



# Seasonable Merchandise at Big Savings to You

You will find numerous articles all over the store marked at prices which are in many instances lower than the goods could be bought today. Remember we are originators of the low prices on quality merchandise, and we are striving to keep apace with the precedent which we have set.

Big reductions to clean up on Shoes, Waists, Suits, Coats, Shirts, Underwear, Caps, Middies and many other articles.

## First Shipment of Fall Dresses

JUST RECEIVED—These are absolutely the newest creations, and we invite you to call and see them.

Shipment of New Sport Hats for This Week Selling Only \$1.95

NORTH SIDE SQUARE

**Jacobs Bros**  
THE ONE PRICE SPOT CASH STORE

NORTH SIDE SQUARE

Shipment of New Sport Hats for This Week Selling Only \$1.95

## Community Correspondence

### LIVE NEWS FROM HERALD'S CORRESPONDENT AT IRICK.

IRICK, July 11.—Farmers of this community would be glad to see a good rain. We need it, as things are rather dry.

Mrs. B. F. Mueller and son Carl arrived Monday from Tulsa, Okla. They will spend the summer with her parents, Mr. and Mrs. Ed Smith, and family.

Miss Mildred Collier spent Tuesday afternoon with Miss Vida Mayben.

Mrs. Jesse Alford called at the Potts home Friday afternoon.

Miss Flossie Jackson visited with home folks the latter part of the week.

Misses Grace Sutton, Vida Mayben and Mildred Collier spent Thursday afternoon at the Potts home.

Mr. and Mrs. Ed Smith visited with Mr. and Mrs. Bowman Sunday afternoon.

Mrs. G. J. Sutton and daughter, Miss Grace, were guests of Mrs. Snell Wednesday afternoon.

Miss Nell Smith visited with Miss Tina Jackson Tuesday.

Mr. and Mrs. Bacton Potts announce the arrival of a baby boy Thursday, June 29th.

Miss Mabel Williams and brother and Frank Smith visited at the J. E. Jackson home Sunday afternoon.

The following attended services at Lockney Sunday evening: Misses Ora Lee and Nell Smith, Mabel Williams and Tina Jackson; Messrs. Hardin Jackson, Cary Williams, Elmer Wahn and Frank Smith.

The home of Mr. and Mrs. G. S. Potts was deeply saddened Tuesday evening, when the Angel of Death wafted home

the spirit of Baby Joy Whitfield, after an illness of several weeks. Little Joy was born December 7, 1915, and departed this life June 27, 1916, at the tender age of 6 months and 20 days. She was an only child of Mr. and Mrs. Harry Whitfield. Funeral services were held Wednesday afternoon, at the grave, conducted by Rev. J. A. Sweeney, pastor of the Methodist Church at Lockney. Burial was made in the Lockney Cemetery.

"Back to the Shepherd's fold Our little lamb has fled, While o'er her wasted form we weep Because our darling's dead. Yet, though her body safely sleeps Beneath the friendly sod, She ever lives and beckons us To endless life with God."

### ICE CREAM SUPPER AT MT. VERNON SATURDAY.

MOUNT VERNON, Texas, July 12.—Mount Vernon Sunday School met Sunday, with a good crowd. The services were conducted by Rev. Longstreet, of Plainview. He preached a fine sermon to a large congregation.

There will be an ice cream supper at the school house Saturday night. Everybody is invited. Lots of cream and cake will be waiting for you.

The health of the community is fine, but it has not rained out here yet. W. Haines and family spent Sunday with Jim Cox and family.

The singing Sunday evening was quite a success. Mount Vernon hopes to have a good choir in the near future.

Miss Cora Wright spent the week end with Miss Mildred Thompson, of

Plainview. Mrs. Zaida Dunman and Mrs. Rosie Harp called on Miss Birdie Fletcher, at Midway, this week. Omra Milner, of Kress, visited his father, H. A. Milner. Don't forget the ice cream supper the 15th of July.

### HALE CENTER PERSONALS.

Rev. and Mrs. B. H. Oxford and daughter, of Hale Center, were in Plainview Friday.

Miss Claudia Quisenberry is visiting friends in Hale Center this week.

A great many of the Hale Center people attended the Fourth of July festivities in Plainview. In fact, our little city presented a very forgotten appearance on that day. It is a pleasure for our people to accept the hospitality of their Plainview friends. Not only were visitors there from all points

in Hale County, but the neighboring counties were well represented. The day was pleasantly spent and the axiom of Plainview was fully sustained, i. e., "To be our guest is to receive the best that we can offer."—Hale Center Record.

### OLTON MEETING POSTPONED.

OLTON, Texas, July 11.—The weather continues hot and dry, fine for gathering small grain, and the farmers have been making good use of the time harvesting the wheat crop.

Mrs. Emily Keenan went to Claude, New Mexico, with her son, George, to spend a couple of weeks.

