L. M. Cobb, who has been visiting his brother, Stanley Cobbs, left this morning for Amarillo.

**Going to the Chautauqua?**

There will be so much doing the next ten days there will scarcely be "breathing time" and of course everybody'll be going. What's learned this Economics Week wont be forgotten. Facts are its going to be a fine time to practice some of those time saving poor man's pudding ideas, etc.

**Here Is Our Suggestion.**

Get plenty of shirt waists--nothing like a pretty clean waist to keep ready for going. You can save the price of a Chautauqua ticket too if you buy at these prices.

- \$1.25 Waists, any of them for \$ .95
- 2.50 Waists, any of them for 2.10
- 3.00 Waists, any of them for 2.50
- 3.50 Waists, any of them for 3.00

Nothing higher today--We sell the waists that look like \$4. and \$4.50 for \$3.50 regularly and now for only \$3. Special prices on Suits and Dresses.

Buy it all at this store--You'll get more for a dollar.

**Richards Bros. & Collier**  
WHERE PEOPLE WHO DRESS BEST TRADE

**Chautauqua Week**

Plainview will be crowded. If you wish to be assured of proper garage storage for your car while in town that week reserve space with us early. Ours is a modern brick and cement garage, with a well equipped machine shop in connection.

We are most conveniently located just across the street from the big chautauqua tent  
**E. N. EGGE AUTO COMPANY**  
Phone 646

**HOME ECONOMICS**

HAS BEEN a study with us, we have discovered that to sell the highest grades of food at the lowest possible prices is the thing which appeals to the cook who wants her family to have safe and sanitary products which she can purchase within her means. We have made the effort to furnish the trade of Plainview and vicinity with such goods. How well we have succeeded we ask you to judge. Here you will find lines which are heavily featured for their cleanliness and wholesomeness. We endeavor to keep the service of the same high standard.

We handle "White Crest Flour"  
Try a sack with your next order.  
**SEWELL GROCERY CO.**  
Phone 8 and 9

**HOME ECONOMICS**

Includes home sanitation. Home sanitation includes brightening up the home and premises, inside and out. We have the paint for outside use and varnish for inside use for the woodwork and floors and for the furniture.

**FULTON LUMBER COMPANY**  
Phone 107



**Personal News**

Mr. and Mrs. David Tudor, who have been visiting with their son here, left this morning for their home, in Salisbury, Mo.

Mrs. J. F. Long, who has been visiting here, left this morning for her home, at Silver Valley.

Miss Anna Story, of Franklin, Texas, is visiting in the home of Mr. and Mrs. John Willis.

Miss Corene Applewhite, of Lockney, went to Amarillo this morning for a visit.

Mrs. J. V. Baker and daughter, Miss Virgie Baker, went to Hereford this morning to attend the Muncy trial.

Sheriff Claude Goens, of Floydada, went to Hereford today on business.

Miss Stella Wolters returned home this morning from Matador, where she spent the week end with her friend Miss Ethel Edwards.

Miss Josie Durham, who has been visiting in the home of Mr. and Mrs. Geo. Mayfield, returned to her home, in Seymour, this morning.

Chas. Stevenson visited friends in Canyon Sunday.

Miss Mary Brazelton, who was called home on account of the illness of her mother, returned to Belton this morning, where she is attending school.

Mrs. G. C. Keck went to Amarillo this morning to visit with her daughter and to be with her little granddaughter, who is ill.

Mr. Spretler, of Abernathy, is here under medical treatment.

Wiley Fort and Miss Rena Fort, formerly students of Seth Ward College, are here attending commencement exercises. They live in Silverton.

Judge L. S. Kinder went to Lubbock on business Thursday.

Bert Broyles has returned from a business trip to Kansas City.

Mr. and Mrs. C. S. Williams and children are visiting in Matador.

W. A. Donaldson is in Mineral Wells.

Miss Edna Mayhugh is in San Angelo as a delegate to the annual convention of the Episcopal Church.

Mrs. Lee Shropshire has returned from San Antonio, where she has been visiting her son, Cameron, who is a student at the Peacock Military School.

Miss Madaline Whitely, formerly a student of Seth Ward College, is here this week attending commencement exercises.

