

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, JUNE 30, 1916

MANY CASH PRIZES IN EVENTS SCHEDULED FOR PLAINVIEW'S BIG FOURTH OF JULY CELEBRATION

**MUSIC ALL DAY, BIG FIREWORKS DISPLAY, FOOT RACES,
WATER FIGHT, AND AUTO RACES, FEATURE
BIG DAY'S PROGRAMME.**

Nothing will be left undone by the committee on arrangements for the Fourth of July celebration in Plainview which can be planned for the pleasure or entertainment of the many who will enjoy the day here. Every town within a radius of one hundred miles has been thoroughly billed with the advertising of the event.

O. E. Brashears, chairman of the committee, has arranged to offer \$10 cash prizes in each of the one-hundred- and two-hundred-yard dashes, and \$5 cash prizes in the sack race the potato race and the fat man's race. Those who contemplate entering these foot races must register with Fred Cousineau, at the fire station, not later than ten o'clock on the morning of the Fourth. All entrants in the fat man's race must weigh two hundred pounds or more. The start of these races will be at The Herald corner and the finish at the square.

The Plainview Band has been engaged for music all day, and, in addition to their music, at Lake Plainview at night there will be a short program by a male quartette. The fireworks display promises to be the biggest ever seen on the South Plains. Two hundred and fifty dollars has been spent in the purchase of rockets, bombs, mines, wheels, set pieces, colored fire, roman candles and other products of the pyrotechnic art. The display, which will be made from the bandstand and platform in the middle of the lake, will be started at eight-thirty o'clock.

The first event of the day will be the merchants' float and automobile parade, commencing at 9:30. Twenty-five dollars in cash is offered for the best decorated individual auto, and twenty-five dollars for the best advertising automobile or float.

At 10:30 the firemen's water fight and exhibition will be held at the Third National Bank corner. This event will be followed by the foot races.

Dinner will not be provided by the committee, but they are making arrangements for visitors to bring their basket lunches to the Court House lawn.

There will be no entrance fees or admission charges to any event of the day except the automobile races, which are under the direction of the Plainview Oval Speedway Company, of which W. Flake Garner is secretary.

Mr. Garner has announced the automobile races as follows: At two o'clock in the afternoon there will be a ten-mile motorcycle race. Five entries are scheduled for this event. At three o'clock the thirty-mile small car race has attracted about ten cars, according to Mr. Garner. This race is for a purse of \$100. At four-thirty o'clock the hundred-mile stock car race will be started, for \$600 first prize, \$200 second prize, and \$100 third prize. These races will be held at the Ware Lake, three miles east of the city, where a natural two-mile speedway is being rapidly put in shape for the events.

PICNIC AT PIERCE'S CHAPEL TODAY WAS A GREAT SUCCESS.

All of the candidates were at Pierce's Chapel today attending a picnic given by the ladies of the community to raise funds to paper the church. A good crowd of residents of the community and from other towns was present. All of the candidates made their announcements, and Y. W. Holmes spoke in the interest of the candidacy of Dr. S. P. Brooks, of Waco, candidate for the Senate.

Capt. T. J. Tilson, representative from this district, urged the people to cast their vote to retain the Robertson Insurance Law in the coming primary. Pierce's Chapel is an unusually good rural church. It is well furnished and is a credit to the community. A splendid dinner was served by the ladies.

CASES FROM HALE IN THE COURT OF CIVIL APPEALS.

A motion has been granted in the Court of Civil Appeals in Amarillo in the case of Mrs. Minnie Reeves vs. W. H. Fuqua to withdraw an application for a writ of error to the Supreme Court.

The case of H. S. Pearson vs. the Prudential Life Insurance Co. of Texas has been affirmed.

The case of A. L. Anderson vs. P. H. Farmer, appealed from Hale County, has been set for submission on October 14.

The case of the Citizens' National Bank of Plainview vs. J. H. Slaton, et al., has been set for submission on October 21.

Get Ready for the Fourth

Get ready for the Fourth!

Wear the flag. Place the national colors and the national flag on your home! Decorate your car in keeping with the occasion.

Let's make Plainview bloom with flags—the flag of our country. Not merely a martial flag, by no means a flag of conquest, but a flag which symbolizes the national ideals of the world's great "melting pot."

Wear the flag in honor of your country. Wear it in honor of those who today are marching under it. In honor of those who in times past have marched under it.

Wear the flag symbolical of the purity of the national purpose to which this country is dedicated, the flag of your nativity or adoption.

Give your child a flag on the Fourth. Let him count the stripes. Tell him what they signify; how the thirteen original colonies united with one purpose, against oppression; tell him of the resulting national unity and the national ideals which have been developed through the years. Tell him why the blue field and why the several stars representing a "new constellation." Let him understand what HIS flag stands for. Teach him to be an AMERICAN.

Wear a flag on your coat July Fourth. Put a big one on your home. Honor your country, yourself, your Americanism.

'Round About Town

D. H. Martin, G. C. Saunders, Ben Loneson and H. L. Steinberg, of Amarillo, spent part of the week in and around Plainview, and returned home in their car Friday evening.

A. F. Quisenberry came up this morning from Hale Center.

Ben F. Smith came in this morning from a trip of inspection for the Department of Insurance. He was met here by his family, who returned with him to Lockney.

Misses Olga Carter and Eva Littlefield and Mrs. Clark Smith and Mrs. A. B. Spencer, of Crosbyton, were here shopping yesterday.

Mr. and Mrs. M. F. Brashears and Olin were in Lubbock visiting during the early part of the week.

Judge L. C. Penry is back from Fort Worth for a few days. His family is in Arizona on route to California for a visit with friends and relatives. They are travelling in a car.

Miss Mabel Guinn, of Lubbock, is visiting with Miss Rebecca Longmire. Miss Ruth Hancock, of Keatsville, Missouri, is the guest of Mrs. F. W. Vanderpool.

F. O. Ruffner, of Fowler, Colo., was here yesterday on business.

C. C. Massey, of Hobart, was a business visitor in Plainview yesterday. Miss Lois Wilkins, of Lockney, and Miss Blanche Graham, of Lawton, were in Plainview yesterday.

Moore C. Hess, of Crosbyton, was here yesterday on business.

J. J. Sanders, of Amarillo, was here yesterday on business.

Chas. Reinken and son have returned from a trip to New Mexico. Dr. S. J. Underwood, of Hale Center, was here yesterday on business.

Little Misses Josephine and Frances Adams, of Slaton, are the guests of their grandparents, Mr. and Mrs. W. Y. Price.

W. G. Murray and family, of near Abernathy, and L. F. Nall and family, of Big Springs, were in Plainview a few days ago en route to Colorado for a summer vacation.

W. W. Kirk left yesterday for Stephenville on professional business.

Rev. J. M. Harder left yesterday for Wolfe City.

Mr. and Mrs. J. W. Deal have returned to Houston. Mr. Deal is interested in the Alfalfa Lumber Company.

Mrs. Gussie Cannon, of Slaton, is the guest of Mr. and Mrs. J. W. Paterson.

D. Huffman left Wednesday for Greencastle, Mo., after a business visit in the Plainview Country. He has been here to assist in closing out an estate near Lockney.

Dr. and Mrs. R. L. Ramsdell have returned from a visit in Temple.

Rev. A. L. Moore has returned from Georgetown, where he has been teaching in the summer school of theology at Southwestern University.

J. B. Maxey went to Amarillo Thursday on business.

Conductor Thompson of the Plainview-Floydada line left yesterday on a short vacation.

Rev. L. G. Haggard is spending a few days in Hale Center visiting friends.

W. P. Chambers, of Dallas, is in Plainview on business.

S. H. Estes, of San Antonio, is a business visitor in Plainview.

J. C. Preslar, of Dallas, is here on business.

W. H. Taylor, of Waco, was a business visitor in Plainview Wednesday.

Walter S. Mounts, of St. Louis, had business in Plainview Wednesday.

E. Lee Brown, of Lubbock, was in Plainview Wednesday on business.

W. B. Howard, of Taylor, was a visitor in Plainview Wednesday.

P. J. Becker, of the Southwestern Telegraph and Telephone Company, returned yesterday morning to Amarillo, after a business visit to South Plains cities.

R. C. Ledford, of San Angelo, was a business visitor in Plainview Wednesday.

Mr. and Mrs. S. M. Earhart are registered at the Hotel Ware.

J. L. Johnson, agricultural representative of the Santa Fe System, was here Thursday from Amarillo.

Dr. T. H. Duncan and J. B. Tooley of Fort Worth, left yesterday morning for Lubbock, where they will be a few days, returning to Plainview Monday.

H. W. Wright, of Quanah, was a visitor in Plainview Wednesday.

C. Cole, of Kansas City, was a visitor in Plainview on business this week.

G. W. Cooksey, of Waco, was among the visitors in Plainview Wednesday.

John M. White and family, of Cuero, are registered at the Hotel Ware.

J. F. Barry and W. A. Barry, of Dallas, were visitors in Plainview Wednesday.

Jimmie Caldwell and Billie Brown, of Amarillo, were here on business Wednesday.

Dick Bryan returned Wednesday from a short business trip to Amarillo.

Jack Sansom, of Dallas, and Wyatt Sansom, of Fort Worth, who have been visiting in the home of their cousin, D. F. Sansom, left yesterday morning.

Roy Sansom, son of Mr. and Mrs. D. F. Sansom, will leave tomorrow for his home, in Kansas City, after a few days' visit with his parents.

Hugh Tilson, of Texarkana, Texas, is the guest of his uncle, Captain T. J. Tilson.

SHROPSHIRE'S COMMAND IS SPLIT; PART OF COMPANY L IS SENT TO GUARD ALPINE

**COMMANDER AND THIRTY-FIVE OF PLAINVIEW GUARDS-
MEN ARE DETAILED TO STRATEGIC RAILWAY
POINT IN BREWSTER COUNTY.**

Special to The Herald.

SANDERSON, Texas, June 29.—The Southern Department issued orders today transferring half of Company L to Alpine. Captain L. O. Shropshire and thirty-five men left for the latter place this evening, leaving forty men in charge here.

Alpine is the county seat of Brewster County. It is the junction point of the Kansas City, Mexico and Orient and the Southern Pacific Railways. The K. C., M. and O. runs from Alpine into Mexico, crossing the border at Presidio Del Norte. The town is located in a mountainous district, being at the foot of the Ord and the Twin Mountains. It is a stock-raising section. The 1910 census gave the population of the town as 1,500. It is further from the border than Sanderson, but a more difficult town to guard.

Company L Headquarters Moved to Alpine.
(Special to The Herald.)

SANDERSON, Texas, June 30, 4:49 p. m.—Company L headquarters have been moved to Alpine. In company with Captain L. O. Shropshire, Sergeants Ernest Fowler and Grady Vaughn, and Corporals Fred Mitchell and Kelly Hooper, the following privates left here at ten o'clock this morning for Alpine: W. H. Anderson, J. C. Abrams, Ted Andrews, C. W. Barnes, Tom C. Blakemore, Ed Blair, Everett Bryan, H. R. Fluke, Fletcher, J. W. Forgerson, Paul Foster, Caswell Franklin, R. D. Gibbs, Paul Golla, Sam Goslee, Frank Hill, M. G. Hilton, W. D. Hinds, Knight, Latford, J. A. Licklider, J. D. Lockhart, J. E. McVickers, Furd Moore, Whitely, J. V. Proctor, Snyder, Chas. Ligon, and Joe Workman.

The rest of the Plainview company will remain at Sanderson, under command of Lieutenant Carl Brown, until further orders are received. Unable to give details of reason for change. Company is all in good health.

U. S. Prisoners Released.

EL PASO, June 29.—The twenty-three negro troopers of the Tenth Cavalry who were taken prisoners by the Mexican forces at the recent Carrizal engagement, were today brought to El Paso and delivered at the international bridge to General Bell. They arrived by special train from Chihuahua, and were greeted by several thousand American citizens.

The arrivals had been stripped of their uniforms and equipment and were scantily clad in blankets, towels, old headgear and other worn raiment. All were fumigated when received by the American army officers.

The stories of the returned men varied as to the guilt of the two groups engaged in the battle, Lem Spillsbury, the Mormon scout, declaring that the encounter was the result of the stubbornness of Captain Boyd, while others declared that the Mexicans were the aggressors.

The delivery of the troopers has relieved an intense excitement along the border, which has been growing ever since the Carrizal incident. It is not thought, however, that this partial acquiescence to the demands made upon Carranza by the Washington government will for long delay other outbreaks and misunderstandings which may result seriously.

The better classes of Mexico are pleased with the action of Carranza, hoping that it will prevent a break, while the working peons openly curse their chief for "backing down before the United States."

Wilson Firm in Demands.

WASHINGTON, June 29.—The United States government still awaited the full compliance of its demand by the de facto authorities, although the release of the twenty-three American prisoners taken at Carrizal in all probability averted the probability of immediate war.

This possible development also helped to pave the way toward the attempt of a peaceful settlement of the whole border situation. The vital point at issue, the future attitude of the Mexican forces to the American troops in Mexico and the pursuing of bandits, still remains unsettled. Pending a satisfactory answer, American troops are hurrying to the border.

Intimations came, it is understood, that Carranza intends to back up his orders issued to General Trevino directing him to attack American troops if they moved in any direction except north. Secretary Lansing said, pending a reply from Carranza, no offer of mediation would be acceptable. If Carranza should withdraw his hostile orders and propose an agreement for the joint protection of the border, it might receive consideration at Washington. The right to pursue bandits would be maintained.

BIRTHS.

Born, to Mr. and Mrs. George Burch, one mile east of Hale Center, June 28, boy.

Wells Fargo to Frank Boxes From Y.M.B.L. to Company L

J. B. Farmer, manager of the Wells Fargo Express Company's Plainview office, is in receipt of a communication from J. A. Hyde, of Dallas, superintendent, stating that the company has decided to frank any shipments by express that the Young Men's Business League of Plainview wishes to send to the members of Company L at Sanderson. The only requirement is that the shipment at no time exceed in weight 200 pounds and that it be addressed to Company L, and not to individuals. Mr. Farmer states, however, that parcels within the package may be sent to individuals. Mr. Hyde's communication states: "In this case, you may accept and bill free, with the notation 'Authority Vice-President Hilbrook,' any such shipment that may be offered by the citizens of Plainview to be forwarded to the Plainview company now at the front."

MEXICO MISSIONARY HERE.

Rev. H. L. Ross, brother of Miss Sarah Ross, of Plainview, missionary from Mexico, who has returned on account of the unsettled conditions in that country, will preach at the Presbyterian Church Sunday at 11 a. m. and at 8:30 p. m.

