# THE PLAINVIEW EVENING HERALD 

## TWICE-A-WEEK

|  | W |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| CARANZA'S ACION IS DECLARATON OF WAR$\qquad$ ACCEPTS FULL RESPONSIBILITYFOR CARRIZAL MASSACRE, WASHIGGTON SENDSNEWNOTE | ELIERD CLUB IS ORGANZED BY CIIIZENS OF PLANNVEW Judge H. C. Randolph Is ChairmanNearly Five Hundred Hear Plain. iew Candidate.$\qquad$ ve hundred | LLANO ESTAGADO SCHOOLOF INSTRUCION CLOSED | STAIE DEPPRTIMENT ADS W URECT FARM MARKEING | FOUXTH OF JULY IN PLANVVIEW WILL |  |
|  |  |  |  | BE GALA DAY--PPEPARING FOR CROWDS |  |
|  |  |  |  | $\begin{array}{cl}\text { PEOPLE } & \text { OF THE SURROUNDING COUNTRY INVITED TO } \\ & \text { SHARE WITH PLAINVIEW CITIZENS THE } \\ \text { DAY'S ENTERTAINMENT. }\end{array}$ |  |
|  |  |  |  | "Something doing every minte" is the promise of the arrange. menn committee for the big Fourth of July coleAnd there are some live ones on the committee. |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | the trip to Plainview. The merchants' and automobile parade willbegin at $9: 30$ promptly. For this event prizes are offered to theamount of $\$ 50$. For the best decorated advertising float or automobile |  |
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|  |  |  |  | $\$ 1,000$ IN PURSES FOR SPEED ENTHUSIASTE$\qquad$ |  |
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|  |  |  |  | FIREWORKS AT LAKE PLAINVIEW IN THE EVENING <br> FIREWORKS AT LAAKE PLAINVIEW IN THE EVENING. |  |
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|  |  |  |  | \$1,OOO CASH'PIG RAISNG PAVING EXPERT RECOMMENOS |  |
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|  |  |  | Expert Markman Is Son of |  |  |
|  | Men and Boys Only Admitted to Service Sunday Atternoon |  | Mr. and Mrs. Thomas ${ }^{\text {a }}$ |  |  |
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|  |  | Ste |  |  |  |
|  |  |  |  |  | ARE BUSY ON SURVEY.$\qquad$ |
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|  |  |  | 为 |  |  |
|  |  |  |  |  | Juage C. H. Curl, of Listleffeld, was <br> bere yesterday on business. |
|  |  |  |  |  |  |



All Seats 25c

## WE OFFER HALL CAINE'S MASTERPIECE

## "The Eternal City"

A massive photoplay production in eight parts, staged and produced in Rome, Italy, with cast reaching into the thousands, and starring the world's foremost emotional actress PAULINE FREDERICK

HERE TWO DAYS, MONDAY AND TUESDAY, JULY 3rd AND 4th THE OLYMPIC THEATRE


Special Music

The Heralld's Review of the Movies


PACLINE YREDERICK
PACLINE FREDERICK
In "The Eternal Cits," at The Olympic Juty 3 and 4
RETURN ENGAGEMENT
DR. DUNCAN
Eye, Ear Nose and Throat Specialist
will be here again
July 3, 4,5, 6, 7 and 8-One week o be in Plain view all of next week. Please phone your request
to mand cariv and I will call on you as soon as possible. Parties living
in the counaty should call on Saturday or after days.