Mrs. F. A. Baylies and daughter arrived Saturday from Des Moines, Iowa, to join Mr. Baylies, who has been here several months. Mr. Baylies has purchased land near Hale Center.

Geo. J. Boswell left Saturday for Lubbock.

Mr. and Mrs. Geo. Saigling visited relatives in Amarillo through the week end.

Dr. I. W. Hick, of Floydada, was here Saturday en route home from Dallas, where he had been attending the State Dental Society Convention.

Barnett O'Bryan, of Hale Center, was here Saturday en route to Tulia for a week end visit with relatives.

R. M. Ellerd went to Amarillo Saturday morning in the interest of his candidacy for Congress from this district.

Rev. J. M. Harder filled his regular appointment at Post City Sunday.

Mrs. J. D. Earnest and daughters left this morning for Big Springs.

**SNYDER HOME ECONOMICS CLUB UP WITH ITS WORK.**

The club met Wednesday, May 10, at which time we caught up with our back lessons. We have decided to meet only once in two weeks after this.



**THE HOME OF ECONOMY FOREVERYTHING FOR THE HOME**

Here are the qualities and the 'saving' prices on household goods you are being told about this week.

**W. E. WINFIELD CO.**

"If It Isn't Good We Make It Good" Phone 95

**Screen Doors**

We have a very fine selection of screen doors made of white pine which is the best screen door on the market. Call and let us show these doors before you buy elsewhere. Now is the time to screen before the flies get into your house. See us for anything in the building line.

**A. G. McAdams Lumber Comp'y**

E. C. Blankenbeckler, Manager

**THE RIGHT PRICE STORE**

is unique—its customers say "we have needed such a store for a long time." A careful looking over will convince you that it is

**True Economy**

to come here for the things you buy oftenest.

- Hardware, Tinware,
- Enamelware, Dishes,
- Glassware, China,
- Candy, Notions, Shoes,
- Dry Goods, Clothing,
- Hats, Millinery.

A Good Look Will Make You a Booster for

**Lander's**

Wayland Building

**Cash Grocery Co.'s.**

**Home Economics Week Specials**

**CANNED GOODS**

The most complete line of fancy and staple canned goods on the plains. Note the following prices:

- 3 cans good corn **25c**
- Per case, two dozen **\$2.00**
- 3 cans hominy **25c**
- Per case, two dozen **\$2.00**

Don't forget our special offer on Van Camp's extra standard early June peas, per can **10c**  
Per case, two dozen **\$2.25**

**CALIFORNIA FRUITS**

- California extra select fruits under our Del Monte brand.
- Fancy peaches, in heavy syrup, each **25c**
- Per dozen **\$2.50**
- Fancy Loganberries, in heavy syrup **25c**
- Fancy Pears, in heavy syrup **25c**
- Fancy apricots, in heavy syrup **25c**

**PINEAPPLE**

"The king of fruits."

- Regular 15c size **10c**
- Regular 25c size **17c**
- Regular 35c size **23c**
- In gallons **65c**

**Cash Grocery Co.**

Pure Food Products

Phone 101

We deliver orders amounting to \$1.00 and above free. Deliveries leave promptly at 9:00 a. m. and 11:00 a. m., 3:30 and 6:00 p. m.

**What Will You Give For a Graduation Gift?**

We have a large line of beautiful jewelry on which we are making special reductions in price.

We also have a large stock of Cameras and Kodak Supplies which make acceptable presents

Get Our Prices Before Buying.

**Long-Harp Drug Co.**

Phone 161

Free Delivery

**THE PLAINVIEW SANITARIUM**

Is now open as a general hospital to the public and physicians of Plainview and surrounding country with Miss McLaughlin, R. N., in charge.

**E. O. NICHOLS, M. D.**

**Save the Gears**

One of the troubles of operating heavy machinery is the rapidity with which gears wear out.

We have developed a lubricant which will protect the heaviest gears under the greatest pressure.