SWINE BREEDERS INVITED HERE.

The Chamber of Commerce and the Young Men's Business League are sending out letters of invitation to the officers and members of the State Swine Breeders' Association inviting them to select Plainview as a place of their next annual meeting, in January, 1917.

THIRTY-TWO CONVERTED IN
METHODIST REVIVAL MEETINGS.

So successful has been the series of meetings at the Methodist Church that Rev. J. W. Story, who is conducting them, has determined to continue them through the coming week. The evangelistic singer, Professor R. E. Huston, has added much to the spirit of the meetings.

Thirty-two conversions and twelve additions to the church have resulted from the first two weeks of revival. Rev. Story has announced for Sunday afternoon at three o'clock a special meeting for men and boys only. There will be no morning service tomorrow, but the regular evening service will be conducted.

WILLIAMS' MOTHER INJURED
IN AN AUTOMOBILE ACCIDENT.

E. R. Williams left this morning for Dallas, in response to a message stating that his mother had been injured in an automobile accident.

WE OFFER HALL CAINE'S MASTERPIECE

"The Eternal City"

A massive photoplay production in eight parts, staged and produced in Rome, Italy, with a 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



All Seats 25c



Special Music

The Herald's Review of the Movies

"BATTLE CRY OF PEACE"
GREATEST WAR DRAMA
EVER PRODUCED.

By CHARLES HENRY MELTZER,
N. Y. American.

With all the lessons of the day's news in their minds—with many warnings to prepare them for a shock—a small, but far from unimportant, part of the New York world last night passed from the light and joy of Broadway into the Hell of War.

It happened in the heart of Long Acre; in the theatre which is called the Vitagraph.

The bills announced "The Battle Cry of Peace."

The usual crowds strolled up and down the highway. Signs blazed from countless restaurants and tango palaces. The newsboys yelled war headlines from the "Wuxtras." And all was as it had been for months past.

We had grown used to hearing stories of the war. They had lost much, if not most, of their earlier

horror. And notwithstanding all that we had heard and read, there were still many in our midst who dreamt of peace, as if there were no war abroad.

It was to throw the fear of God into the hearts of those who would or could not understand the need of national preparedness that the management of the Vitagraph Theatre produced "The Battle Cry of Peace" last night.

To treat it as a moving-picture play in the accustomed way would be to slight the deep meaning and intent of the event. There have been other film productions quite as good as this, viewed as mere drama.

But this new venture of the Vitagraph is more than that—a call to arms, a clear, national appeal, a prayer for help against those dull, blind fools who see but cannot read or understand the words of warning on the wall.

As a prelude to the play itself—which was sketched out by Stuart Blackton and made into picture by his associate, Wilfrid North—Captain Jack Crawford, known to many as the "Poet Scout," gave a brief lecture on the perils of unpreparedness in time of war. By word and film, the management, in passing, also paid grateful tribute to Hudson Maxim, whose book, "Defenseless America," inspired the production.

The play proper at first showed only peaceful scenes—good citizens at home, who loved and lived on in their usual way, reading of tragedies and holocausts in Europe, but quite unable to believe that all these horrors could be brought to their own roofs some day.

Into the early peace came painful rumors. A foreign land (not specified) picks a quarrel with the country. The friends of peace prevent the powers that be from enrolling the armies and mobilizing the fleets of the United States to meet the fast-increasing threat of war.

Then, like a bolt out of the blue, comes the Awakening. An armada of resistless force arrives, land armies, and in an hour or two works havoc and wakes hell here in New York. We look on in amazement and in terror as we watch the great mortars smashing our skyscrapers to bits and slaughtering harmless men and women in the streets.

Wild panic reigns from end to end of Broadway, as the alarm bells ring

and autos flee by thousands.

The cast concerned in the performance of "The Battle Cry of Peace" last night included Mr. Charles Richmond (John Harrison), Mr. J. Rogers Lytton (Mr. Emanon), Miss Louise Beaudet (Mrs. Vandergriff), Captain Jack Crawford (Mr. Joseph Kilgour), and other favorites.

Mr. Hiram Maxim watched the proceedings from a box.

Great pains have been taken to avoid ruffling any national sensitivities in the production.

Monday at The Ruby there is a program of variety. The ninth episode of "The Iron Claw," "Arrows of Hate," is a Pathe serial. More curiosity than ever before is aroused in this episode in the Laughing Mask, whom Legar is now trying to incriminate. "It is an intensely interesting episode," says the reviewer, Margaret I. MacDonald. "Bill's Narrow Escape" is a two-part L. Ko comedy, with Billie Ritchie and a large cast of comedians. A one-part comedy-drama is a starring vehicle for Grace Cunard and Francis Ford.

"The star of 'The Eternal City,' Pauline Frederick, appears at The Ruby Tuesday in 'The Moment Before.' The acting of Pauline Frederick makes this photoplay notable. Thomas Holding plays opposite Miss Frederick. J. W. Johnson gives a good account of himself as a gypsy, and Frank Losee does a great deal with a part that is not large.

"The Floorwalker," a two-reel Lone Star, featuring Charlie Chaplin, comes to The Ruby Wednesday. The racy comedy was written to order, especially as a vehicle for the versatile comedian. A reviewer in the Motion Picture News deplores the fact that the fact that the producers have made this play as a mere vehicle, stating that it is nothing more than a machine-made screen story, with artificiality written all over it, and stale business all through it. This particular writer evidently wants to see Chaplin in some role that will allow him to have new "business," for she was amused at the antics of Chaplin, since she closes her review with "his personality is so convincing that 'The Floorwalker' will win and keep many an audience laughing after it is well under way."

A Selig-Tribune, showing American troops crossing into Mexico in pursuit of Villa, is The Olympic's opening

number for Wednesday. There are other interesting things in this reel.

Bungles is dragged off a dock and towed through the water at a lively pace in the final reel of "Bungles Enforces the Law."

"The Fickle Fiddler's Finish" is a Sis Hopkins release, in which the leading man, Henry Murdock, an eccentric character, is just as important, if not more so than Sis.

Two reels of the "Social Pirates," "A War of Wits," completes this day's program.

"THE ETERNAL CITY" IS GREAT FILM SPECTACLE.

(N. Y. Evening Journal, April 17, 1915.)

Monday and Tuesday, July 3rd and 4th, The Olympic offers "The Eternal City," which is reviewed in the New York American as follows:

On the ashes of the fallen empires of Tyre and ancient Sidon there sprang the towers and domes of a new empire, the city founded to bear life eternal, Rome. And any story that comes to us of its triumphs and of its spirit that can never be quenched, always brings charm and a haunting scent of romance.

Out of its triumph and its failure comes to us the story Hall Caine has called "The Eternal City," and which, woven into a spectacular picture by the Famous Players Film Company, is being presented at the Astor Theatre, with Miss Pauline Frederick in the title role.

No city in the world holds so much in its embrace as does Rome. No city has reached its power and dominion, and no city has its history. From the dreadful days of Nero to the present day there have been men born who have fought and died unknown that the

city might be exalted. Of such spirit was Rome founded and for such spirit it will ever be famous.

All this glom, this power has been preserved in this picture of the Eter-

(Continued on Page Five.)

A Hot, Dry 4th of July

Will make you anxious to find the most sanitary fountain in town. The one which serves the greatest variety of wholesome soft drinks. You will make no mistake by dropping in at The Rexall Store, where the fountain service is kept up to the usual Rexall standard.

DYE DRUG COMPANY

The Rexall Store
Phone 23

HUDSON MAXIM, international authority on arms and ammunition makes an earnest, patriotic plea in

THE BATTLE CRY OF PEACE

This call to arms against war touches the heart strings of your every emotion. It appeals to your sense of honor, your sense of duty as an American. It is an inspired revelation from the pen of J. Stuart Blackton and produced under his personal supervision.

It is more than a picture. It is a great national propaganda which deals with the most important problem that has confronted this nation since the Civil War—the problem of unpreparedness.

COMING

Mae I. Theatre
Watch for Date



Round Trip Excursion Fares to Points in Texas and Summer Tourist

Destination.	Date of Sale.	Limits.	Rates.
Waco, Texas	July 23	September 4	\$16.25
Dallas, Texas	July 17, 18, 19 and 20	July 23	\$14.75
Buffalo, N. Y.	July 4, 5, 6, 7 and 8	July 31	\$58.75
College Station, Tex.	July 21, 22, 23 and 24	August 2	\$19.75
Houston, Texas	July 17 and 18	July 23	\$27.50
Kerrville, Texas	July 18 and 20	August 15	\$21.70
Las Vegas, New Mex.	July 3, 4, 5 and 6	July 9	\$20.50
Palacios, Texas	July 10, 11, 12, 13 and 19	July 26	\$24.45
Port O'Connor, Tex.	July 26, 27 and 28	August 8	\$22.65
Wichita Falls, Tex.	July 22, 23 and 24	August 4	\$12.50

Account 4th of July celebration tickets will be on sale to local points on this line July 2, 3 and 4, from basis one and one-third fare for the round trip; final limit, July 6th.

For further information, call or phone 224.

JOHN LUCAS, AGENT.

INDUCEMENT PRICES ON NEW MERCHANDISE

- Ladies' Umbrellas, Gold and Silver Finish Handles, \$1.00
- Same, Plain Handles, 65c
- Ladies' Parasols, 50c
- Children's Parasols, 25c, 35c and 50c
- Folding Fans, 5c and 10c
- Silk Boot Hose, White and Black, 35c and 50c
- Pure Silk Hose, White, 75c and \$1.25
- Ladies' Vests, 10c and 25c
- Laces, Dainty Patterns, 5c yd.
- Look at the Window CAREFULLY for Special Values in Notions, Buttons, Pins, etc.
- Organdie, Special Let Mill Ends, 12 1/2-20 yd., worth double
- Large Lunch Baskets, 15c
- Suit Cases, \$1.00

HARDWARE

Note These Prices

- 24 inch Pipe Wrenches \$1.25
- 18 inch Pipe Wrenches 85c
- 16 inch Files, Round, Flat, Square and Half Round 25c each
- Weed Pattern Files 5c each
- 26 inch Hand Saws 75c
- Best Claw Hammers 40c
- Hack Saw, Adjustable 35c

Large Assortment of Pliers and Wrenches

See the Window for Prices on These and Ford Accessories.

50 Kinds of Candy

Fresh and Pure. The finest fudge You Ever Tasted at 15c a pound

See Me About Flags.

LANDERS'

Right Price Store

Wayland Building

OLYMPIC "YOU KNOW THE PLACE"

WEDNESDAY.

Charley Chaplin

TODAY

WE OFFER

"The Floorwalker"

A two-part Lone Star comedy starring the \$670,000.00 comedian, Charley Chaplin.



EXTRA TODAY

We offer one of the screens most popular favorites,

Mary Fuller

in a drama of great power, entitled

"Thrown to the Lions"

In five parts.

RUBY

"ALWAYS A GOOD SHOW" MONDAY.

"Iron Claw" Day

"ARROW OF HATE"

Getting better all the time is what everyone says of "The Iron Claw."

Who is The Laughing Mask?

"Bill's Narrow Escape"

Billie Ritchie in a two-part L. Ko comedy.

"The Unexpected"

Grace Cunard and Francis Ford in a one-part comedy drama.

TUESDAY.

Paramount Day



We offer the world's most famous emotional actress,

PAULINE FREDERICK

in a drama of human emotions entitled

"THE MOMENT BEFORE"

In five thrilling parts.

WEDNESDAY.

"Social Pirates" and "Sis Hopkins" Day

"A WAR OF WITS"

The fourth installment of this series of dramas, each a complete story. Marin Sais and Ollie Kirby are the "Social Pirates."

"Bungles Enforces the Law"

A one-part VIM comedy.

"Selig Tribune"

One reel of current events.

"The Fickle Fiddler's Finish"

A one-part comedy with "Sis Hopkins," the female Charley Chaplin.

Motor News of General Interest

MOTOR TRUCKS REJUVENATE MINING INDUSTRY.

The vast stretch of country between the Rockies and the Sierras, from the Canadian line to the Rio Grande, has already yielded minerals enough to make as many millionaires as Californian mines have. And experienced mining engineers who have spent years in those interminable mountain ranges assert that the surface has, as yet, hardly been scratched. There are scores of great deposits of high-grade ores—copper, lead and zinc—in such inaccessible locations that except for a few hundred pounds for assay packed out on mules not one dollar's worth of metal has been brought out from them.

"And there never would be, if the motor truck hadn't come in!" exclaimed one burnt-up, corrugated old prospector from the Sierras. "I've got a big claim of twenty-dollar copper ore up there, but never pulled one ton of it out 'till last week. It takes six mules to haul an empty wagon up to it, and the first two wagons we sent down loaded got away. They're lying now in Gower's Gulch, six hundred feet below the trail. That's three years ago, and we never loaded another wagon 'till last week."

"Then we hauled out five tons in one load on a motor truck, and it never balked once; twelve miles down the canyon and forty across the desert to the railroad, and we made the trip in a day—easy. A mule team couldn't make that desert trip—one way—in less than two days."

It is only during the past few months that the wonderful utility of the motor truck in such country has become known. The traction engine has been used in sections where coal and water were available, but in a great many hauls those supplies would have to be hauled in trailers, and the entire value of the ore would be absorbed by the transportation expense.

One of the first motor-truck outfits to be put into regular mine service in the intermountain country was in the Deep Creek region, in the western edge of Utah. Engineers have declared that the region is the most heavily mineralized of any in the state, and there are over one thousand claims—many for twenty years; but the haul of from 90 to 130 miles to a railroad has prohibited development.

Recently one company decided on testing out motor trucks. The story, by E. M. Wiltmeyer, the president of the company, is very interesting.

"We started from Salt Lake City with a four-ton truck, weighing 6,200 pounds; a trailer, weighing 3,330 pounds, and a load of supplies, over 1,000 pounds. We made Garfield, twenty miles, through soggy sand, in two hours. Then round the steep grade of the mountain to Grantville—41 miles—in four hours; then on to the Skull Valley, where we camped for the night. It rained hard all that night, but next day we worked down the valley, through fearful rutty trails, and reached Fish Creek—90 miles—that night.

"The next morning we unbitched the trailers and made three trips for ore up the canyon to the Utah mine and the Colthurst property. There are three places in that canyon trip where the grades are 30 per cent and more.

"With five tons on the trailer and three on the truck, we started for Wendover—ninety miles to railroad. Near the lake the heavy outfit sunk up to the hubs in mud, and a grinning rancher, riding past, remarked: 'Boy's it'll take every horse for fifty miles 'round to pull you out of there!'