Exámination Free
Consultation Free
Dr. Duncan comes as representative of the Lone Star Optical Sales Company and The Columbian Optical Company, Dallas,
Texas, demonstrating "Kryptok' Invisible Bitocal. Every pair of glasses "made in Texas.
"Not How Cheap But How Perfect"
No matter what kind of eye trouble you have call and see Dr. Duncan.
Practice limited to the scientific fitting of glasse
Patients who were fitted last week who may need any advice
Phone Lons-Harp Drug Co. or Ware Hotel

## Dr. Dancan may be consulted at hotel every day from $11 \quad$ a. m to i p. m., from 4 p. m. to 8 p. m All other bours are reserv to i p. m. from 4 p. m. 108 p . m Al other bours are reserv

 ed for special

## BIG FOURTH OF JULY CELLRBRATION <br> Plainview's Biggest Entertainment

## A whole day of genuine pleasure and amusement. Don't come if you don't expect to enjoy yourself.

## PROGRAM

9:30 a. m. A big merchants'. and automobile parade. $\$ 50.00$ in prizes as follows: $\$ 25.00$ for best decorated advertising float or automobile. $\$ 25.00$ for the best decorated individual automobile. Bring your car and get in this contest.
10:30. Plainview's Volunteer Fire Department will pull off the biggest stunt ever seen in Plainview. If you miss this exhibition you'll be sorry.
11:30. Fat man's race, potato race, 100 and 220 yard dash for prizes. DINNER: No arrangements are being made to furnish free dinner. Bring your basket if you wish. Plainview is spending her money on big entertaining features. The hotels and restaurants will accommodate the crowds.

## $\$ 1000.00$ in Purses

## Automobile Races on Plainview's Natural Speedway by PLAINVIEW OVAL SPEEDWAY COMPANY

## Begins promptly at 2:00 p. m.

25 --mile small car race, 2 p . m., prize Natural ampitheatre track is builtaround $\$ 100.00$ cash.

150--mile stock car race, 4 p. m., first prize $\$ 600.00$ cash, second prize $\$ 200.00$ cash, third prize $\$ 100.00$ cash.
a large lake and is graded for permanent use. One of the best tracks in Texas.
Strip your cars and come prepared for fast running.

For entrance of cars or other information write or phone W. F. GARNER, Secretary, Plainview, Texas.

Rromptly at $8: 30 \mathrm{p} . \mathrm{m}$. Plainview and surrounding country will have the opportunity of witnessing a stupendous $\$ 250.00$ display of fireworks and novelty feats at Lake Plainview. Don't fail to avail yourself of this opportunity of seeing the above program and be Plainview's guest for this day.

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HERE TWO DAYS, MONDAY AND TUESDAY, JULY 3rd AND 4th THE OLYMPIC THEATRE


Special Music

TThe Herallds Review of the Movies olympies feature july 3 AND 4 IS "ETERNAL CTTY.", $\begin{aligned} & \text { tious subject ever produced by the } \\ & \text { Famous Players' Film Company, the }\end{aligned}$






Pailune frederick
RETURN ENGAGEMENT DR. DUNCAN

Eye, Ear Nose and Throat Specialist

WILL BE HERE AGAIN
July 3, 4,5, 6, 7 and 8-One week
On account of the many appoiutments it will be necessary for me
to be in Plainview all of next week.. Please phone your request
 in the $c$
days.

Examination Free
Consultation Free
Dr. Duncan comes as representative of the 1.one Star
Optical
Sales Company and The Columbian Optical Company, Dallas, Sales Company and The Columbian Optical Company, Dallas,
Texas, demonstrating "Kryptek'" Invisible Bifocal. Every pair Texas, demonstrating "Kry of glasses "made in Texas."
"Not How Cheap But How Perfect"
No matter what kind of eye trouble you have call and see Dr.
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Practice limited to the scientific fitting of glasses.
Patients who were fitted list week who may need any advice drop me a cattl or phone and I will call on you as soon as possible.

Phone Long-Harp Drug Co.
or Ware Hotel
Dr. Duncan may be consulted at hotel every day from 1 to $1 \mathrm{p} . \mathrm{m}$., from 4 p . m . to 8 p . m All other hours are reserv-
ed for special appointments at residences. No charge for calling at your home.








 edy. Most wives object to lending
their husbands. This one strongly op-
poses such an arrangement, and makes poses such an arrangement, and makes
things lively for her better halt and
the maiden who borrows him for the

## The action of "Her Bad Quarter of an Hour' "is progressive. There are

 no cutbacks. "The picture is entertaining and smoothly acted." says the
Motion Picture News.