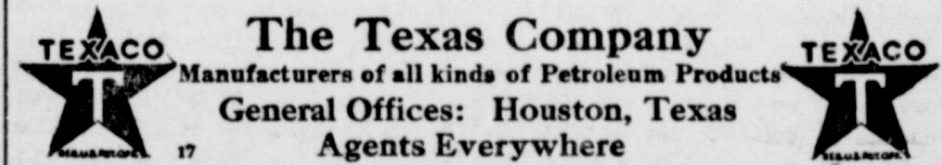
We call it

**TEXACO CRATER COMPOUND**

It is a rich, heavy lubricant which cannot be squeezed out from between the teeth. The pinions run on this heavy film—cutting and wear are stopped.

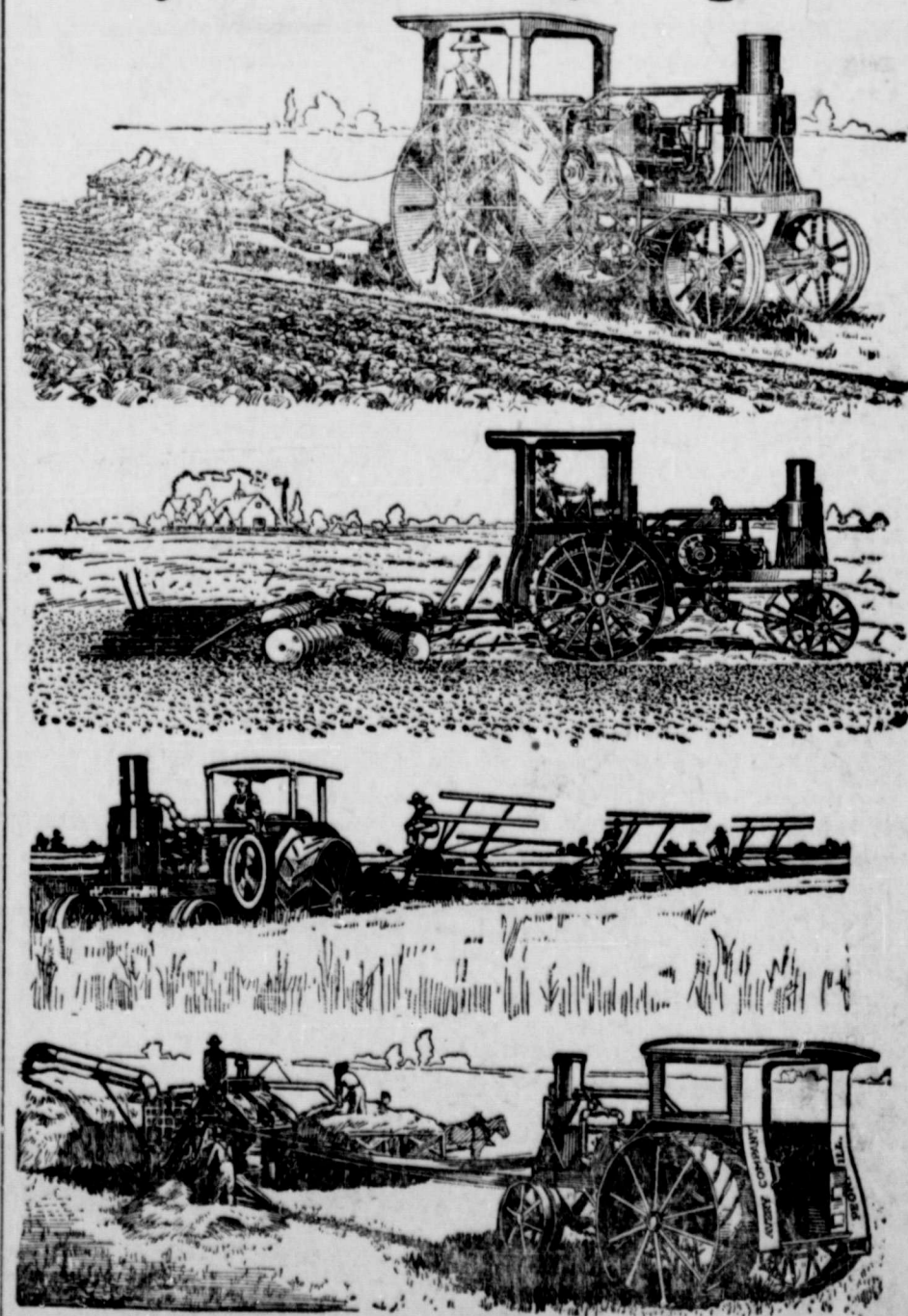
"Crater" resists weather, water, heat, and dust. It is particularly adapted for gears on oil mills, cotton compresses, tractors—wherever large gears need protection.