"But it did not. The truck pulled that 25,000-pound load out, and we completed the trip the same day. It shows that the motor truck will put all the mines of Western Toole on a dividend basis. I ordered two more as soon as I got back to Salt Lake."

Very quickly following that test trip other mine owners in Nevada and New Mexico either opened up new mines by means of the new method of transportation or changed the operation of developed mines by substituting gasoline for mules. In one of the Sierra Nevada canyons the teams used to make a twelve-mile zigzag trip up a mountain side to reach the mine—a silver-lead payer. They took a day for the round trip. There was a short, direct trail up the mountain, only two miles long, but one mile of that was a 35 per cent grade. It took six horses to pull an empty ore wagon up there, and coming down, loaded, there was little or no control. They never used that short trail until a five-ton truck was put on and operated over that grade. It is now making ten round trips a day, hauling fifty tons of ore, which before required twenty-five four-horse teams. Desert is nearly as severe. Loaded teams will not break a new trail through sagebrush and greasewood, so the old trails, deeply rutted with innumerable chuck-holes and washouts, have to be used. But the trucks keep out of those deeply rutted trails and take to the level sands, butting through

the sagebrush with but little difficulty. A couple of trips opens up and clears a new road.

Following the first encouraging tests of various motor trucks a company was formed to operate lines of heavy freighters in the mountain states. The outfits consist of specially built trucks and trailers, each train with a capacity of fifteen tons, which can be split up on severe grades. These outfits are now being operated in Utah, Nevada, Montana and New Mexico, and others are being put into commission. At least a score of mines are now shipping out valuable ore for the first time since they were prospected on a property near Silver City and employs a five-ton White truck in hauling between that city and Mogolien. The truck carries loads that would require numerous double teams of horses to handle and, moreover, cuts down the time tremendously. Several Jeffery "Quads" are in service in the mining districts of Utah. One company in the Sevier Valley employs a Jeffery, which makes trips of 80 and 90 miles to the railway, carrying four tons of silver-lead ore, and bucking the sagebrush of the desert almost all the way. Were it not for the motor truck the mining properties in this section of Utah would not be in the paying class at all. Out in Oregon, the company operating the Alameda mine, near the town of Merlin, employs a White truck to carry ore to the town and bring back supplies. The truck has to negotiate heavy grades and, necessarily, carries heavy loads, but

it is so well able to hold down its job that the owners of the mine are providing a new road for it to operate over.

There are several big Packard trucks in mining service in the hill country of New Mexico, and they are making profitable properties that five years ago were held by their owners merely as formalities, since their actual development was impossible, owing to their distance from railway service.

A Peerless truck is in service in Nevada, carrying ore from a remote mining property to the nearest railway town. This mine had been closed down for twenty years because of its inaccessible location and the prohibitive expense of bringing out the ore. Today it is a paying proposition, by grace of the motor truck.

One of the mining companies of Montana, where the roads are infrequent and fragmentary, has a small fleet of motor vehicles in its service, among them being a Kissel, a G. M. C., and a Packard.

The importance of this development in the mining field may be gathered when it is realized that the majority of our precious metals come from mining claims of small dimensions. The miner who owns a little property back twenty miles from the railway is unable to develop his claim, since he lacks money to bring the railway to his mine, and the profit in the ore is eaten up when it is attempted to bring it out by the slow and laborious method of mule back or horse-drawn

wagon. For this class of mine operatives, the motor truck holds out a promise of better days. Even where the owner of a single mine is unable to afford a truck, by clubbing together, the owners of neighboring claims may have motor-truck service.—Motor.

OVERLAND SHIPMENTS TREBLED.

According to a report submitted by the Sales Department the other day, Overland shipments for the twelve months ending April 30th, 1916, were 137,665 automobiles, as against 50,258 for the preceding year—an increase of 174 per cent. During April, 1916, 19,781 cars were shipped, the largest monthly shipment ever made by The Willlys-Overland plant.

BUYS OVERLAND; MAKES IT PAY FOR ITSELF.

Odessa Waller, of Emporia, Kans., has made a success of the taxi business. It has not only enabled her to

pay for her car—an Overland Model 83—but it has also earned her a good living besides. She holds the record in Emporia for tire trouble, having had but one puncture in 12,000 miles, and no blowouts.

Prompt Service

Prompt Service

CALL City Taxi Service

"Never Misses a Train"

Number 44 at J. W. Willis Drug Company

Careful Driver

Courteous Treatment

Garage Men

We can supply you Willard storage batteries at factory prices. We are distributing from large factory stocks in Amarillo. You will find we quote you genuine "Willard" batteries at less than many imitations are sold. We exchange, repair, recharge. Write for quotations.

THE T. M. CALDWELL COMPANY Willard Service Station

114 W. 5th Street AMARILLO, TEXAS



Automobile Painting

By experienced men. In a dust proof shop.

Richards Automobile Painting Co. One door west of Knight Auto Co.

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 appointments it will be necessary for me to be in Plainview all of next week. Please phone your request early and I will call on you as soon as possible. Parties living in the country should call on Saturday, or after 4 p. m. other days.

Examination 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 Bifocal. 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 glasses.

Patients who were fitted last week who may need any advice drop me a card 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 11 a. m. to 1 p. m., from 4 p. m. to 8 p. m. All other hours are reserved for special appointments at residences. No charge for calling at your home.

Scientific Progress

You are entitled to all that science and skill have done to improve tire quality and reduce tire cost.

Firestone

Tire Builders

Colossus of Roads



have raised the standard of quality to the highest point that science and practical experience have made possible. And they have developed production and selling methods to a point of scientific efficiency that keeps price down.

Every Firestone designer, engineer, foreman or craftsman is a past-master—a finished specialist in his particular line.

All are backed by every mechanical assistance that the world's research and skill can bring to bear on tires.

Their efficiency is your advantage—not only in that quality which means supreme service, but in the efficiency and economy of production which means extraordinary service at ordinary price.

Specify Firestones. Your dealer has them or can get them for you.

Most Miles per Dollar

A COMPLETE NEW STOCK OF

Firestone Tires and Tubes

already placed in the stock room of our NEW GARAGE SERVICE STATION

ANNOUNCEMENT

Mr. Morey McGlasson has assumed charge of our VULCANIZING DEPARTMENT. We have supplied him with modern equipment and enough of it to insure absolutely satisfactory work. We will be pleased to have you try the service of this new department.

Remember that this garage is the Plainview home of



We will have some important Overland news for you soon. Watch for it.

KNIGHT AUTO COMPANY

PHONE 237

The Most Modern and Best Equipped Garage on the South Plains

PHONE 237

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, June 26.—The course in cattle prices most of last week was downward. Receipts were liberal, quality showed a plainer case and killers increased the spread in prices accordingly. Prime grades held steady, and short-fed and grass steers were off 25 to 35 cents. This decline caused a falling off in the movement today, and moderate strength appeared in the trade. Here receipts were 3,000 less than a week ago, and the same as a year ago. Most of the grass-fed and short-fed steers sold at \$8.25 to \$9.50, and better grades brought \$9.75 to \$10.50. Nothing strictly prime was offered.

On the quarantine side, steers sold at \$6.00 to \$9.15.

With wheat harvest well under way in Southern Kansas, and spreading northward, and Tuesday of next week a national holiday, commission men say supplies will be small until nearly the middle of July.

Cows and heifers have not changed much in price, and today they were in active demand. Veal calves are bringing \$7.00 to \$11.00, and bulls \$5.60 to \$8.00.

This is the slack season for stock and feeding cattle, but the few offered are finding a ready outlet at \$7.25 to \$8.50.

After advancing 25 to 30 cents, last week's hogs declined moderately, and today turned up again and were within five cents of the highest point last week. The top price today was \$9.95, and the bulk of hogs sold at \$9.65 to \$9.90. Considering the liberal receipts the market is unusual, both as to outlet and prices. Last week's \$10.00 hogs were the first that ever crossed Kansas City scales at that price in June, and 70 cents above the high point in any previous June.

Demand for sheep last week was active, but today killers took off 25 to 50 cents and put the price list for lambs under 11 cents. The bulk of offerings today came from the South-

west, and were spring lambs that sold at \$10.25 to \$10.85. Some clipped ewes brought \$6.75.

J. A. RICKART,
Market Correspondent.

DIMES AND NICKELS ONCE SAVED FOR SHOES; NOW FOR TIRES.

"A few years ago, the plaint of the man who was saving his dimes and nickels was that he had to buy shoes for the baby. Now he says he has to buy tires for the auto," said a Saxon enthusiast.

"He might have more money and less tire trouble and expense if he would only look for the cars that have demonstrated that they afford long service to their tires because of their lightness and the fact that they have the other qualities of construction which prevent unnecessary wear to the delicate, inflated 'shoes' with which they are equipped.

"Aside from the way that a tire can be conserved by the driving of the motorist, in avoiding glass, bricks and other road obstructions which produce cuts and bruises to the rubber tread, the light weight which the tires have to support is the important factor.

"Even wear on a tire such as comes from ordinary driving will not destroy the tire until a large mileage has been obtained from it, provided the weight is not too great. As the heavier car presses down on the tires, there is more of a tendency to wear. This fact has been demonstrated thoroughly in the few years that the motor car has been in use by the actual operation of the cars.

"One of the big points in favor of Saxon Motor Cars is their big mileage on a single set of tires. That is due to the light weight of the cars and their good construction.

"When I get started talking Saxon, I can't stop, because there are so many other reasons why they are leaders in their price classes. The economy in operation from the fuel standpoint, and the stability and endurance they possess are both big points of attrac-

tion. Then, too, they are equipped with the quality of the costly cars.

"Nowadays the motorist wants the comfort devices along with the rest of the service in a motor car. He does not want to crank his machine and he wants everything about the control of the car in a convenient place. Saxons give these things and they give them at a low price."

Leather and canvas covers to be laced over automobile springs to keep them clean and dry have been patented.

A wall tie that grips half a dozen bricks instead of two, as customary, has been invented by a Scotch builder.

About 1,729 miles of railroads in the United States have been electrified to about 1,278 in all foreign lands.

Main Street of Fort Worth is to be paved with wood blocks. That city has been using brick pavement on its streets.

THE BATTLE CRY OF PEACE.

It will impress even those who do not want to know the truth!

See

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 Preparations

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

Bartsch's Market

Phone 437

Last Call, Don't Miss That 4th July Big Time Celebration in Plainview

**You Will Find a Welcome Here
Come Early and Stay Late**

**There Will Be Big Auto Races
Come and See Who's Who**

There will be fun for all, all come prepared for fun. Among the leading attractions will be a Firemen's Drill, showing Plainview's firemen in action. Watch them handle the hose and ladders.

The Merchants' Monster Parade will be staged; well decorated floats by our progressive merchants.

If you are a fat man be sure and enter the Fat Men's Race, but you will have to shuffle your feet fast to keep up with some of our heavy-weight sprinters.

An old time sack race, a sack for everybody's feet. You are assured of a fast baseball game. 100 and 220 yard dash for medals. Maybe you will get one. There will be Greasy Pole Contests, Potatoe Races and numerous other amusing features. You can't miss these and be happy, so come.

\$10.00 Cash Prizes In All Events Except Auto Races

Those daring auto racers will be here. Thrills for the whole family. Come and bring all you can, we'll do the rest.

**Remember the Big Fireworks Display at Night.
Come Prepared to Stay.**

SANDERS TRACTOR PLOWS

Guaranteed to hitch and plow successfully behind ANY LIGHT TRACTOR

Don't Experiment with Your TRACTOR—it Costs Money!

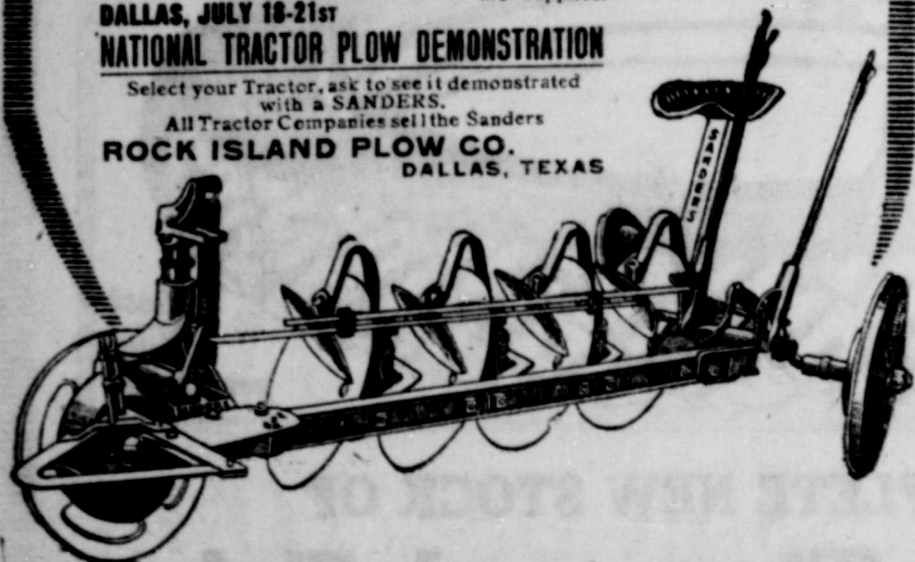
There's only ONE Universal TRACTOR DISK PLOW—the SANDERS

Built in 2, 3, or 4-disk. Can be set to cut 8 or 10 inches per disk. Regularly built with 24-inch disks but 26 or 28-inch can be furnished at small added cost. Turns to right or left while plowing. Plows 7, 8 or 9 inches deep, depending on size of disks used. Trails your Light Tractor perfectly. Raises high. Good clearance. Shipped complete with chain ready to attach. Any one can attach the SANDERS. Requires no operator on the plow.

DALLAS, JULY 18-21st

NATIONAL TRACTOR PLOW DEMONSTRATION

Select your Tractor, ask to see it demonstrated with a SANDERS. All Tractor Companies sell the Sanders
ROCK ISLAND PLOW CO.
DALLAS, TEXAS



Careful Men
conduct our
National
Bank



MEMBER FEDERAL RESERVE SYSTEM OF BANKS

OUR NATIONAL BANK IS A MEMBER OF THE "FEDERAL RESERVE" SYSTEM OF BANKS.

THIS MEANS THAT OUR BANK IS ONE OF A "VAST ARMY" OF BANKS WHICH STAND TOGETHER TO PROTECT EACH OTHER AND THEIR DEPOSITORS.