## A program of variety is offered at

 The Olympic Friday. A two-partthrilling railroad story, "The eap." in
which thrilling railroad story, "The Leap,"
which Lee Hill and Gene Rogers
some hazardous things before camera opens the pro

## Universal production

Another roel is the "Animated Week-
ly," a late-news film with interesting

## views from all over the worid. includ ing several of Uncle Sam's punitive

## expedition in Mexico eng

Truth Crushed to Earth" is the
est episode in "Who's Guilty?"
Blake, from the time he was a small
boy, always told the truth. He was in-
variably punished for some small
rense, after having told the truth.
instinctive desire for the trut
instinctive desire for the truth wa
strong, but not strong enough to with
strong, but not strong enough to with-
stand the repeated outrages visited
upon him while upholding it. When a
crucial test came he was not strong
enough to withstand, and lied. It cost enough to w
hin dearly.
The olympic shows Friday "The
Heart of Nora Flynn," a feature that
reaches the Lasky standards. The reaches the Lasky stanaards. The
story is original and illustrates one of the best traits of Irish character. man or woman with real Irish heart
cannot betray a confidence. Nothing cannot betray a confidence. Nothing
is more repellant to the Irish character than to be an "informer."
Nora Flynn is only a poor, simple
litte servant, but she has the nittle servant, but she has the adnuir-
able trait of her race to a marked de able trait of her race to a marked de-
gree. Driven to bay, disheartened with


## Woman Killed By Heat

She lost her life by insisting upon standing over a red hot stove this oppressive weather and trying her best to cook for her family.

Her life might have been saved had she only known that she could get

## Ready Cooked Meats and all of the delightful

 Delicatessen Meat Preparationsfor her home table and for outings at the old reliable meat market.

## Bartsch's Market

Phone 437

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The Plainview Evening Herald -Published Every Tuesday and Friday Evening
THE HERALD PUBLISHING COMPANY,

| Herbert s. Hilburn, Editor $\quad$ E. B. MILLER, Business Manage |
| :--- |
| Entered as second class mail matter July 1, 1914, at the Post Office at |
| Plainview, Texas, under the act of March 3,1879 |

61.50 a Year; $75 \mathrm{c}, 6$ Months. Advertising Rates on Application.
And again, "Swat the fly!"
Everybody is talking the hig celebration Plainview will have
July 4th. There will be something doing every minute.
It can't be impressed too much or too often until accomplished,
"Plainview needs a great public auditorium."
Big motor races, spectacular firemen's drill, popular contests,
and, best of all, a real old-fashioned pienic in Plainview July Fourth.
Don't forget it!
The "1916 Fair Special" of the Rockdale Reporter is a credit
to that enterprising little city. It is well within keeping with the

## to that exceller John E


models in operation as he cannot see elsewhere. He selects from

## the submission vote.

primary is that of submission of the question of prohibitin the July by a constitutional amendment. Voting for submission of the ques prohibition. In fact, many who are opposed to the principle of pro
hibition will vote for submission, in an effort to settle, temporaril at least, the prohibition
politics for many years.

## WHEN JUSTICE IS ONE-SIDED.

porations. Freight and insurance rates are now up for consideraporations. The corporations genrally want to do the right thing. The present their claims in the most rosy light, so that they will ge
everything that is their due, and then some. With able counsel argue for them before the commissioners, they make a good impres which are only those which will tend to carry their side, the peop must present their side of the question, present it fairly and presen it formed. We must get busy. principles on which the commission is is all that is at their command, and the people do not carry all the
facts at their command, justice is one-sided, for the commission facts at their command, justice is one-sided
must deal with the facts as presented to them
the new educational force.
One of the wonderful industries of our age of rapid develep arisen which by reason of its graphic presentation of words and scenes is exerting much influence-unfortunately in part a detri-
mental influence-on young and old. It is spreading rapidly, mental influence-on young and old. It is spreading rapidly
slmost every town having one or more motion-picture theatres. simost every town having one or more motion-picture theatres.
The movie is here to stay. It has become a wonderful force There are educational opportunities opened with the movie which
without it would be impossible. Motion pictures are universally popular. They have compelling influence. There are persons wh see only the harmful effects of the movies and condemn them ind criminately. Those do not recognize the truth that the movies are
with us to stay. The problem is not suppression of the movie, but. developing it to where the minimum harmful effects are possible.
Wise educators and far-seeing men who desire to reach the public are using the movies. We don't need to curb the movies, we need to direct them, Public sentiment can best do this, for motion-picture shows are a business and the box office receipts in many instance
control the manager's selection of plays. The managers are no producers, but when their complaints come to the producers the are heeded. And the managers are
the kind of plays the people want.