It is one of the high grade lubricants made by



**The Line**

anything you want in farm machinery. the goods that have made good.



**EVERY CO. OF TEXAS W. R. SIMMONS**  
South Plains Representative Plainview, Texas



RATES
ONE CENT PER WORD
EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers -Adv. tf.

"If It Isn't Good We Make It Good," at WINFIELD'S. 2t.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO.'S. tf.

No repair job too large or too small for W. E. WINFIELD CO. Phone 95. 2t.

We have recently closed an agency contract to write HAIL INSURANCE for one of the biggest OLD LINE insurance companies. 75 years continuous business. Losses paid promptly. WOFFORD & MORTER, north side of square, over Coan's Store, Plainview, Texas. 4t.

OIL STOVES—PHELPS' 2ND STORE. 2t.

WANTED—To lease desirable eight-room house. Inquire at Herald. tf.

We fix everything fixable in household goods. W. E. WINFIELD CO. Phone 95. 2t.

NEW ROCKERS—PHELPS' 2ND STORE. 2t.

FOR SALE—No. 10 Remington Typewriter; good a. new. Phone 99. tf.

Anyone interested in a well improved farm, call on or write JOHN HARTZLER, Plainview, Texas. Route A. Fri. 4t-pd.

WE BUY FURNITURE—PHELPS' 2ND STORE. 2t.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

See our ad on page of this paper. W. E. WINFIELD CO. 2t.

FOR SALE—20 young male Poland-China hogs, from 4 to 6 months old, and 20 young Hereford bulls, from 8 months to a year old. Can be seen at my Hale County farm two miles south of Hale Center. J. J. ELLERD. tf.

"If It Isn't Good We Make It Good," at WINFIELD'S. 2t.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers -Adv. tf.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

FOR SALE—John Deere, 3-gang engine plow. Good as new. Cheap. O. E. WINSLOW. 6 miles east. tf.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. tf.

We will pay more for any second-hand article of value—cash or trade. See us before you sell. W. E. WINFIELD CO. Phone 95. 2t.

WANTED—Listings of farm and city properties. First door north of Herald Office. FARMERS' LAND LEAGUE. WYATT JOHNSON, Manager. tf.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. tf.

Save your hogs by using Government-inspected anti-hog-cholera serum at \$1.15 per hundred cubic centimeters. Wire or write orders to DR. LEWIS C. CRABB, 1700 Evans Avenue, Fort Worth, Texas. tf.

Nothing but skilled labor employed in our repair shop. Every job guaranteed. W. E. WINFIELD CO. Phone 95. 2t.

We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY. tf.

FOUND—By G. D. Allen, crank to Overland car. Owner can get same at Herald office by paying for this ad. tf.

GOOD ORGANS—PHELPS' 2ND STORE. 2t.

I AM THE WANT AD
MY SCOPE IS UNLIMITED

SOMETIMES I BEAR tidings of life and death, joy and despair, but mostly I am the messenger of hope and happiness. Occasionally I afford first aid to romance.

I AM A WORKER, through whose untiring energy families find homes, buyers and sellers come together, unused commodities give place to those which are desired.

I AM A SUCCESSFUL DETECTIVE. I find anything that is lost and restore that which is found. I comb the crowds, scan the highways and by-ways, peer into remote corners; unerringly I locate the thing or person sought.

I AM A GOOD FRIEND to the employer and the employed. I bring the employer competent aid, I provide the means by which worthy men find fitting employment. BEHOLD ME ON THE WANT AD PAGE THE PLAINVIEW EVENING HERALD.

Telephone your Want Ads to The Evening Herald.

—Adapted from The Dallas News.

FOR SALE—Nice, gentle family horse and buggy at a bargain. If interested inquire at Herald Office. 4t.

