## THE ridiNVIEW EVENING HERALD <br> \section*{TWICE-A-WEEK}

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| R.U.A.J. ${ }_{\text {d }}^{\substack{\text { dRIVE } \\ \text { THE } \\ \text { RIG } \\ \text { To }}}$ |  |
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The Herald's Review of the Movies


THIRD NATIONAL BANK


## Tempting Prices on Good Suits

We have just received a shipment of Palm Beach and Mohair suits from Michael Stern. Nuf sed.
We have bought them right and are selling them right. Come around today and see the remarkable values. We can fit you regardless of size.

| MEN'S SUITS |  |
| :---: | :---: |
| $\$ 8.50$ suits now | \$5.95 |
| $\$ 9.75$ suits now only | \$6.95 |
| $\underset{\text { only }}{\$ 12.50 \text { suits now }}$ |  |
| $\underset{\substack{\$ 15.00 \text { suits now } \\ \text { only }}}{\$}$ | \$9.7 |
| ${ }^{819.50}$ suits now | \$1585 |

Blue serges at the same reductions

## Men's and Boy's Sport Shirts

A varied assortment of sport shirts at marked
reductions.
$\$ 1.50$ values
$\$ 1.50$ value
only
$\$ 1.10$
$\$ 1.25$ values
only
$\$ 1.00$ values
75 c values 65 c values only .10
$93 c$
$78 c$
$53 c$
$48 c$

## Big Reductions on Boy's Suits

Mothers, now is your chance to get the boys a suit at a big saving $\$ 2.50$ values only $\$ 3.00$ values only Our suits are guaranteed to please.
$\$ 4.00$ values only
$\begin{array}{ll}\$ 1.95 & \$ 5.00 \text { values only } \\ \$ 2.35 & \$ 7.00 \text { values only } \\ \$ 2.95 & \$ 7.50 \text { values only }\end{array}$
$\$ 3.85$
$\$ 5.00$
$\$ 5.45$
dacobs Bros



OLYMPIC
THURSDAY.
"Whe's Guilty Day"
"THE WEAKER STRAIN"
The latest number of th
"HER HUSBAND'S FAITH"
mena mif woris


## Geraldine Farrar


"MARIA ROSA"
In five intense parts.
Admission today 10 c and
sion today oc a
Special music.
sATURDAT.
"Mary Page" Day,
"DAWNiNG HOPE"
Number thirteen of $t$ h is
splendid serial. Just $t w o$
more-better
more-better see them
"HEARTACHES" "HEARTACHES"
$\qquad$
"When Slim Picked a Peach"


Protection against rain, sun or snow-moderate first costnext to nothing for repairs TEXACO-ROOFING Ready To Lay $\ldots$ - Prepared To Stax Put up in handy rolls, anu prepared so that anyone can lay it-and lay it right. For home, barn or factory. Sold by good dealers.

Made by
THE TEXAS COMPANY GENERLI OFFCES : HOUSTON TEXAS Agents Everywhere

## Carriage Painting as Well as Automobile Painting SHOULD NOT ONLY DEMAND

First Class Material and a Dust Proof Building
but that exact workmanship necessary for a factory finish. Satisfy yourself as to our workmanship and let us figure with you on your carriage or automobile painting.

## RICHARDS AUTOMOBILE PAINTING CO.

ONE DOOR WEST KNIGHT AUTO CO. PLAINVIEW, TEXAS


## COMING!

## THE SENSATION OF THE SEASON

THE BUICK MOTOR CO. will soon announce a light, roomy, five passenger car, having 35 horse-power, and costing but

## s650 <br> f. o. b. Factory

Deliveries will be made before August 1st. We have heretofore refused to accept orders for this wonderful little car but will now book your order subject to delivery on or after above date.

It's positively the biggest automobile value you will find on today's market.

PLAINVIEW MACHINE AND AUTO SHOP
E. E. ROOS, PROPRIETOR

# 5 GOOD USED CARS 

## We Have Five Special Bargains In Almost New Standard Cars

There is a Chalmers, a Buick, a Ford, a Studebaker, and an Allen which has been only slightly used as a demonstrator. All have been thoroughly overhauled and newly painted and are offered to you not as new cars but practically as good as new and at remarkable prices.

See the cars-Try themout-Then ask for the prices.

## Plainview Machine \& Auto Shop <br> E. E. ROOS, Proprietor

The Plainview Evicenening Herald THE HERALD PUBLISHING COMPANy

Merbert s. hilburn, Editor E. B. MILLER, Business Ma
Entered as second class mail matter July 1, 1914, at the Post Office a
Plainview, Texas, under the act of March 3, 1879
01.50 a Year; $75 \mathrm{c}, 6$ Months. Advertising Rates on Applieation.
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Here, There and Everywhere

## MAN ALIVE!!

Look at These Prices.
$\$ 2.00 \quad 36$ inch Pipe Wrench $\$ 2.00$

25c, 35c, and 50c.
$\qquad$ ENAMELED WARE-Just got in a big bunch Tea Kettles,
Pans, Rice Boilers. Preserve Kettles Sauce Pans, Fruit Jars,

Watch Me for Big Value in Dry Goods. Landers

## Buy Dry Goods Now.

Hamner's Sunmer Clearance and Pre-Inventory Sale Now 0n


Our reductions include every article in our stock, nothing reserved. We can not list the numerous items. If your use Ladies' and Children's Slippers or Shoes and Men's Shoes, it will pay you to buy now. We have a very large stock to select from. We have made big reductions on white goods and figured lawns.