| Food for Thought |
| :--- |
| But this is sure: . The future shall not be to the nation or race of <br> most material power; <br> But the future shall finally be to the nation or race of most potential | spiritual power.

race of most poten
Lincoln Colcord.
Our duty is not only to keep the peace, but to make a peace that
is worth keeping. For the kind of peace that the world needs cannot
be had for the asking. It comes high, but it is worth the price be had for the asking.
Samuel MeChord Crother

The human race is divided into two classes - those who go ahea and do something and those who sit still and say
done the other way ?" Oliver Wendell Holmes.

Think uaught a trifle, though small it appear;
Small sands, the mountain, moments make the
Small sands, the mountain, moments make the year.
And trifles life.
accuracy and punctnality in the conduct of husiness.-Stuat accuracy
Blackie.
I believe in work, hard work, and long hours of work. Men d not break down fro
Charles E. Hughes.


| LONE STAR WILL SEND CLASS OF 13 TO SINGING CONVENTION. <br> LONE STAR, June 26.-Our farmers are in a great rush io get their small grain harvested and threshed while the weather continues dry. Many our farmers are not through planting yet. <br> J. B. Stevenson and family visited his brother at Silverton Sunday. <br> Mrs. E. C . Dodson has been on the sick list the past few days, but is much better at this writing. <br> There was a large attendance at Sunday School Sunday afternoon, and the singing was good. Next Sunday is singing convention day at Lakeview, 12 miles southeast of Floydada, and our class is to be there to sing in the contest. There will be thirteen to represent Lone Star in the singing. Mrs. W. H. Rankin has been siek the |
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$\qquad$
$\qquad$ us a ing.
singing.
Bert
Bert Bobbitt carried Mr. and Mrs.
Estes and Misses Kate and Myrtle



Miss Jeffie McGee, of Bobbitt, vis-
ted her sister, Mrs.

LIST FOR DAIRY PAPER READY.

Hoard's Dairyman will be received by
two hundred farmers in the Plainview country. These cobies are with the
compliments of the Chamber of Comcompre
merce. The subseriptions are for six
months.
LOST: Crank to an Oakland
uar

| $\frac{\text { HAMLMARK }}{\text { SPECIAL }}$ |
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| TUMBLERS |
| \$1.00 |
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THE PLACE to meet your friends and leave yourbundlesand in fact to make yourself at home is a Rexall store and we especially invite your patronage also.

DYE DRUG COMPANY

PHONE 23
West Side Square

## Nhandle state fair CATALOGES ARE <br> FREE

This advertisement is a true statement of facts and conforms with the advertising law against dishonest, fradulent and misleading advertisements.

## FREE

In order to advertise our line of Pianos and create new business we wil give the following rewards according to the conditions stated below.

Beautiful \$650. Player-Piano-Do You Want It?

## FREE <br>  <br> SECOND REWARD, THIRD REWARD <br> GENTLEMAN'S ELGIN W FOURTH REWARD, <br> Lady's elgin wrist w ILKING MACHINE SIXTH REWARD, <br> > SIXTH REWARD, BEAUTIFUL CHEST OF SILVERWARE. <br> <br> BEAUTIFUL CHEST OF SILVERWARE <br> <br> BEAUTIFUL CHEST OF SILVERWARE <br> Can You Solve this Problem? <br> Try It and You May Secure One of <br>  <br> $\xrightarrow{\text { CAU }}$

DIRECTIONS.-Take the numbers from 10 18, inclusive, and place them in the squares so that when added together vertically, horizontally and diagonally the total will be 42.
No number can be used twice. It is not necessary to use this piece of paper. Be sure solution is correct

Write your name and address plainly on your answer.