WE CAN TAKE VALID SECURITIES TO OUR DISTRICT "FEDERAL RESERVE" BANK WHENEVER WE WANT TO AND "GET MONEY."

YOUR MONEY IS SAFE IN OUR BANK AND YOU CAN GET IT WHEN YOU WANT IT.

COME IN AND "TALK BUSINESS" WITH US.

BANK WITH US.

THE CITIZENS NATIONAL BANK

PLAINVIEW, TEXAS

Jacobs Bros. June Clearance Sale

FRIDAY AND SATURDAY

Two more days of real bargains. You know our prices are low originally and with the further marked reduction you can't possibly afford to resist the opportunity of obtaining the newest merchandise at sale prices. New goods are coming in daily and are included in this remarkable sale. Buy from us and save money.

Jacobs Bros
THE ONE PRICE SPOT CASH STORE

THE HERALD'S REVIEW OF THE MOVIES

(Continued from Page Two.)

nal City. The curtain goes up on the city of Rome banked against a night sky, its lights reflected in the water shimmering at its feet, and throughout the entire play the background of actual Italy is carefully thought of.

The story is of the development of human character strongly acted upon by fate. There seems to have been a mold prepared for each character, a certain amount of suffering and anguish predestined for each.

The Coliseum lying in ruins is made a center of one of the most stirring scenes, where a mob of hundreds of people flee through its openings. It is a scene that is unbelievable, when one stops to think that the mob is modern and the soldiers but actors after all. The papal scenes are beautiful and highly impressive. His Holiness, the Pope, and the Vatican are wonderful; nothing short of miraculous when the forethought and hard work to represent such a character in such settings is considered.

Miss Frederick, as Roma, swayed by fate and ruled by powers other than hers, is splendidly convincing. The idea that Rome either makes or breaks her people is plainly set forth in the action of the scenes, and predestination is so clearly manifested that we have the feeling of peeping behind the scenes of life to know what is coming next.

There is one thing that we never lose sight of, the fact that the characters are living, breathing men and women, moved and actuated by a fate they know not of, and fighting for they know not what. It was ever thus with the world. We are all fighting, although we know it not. Just fighting for existence, and what comes of it? Civilization and a better race of men and women who will take our places after we are gone.

That is the object of the Eternal City, that is why it is eternal, because it had this idea long ago, and that is what the picture shows foremost. We run through the gamut of emotions and realize that after all how little it takes to influence a nation, although it seems as though we have done nothing at all, at the time.

As a picture of high standing, of great artistic value because of its representation of the life and doings of the

characters of careful deliberation, of scenic detail which seems to mean so little and which after all means everything, of gorgeous backgrounds and real life in a country foreign to us, the presentation of "The Eternal City" justifies its name and the name and reputation of the Famous Players. It is a beautiful piece of work, carefully and accurately performed, and presenting a phase of life of ultimate value in the history of the world.

WOMEN DRIVERS RESPONSIBLE FOR AUTO IMPROVEMENTS.

By JOHN N. WILLYS,
President of The Willys-Overland Company.

The advent of the woman motor-car driver and enthusiast has been directly responsible for many of the changes in the way of improvements, which have taken place in the construction of automobiles during the last few years. The influence exerted by women in the purchase of a car is a recognized fact, and the manufacturer who is fortunate enough to build a product which will measure up to feminine requirements is assured of a ready market for his automobiles.

To begin with, few men decide on a

car before first consulting the women members of their families, or their wives or sweethearts, as the case may be. Experience has taught them that, as a rule, a woman's judgment is worth careful consideration before an investment of this kind is made. Where a man is often careless about minor details of the car's construction, a woman is often most particular. She will, for instance, detect a poor color scheme the moment she sees an automobile, if it is defective in that respect, and if any other part of the body construction does not harmonize with the general design, she will discover that imperfection much more quickly than the average man would. And, unless that trouble is remedied, she will not be slow in transferring her affections to some other make of car.

More than one automobile dealer has lost the sale of a car because the make of machine which he handled did not answer those finer requirements in beauty and harmony which are so appealing to the feminine mind. No matter how sterling may be the qualities of that automobile, its general appearance must satisfy the critical eyes of the woman who is looking it over, before she will endorse its purchase.

In our own factory, our engineers

have been instructed to design the various models not only for men, but for the women. They have retained all the durability and mechanical perfections of the modern high-grade automobile and at the same time incorporated those finer touches on the Overland which will suit the most exacting demands of the women drivers. Besides beauty in design, luxury in the fittings and efficient service qualities, such as power and speed, have been added the most advanced but simple methods of operation. All the indicating devices, so important to the driver, are within easy range of the driver's eye. Also there is the convenient left hand drive and right hand control. In fact, all of the essential parts necessary to driving the car are attached to the steering column, with adjustable foot pedals, making it possible for even a child to drive the machine.

In my opinion, these little details, designed especially for the women, are in a large way responsible for the enormous production and sales of Overland cars. The time has passed when a woman driver had to depend on the electric vehicle. Mechanical starting devices and the countless other improvements in the construction of Overlands have made it possible

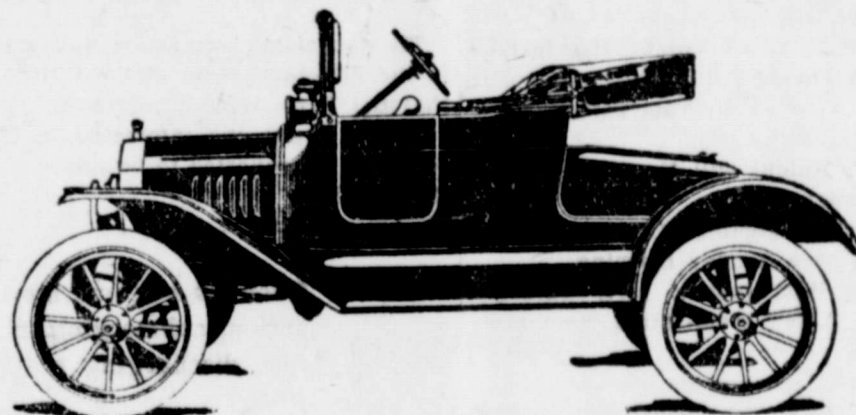
for any woman to drive the gasoline pleasure car, the advantages of which surpass those of the electric in every particular.

It's Always Cooler in Corpus Christi

Spend
Your
Vacation
at
Corpus Christi
Special Rates
Railroads and Hotels

For Further Information Address
Corpus Christi Commercial
Club
Corpus Christi, Texas

Ford
THE UNIVERSAL CAR



Ford
THE UNIVERSAL CAR

THERE ARE NEARLY 1,400,000 FORD CARS IN USE TODAY

Every other car you see is a Ford. This would not be so if Ford owners everywhere were not pleased by the performance of their cars and boosting all the time. So universal is the satisfaction that the Ford Motor Company will build and sell more than 500,000 cars this year.

This means that while all the hundred or more other factories combined are producing an automobile, the Ford factory alone has turned out a complete car.

The ratio of production is one to one—with one against a hundred.

Ford Economy The wonderful Ford motor—light, compact, without frills, and mechanically right—develops ample power to meet your requirements, and is saving of gasoline. Light weight of the car gives it more power per pound of car weight than any other car, and means a great saving in tire expense.

The Ford is the lightest car for its power made—and lightness is an absolute essential for economy in maintenance and for comfort in riding. It weighs several hundred pounds less than the ordinary car of the same power and carrying capacity. It puts more tire surface on the ground per pound of car than any other. And its lightness is also a big safety factor.

By all counts the Ford is most economical. It costs less to operate than any car. Individual experiences vary, according to the temperament of the person who drives it, and the conditions under which it is maintained. Many of our owners drive their cars at a cost of less than two cents a mile. A few of them may doubt this cost. But all agree that the Ford's cost of maintenance is lowest.

The largest shoe factory in the country produces less than one-fortieth of the entire shoe product.

The greatest American flour mill turns out less than one-twentieth of the flour used in America.

But the Ford factory builds substantially one-half of all the motor cars used on this side of the Atlantic.

This is a condition absolutely unprecedented—anywhere.

There is only one reason why the Ford car so far outsells all others—

IT IS A BETTER CAR

BARKER & WINN
Plainview, Texas

Agents for Hale, Briscoe, Lamb, and Bailey counties.

BARKER BROTHERS
Floydada, Texas. Agents for Floyd county.

LOCKNEY AUTO CO.
Lockney, Texas. Agents for Floyd county.

Service Back of the car is the great Ford organization, composed of 51 branches, and more than 9,000 agents, each of whom is required to keep on hand an ample stock of Ford parts and replacements. These agents are scattered over the United States, in every city, town and village, so no matter where the Ford owner drives he is never far from prompt and reliable aid in any emergency.

With your car will come two booklets, one the Ford Manual, describing all the parts of the car and how to operate and care for it, and the other a Ford Parts Price List, in which are priced in plain figures all the parts of the Ford car. These prices are based upon the cost of each part in the complete car—so that you might buy it part by part at nearly the actual cost of the assembled machine. The price list protects you against excessive repair charges, which in all cases are kept down to the lowest possible point.

Ford service spells economy and time saving for Ford owners.

Ford Runabout Ford Coupelet

Two-passenger, four cylinder, 20 horsepower, fully equipped except speedometer. For two passengers. Top raised or lowered in two minutes.

Price \$390 \$590

ALL PRICES F. O. B. DETROIT

Ford Touring Car New Ford Sedan

Five-passenger, four cylinders, 20 horsepower, fully equipped except speedometer. Price and at a new price—

\$440 \$740

ALL PRICES F. O. B. DETROIT

The Plainview Evening Herald

TWICE-A-WEEK

—Published Every Tuesday and Friday Evening by—
THE HERALD PUBLISHING COMPANY,
Corner Broadway and Second Sts.

HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

Cut your weeds. Help make Plainview "the city beautiful."

Stock farming is the backbone of the Plainview country. Everything we do to improve the industry means lasting prosperity and more of it.

Plainview citizens have not lost interest in the Chautauqua for 1917, and are anxiously awaiting the decision of the Chautauqua Association. We believe we speak the sentiment of the community when we say that if those who made possible the 1916 Chautauqua will make satisfactory arrangements for a repetition of some of the good things offered this year, and other good things which will be offered next year, Plainview will respond with a liberal and grateful patronage.

GETTING RID OF THE WEEDS.

Dallas is going after the unsightly vacant-lot problem in a vigorous manner. The city commission now has for its consideration an ordinance providing that the city may have vacant lots cleaned and the weeds cut and burned and charge the expense to the property owners, just as taxes are charged.

When the list of names of owners of the various lots was announced it was found that some of the city's most prominent citizens owned lots which had weeds and trash on them.

We wonder if the same thing would be true of Plainview.

VOTE INTELLIGENTLY.

Two vital issues are to be considered by the voters July 22. One is that of submission; the other is that of retaining the Robertson Law. Most voters have already decided on the merits of the submission proposition. Many have not reached a decision on the Robertson Law. It is not generally understood. On next Friday The Herald will publish a brief summary of the two measures, the Robertson Insurance Law and the Gibson Bill, which has been created to supplant the Robertson Law. Every voter should make an intelligent investigation of these two issues before casting his vote.

SUBMISSION IS DEMOCRATIC.

The prohibition question has been a vexing one in Texas politics. It has figured in every election of any importance in the State. It is the ardent desire of many good Texas citizens, both pros and antis, that the question be settled one way or the other. The coming primary should endorse submission. It is democratic. Many who are opposed to the principle of prohibition will vote for submission; few who are believers in the prohibition principle will vote against submission.

It has been pertinently suggested that the plan of calling a special election and determining the prohibition issue during a year when no other State election is held would separate the issue from other politics and would give the best opportunity for Texas voters to pass on the merits of the issue untrammelled.

STANDARDIZING CROPS.

Finding buyers for their corn at good prices was the problem confronting farmers in a Middle West county, according to that premier stockman's journal, The Breeder's Gazette. They found that they had about 60,000 bushels of corn good enough for planting. Through their county agricultural agent they advertised it in the farm press, and through circulars. All the corn they could spare was bought at good prices within a short time after it was advertised.

They simply made a good move. They didn't create a market. The demand was there. They had the corn. Some one else wanted it, and they just took the shortest and cheapest course to find who those who needed it were. The man who needs produce is anxious to buy; his desire to buy is probably as strong as the producer's desire to sell.

The better grades of sorghum grain are sought by seed houses for seed. The demand is on the increase. It isn't an impossible thing for planters in the Plainview country to select their seed season after season and develop a head true to type and stalk of uniform height. Such grain is bound to interest seed buyers, and the price is always just a little better than the open market. It involves no greater cost and very little effort. It ought to pay.

Good cantaloupes made Rocky Ford famous. Good Elberta peaches in large quantities made the Jacksonville, Texas, country. They simply standardized their crops.

ROBT. MILLER AND MISS JESSIE BOYD MARRIED AT DIMMITT.

OLTON, Texas, June 27.—Weather is still dry. Wheat cutting is the order of the day.

Brothers Brittain and Burnett are holding a successful protracted meeting at Olton this week.

Robert A. Miller and Miss Jessie Boyd were married last Sunday, at Dimmitt.

Jim Miller was an interesting caller at the home of Miss Ruby Thompson last Sunday.

George Keenan and family are visiting relatives at Olton this week.

Crops are a failure in this immediate settlement, on account of the drouth.

Success to The Herald and its many readers.

MOUNT VERNON NEWS.

MOUNT VERNON, June 27.—All the farmers in this part of the world are busy in the wheat fields. Threshing is the order of the day.

Everyone that went to Midway last Sunday reports a very pleasant time and a good dinner.

Mount Vernon Sunday School will meet next Sunday at the usual hour. There will be preaching at four o'clock and services again at eight o'clock.

The singing at Mrs. Tyler's was largely attended.

H. A. Milner and daughter, Mrs. Zaida Dunman, and children visited Omra Milner and wife, twelve miles west of Kress Sunday. They also visited Gene Williams and wife. Both families have beautiful new homes in this western country.

This is fine weather for threshing, but the rest of the crops are suffering for rain.

Several from this community have been attending the meetings in town.

Misses Mildred and Dorothy Duncan called on Mildred Dunman this week.

RUNNINGWATER ITEMS.

RUNNINGWATER, Texas, June 27.—The farmers of this community are busy harvesting their wheat.

Misses Clara Hunt, Pauline Wright, Wilma Toller and Cora Kindred visited Ethel Witt Sunday.

A few of our people attended the Singing Convention at Midway Sunday. Brother Davis preached some interesting sermons here beginning Friday night and continuing up till Sunday night.