FOUND—On streets of Plainview, ladies' coat. Owner may have same by calling at Herald and paying for this ad. tf.

FOR SALE. Young Jersey cow, full blood; fresh in milk. Phone 390 or see S. S. DANIEL, at Farmdale. tf.

FOUND—A friendship bracelet. Owner may have same by calling at The Herald office and paying for this ad. tf.

FARM AND RANCH one year, Holland's Magazine two years, and Plainview Evening Herald one year for \$2.50 for limited time. tf.

Your interests will be looked after by us personally any time your crop is damaged by HAIL. We represent you if we write your HAIL INSURANCE. Losses paid dollar for dollar in cash. Old Line Insurance. WOFFORD & MORTER, north side of Square, Plainview, Texas. 4t.

June brides and others, look over the new and second-hand values in house furnishings at WINFIELD'S. 2t.

FOR SALE: Yearling Red Polled bull. O. E. WINSLOW. 4t-pd.

LOTS OF BED SHEETS—PHELPS' 2ND STORE. 2t.

FOR TRADE. Second-hand Ford Touring Car, 1914 model, for Ford Roadster. In first-class condition. Address DAVIS BROTHERS, Silvertown Texas. 3t-pd.

DURING MAY Fort Worth Star-Telegram, one year, and Plainview Evening Herald, one year, \$3.50. tf.

FOR RENT—Furnished room three blocks from Square, on South Broadway. Phone 551. 2t.

EXCHANGE. Eight-room modern house in best part of Houston for land near Plainview or in Shallow Water Belt. Seventy-five by one hundred and fifty feet. Five thousand. H. J. CROW, 820 North Ridgeland Ave., Oak Park, Ill. 4t-pd.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

FOUND—On Covington Street, an ironing board. Owner may have same by calling at the Herald office and paying for this ad. tf.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS. May 12.—Cattle receipts have been light since Monday, which has given the strong undertone of the market a chance to come to the surface, and prices are 25 to 40 cents higher than Monday. All weights have taken part in the advance, and although mixed yearlings sold at the top for the week, \$9.75, there is no surplus of heavy steers, and killers seem glad to get them. Natives sold up to \$9.45 this week, and a drove of Idaho pulp-fed steers sold here yesterday at \$9.25, weighing 1,199 pounds, average, a record price for Idaho cattle. A few bunches of prime cattle are stuck around over Kansas and Southern Nebraska, but most of the receipts from native territory are short-fed cattle, and contain some low-quality steers that are selling at very good prices, as compared with their betters. The season between fed cattle and grassers is more pronounced this year, because of the failure of the South Texas country to market any cattle worth mentioning, and the cheap native is getting stronger competition on that account.

A Kansas feeder sold steers at \$7.50 this week which made him \$10 a head profit, due to low initial cost, \$5.35 here in January. Other steers a little better brought \$8.00, and steers showing any quality worth mentioning brought \$8.50 and upwards. Colorado pulp-fed steers that sold here Monday at \$8.75 to \$9.20 are now worth \$9.10 to \$9.40.

Stockers and feeders sell at a high range, \$7.50 to \$8.35 for most sales, all weights, choice stuff upwards to \$9.00.

Hogs sold up to \$9.90 today, bulk of sales \$8.70 to \$9.85, light weights up to \$9.85, receipts 3,000 head. The market has gained strength every day since Monday, the lower edge of the sales feeling the improvement most, as there has been a good order demand. Two loads of heavy Kansas hogs brought the top today, and a car of Ozark hogs, weighing 153 pounds, sold at \$9.65. Several shipments of Idaho hogs have been here, one load of Idahos bringing the top price Wednesday, \$9.85, other Idahos during the week at \$9.55 to \$9.70, and a car of Utah hogs sold yesterday at \$9.65, 188 pounds average. Hog raising is gaining new footholds in various parts of the country, but production is still below demand, and raisers in local territory, convenient to market, and in the midst of plenty of feed, enjoy a peculiar privilege at this time.