We are giving these rewards absolutely and unconditionally PREE to the persons sending in the nearest correct and artistic solution of
the "Forty-Two Problem" as shown above. There is positively no he "Forty. Two Probiem" as shown above. There is positively no
lottery or chance conn ected with the solution of this problem. It is a contest of skill. FIRST REWARD will be a beautiful $\$ 650$ player piano, and the other rewards will be distributed in the order of merit.
In entering and answering this Contest and trying to secure one of the rewards offered, you hereby agree to abide by the judges' decision, which will be final. We will accept your reply
under these conditions only. The judges who will decide the contest will be prominert pusi under these conditions only. The judges who will decide the contest will be prominent busi
ness or professional men of this city. All persons entering this Contest will receive Merchan
 Piano or a new Upright Piano. Also they will receive a a certificate for 52 music lessons on the National Academy of Music. These lessons are indorsed by Pacerewsti, the world's greatest concert pianist ; Walter Damrosch, conductor of the New York Symphony Orchestra
and John Philip Sousa, the King of band leaders. This Contest is open to every man, woman and child except those connected in any way with the Piano business. Only one person in a family can enter. In case of a tie in the judges' decision, duplicate rewards will be given.
S200 REWARD-TO THE PUBLIC: We hereby offer $\$_{200}$ cash reward to anyone who can prove that we do not give all the rewards as advertised. Rush your answer today-
J. L. Henderson Piano Company


## Motor News of Gemeral Interest



The Food Behind the Man
often decides for his success or failure
If one is to be efficient, the daily food must include certain important mineral elements, best derived from the field grains, but lacking in many foods.

These vital elements, phosphate of potash, etc., are supplied in splendid proportion in the

## Grape-Nuts

Made of whole wheat and malted barley, Grape-Nuts supplies all the rich nourishment of the grains-is quickly digested ar.d yields a won

Grape-Nuts has a delicious nut-like flavor, is ready to eat with cream or good milk directly the package is opened-highly nourishing and economical.

In getting ahead in this world right food helps wonderfully-
> "There's a Reason" for Grape-Nats

Sold by Grocers everywhere. Write for quotations uywentio moisurat ind riah

lon of gasoline used.
The car was set up th the show window and ran the 8,000 milles continu-
ously. The time required was 457 ously. The time required was 457
hours and 35 minutes, and those who were in the show room cluring the day, the motor never missed once during the These two latter states bring up the
rear of the procession. That is to say,
in proportion to their wealth and popu-1
lation, they have purchased fewer

## attributed to the attenuated system of roads existing in these mountain THANK

 States. Time and good roads will alter YOURthis condition. It might be assumed on first thought
that the matter of good roads would be GROCER
almost as vital a factor in determining
a State's standing in motor a State's standing in motor-car buying as the factor of wealth or population.
As a matter of fact, however, analysis As a matter of fact, however, analysis
of the attached chart discloses the fact
that that good roads, while important, are $t$ by no means a deciding factor. For in-
stance, the leading Stafe, Pennser stance, the leading State, Pennsylvania,
is not at all a leading good-roads comis not at all a leading good-roads com-
monwealth. The latest compilations
show that Pennsylvania has only 3 . per cent of its total highway mileage
improved. Ilininis, the secol improved. Illinois, the second State
in our ranking, has only $91 / 2$ per cert
of of its roads improved. California ha
approximately 15 per cent of its high way mileage improved, while Massa-
chusetts, in fourth place below all - three of the States previously menimproved roads. Another curious fact
developed in this connection is that
dhen Rhode Island, which leads all the States in the matter of improved roads,
with 58 per cent of te total, with 58 per cent of the total, ranks only
thirty-sixth in the table based on thirty-sixth in the table based on cars
wealth and population factors. From the foregoing, however, we are
by no means justified in assuming that good roads have nothing to do with
determining a State's motoring stand determining a State's motoring stand-
ing, but it does call attention to the fact that other factors must be con sidered when any definite summing up
is attempted.-Motor. DODGE BROTHERS CAR
in Stationary "run." A Dodge Brothers car has just com-
pleted a "stationary run" of 8,000 miles
o-
at a show room of C. W. McCabe
Company, dealers at San Diego, Calif.,
on which it averaged 35 miles per gal- to try a can of KC BAKING Hewants todo you a favorheknowswhat brands to 'recommend from experience.