Mrs. Daisy Elrod and two sons left for Hooker, Okla., last Friday.

Some young people of this community were kodaking up to Knight's camp Sunday afternoon. Among them were Pauline Wright, Wilma Toller, Cora Kindred, Gladys Knight, Clara Hunt, Ethel Witt, Lewis Knight, Marvin Leaman, Raymond Toller, Cleatus Dunnam, Austin Kindred and Tam Taylor. They all enjoyed the trip.

C. F. Knight will thresh his wheat Wednesday.

Mrs. Dow Topton, of Olton, attended church here Sunday morning.

Ethel Witt gave a party Saturday night. A few from Kress were present.

T. W. Sawyer returned this morning from a trip to Brown County in the interest of the Harvest Queen Mills.

WAYLAND EXPECTING MOST PROSPEROUS YEAR IN HISTORY.

President R. E. L. Farmer has taken active charge of the affairs of Wayland Baptist College. During the summer a campaign for students will be carried on throughout the Panhandle, the South Plains, and eastern New Mexico. Rev. J. T. Burnett, the financial agent; the president, and Professor J. E. Willis will be in the field.

Rev. Farmer states that he is expecting the best year in the history of the school.

REAL ESTATE TRANSFERS.

Real estate transfers as recorded by County Clerk B. H. Towery for the week are:

Joe Lee Ferguson and wife to H. G. Hickok, of Steele County, Minnesota, lot 20, block 82, Hale Center; consideration, \$150.00.

C. E. Carter to J. F. McDonough, blocks 6 and 7, Orchard Park Subdivision of southwest quarter of survey 6, block D-4; consideration, \$2,047.48.

Hale County Town Company to M. J. Ewalt, 81 lots in Hale Center, Texas; consideration, \$1,000.

A. A. Ulrey and wife, of Wabash County, Indiana, to J. M. Thomas, section 10, block C-2, 640 acres; consideration, \$14,560.

L. G. Wilson and wife to W. E. Reed, portion of Poleit Smith homestead survey; consideration, \$64.50.

Minor C. Keith, et al., to Leon A. Conner, northeast quarter of section 4, block J-K, 160 acres; consideration, \$17,600.00.

Mrs. J. R. Kerley and little daughter, Cleo, are visiting with G. C. Keck and family.

R. V. McClain, of Waco, is here on business.

Mr. and Mrs. T. Z. Rogers have returned to their home, after a visit with their son, Ross Rogers.

H. L. Converse and family, of Fort Collins, Colo., arrived this morning for a visit in Plainview. Mr. Converse two years ago served the Western Union Telegraph Co. here as manager. He is at present in the employ of the Colorado & Southern Railway Co.

Mrs. J. A. Kunkell and children, of Clarksville, Texas, are registered at the Hotel Ware.

O. E. Winslow left Tuesday for Amarillo to be with his wife, who is in a sanitarium there.

Mrs. J. F. Duncan, Sr., of Houston, arrived Wednesday for a visit with her son, J. F. Duncan, Jr.

The Cemetery Association will meet in the directors' room at the Citizens' National Bank Monday afternoon at 4 o'clock. Every one interested in the cemetery is requested to be present at this meeting.

Ever see a submarine in action, submerging, rising, discharging a torpedo?

See

THE BATTLE CRY OF PEACE.

LIBERTY PERSONALS.

LIBERTY, June 28.—Plenty of clouds but no rain. Such is the case at present.

Edgar Johnson's house is now completed, and they are moving in.

Miss Edith Brown, of Ralls, Texas, is visiting at the Lousthurst Farm at present.

Mrs. J. J. Boston and three children spent from Thursday until Saturday with Mr. Neur and family, of near Midway.

Miss Helen Groff happened to an accident Thursday, running a splinter about three and one-half inches long in her foot. About an inch was pulled out, thinking that was all. By Saturday the pain became so severe that she was taken to a physician, where the balance of the splinter was cut out. She has now a very sore foot, but is resting easy.

A number of our people attended the Hale County Singing Convention, at Midway, Sunday. The next one will be at Prairieview School House.

Edgar Johnson and family, C. C. Alexander and family and C. P. Sepp dined Sunday with J. J. Groff and family.

Rev. Holland, of Plainview will preach here Sunday at 11 o'clock a. m. and at 3 o'clock p. m.

E. E. Crane and Meak Turner, of Tulla, came in Friday morning and returned late Friday evening. Both were here on business.

"Peace - at any - Price" for America means the price Europe is now paying.

See THE BATTLE CRY OF PEACE.

Now Comes the Great Day of Patriotism

It's the one day when everyone takes the day off from labor for recreation and celebration. Plainview is to have a day of amusement for all who visit here.

Now then, the idea is this, you wont want to lug a big basket of dinner all over town during the motning so why bother with the matter of eats. Most of the visitors will want to lunch in the shade of the court house lawn. Our store is located at the north-east corner of the square and we are prepared to furnish you with

All Kinds of Lunch Goods for Your Party

The duality of our groceries will please you and you will be glad thyt you left the old lunch basket at home.

The policy of this store is to give every customer on a big or little order honest groceries at honest prices. You will do well to let us serve you during July and learn more of our service.

L. J. WARREN GROCERY CO.

233 and 234

Phones

233 and 234

Hot Weather Psychology

Ever stop to think how the pictures on the covers of the summer magazines strive to picture coolness and make the reader feel cooler and more disposed to read the pages that follow? Ever start out in the morning determined to forget the heat and feel cool anyhow? It can be done—you can get the effect that will produce a feeling of coolness when the other fellow is burning up. Clean pressed summer clothes have much to do in getting that "cool" feeling. Better try this prescription and have your work done in

THE Waller Tailoring Co. WAY

It is not too late to place the order for that made-to-measure light weight. There are several months of good comfort in store for you if you will heed the call. We are ready to take your measure today.

DRY CLEANERS **PHONE 188** TAILORS

We Pay Return Charges on All Parcel Post Packages

MAKE COOKING A REAL PLEASURE

As soon as you have an Oil Stove cooking will be a real pleasure. They are always ready when you are. They save fuel, save health, save temper, save food, and save money for the owner. There should be an immense amount of satisfaction in the increased efficiency and the comfort in ownership of a modern appliance like a guaranteed oil stove. Wouldn't it be a boon to the housewife in your home if she could eliminate the heat and worry of the old fashioned method of cooking and have the advantage of the coolness, comfort and quickness of a real oil stove? The heat is right under (and hence goes up into) the "cooking" and not out into the room. The heat is always under perfect control.

You can keep one or four burners at an intensely hot flame, or at a mere simmer. To regulate the heat you turn a lever according to a dial.

Oil stoves are clean, safe, economical, reliable. No wicks to trim nor valves to leak. The oil supply is automatically constant.

Water heaters give you plenty of hot water—any time—without heating your kitchen.

Glass door ovens are perfect bakers, insulated with air space and asbestos, retaining heat for the cooking.

We sell The Florence and other high-grade makes of Oil Stoves and invite your careful inspection of their merits.

R. C. WARE HARDWARE COMPANY

Phone 178

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Civic League will meet Wednesday afternoon at 3 o'clock in the club room at the City Hall.

HONORING MISS GUINN.

This evening, honoring Miss Mabel Guinn, of Lubbock, Miss Rebecca

Longmire entertained at her home, a fresco. In the receiving line were Misses Hazel Sawyer, Alma Armstrong, Mabel Guinn, Rebecca Longmore and Mrs. R. B. Longmire.

Misses Effie Murphy and Dora McCorley presided at the punch bowl. One hundred and fifty guests called during the evening.

MRS. SEWELL HOSTESS FOR NIECE AT WARE HOTEL DINNER.

Miss Dora McCorley was guest of honor yesterday evening at a six-o'clock dinner and farewell party given at the Ware Hotel by Mrs. L. D. Sewell. A six-course luncheon was served to the following guests: Misses Dora McCorley, Effie Murphy, Lucy Glenn, Fern Winn, Mable Guinn, Mollie Goode, Mildred Farmer, Alma Armstrongs, Rebecca Longmire and Lena Williams; Messrs. Ray Ivey, Harold Knupp, Ross Towery, Austin Miller, William Gouldy and Newell Hammon.

The Shasta daisy was the favored flower of the evening. In the center of the table was placed a basket of daisies. On the place card was painted a daisy and the centerpiece used was of the daisy design. Sweet peas were also used in the decorations.

During the ice course, notebooks were passed to each of the guests, and each wrote to the guest of honor a letter to be opened and read on the train as she is returning home.

After dinner the guests enjoyed the program at The Olympic Theatre.

Miss McCorley leaves in the morning for her home, in Alabama.

THE "5 W'S" MEET WITH MISS MARY BRAZELTON.

Miss Mary Brazelton was hostess to the "5 W's" Wednesday afternoon at her home, on West Seventh Street. First they were busy with the needle and thimble. Then followed the serving of dainty refreshments.

Before adjournment, the girls were invited by Miss Ida McGlasson to a car ride, which was thoroughly enjoyed by all.

The next meeting of the club will be with Miss Arley Biles.

HONORING ALABAMA GUEST.

Miss Dora McCorley, of Alabama, was guest of honor Tuesday evening at a picnic at the Three-Mile Grove, arranged by Miss Alma Armstrong.

Those who enjoyed the occasion were Misses Lucy Glenn, Effie Murphy, Fern Winn, Mollie Goode, the honoree and the hostess, and Messrs. Harold Knupp, Will Elmer Barnes, Carl Knupp, Ray Ivey and Rupert Andrews.

The jolly crowd was accompanied by Prof. and Mrs. J. E. Watson.

A bountiful supper was the delightful feature of the evening.

WEDNESDAY BRIDGE CLUB WITH THE MISSES GIDNEY.

Misses Daisy and Marie Gidney entertained the Wednesday Bridge Club Wednesday afternoon, at their beautiful home, on El Paso Street.

Nasturtiums and sweet peas were used in the floral decorations of the rooms.

There were three tables at bridge. Mrs. Robt. Malone won high score for the club and Mrs. P. J. Woodriddle was the fortunate player among the guests.

At the conclusion of the games an ice course was served.

Mrs. E. O. Nichols left this morning for Lubbock, where she will visit with relatives.

W. H. Meadow, representing the Bryant Commission Co., of Amarillo, was here today on business.

"To neglect one's liberty is to lose it. To neglect one's country is to perish with it."

See THE BATTLE CRY OF PEACE

B. F. CLUB PLANS PICNIC AT MEETING WITH MRS. VANDERPOEL

The lovers of needlecraft were delightfully entertained yesterday afternoon by Mrs. F. W. Vanderpoel, at her home, where the members of the B. F. Club and a number of guests gathered for several hours of pleasant needlework. Contests and games afforded unusual entertainment for the guests.

A dainty two-course luncheon concluded the enjoyment of the afternoon. A picnic was planned, and the club adjourned until September.

LIBRARY COMMITTEE ADDS TO FUND FOR NEW BOOKS.

Mrs. L. Lee Dye, Mrs. R. B. Tuler, Mrs. W. B. Martine, Miss Pauline Milwee and Mrs. F. P. Powell, members of the Library Committee, entertained yesterday afternoon with an al fresco tea, on the lawn at the home of Mrs. F. P. Powell.

The tea was given for the benefit of the Public Library book fund, and seven dollars was realized.

Sherbet and cake were served during the afternoon.

Elizabeth and Frances Powell delighted the guests with readings, and music was furnished by the Victrola.

CAMPED ON CANYONS.

On Friday and Saturday of last week Mr. and Mrs. D. F. Sansom, Mr. and Mrs. Elmer Sansom, Miss Shook, of Hillsboro; Miss Nell Sansom, Bob Sansom, of Kansas City, and Roy Sansom, of Fort Worth, enjoyed an outing and camping trip in the canyons.

Neal Overall, of Houston, is visiting his parents, Mr. and Mrs. J. L. Overall. He will leave soon for Pittsburg, Penn.

W. B. Tinsley, new-business manager of the Texas Utilities Company, returned this morning from Amarillo, where he has been for the past two days.

Ben Lawson, of Fort Worth, was a business visitor in Plainview today.

Roy L. Bone, of Topeka, Kansas, was here yesterday on business.

Mr. and Mrs. J. C. Manton, of Abilene, are registered at the Hotel Ware.

Otis Trulove, of Amarillo, was here yesterday.

W. H. Meadow, representing the Bryant Commission Co., of Amarillo, was here yesterday on business.

Cy Wilson, of Amarillo, was a business visitor in Plainview yesterday.

Bill Ray and H. B. Stephens, of Hereford, were here yesterday.

American Citizens!

"A man's right to vote carries with it the obligation to bear arms for his country."

See THE BATTLE CRY OF PEACE.

Cut Prices on Summer Goods



50 ladies dresses and suits at HALF PRICE—\$4.00 values \$2.00; to \$35.00 values for \$17.50 All misses and children's dresses are greatly reduced.

Ladies \$3 and \$3.50 waists are reduced to \$2.25 Ladies oxfords and pumps on special counter, regular \$2.00 to \$5.00 grades reduced to .95c Children's parasols now 75c, 45c and .25c Ladies fancy parasols, \$1.75 values for \$1.35 Ladies Fancy parasols, \$2.25 values for \$1.50

In the Men's Store

\$7.50 Palm Beach and Coolest Cloth suits for \$6.50
\$10.00 worsted suits now \$8.50
\$12.50 worsted and blue serge suits for \$10.00
\$17.50 worsted and blue serge suits for \$14.00
\$25.00 worsted and blue serge suits for \$19.00
\$3.50 oxfords now reduced to \$2.95
\$5.00 oxfords now reduced to \$3.75
\$6.00 oxfords now reduced to \$4.75

Many, many other reduced prices throughout the store.



Hirsch Wickwire and Kirschbaum Clothes

Walk-Over Shoes



Why Swelter

This hot weather—Provide yourself with Cool Clothes at **Reinken's** and be comfortable

- | | | |
|--|----------------------|----------------------------|
| Palm Beach Cool Cloth Tropi Cloth and Silk | suits | \$7.00 to \$20.00 the Suit |
| Panama Leghorn Porto Rican Italian Palm Beach and Silk | | |
| Silk Fiber Silk Mercerized | shirts | \$1.00 to \$5.00 the shirt |
| Athletic Knit Mesh or Porus | | |
| Kangaroo Vici Kid Calf Skin | Oxfords Black or Tan | \$3.50 to \$6.00 the pair |
| | | |

Some broken lines at from \$2.75 to \$4.00 the pair SEE THEM. WATCH OUR WINDOW.