Sheep and lambs are closing the week at the highest point of the year. Winter fed lambs sold at \$12.00 yesterday, Arizona spring lambs \$11.50, but choice ones might reach \$11.75, clipped lambs \$10.00. These are all new high records. Texas clipped ewes old at \$8.00 this week, a new high record also, fat Angora goats are worth \$5.75 to \$6.00, Angora brushers in strong demand at \$5.25 to \$5.50, slick-haired brushers \$3.75 to \$4.25. No Texas clipped wethers have been here, but they are quoted today up to \$8.00.

J. A. RICKART, Market Correspondent.

ANNOUNCEMENTS

The Herald is authorized to announce the candidacy of the following men for the political offices designated, subject to the action of the Democratic primaries, July 22, 1916:

- For Representative: T. J. TILSON.
For District Attorney: AUSTIN C. HATCHELL, GEO. L. MAYFIELD, KENNETH HAIN.
For District and County Clerk: B. H. TOWERY, J. P. HOWARD, W. M. JEFFUS, JO. W. WAYLAND, JAS. F. DUNCAN, JR.
For County Judge: CHARLES CLEMENTS, AUSTIN F. ANDERSON, J. E. LANCASTER.
For County Attorney: L. D. GRIFFIN, L. R. PEARSON.
For County Treasurer: JNO. G. HAMILTON.
For County Tax Assessor: ROY IRICK, R. E. BURCH, W. H. MURPHY.
For Public Weigher, Precinct No. 1: J. L. OVERALL, TOM THOMPSON.
For Sheriff: J. C. HOOPER, J. C. TERRY.
For County Commissioner, Precinct No. 1: J. T. (DADDY) PHELPS, W. J. ESPY.
For Commissioner Precinct No. 2: J. W. ROBERSON, R. W. CROSS.
For County Commissioner, Precinct No. 4: M. C. CORNELIUS, C. E. LOCK, R. T. BARBEE.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making You Sick and Can Not Salivate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

BACKACHE IS A WARNING.

Plainview People Should Not Neglect Their Kidneys.

Backache is often nature's most frequent signal of weakened kidneys. To cure the pains and aches, to remove the lameness when it arises from weakened kidneys, you must reach the cause—the kidneys. If you have pain through the small of your back, urinary disorders, headaches, dizzy spells, or are nervous and depressed, start treating the kidneys with a tested kidney remedy.

Doan's Kidney Pills have been proved good and are especially for weak kidneys. Doan's have been used in kidney trouble for over 50 years. Read Plainview testimony.

John Pendley, Covington Ave., Plainview, says: "I had bladder trouble and pains across my back and kidneys. I could hardly get up from a chair. I procured Doan's Kidney Pills at the Long Drug Co., and they did me a world of good."

Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Pendley had. Foster-Milburn Co., Props., Buffalo, N. Y. —Adv.

L. A. KERR, Architect, Office at Fulton Lumber Co., Phone 107, House Phone 423.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

W. FLAKE GARNER, Funeral Director and Embalmer, Prompt Service Day or Night, Phones 105 and 276.

Your Bell Telephone and PARCELS POST

Constitutes a partnership that should work out uncommonly good results, since City shops are brought conveniently close to the country customer, and city people may obtain from the country the various products of the farm.

BELL TELEPHONE SERVICE provides the means for placing the orders, and delivery can be made at your door by Parcels Post promptly, and at slight cost.

THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY. 3-R-14

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect. LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness or ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

L. A. KERR, Architect, Office at Fulton Lumber Co., Phone 107, House Phone 423.

W. A. TODD, Agent All Kinds of INSURANCE, Office No. 14, First National Bank Building, Phone 129.

HARRISON & KERR CO., General Contractors, Office at Fulton Lumber Co., Phone 107, House Phones, 328 and 423.

W. FLAKE GARNER, Funeral Director and Embalmer, Prompt Service Day or Night, Phones 105 and 276.

The Strong Withstand the Heat of Summer Better Than the Weak. Old people who are feeble, and younger people who are weak, will be strengthened and enabled to go through the depressing heat of summer by taking regularly Grove's Tasteless Chill Tonic. It purifies and enriches the blood and builds up the whole system. 50c.

Pure Bred Duroc Jersey Hogs. We have a few choice young boars and gilts. Helen Temple Farm, Plainview, Tex.

SEE ME FOR FARM LOANS

I also buy vendors lien notes. Money Ready in One Week. Promptest of service.