Ladies' Ready-to-Wear

|  | White Waists, | \& 83 |
| :--- | ---: | :--- |
| Muslin Gowns, | .75 Muslin Petticos |  |
|  | .58 | .50 Muslin Gowns, | | 50 | Princess Slips, |
| :--- | :--- |
| 75 | 75 Corset Covers, |

## Ladies' and Children's Slippers

$\$ 3.00$ Ladies' Slippers $\$ 2.28$
We want to reduce our stock before we invoice August 1st, and we are making some very low prices.

Come See Our Store
Hamner's Dry Goods Store phone 20 Ssels 5 t tor tess pummen texas

Specials this Week LADIES SUITS AT HALF PRICE

Ladies Dresses, silk and summer materials, at from 1-4 to 1-2 off. None reserved in this sale.
Ladies Coats; taffeta, etc., only a few left, at big reductions.



THE PLAINVIEW EVENING HERL



## City Clxi service

Number 44 at J. ${ }_{2}^{.}$W. Willis Drug Company Careful Driver

Courteous Treatment

## AS A WEDDING GIFT

We know of nothing more practical, nothing which will give the young homemaker more real pleasure in the planning of home com the most perfect kitchen cabinet on the the most

## The Hoosier Cabinet

Is a gift among gifts. It's usefulness will many forgotten. If you wish to present a really appreciated remembrance let your order be for a Hoosier Cabinet.
E. R. WILLIAMS

Furniture and Undertaking

## THE NEW AUTO REPAIR SHOP

Located in the Avery Co. Building just south of Nash's Hotel

Offers you not only excellent service in the repair of all kinds of automobiles at rear on able charges but we will have a big stock of

## Ford Parts and Specialties

in a few days. This will make it easy for you to have us equip your car while we have it in our repair shop.

All of Our Work is Guaranteed
A. W. (Ouch) OBERSTE

Account National Tractor Show at Dallas JULY 18th to 21st

Tickets on sale July 17th to 20th, limit July 23rd, round trip $\$ 14.75$
Farmers' Congress, College Station, July 23 rd to 31st, tickets on sale July 21st to 24th, limit August and, $\mathbf{\$ 9 . 9 5}$ round trip.
Presbyterian encampment at Kerrville, July 20th to August 13th, tickets on sale July 19th
and 20th, limit August 15th, $\mathbf{\$ 2 1 . 7 0}$ for the and 20 th , li
round trip.

On Friday of each week to and including Sept. 29th, we will have on sale round trip tickets to Aransas Pass, Corpus Christi, Galveston, Palacios, Port O'Connor and Rockport, limit ten days from date of sale at rate of one fare plus one dollar. For further information call on or phone 224 .

JOHN LUCAS, Agent

## Your Grocer

IS RELIABLE
He wants to hold your trade and tries to sell you brands he knows you will like. He is always ready to recommend

## KG Baking Powder - Ask him



## LADIES FREE MONDAY NIGHT

## COMING JESSE BLAIR'S COMEDIANS

## All Next Week-Under Water Proofed Tent Theatre

# "Zeke, The Country Boy" 

4 Act Comedy Drama

## Vaudeville Specialties Between Acts

Featuring HAZEL BLAIR, leading woman, assisted by twenty talented artists

ADMISSION 10 and 20 CENTS
TENT LOCATED ACROSS STREET FROM ELLERD BUILDING

[^0]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


Do you know that your
lif and property are no
covered by insurance it case of War?






1916 Model Millinery Clearance Sale Prices



| A Sport Shirt Special－3 or 4 dozen included in this lot；Men＇s and Boys＇sizes，in all styles and colors； tormer prices were 81.00 and $\$ 1.50$ ； former prices were $\$ 1.00$ and $\$ 1.0 \mathrm{ch}$ ， only | We have a special lot of W．B．Cor－ sets，that range in price at from $\$ 1.25$ up to $\$ 2.50$ each，that are in odd sizes and some of them are slightly solled．Our Clearance Sale price，to move them，is only，each． |
| :---: | :---: |

Buy Early
Because you get a better selec－
tion．Buy early in the morning tion．Buy early in the morning
－because you avoid the rush －because you avoid the rush
and can buy with convenience．

# WHAT A WONDERFUL STORE TO SELL THEM 

WITH ADDED FORCE IT CONTINUES
THE MOST OVERWHELMING VALUE GIVING EVENT IN 1916.
OUR 20：

## CLEARANCE

 dempA Great Clearance of all Boy＇s Suits and Pants

Saturdav，July 8th，the first day of our Great Clearance，went beyond all expectations and broke all records as one of the biggest days in the history of Plainview Mercantile Co．From 9：30 in the morning when we opened until closing time at night，this store fully demonstrated its supreme power in value giving to hundreds and hundreds of eager，delighted purchasers， and at 12 o＇elock we were forced to close for an hour or more in order to disperse the huge crowd and to allow our sales force to get lunch．In this ad we can only give you a hint of the thousands of bargains that we have in store for you．If you haven＇t yet attended prepare now and attend this the most overwhelming bargain giving event of 1916.