REINKEN'S

Wilson Bros. Shirts and Hosiery

Stetson Hats

There Will Be No Barbecue On July 4th

SO YOU WILL HAVE TO ARRANGE TO BRING YOUR OWN LUNCH

WE suggest that you call at our store and select what you wish from our large and varied stock of canned goods and fresh fruits.

We have on hand all the best brands of prepared foods, such as Sardines, Salmon, Tongue, Chipped Beef, Potted Hams, Pork and Beans, etc. Our canned fruits are the best the market affords, such as Pineapple, Peaches, Blackberries, Raspberries and numerous other popular products.

All the Fresh Fruits the Early Market Affords

Don't get heated up in the kitchen cooking a picnic dinner, come to our store and let us fill your baskets with picnic foods.

VICKERY-HANCOCK GROCERY COMP'Y

PHONE 17

Big Day 4th of July

Lots of Fun, Auto Races, Fire Works



An excellent opportunity to bring your storage batteries in for repairs or recharge.

We are the largest battery service people in Northwest Texas, carry a large stock and can repair any make battery.

We are exclusive distributors for "Exide" Storage Batteries and parts from Dalhart to Sweetwater.

Our free inspection service is for all car owners. 4th of July special will be QUICK SERVICE for Gulf Gas, Racine and Diamond Tires and Tubes and auto specialties.

GARRISON-CONNOR ELECTRIC CO.

3rd Door West Ware Hotel

Plainview, Texas

Mules for Company L Will Make Marching Much Easier on Boys

In Camp, Sanderson, Texas, June 25, 1916.

Another week has gone by, making four weeks since we arrived at Sanderson, Texas, and it seems as if we had been here a year, as we are acquainted with everything around.

During the week Captain Shropshire and three of the boys, together with two of the Home Guards, made a trip on horseback to the river, returning Friday night. They reported everything as quiet in that direction, but the boys were sure and tired after their return. However, they are now feeling fine, and state that they would not trade the trip for all the inconveniences.

Thursday evening our drivers, Cornell and Workman, came in with our mules. Now we are fixed up pretty nicely for marching, as things that will be necessary, but too bulky to carry, can be hauled in the wagons.

Yesterday we were lined up and given our field rations, which consist of the following: One 2-pound can of corned beef, 4 packages of hardtack, a small sack of salt and a small sack of coffee. The sugar and bacon were not issued. Perhaps we will receive that later. These rations are supposed to last a man two days, or six meals. In order to avoid the corned beef spoiling, one man is allowed to open a can at each meal, this being divided among the six.

We have been expecting to have to take our physical examination all this week, but as yet the examining physicians have not shown up, but we suppose that it will take place in the near future.

Armstrong, Hudgins and Warren are the envy of the camp just now, as their time will be up on the 27th, and no doubt but they will be home by the time this letter is published. Now, I stated that these boys were the envy of the camp. Well, you can hear them say that they wish they were going also, but I think that the balance of the company is pretty well satisfied with their lot.

Our cooks were in extra good humor today, for today at dinner they surprised us and gave us real, sure-enough biscuits, and they did taste fine, after the hardtack and bread, but we have become used to this army fare and are beginning to enjoy it.

Quite a few of the boys have had a little money left from pay day, and patronize the railroad eating house.

Since writing my letter last Sunday great activities have taken place in the country, and the boys are all wondering where we will be sent to after the Northern militia arrives on the border. Well, we know just as little about that as anybody, and no doubt will not know anything about our location until we have received our orders. However, everything is ready, and it will take us very little time to get ready to move after we do receive our orders.

Tuesday one of the company, Sergeant Dishon, was taken very ill with appendicitis, and was taken to the base hospital, at San Antonio. Today we received word that he had been operated on successfully and was doing very nicely. Out side of a few head-

aches and toothaches, the company is in fine shape, and we are getting better on our drills every day.

The weather during the day has been exceedingly warm the past week, and while the breezes blow, yet when they blow lightly they are at times hot, and when they get up any strength at all the dust begins to fly, making it difficult to keep things clean.

Several things, namely our shower bath and ice water every day, which we are now enjoying, we will miss very much after we leave here, as we all know that we will not be so lucky

as to be placed at or near where we can take advantage of these things.

We received the box sent by the Y. M. B. L. this week, and the contents were enjoyed very much by the company. As soon as the box was received it was opened in the Guard House, and the entire company lined up in single file. Things were distributed to them as they marched by, making sure that each man was treated the same.

The magazines sent by our old cook, Tom Kincannon, were received with pleasure, and are now making the rounds. There will be very little left of them by the time they have all had a chance to enjoy them.

In the box there was a cake sent by Miss Mabel Wright. As this was the

only cake in the box, there was not enough to be passed around to the entire company, so the corporals of each squad drew straws to see who would have the pleasure of enjoying it. Squad

No. 4, in charge of Kelley Hooper, was the lucky squad, and they report that the cake could not have been better. The company has asked me to thank every one who took part in furnishing

the good things in this box in my weekly letter, and I assure you all that everything was appreciated very much. Yours truly, W. J. KLINGER.

LISTEN Times are changing. So are the ways of doing business. People are demanding better service and it is up to us to supply it. We aim to help our patrons use to the best advantage the things we sell. We are convinced that the best way to help ourselves is to help others, put us to the test, please.

PLAINVIEW LUMBER COMP'Y

As Pure and Cold as the Frozen North and as delicious as pure fruit flavors and rich, pure cream can make it—that's "Delicious" Ice Cream

It's smooth as velvet and has a taste that lingers, to eat Delicious ice cream once is to want it always. To improve your Sunday dinner or as a wholesome desert any day, order some today.

All flavors in any quantity every day. Please place your orders as early as possible. This will enable us to give you the service you have the right to expect.

PLAINVIEW CREAMERY
Phone 361



PATRIOTISM DAY —that's a good name for the 4th of July; a day when all good citizens should re-affirm their allegiance to our country.

In the meantime if you are preparing to make the day a holiday, and if your preparations include any of the things men wear, you'll want the co-operation we can give you in getting the right things. You may want

Hart Schaffner & Marx

clothes—a suit for outing wear; one of the new pinch-back or belt-back styles; extremely popular with young men, and with some older men. Maybe you'd like a blue serge suit for more dressy appearance.

Or negligé shirts, or summer neckwear, or cool underwear; we're prepared to supply all such needs very promptly and to your complete satisfaction

Carter-Houston's

The Home of Hart Schaffner & Marx Clothes

THE BATTLE CRY OF PEACE.

New York shelled from sea and sky! Panic! Terror! The Exodus! Armageddon!

See



Now is the Time To Have That Group Picture Taken Let Us Show You Our Special Display of Attractive New Styles.

We Are Perfectly Equipped for Making Group Pictures and Will Please You With the Quality of Our Work.

Make the Appointment Today.

Cochrane's Ground Floor Studio

CATTLE FEEDS WASTED.

Farm Products That Might Go to the Economical Production of Meat Now Put to Less Profitable Uses.

WASHINGTON, D. C., June 26.—A vast quantity of feed available for cattle is now either wasted absolutely or put to some less profitable use, says a recent report which the Department of Agriculture has just published as Part IV of a comprehensive survey of the entire meat situation in the United States. Failure to utilize the full value of this material has increased unnecessarily the cost of producing meat, has diminished the profits from cattle feeding, and has discouraged many farmers from engaging in an industry essential to their permanent prosperity.

According to the reports already mentioned, the loss in grain, straw and corn stover amounts to more than \$100,000,000 annually. Both of these products are disposed of most eco-

nomically when fed to cattle in connection with some form of concentrated feed. Straw is especially valuable in carrying the breeding herd through the winter, in wintering stockers, and as a supplementary roughage for fattening cattle. Stover, too, is an excellent feed for wintering cattle, especially mature breeding cows. Nevertheless, in many sections of the country, where these products are abundant, little attempt is made to take advantage of their value for these purposes.

Of an annual straw crop of approximately 120,000,000 tons, it is estimated that only two-thirds is put to its best use—live stock production. Of the remainder a little more than one-half is sold or turned under and the rest—15 per cent of the total crop—is burned. Burning is practically an absolute waste, and although plowing under does contribute something to soil fertility, the benefit to the land is less than that which would be derived from the use of the straw to produce

manure. "Of all systems of obtaining permanent soil fertility," says the report, "none is so practical or as easily available as that of feeding live stock."

The average value of all kinds of straw is placed at about \$5 a ton. In many sections, of course, no such price can be realized for it, and, as a matter of fact, only about 8 per cent of the crop actually is sold. The figure mentioned, however, may be taken as representing the value to the farmer of straw if he will use it properly in his farming operations as feed or bedding. In order to illustrate how this may be done, the report gives three sample rations for wintering a breeding herd of beef cattle on straw combined with silage, shock corn, and cottonseed or linseed meal. Any one of these rations, it is said, will prove economical. They are as follows:

Rations for Wintering Breeding Cows.

RATION 1.

Straw	Pounds.
Silage	10
Cottonseed meal or linseed meal	20

RATION 2.

Straw	Pounds.
Cottonseed cake or oil cake	20
Cottonseed meal	2

RATION 3.

Straw	Pounds.
Shock corn	10
Cottonseed meal	1

In this connection it is pointed out also that feeding straw in the winter will insure, under certain circumstances, the full utilization of summer grass. In a number of western States it frequently happens that grass goes to waste because feeders are unwilling to pay the high prices asked for steers in the spring. With an abundance of straw on hand to lessen the cost of wintering, feeders can take advantage of the lower prices for stocker cattle in the fall to secure on reasonable terms at that time enough stock to pasture all the grass the following year.

The production of corn stover is about twice that of grain straw, amounting to approximately 245,000,000 tons a year. A larger percentage—81.5—of this is fed than of the straw, but the waste is nevertheless astonishing. For this, poor methods of feeding are largely responsible. By far the most economical method of handling corn is by ensiling, but as a matter of fact only 8.1 per cent of the acreage was put in the silo in 1914, the year in which these investigations were made. About 11 per cent was cut for green feed and 81 per cent allowed to mature for grain. It is in the last portion of the acreage that the greatest waste occurs. Stripping the leaves from the stalks which are subsequently burned, removing the stalk above the top ear only, leaving the stalks to stand in the field until the loss of leaves and bleaching have removed much of their fertilizing value, are all unthrifty methods. Furthermore, almost four per cent of the stover that is thus thrown away is as being a potential source of revenue. It was merely a nuisance to be gotten rid of as a preliminary to plowing. In some States the percentage of stover that is thus thrown away is as high as 7 or 8 per cent, and the total loss to the country from the practice is estimated a nearly \$15,000,000 a year.

To obtain satisfactory results from the feeding of farm roughages such as straw and stover, they must be combined with some form of concentrated feed. At the present time large quantities of such feed, in the form of cottonseed meal and cake, corn, molasses, peanuts and beans are exported for the use of European feeders. If the straw and stover that are now wasted were employed to feed more cattle, these concentrates could be consumed at home. The result would be a tremendous saving not only in the cost of producing, but in the cost of enriching the soil as well. In 1914, for example, about 1,000,000 tons of cottonseed meal—half the total production—were applied directly to the soil as fertilizer. If this had been fed to cattle instead, three-quarters of the fertilizing value would have been returned to the soil as manure. The loss of the other fourth would have been far more than counterbalanced by the profit on the meat produced economically by the meal and the necessary roughages. Much the same thing is true of the other oil meals.

The value of these meals is far better appreciated in Europe than here. Denmark, for example, feeds annually 478 pounds of oil cake to each of her mature cattle, the United States approximately 24 pounds. Furthermore, the European feeder is aware of the fact that the high-protein meal, while more expensive to buy, is more economical to use. Meal of this quality is seldom sold on the domestic markets, because the American farmer has not yet learned its value. Cottonseed and linseed are perhaps the best known of the oil meals, but there are others the use of which as feed could be profitably extended. Both peanut and soybean meal and cake, for instance, are in good demand in Europe.

The efficient use of these and other feeds discussed in the report is of the

utmost importance to the American farmer, it is pointed out, because the day when close calculation in feeding was not necessary is, in all probability, past. Hereafter it is likely that success will depend upon the ability to put to the best use all available products. A greater knowledge of what these products are and of ways in which they can be fed will result in the elimination of enormous waste.

THE BATTLE CRY OF PEACE.

The iron heel of the invader, on Broadway, at your door, in your home!

See

DR. T. H. P. DUNCAN.

Who was here all last week, will be here again the week of July 3rd to 8th, and may be consulted at the Ware Hotel or Long-Harp Drug Co. Dr. Duncan has been practicing medicine and specializing on diseases of eye, ear, nose and throat for eighteen years in Texas. He formerly practiced in Amarillo, and many of our citizens were under his treatment. The doctor is now trying to limit his practice to the scientific fitting of glasses, but will be glad to advise you regarding any diseases of eye, ear, nose, throat, or nervous diseases. He requests you to phone or drop him a card and make appointments, and he will be glad to call at your residence and examine your eyes. No charge is made for examination. Every pair of glasses the doctor fits is "Made in Texas." He is specializing on fitting the world-famous "Kryptok" Invisible Bifocal. It does not cost you any more to get the services of an oculist than it does the guess-work of inexperienced vendors of cheap glasses. Make your wants known.

The Optical Laws.

Write your Representative at Austin and insist that he votes for the passage of a law regulating the sale of glasses. Texas has no optical law. You may become an optician or spectacle vendor if you have the nerve and enough money to buy a few cheap glasses. You have no protection against unscrupulous vendors and peddlers who are infesting the country claiming to be "Eye Doctors." It is better to pay an oculist (a graduate in medicine) a little more, or a fee, and know that you are getting the best and the services of one who has made special study of the pathology of the eye, as well as optics. Protect your eyes, and your pocketbook by helping to pass an optical law.

Adv. 2t. T. H. P. DUNCAN, M. D.

THE BATTLE CRY OF PEACE.