## 

## Garage Men

## We are distributing from large factory stocks

 will find we quote you genuine "Willard" bTHE T.M. CALDWELL COMPANY Willard Service Station

## amWillathou



TEXACO AXIE GREASE

TEXACO AXLE GREASE will not stifien. It eases the ruming gear and
ceps it easy. Throw off that drag of uselicss friction. TEXACO AXLE
2atzantio
TEXACO HARNESS OIL




The performance attracted a great formance comes from Los Angeles, deal of attnetion in San Diego, and has where the Dodge Club recently nadede a helped to increase the popularity of
Dodge Brothers cars, already a strong

There were 63 cars in line and they \begin{tabular}{l|l|l}
Dodge Brothers cars, already a strong <br>
bidder for complete leadership in Cali- \& There were 63 cars in line and they <br>
carried 322 people. Not one of the cars

 

bidder for complete leadership in Call-- $\begin{array}{l}\text { carried } 322 \text { people. Not one of the cars } \\
\text { had a particle of trouble, although part } \\
\text { fornia. }\end{array}$ <br>
\hline
\end{tabular}

## Anoth

 of the trip wasPrompt Service

## City Caxi 5ervice

Number 44 at J. W. Willis Drug Company
Careful Driver
Courteous Treatment




SANDERS Disks Piows are beteter than other Disk Plows
Rock Island Plow Co. Dallas, Texas


## 3nars

ROUND TRIP EXCURSION FARES TO POINTS IN TEXAS and SUMMER TOURIST

| DEStINAAION | DATES OF SALE | LIMITS | RATES |
| :---: | :---: | :---: | :---: |
| Waco, Texas . . . . . . July 23 . . . . . . . . . . Sept. 4 . . . . $\$ 16.25$ |  |  |  |
| College Station . . . . June 15, 16 and 17th. Aug. 2 . . . 19.65 |  |  |  |
| Dallas, Texas . . . . . . . June 13 and $14 . \ldots$. . .July $29 . . . . .{ }^{\text {a }} 14.75$ |  |  |  |
| Abilene _ . . . . . . . . June 15.18 _....... June $20 \ldots$. . . 8.40 |  |  |  |
| Austin, Texas ...... June 19 and 20 ......June $24 \ldots . .23 .00$ |  |  |  |
| Aransas Pass .......... June 16,23 and 301 July $\left.7,14,21,28 \quad \begin{array}{c}\text { Limit } 10 \\ \text { Aug. } 4,11,18,25 \\ \text { Sept. } 1,8,15,22.29 \\ \text { date of } \\ \text { sale }\end{array}\right\}$ |  |  |  |
| Corpus Christi, sell same as Aransas Pass, limit the same_. 22.15 Galvestston, date of sale same as Aransas Pass, limit same. 19.50 |  |  |  |
| Summer tourist tickets now on sale to points in the United States, Canada and Mexico. |  |  |  |
| For other rates, routes, stopovers and Pullman service call or phone 224. |  |  |  |

RATES ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S live want ad page

THE MARKET PLACE
OF THE SOUTH PLAINS


## Jacobs Bros. June Clearance Sale Continues Until Saturday Night-4 More Days of Exceptional Values

This sale is creating for us an enviable reputation gained only by our square and conscientious dealings.

If you are not one of our many satisfied customers begin today to trade at our store where you will always find the newest and most fashionable merchandise at prices which have been proven much lower in comparison. Let us prove it.