## MEN＇S WEAR DEPARTMENT

## Reductions in Ladies Undewear   touches，at Regular 25e legular 2 25c fancy embroidered and laceetrimmed Corset Covers， ate ate ${ }^{\text {each，only }}$  sook and musiln with taney tri， sming of hlae and embroidery， sale at only．．．．． sale at only Ladies＇beau Ladies beau deane ret sale price is   

Ladies Oxfords－1916 Styles


SHOE DEPARTMENT

$50 c$

 314.75 ジロ＝＝
 Men＇s regular $\$ 5.00$ Pants at
Men＇s regular $\$ 4.0$ Pants at
Men＇s regular $\$ 3.50$ Pants at




Regular $\$ 2.00$ Spring Style Straw Hats，
with plain and sunken tops，at only ．． Men＇s $\$ 5.00$ genuine Panama
Hats，in the latest varieties of
shapes，at....................$~$ Men＇s regular $\$ 1.00$＂Lion Brand＂？
Shirts，in fast colors and Spring Pat－？
terns，at Men＇s $\$ 1.00$ Knit and B．V．D．Union
Suits，in Summer weights，on sale at ．． Suits，in Men＇s＂Lion Brand＂ 15 c Collars at
Men＇s 86.00 Oxfords，in bleck and ta Men＇s 86.00 oxfords，in black and tan，at
Men＇s 5.00 Oxfords，in black and tan，at
Regular 50 c Necktes，in all colors，at at Regular 50 c Neckstes，in all colors，at：．
Men＇s regular 15c hose at，per pair.. Men＇s regular 15c hose at，per pa
25 c grade Paris Supporters at
sit $\$ 1.00$ Hanson＇s Work Gloves at
50 CH Hose，in all colors，at

$\$ 1.00$ W．B．Back－Lace Corsets， 85 c in an W．B．Back－Lace Corsets， $\$ 1.25 \mathrm{~W}$ ．B．Back－Lace Corsets，
in all models，at $\ldots . . .95 \mathrm{c}$ $\$ 1.50 \mathrm{~W}$ ．B． styles，at ． Gossard Front－Lace Corsets，
$\$ 2.00$ values at Front－Lace $\$ 2.50$ Gossards
at Gossard $\$ 3.50$ Front－Lace Cor－
sets at $\begin{array}{lrr}\text { Regular } \$ 5.00 \text { Gossard } & \text { Front－} \\ \text { Lace Corsets on sale at } & \$ 3.95\end{array}$ Our special $\$ 6.50$ Front－Lace Gossard at
Go．．．．．．．．．．．$\$ 4.95$ $\$ 8.50$ values．This is a
did Corset，one that you appreciate，at Broken
choice at

Ladies Oxfords－1916 Styles
 price ．．．．．．．．．．．．．．．．．30 Ladies＇$\$ 2.75$ Oxfords，in comfort－
able shapes，with low heels，made
of soft kid，at $\ldots \ldots \ldots \ldots . . \begin{aligned} & \text { and }\end{aligned}$ $\begin{array}{cccc}\text { of soft kid，at } & \ldots \ldots \ldots . . . & \$ 2.45 \\ \text { Misses } & \$ 2.50 & \text { Mary Janes，with }\end{array}$

Silks，Wash Fabrics and Wool Goods


IT＇S THE POLICY OF THIS STORE not to allow any
goods to be carried out on approval during our Clearance goods
Sales．

IT＇S THE POLICY OF THIS STORE not to allow any goods purchased at at
exchange or credit．


We Give You Premiums for the Retern of Your Cash Tickets




## Mérean antilec

Ladies and Misses Ready－to－Wear Department
 beits and pockets，at
Ladies＇$\$ 8.50$ Dress Skirts made
and contrasts in trimmings，at
Ladies＇and Misses＇ 81.00 Middy
rieties of trimmings，at
$\mathbf{8 4 . 0 0}$ Silk MMdides，in b
stripes，with belts，at
Lades＇$\$ 4.25$ Silk
86.75 Blouses，
gette Crepe，at

Regular $\$ 4.00$ and $\$ 3.75$ ．Petticoats，with flare bottoms and flowered de－


| s．0．0 |
| :--- |
| onis． |

 $\$ 15.00$ real dressy Frock for afternoon and evening wear，all wi．．．． s22．50．These are smart．In every respect the tnherent sharm and re－
finement of these Dresses will please you．


[^0]:    would be of sight and proper to award then then