If you are against Preparedness—if you favor Disarmament,

See

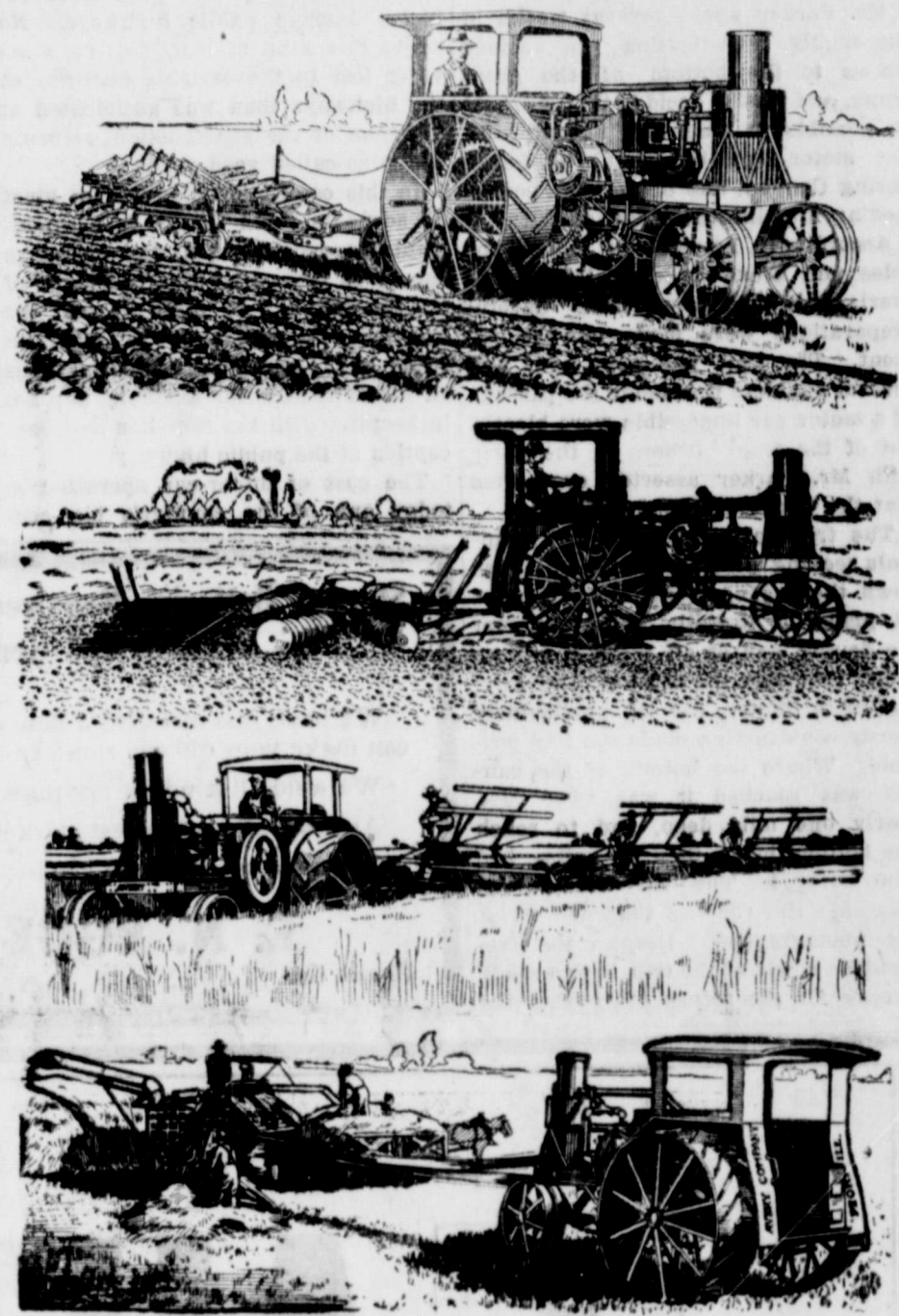
Get your Ford Car for the big Fourth of July celebration, as BARKER & WINN have the cars for immediate delivery.

\$100. PER ACRE FOR A FINE FARM HOME

Almost adjoining Plainview. Yes, it's worth the money. But for immediate sale we will cut the price in the middle and hand you back several thousand dollars besides. This farm contains 320 acres of perfect land, all highly improved. Public road on three sides, close to school. It's the best buy in Texas. We want to build a great seed house in Plainview, and must raise the price required to build it. If this farm don't please you no other one will. The soil, the location, the distance and surroundings are of the best, and the price is almost too low to mention here. See us at once.

C. E. WHITE SEED CO.

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



**AVERY CO. OF TEXAS
W. R. SIMMONS**

South Plains Representative Plainview, Texas



We are showing today on the floor of our commodious new building the most expensive stock of all grades of house furnishings to be found on the South Plains. The range of prices and qualities are extensive. We have a splendid second hand stock and repair department in addition to our big stock of new goods.

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

Phone **W. E. Winfield Co.** Phone 95

Are YOU ARE YOU
establishing yourself in the World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THIRD NATIONAL BANK

Insist On This

"I have used K C BAKING POWDER for a great many years and have yet to experience a failure in baking with it."
"I believe in the "safety first" idea and am sure of best results when I use K C."
"Yes, I have used others, higher priced powders too, but have always gone back to the old reliable."

KG BAKING POWDER
is always sure to give satisfactory results. For good, wholesome foods use K C—insist on getting it.

25 Ounces for 25c
(More than a pound and a half for a quarter)

Motor News of General Interest

DODGE BROTHERS CAR MAKES DESCENT INTO GRAND CANYON.

With O. K. Parker, of Los Angeles, at the wheel, "Death Valley Dodge," the famous motor car that has performed more stunt trips than any other motor car in existence, a few days ago descended to the bottom of the Grand Canyon of Colorado and returned to the rim under its own power.

This is the first time in the history of motoring that this feat has ever been performed. Various daring drivers have looked over the ground with longing eyes, but were never able to convince themselves that the trip was a possibility.

But Mr. Parker, who is one of the most famous drivers on the Pacific Coast, determined to make the trial. Some months ago he visited the Grand Canyon and made a careful survey of the several routes to the bottom. These are simply trails on which tourists descend on the back of burros. The journey to the bottom is such a nerve-shaking one that many tourists are afraid to make the trip, even when conveyed by experienced guides.

Mr. Parker spent several weeks in thoroughly investigating the various routes to the bottom of the great gorge, and finally decided that it would be possible to reach the bottom with the motor car by means of Peach Spring Canyon, one of the side gorges leading into the main canyon.

Accordingly, he returned to Los Angeles and drove Death Valley Dodge overland to the canyon rim. Careful preparations were made for the descent. The trail was gone over and several boulders that made the passage of a motor car impossible were blasted out of the way. Others in the party with Mr. Parker asserted even then that the trip could not be made.

The trail, originally footed by animals seeking water, twisted and turned down the rugged sides of the canyon. At places it literally hung out over the depths, and at all times it was so rough that only the most skillful driving of a motor car of particularly sturdy construction made the trip possible. Where the bottom of the canyon was reached it was 5,000 feet, nearly one mile deep, and to reach the bottom more than 21 miles had been covered. The car was driven alongside the roaring Colorado River and photographed. Despite the tremendous strain of the trip, it was ready at once for the return journey to the

rim. The frame was twisted at times until the radiator hose was snapped off, but the alignment of the power plant was so perfect that there was no trouble with the mechanism at all.

After the return to the surface, the car was driven along the canyon rim to Navahoe Point, the highest point on the rim, and which is 6,000 feet above the surface of the river. Here other pictures of the car were taken.

Western motorists are wondering what feat Mr. Parker will call on Death Valley Dodge to do next. Already this great car has traversed parts of Death Valley never before seen by man; it won a gold rush at Barstow, Calif.; was driven by Parker through the Santiago Valley after the floods, when no other car could get through, and now it has made the trip to the bottom of the Grand Canyon.

THE COST OF OPERATION IS PROBLEM FOR MOTORISTS.

There is a movement on foot in New York State to have the Legislature impose a special tax on motor trucks and busses, on the ground that these vehicles damage public highways. No doubt this kind of traffic gives a severer test to the wearing qualities of the highways than was anticipated at the time of the construction of many of the so-called good roads.

In this connection, however, it must be borne in mind that it is a fundamental proposition that the highways should be free—free for the benefit of all the people. In other words, the taxation of automobiles to maintain roads, or the imposition of special taxes on motor trucks, for example, are not in keeping with the time-honored conception of the public highway.

The cost of motor-car operation is today one of the country's big eco-

nomie problems. It is uppermost in the minds of the great majority of automobile owners. Coincident with the talk of increased taxation, the cost of gasoline has gone higher and higher until it is double what it was six months ago.

But good comes from evil, from the standpoint of the motorist, because the solution of the problem of the cost of operation is being worked out as never before. Owners and prospective buyers of cars are working it out themselves, because they are coming to a full realization of the fact that the way to meet the high price of gasoline, and deal with other cost-of-production problems, is to operate more efficient cars—cars which are simpler and lighter, and therefore more economical.

Undoubtedly the next few years will witness revolutionary changes for the better in respect to all phases of the cost of operating motor cars.

BIG MAIL TRUCKS ARE GOODRICH EQUIPPED.

Motor trucks are fast replacing horses in carrying the mails of Uncle Sam. The higher initial cost of the replacement is rapidly made up for by the greater speed of hauling and the smaller upkeep cost. In other words, the mail-carrying situation is much like that presented by the fire departments of the country. Motors are faster and in the end cheaper.

Recently Indianapolis installed nine Studebaker trucks to carry mail. They have Goodrich equipment.

According to a British scientist, weight for weight, macaroni is as valuable a flesh-building food as beef or mutton.

Storage Batteries Repaired and Recharged, Electric Starters and Generators Repaired

We have just installed a new machine to grind cylinders. We can make your old car run like new at small cost.

We weld all kinds of castings. Blacksmith shop in connection.

Auto supplies at lowest market prices.

One good second hand car for sale very cheap.

E. N. EGGE AUTO CO.

Phone 646

730 N. Broadway

Special Hot Weather Reminders

Heat produces mental disturbances which make most folks a bit cross and irritable. In other words they seldom know just what they want themselves so it is hard for us to suggest. But we believe that we have a few items of interest for them here.

For 15c a Genuine Durham-Duplex Safety Razor

With handle and blade complete. This is the biggest little thing for the price you ever bought.

Johnston's Chocolates

Kept fresh on ice, are the truly "appreciated" kind on any front porch these warm evenings.

Kodak Supplies and Ansco Cameras

Are as necessary to the vacation trip as any article which you will take with you. Our supplies are fresh and we have all sizes of cameras at all kinds of prices.

We have a big assortment of Purses

Made especially to hold the money every farmer will have when he gets his grain sold.

Then These June Weddings—Of course you will want to remember your friends who are starting housekeeping. We can serve your needs splendidly with rich Cut Glass, Silverware, and Jewelry.

That isn't all—we have everything a well appointed drug store is supposed to have. Let us serve you.

Long-Harp Drug Co.

Telephone 161



AUTO RACES



AUTOMOBILE RACES ON PLAINVIEW'S NATURAL SPEEDWAY BY

Plainview Oval Speedway Company

Plainview, July Fourth

BEGINS PROMPTLY AT 2:00 P. M.

10-mile motorcycle race, 2 p. m.

30-mile small car race, 3 p. m., prize \$100.00 cash.

100-mile stock car race, 4:30 p. m., first prize \$600.00 cash; second prize \$200.00 cash, third prize \$100.00 cash.

Natural amphitheatre 2-mile track is built around a large lake and is graded for permanent use, 3 miles east of city.

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

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. 11.

LOST—Diamond stud. Reward if returned to E. E. ROOS, at Plainview Machine and Auto Shop. 11.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. 11.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. 11.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. E. CARTER. 11.

FOR SALE OR TRADE: One five-passenger automobile. SOUTH PLAINS MARBLE CO. 41.

FOR RENT—Furnished front room. Close in. Prefer young men. Phone 210. 11.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. E. CARTER. 11.

500 ewes and 400 lambs for sale. H. D. ROSSER, Abernathy, Tex. 11.

We are in the market for Dry and Green Hides in any quantity. RUCKEN PRODUCE COMPANY. 11.

LOST: Crank to an Oakland car. Return to I. W. LITTLE, at Plainview Mercantile Co.'s. 11.

STORE ROOM FOR RENT. Building formerly occupied by Plainview Buggy Co., next to Public Scales, for rent. 36x100 feet. J. L. DORSETT. 11.

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. 11.

FOR SALE—House, well located; small payment down; balance easy monthly payments, like paying rent. Phone 166. Adjoining Herald Office. WYATT JOHNSON. 11.

THE BATTLE CRY OF PEACE. Mothers who love your sons and daughters See

FOR SALE—Slightly used Birdseye Maple Dresser, Dressing Table, Shiffole, 2 Chairs, Axminster Art Square 9x12, Perfection Oil Stove, complete with Robinett. Will be sold at a bargain. Can be seen first door south of Plainview News office, or see EWELL WRIGHT. 11.

PROHIBITION CALL. All Democrats who are prohibitionists are urgently requested to be present at a meeting to be held in the Court House in Plainview on next Monday, July 3rd, 1916, for the purpose of organizing the forces to fight to carry submission in the Primaries. Hour of meeting, 3 p. m.

L. G. WILSON, R. A. LONG, J. H. BONE, Y. W. HOLMES, R. E. TERRY, R. W. LEMOND, W. W. UNDERWOOD, I. E. GATES, W. B. LEWIS, J. A. TARWATER, J. H. LUTRICK, LEE DUVAL, J. C. ARNETT. Adv. 11.

We have party with Plainview prop-HALE COUNTY LAND CO. It-pd. arty will trade for farming outfit.

FOR SALE—Good driving and work horse; for cash or trade, at a bargain. For information, call 72. 11.

FOR SALE OR TRADE—Buggy, hack and surrey. Sell on terms. See OSCAR HILL, Elk Barber Shop. 11.

WANTED—To clean, press and color ladies' and children's clothing. MRS. N. L. GRAHAM. 41-pd.

RENT YOUR EXTRA ROOMS. Madam, why don't you make the extra rooms in your house help pay your rent? There are a lot of fine young people in Plainview who would be delighted to take them at a good price. Do not depend upon the unsightly window signs bringing the desirable class of people you want. Such people do not walk the street looking for rooms—they read the newspaper.

If you have a room to rent Don't be afraid to spend a cent; The best way it is evident, Is a "Want Ad" in The Herald.

A 24-cent want ad in the Herald costs less than a quarter. To rent one room a week sooner will pay for more than a month of advertising. You can't afford to wait.

USE HERALD WANT ADS Phone 72. THE BATTLE CRY OF PEACE. Men with mothers and wives to protect— See

FOR SALE OR TRADE—Buggy, hack and surrey. Sell on terms. See OSCAR HILL, Elk Barber Shop. 11.

WANTED—To clean, press and color ladies' and children's clothing. MRS. N. L. GRAHAM. 41-pd.

NICE HOME FOR SALE. Low price; good terms. House, well and windmill. Plenty of trees and shrubbery. Will take some trade. For particulars, address P. O. BOX 44, Plainview, Texas.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO.'S. 11.