J. C. Rawlings, 3rd National Bank Bldg., PLAINVIEW, TEXAS

L. V. DAWSON, M. D., Physician and Surgeon, Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m.

BENNETT GROCERY CO. Invites you to make its store your headquarters during Home Economics Week and Chautauqua Week. To inspect its high grade assortment of groceries and to take home a sack of Albatross Flour; \$1.90. Whitest, lightest and best. BENNETT GROCERY COMPANY, Phone 35



# With the Return of the Summer Days We Show the Newest Creations in Fashionable Things for Ladies and Misses Costumes

The Latest Ideas in Daytime and Evening Frocks—Coat Suits, Shoes, Skirts, Parasols and Hats

## New Patterns for all Kinds of Summer Wearables

The June issue of the Delineator now on sale. This, fashion's standard publication, 25c per copy, June fashion sheets free for the asking. All of the new Butterick patterns for all kinds of spring wearables, 15c and 25c each. None better the world over.



## CHAUTAQUA WEEK May 21st to 27th

A treat for everyone

If you fail to visit Plainview Chautauqua week you will miss a real treat. Two high-class attractions every day, offering a splendid opportunity to hear the country's foremost artists in oratory, singing, the country's greatest band and orchestra and other attractions.

## Daytime and Evening Dresses of Unusual Interest

Showing dame fashion's latest decrees for summer. These frocks, designed by Madine Flanders, exemplify every latest style dictate, introducing something new for every occasion of daytime and evening wear.

The inherent charm and refinement of these frocks is making a strong appeal to every woman who likes something with individuality about it. Come see them.

**\$6.75, \$9.75, \$12.50, \$15.75 TO \$35.00**

## The New and Smart Touches in Coat Suits and Skirts

We show fashionable coat suits in cool tropical cloth in not a few of the very latest models. Some of them are in colors of battleship grey, Palm Beach, white and cream, while others are shown in rich novelty mixtures. These suits suitable for most every occasion are very reasonable in price.

**\$9.75, \$12.50, \$13.75 TO \$18.50**

**SPORT SKIRTS** in all of the new cloths, including taffetas, in pretty designs of block effects, onyx stripes and novelty combinations. Belt-pocket and other effects in models.

**\$1.95, \$3.75, \$5.50, \$8.75 TO \$18.00**



## WHAT'S CORRECT IN FOOTWEAR

IS a question one hears every day. It's the light shoes, the white shoes, the bronze and blue shoes, each claiming to be fashion's favorite. So after all the correct shoe is a pretty shoe, in just the color that you like best. We have illustrated here two of the season's fashionable shapes. May be had as follows:

**Soft Kid Bronze**, a splendid shoe for the real dressy occasion and is very easy on the foot, as it is entirely seamless. May be had in shape as illustration on the left, in all sizes, at **\$5.00**

**White Soft Kid** as illustrated on the left. This is one of the season's favorites. Very dressy, \$5.00. In white cloth, same shape and **\$2.50**

**Grey Kid Pumps** are real popular just now. We show a splendid colors made in the latest shapes and all sizes at **\$5.00**

**Black Patent Kid** in all of the dressy shapes, in pumps and strapped pumps, from the most medium to the most extreme shapes. We show styles \$3.00 to **\$5.00**

**White Rubber Sole English Walking Shoes** with low heels and laced with novelty trimmings of leather. In all shapes and sizes at **\$2.25**

May be had with leather soles also.

**Shoes for the Little Fellows** in all of the new novelty colors, also in white canvas. All sizes, reasonable prices.

## FASHION NOTES

EVERYTHING must stand out at the hips in these days, outergarments and undergarments, even to knickerbockers. Permit has a whim, which after all is founded on a sound fashion basis, for knickerbockers of washable tub taffeta shirred into closely fitting cuffs which are laced just above the knees and embellished with large pockets which stand out at the hips. These serve the practical purpose of making the gown stand off where it is most to be stand-offish.

Color runs riot in the new blouses. Not only are the most delightful of tinted textures employed for the making of these charming waists but ingenious methods of introducing color are employed. In the few white blouses which are being created a thoroughly delightful waist of white organdie is embroidered in blue and trimmed with tiny blue porcelain buttons to match. Another blouse of white organdie is embroidered in brown and fastened with small pearl buckles down the front.