FOR SALE. Good mow and rake. Call J. D. HATCHER'S BLACKSMITH SHOP. Phone 147. 41-pd.

FOUND—Automobile crank. Call WOOLDRIDGE LUMBER CO. and pay for this ad. 11.

FOR SALE—A BARGAIN. Good furnished house and lot three blocks from post office. Easy terms—like paying rent. Also nice building lots in Highland Addition. See A. B. BELLIS, Ellerd Building. 41-pd.

YOUNG WOMAN, with one child, wants work with nice people. No objection to country. Would consider work in small hotel or boarding house. Absolutely reliable. Inquire Herald office, phone 72. 21.

FOR RENT—Two nice rooms for light housekeeping. Phone, lights and bath; hot and cold water. No children. Phone 148. 11.

FOUND—On Covington Street, an ironing board. Owner may have same by calling at the Herald office and paying for this ad. 11.

FOUND: Friendship bracelet. Call at HERALD OFFICE. 11.

WANTED—Listings of farm and city properties. First door north of Herald Office. FARMERS' LAND LEAGUE. WYATT JOHNSON, Manager. 11.

NICE HOME FOR SALE. Low price; good terms. House, well and windmill. Plenty of trees and shrubbery. Will take some trade. For particulars, address P. O. BOX 44, Plainview, Texas.

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We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. Adv. 11.

WANTED—ENGINEER AND TRAINMEN FOR SERVICE ON A. T. & S. F.

The present employees in the Engine, Train and Yard service on the A. T. & S. F. are to be called upon by their brotherhood officers for a strike vote. It is hoped that the vote on our territory will be in the negative, but it is necessary for the Company to be ready. Applications will, therefore, be received from experienced men for positions as Engineers, Conductors, Firemen, Brakemen and Switchmen, and from inexperienced men for positions as Firemen and Brakemen. Applications should be made to the undersigned and should give experience, former employer, reason for leaving service and present address. These applications will be considered confidential, and the applicant, if his application is approved and his services are required, will be notified where and to whom he should report. F. C. FOX, General Manager A. T. & S. F. Ry. Co., Amarillo, Texas.

FOR SALE—Five-room house, close in; modern; well, windmill and out-houses. Half cash; balance on time. B. F. MOORE, at Progressive Shoe Shop. 41-pd.

Get your Ford Car for the big Fourth of July celebration, as BARKER & WINN have the cars for immediate delivery. 21.

WANTED: Live agents to sell Ford Tractors in this county. Answer quick. PANHANDLE FORD TRACTOR CO., Amarillo, Texas. 31-pd.

CARPENTER will figure new and repair work. Phone 102. 41.

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. MATFIELD, (Re-election), KENNETH BAIN.
For District and County Clerk: B. H. TOWERY, (Re-election), 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, (Re-election).
For County Tax Assessor: ROY IRICK, M. E. BURCH, W. H. MURPHY.
For Public Weigher, Precinct No. 1: J. L. OVERALL, TOM THOMPSON, (Re-election), T. P. BUSSELL.
For Sheriff: J. C. HOOPER, (Re-election), J. C. TERRY.
County Surveyor: L. O. SHROPSHIRE.
For County Commissioner, Precinct No. 1: J. T. (DADDY) PHELPS, W. J. ESPY, (Re-election).
For Commissioner Precinct No. 2: J. W. ROBERSON, (Re-election), M. W. CROSS.
For County Commissioner, Precinct No. 4: M. C. CORNELIUS, C. E. LOCK, M. T. BARBEE.
Justice of Peace, Precinct 1—MARLE C. KECK.

EVER SALIVATED BY CALOMEL? HORRIBLE

Calomel is Quicksilver and Acts Like Dynamite on Your Liver.

Calomel loses you a day! You know what calomel is. It's mercury; quicksilver. Calomel is dangerous. It crashes into your bile like dynamite, cramping and sickening you. Calomel attacks the bones, and should never be put into your system.

When you feel bilious, sluggish, constipated and all knocked out and believe you need a dose of dangerous calomel, just remember that your druggist sells for 50 cents a large bottle of perfectly harmless and doesn't gripe. Dodson's Liver Tone, which is entirely vegetable and pleasant to take and is a perfect substitute for calomel. It is guaranteed to start your liver without stirring up your inside, and can no salivate.

Don't take calomel! It makes you sick the next day; it loses you a day's work. Dodson's Liver Tone straightens you right up and you feel great. Give it to the children, because it is perfectly harmless and doesn't gripe.

THE BATTLE CRY OF PEACE.

A naval battle past all comprehension. Dreadnaughts in death struggle. Torpedoed! Smashed! Destroyed! See

Money to Loan On Farms, Ranches and City Property. 5 and 7 years time. Lowest rate of interest. Prompt service. THE ST. LOUIS LOAN CO. MRS. EMMA V. BROWN, Representative 201 South Eureka St.

8 per cent Farm Loans 8 per cent Long time; best terms. See M. F. YOUNG at Third National Bank.

DR. R. L. RAMSDALL, Physician and Surgeon. Office: Smyth Building. Phone 606. Home Phone 483.

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

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

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. Office 158—Phones—Residence 232

Y. W. HOLMES and W. W. KIRK, LAWYERS. Office over Third National Bank, Plainview, Texas.

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

ILLUSTRATORS-DESIGNERS AND ENGRAVERS. THE COCKS-CLARK ENGRAVING CO. BRACKLEY BLOCK, DENVER. ETCHING

GEO. ALLEN The House Reliable. Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music, MUSIC TEACHER'S and BOOKS OF OLD TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. House Phone 428.

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. NAT. BANK OF COMMERCE, Toledo, Ohio.

"Bell" Connection Valuable to You. From seed time to harvest and all the year through, every farmer occasionally has business to transact in distant towns. Letters go slow and traveling is expensive. Why not let the Long Distance Bell Telephone lines carry your message? Have you a Telephone connected to the Bell System? THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY. 12-R-14

Whenever You Need a General Tonic Take Grove's. The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 428 and 428.

H. A. PRESTON City Scavenger. Telephone Number 545. Prices for Hauling Trash: Sacks of cans, 10c; 15c for barrels; ashes, etc., 40c to 50c for half load. 80c for double wagon-box load. All kinds of trash hauled off.

Drives Out Malaria, Builds Up System. The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c.

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

FARM AND RANCH LOANS R. A. UNDERWOOD

FOR SALE. D. C. Hoover Blacksmith Shop. One or two 25 foot lots, building, machinery, tools and stock on hand. Cheap for cash or can offer good terms to responsible parties. C. D. RUSSELL, Plainview, Texas

8 Per Cent Farm Loans 8 Per Cent. We are again in the market with EIGHT PER CENT money, on first-class Farms in Hale and adjoining counties. See us at once, or write giving full description of land and improvements. A Clean, Square Cut Proposition

WOFFORD & MORTER North Side Square Plainview, Texas

"ON AGAIN"

WATCH-WAIT

And read the next issue of this paper for full particulars of the most overwhelming value-giving event of 1916

OUR GREATEST CLEARANCE SALE

Goes in full motion soon with a \$60,000.00 stock of stylish merchandise at prices that will amaze the shrewdest buyers.

Plainview
Merchandise Co.

MASONIC BLUE LODGE AND CHAPTER OFFICERS INSTALLED.

At a private installation at the Masonic Hall Saturday night the Blue Lodge installed officers as follows: Col. R. P. Smyth, Worshipful Master; Lee Kemble, Senior Warden; W. C. Longmire, Junior Warden; Lee Shropshire, Secretary; J. H. Slaton, Treasurer; W. C. Beck, Tiler; R. J. Frye, Senior Deacon; Chester Dublin, Junior

Deacon; and E. L. Doland and Austin Anderson, Stewards. Following the installation of the officers of the Blue Lodge, the following Chapter officers were installed: H. C. Randolph, Most Excellent High Priest; R. J. Frye, King; H. A. Wofford, Scribe; Lee Shropshire, Secretary; L. A. Knight, Treasurer; Dr. J. C. Anderson, Captain of the Host; E. H. Humphreys, Principal Sojourner; E. B. Miller, Royal Arch Captain; W. C.

Beck, Master of the Third Veil; E. L. Doland, Master of the Second Veil; E. C. Keck, Master of the First Veil; and C. S. Woodrow, Guard. Several initiates are ready for the work of both branches of the order.

CHRISTIAN CHURCH REVIVAL TO CONTINUE THROUGH NEXT WEEK.

The revival meeting conducted by Rev. Pinkerton, of the Christian Church, will continue through next week. There will be two services daily after Monday. The attendance and the interest in the meeting has been good. Eight members have been added.

Rev. Pinkerton's subject for tonight is "The Conversion of a Religious Man." There will be no services tomorrow.

Sunday there will be two services. The subject for Sunday night will be "How Bad a Man Can Jesus Save, and to What Extent Can He Save Him?"

Miss Gertrude Pinkerton is conducting the song services, and the splendid music is a special feature of the meeting. The special numbers for Sunday night are:

Vocal Solo—"The Publican"—By Miss Pinkerton.
Duet—"Guide Me, O Thou Great Jehovah"—Dr. Dawson and Miss Pinkerton.

Rev. W. H. Phillips returned this morning from Amarillo.

ORR WAS GUARDIAN OF MAN WHO IS KAISER'S DENTIST.

N. T. Orr, day clerk at the Hotel Ware, while living at Piqua, Ohio, some several years ago, was guardian of Dr. Arthur N. Davis, who is now in America on a visit. Regarding the visit, the Piqua, Ohio, Daily Call says: "Dr. Arthur N. Davis, of Berlin,

Germany, arrived in New York City Sunday afternoon, after a safe voyage. Dr. Davis joined in New York Mrs. Davis (Helen Proctor) and their little daughter, Frances Annette. Mrs. Davis and her mother, Mrs. Nettie Proctor, of Chicago, have had an apartment in New York for several months, awaiting the arrival of Dr. Davis. Dr. and Mrs. Davis are both formerly from Piqua. Dr. Davis and family were in Piqua last summer on a visit. Whether Dr. Davis will remain in this country or return to Germany with his family is not known. The following telegram is taken from the Cincinnati Enquirer, dated New York, June 18. It reads:

"The doctor was here last August, and returned in October to Berlin. He had a passport good for six months only, and had it extended by the American Consulate in Berlin.

"He declined today to discuss any subject, even the teeth of the Kaiser. A special representative of the Department of Justice boarded the Bergensfjord at quarantine. While he did not make any special examination of the doctor, he asked other passengers about him. Dr. Davis is from Piqua, Ohio."

ELLERD IS STRONG.

Decatur, Texas, June 24th, 1916.
Mr. Joe Lee Ferguson,
Hale Center, Texas.

Dear Friend Ferguson: You having requested me to write you after reaching this point as regards the Congressional situation, I herewith give you briefly my observations:

For the past two weeks I have inspected all the towns from Claude

south on the Denver, and have made diligent inquiry as to the relative strength of the various candidates now aspiring for Congressional honors from the 13th District. I find Mr. Ellerd's chances of election are far greater than his opponents'. I find in the counties of Wichita, Clay, Montague, Wise, Young, Denton and Cooke the Ellerd sentiment is quite manifest; and it is now my opinion that he will carry all seven of these counties by good big majorities. The race down here is easily between Ellerd and Stephens, with the former leading strongly. With regards, I beg to remain,

Yours very truly,
BEN F. SMITH.

(Political Adv.)

Every officer and every man in the army and navy urges every American citizen to

See THE BATTLE CRY OF PEACE.

Cash Grocery Co's. Specials

11 pounds pure Cane Sugar	\$1.00	CANNED GOODS	
Fresh Country Eggs per dozen	.15	3 cans Del Monte sliced or grated Pineapple	\$.50
6 pounds new Spuds for	.25	5 cans Del Monte fancy Peaches, Apricots or Plums, heavy syrup	1.10
Large sack Red Star Flour	1.75	Remember our special price on Pink Salmon—only have a few cases left, per dozen	1.10
Large sack Belle of Wichita	1.75	You know the quality of Victory Tomatoes, No. 3 size per case	2.75
17 pounds Cream Meal for	.50	6 cans Milk for	.25
Large size Crisco for	1.10	6 cans American Sardines for	.25
Large size Cottolene for	1.55	3 cans Hominy for	.25
Large size Crusto for	1.50	3 cans Corn for	.25
Large size Compound for	1.40	2 cans Tuna Fish for	.25
S. & S. fancy Sugar Cured Hams, per pound	.23	3 cans Babbitts Lye for	.25
S. & S. Sugar Cured Breakfast Bacon, per pound	.30	3 cans White Swan Soup for	.25
Laurel Breakfast Bacon—small sizes, per pound	.23	Lindale Texas Blackberries for	.10
Boiled Ham—all lean per pound	.40	Booth's Gooseberries for	.10
Advancing prices have not kept us from selling fancy California Lemons at per dozen	.20	Large size Catsup—30c value for	.20
COFFEE		15c Rose Jar Mustard for	.10
Fancy No. 1 Santos Peaberry at per pound	.25	\$1.00 size Welch's Grape Juice 1-2 gal. for	.75
We have taken special pride in our Coffee Department insuring our customers at all times the best the market affords—ground any way you like it. MANOR HOUSE COFFEE is of supreme merit, blended from the best coffee grown, in 1 and 2 1-2 pound tins, at per pound	.40	35c size Welch's Grape Juice 1 pint for	.25
BINDING TWINE—No. 1 Sisal Twine at our special price of 12c a pound Absolutely guaranteed.		FRUIT JARS—ALL SIZES	
		1-2 gallons at	.90
		Quarts at	.75
		Pints at	.65

CASH GROCERY CO.

Pure Food Products Olin Brashear, Mgr. Phone 101
Orders amounting to \$1.00 or over delivered free. Deliveries leave on schedule time, making it convenient for you to know exactly what time to depend on your groceries. 9:00 and 11:00 o'clock a. m., 3:00 and 6:00 p. m.

Women's Palm Beach Suits

WELL TAILORED SEASONABLE SUITS, NEWEST STYLES AT REDUCED PRICES

PALM BEACH AND KOOL KLOTH

\$18.50 grades \$12.50

\$12.50 grades \$8.90

\$10.00 grades \$7.25

\$8.50 grades \$6.90

New wash skirts just received, \$3.50 and \$4.00

New wash waists just in.

CARTER-HOUSTON'S

"Goods That Speak for Themselves"

Death and destruction showered Wall Street, Park Row, Times Square, Fifth Avenue.

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