It was not to be expected that the creators of fashions in shoes would overlook such an interesting a mode as two-tone effects and they have not. One of the first to make its appearance is a clever pump of soap-kid toe and patent heel, while others will be introduced later in even more gay colors still.



## YOUR SUMMER PARASOL

No summer costume hardly seems complete without the delightful accompaniment of a beautiful parasol. We show all of the new styles in onyx stripes in colors and many flowered and embroidered designs with novelty handles at **\$1.50 to \$7.50**



## THE LATEST IN HANDBAGS

Novelties of black silk bags, full string styles, also with elaborate frames of metal, celluloid, jet and tortoise. Styles fitted with mirrors, mesh purses of German silver, gate and clasp. Styles with ornaments, also Nitski purses attached to vanity or coin holder. Prices of 50c to **\$8.50**



## SUMMER DRESS FABRICS

OUR stock of dress goods now at its helpful best offers the material you want, in the pattern you want, for the occasion you want it. Whether it be in silks or summer wash fabrics you will find a profuse variety of the newest designs to select from here, a few of which we mention here.

**Fancy Taffetas** in all of the season's novelty and interesting colors. Flowered designs, striped designs, and many other interesting effects. A splendid grade, 36 inches wide at, per yard **\$1.50**

**Crepe de Chine** in novelty and plain colors of white, flesh, apricot, Nile, black and pink. Many patterns at, per yard **\$1.50**

**Striped Silks** are being used in not a few interesting ways this season. We are prepared to meet the demands in this line. See our beautiful patterns at \$1.00, \$1.50, \$1.75 and **\$2.00**

**42 inch Poplins** in rich shades of Nile, rose, blue, green, pink, white and black. See our displays of these lovely fabrics at **\$1.00 and \$1.50**

**Crisp and Dainty Wash Fabrics.** We are showing an unusual line of these materials in exclusive nobby patterns. Let us render you painstaking, intelligent service in planning the garment you want today. It is here that satisfactory merchandise can always be procured in the designs you want at the price you want it.

## NOVELTY HOSIERY

In the very new color combinations of striped and figured designs, made of thread silk, at \$1.00, \$1.25 and **\$1.75**

Ladies thread silk hose with reinforced heel and toe, plain colors, **\$1.00**

Ladies thread silk boot hose, with lisle tops, heels and toe at **50c**

Ladies silk lisle hose with linen heel and toe at **50c**

Cotton lisle hose, reinforced toe and heel, also in out sizes, at **50c**

Children's Cadet school hose, none better the world over, at **25c**

## WE SHOW A LOVELY

## Summer Hat FOR EVERY OCCASION

Real dressy hats for every occasion, in large shapes and small shapes, trimmed with flowers and ribbons.

Daytime and street hats in pretty shapes, attractively trimmed.

An unusual collection of outdoor and sport hats in combinations of rich color of striped effects in straw and cloths.

Popular Prices

## THE NEW MODELS IN

## Wash Suits FOR LITTLE BOYS

Mothers looking for an inexpensive suit for the little fellow will be more than pleased with our assembly of wash suits. Made of heavy fabrics, fast colors, in the newest models, for ages of 2, 3, 4, 5 and 6. Price range 85c up to **\$2.50**

## PRETTY BLOUSES

In rich color combinations, figured designs, embroidered design and striped models, each one prettier than the other if possible. The frills, the unusual touches in collars, the pretty buttons give them an air of refined individuality that is appealing to women who like dash and style about their blouses. We show colors in combinations of maize, Nile, flesh, green, blue, pink, white, black and plain colors, in an unusual range of sizes, at from \$2.50 to **\$8.50**

See our beautiful line of wash waists in the newest colors and models at **\$1.00**



As an inducement to have you concentrate your buying at this store we give you attractive premiums for your cash tickets. Ask to see our beautiful display of premiums.

Plainview  
Mercantile Co.

At this store we never tolerate shoddiness nor cheapness for the sake of price, and we invite your keen and critical inspection at all times. Money cheerfully refunded.