The stork has been very busy lately in our little town. Beaver Keenan and wife have a fine boy; Earl Keller and wife a bouncing girl, and Ed Bryant and wife a fine girl.

The Methodist meeting has been

postponed for a while, partly on account of Brother Upton's throat being in bad condition and partly on account of some being so busy with their threshing.

Work on the school building is still at a standstill. It looks as though some one would have to get busy if the school begins by September 1st.

### TRUCK IS MASTER.

Requiem are now being sung, even in Mexico, over the time-honored army mule. The motor truck is fast becoming his established successor. The recent experiences of the United States

Army have proven that the motor truck is an ideal agent in military transportation—indeed, and an indispensable factor, and this only supplements the experience of the European War.

### FIRE HORSES ARE DOOMED.

The replacement of the fire horse is increasing in rapidly in all parts of the United States. It was predicted recently, by a prominent fire chief, that in the space of another two years the faithful equine would be almost unknown in fire service.

NO. 9802.

### REPORT OF THE CONDITION OF

## The Third National Bank

AT PLAINVIEW, IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON JUNE 30TH, 1916.

### RESOURCES.

1. (a) Loans and discounts (except those shown on (b) )	\$338,203.56	
Total loans		\$338,203.56
2. U. S. bonds:		
(a) U. S. bonds deposited to secure circulation (par value)	\$100,000.00	
Total U. S. bonds		\$100,000.00
3. Bonds, securities, etc.:		
(e) Securities other than U. S. bonds (not including stocks) owned unpledged	\$ 284.00	
Total bonds, securities, etc.		284.00
6. (a) Subscription to stock of Federal Reserve Bank	\$ 7,200.00	
(b) Less amount unpaid	3,600.00	3,600.00
8. Furniture and fixtures		\$690.96
9. Real estate owned other than banking house		22,534.61
10. Net amount due from Federal Reserve Bank		12,778.25
11. (a) Net amount due from approved reserve agents in New York, Chicago, and St. Louis	\$ 33,154.96	
(b) Net amount due from approved reserve agents in other reserve cities	47,593.71	80,748.67
12. Net amount due from banks and bankers (other than included in 10 or 11)		6,093.74
14. Other checks on banks in the same city or town as reporting bank		496.13
15. (a) Outside checks and other cash items	\$ 5,123.04	
(b) Fractional currency, nickels, and cents	34.75	5,157.79
16. Notes of other national banks		1,325.00
19. Coin and certificates		16,742.25
20. Legal-tender notes		11.00
21. Redemption fund with U. S. Treasurer and due from U. S. Treasurer		4,000.00
24. Other assets, if any: Acceptance on wheat, \$3,600; revenue stamps, \$307.58		3,907.58
TOTAL		\$602,743.54

### LIABILITIES.

25. Capital stock paid in	\$100,000.00
26. Surplus fund	20,000.00
27. Undivided profits	\$ 17,494.47 \$ 17,494.47
28. Circulating notes outstanding	99,000.00
30. (b) Net amount due to approved reserve agents in other reserve cities	\$ 3,184.50 3,184.50
31. Net amount due to banks and bankers (other than included in 29 or 30)	8,636.98
32. Dividends unpaid	5,000.00
Demand deposits:	
33. Individual deposits subject to check	271,055.54
34. Certificates of deposit due in less than 30 days	14,857.88
36. Cashier's checks outstanding	2,805.58
Total demand deposits, Items 33, 34, 35, 36, 37, 38, 39, and 40	\$288,679.00
Time deposits (payable after 30 days, or subject to 30 days or more notice):	
41. Certificates of deposit	60,708.59
Total of time deposits, Items 41, 42, and 43	\$ 60,708.59
TOTAL	\$602,743.54

STATE OF TEXAS, COUNTY OF HALE, ss:

I, T. Stockton, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

T. STOCKTON, Cashier.

Subscribed and sworn to before me this 10th day of July, 1916:  
M. F. YOUNG, Notary Public.

CORRECT—Attest:

W. A. DONALDSON,  
L. A. KNIGHT,  
R. W. O'KEEFE,  
Directors.

## STATE FAIR OF TEXAS HAS LARGE INCREASE IN PREMIUMS

ALL AGRICULTURAL AND LIVE STOCK CLASSES ARE GREATLY BENEFITED

NEW PREMIUM LIST IS NOW READY FOR PERUSAL.



R. E. L. Knight, President.

R. E. L. Knight, president of the State Fair of Texas, announces that the most extensive and complete arrangements have been made with a view of making the 1916 State Fair at Dallas, which opens October 14, and continues to and through October 29, the largest, most interesting and most valuable agricultural and educational exposition ever held.

During the year just passed, the Fair management has conducted vast improvement enterprises at Fair Park—practically every department has felt the influence of the earnest desire to bring all details connected with the Fair right up to the minute; and, as a consequence, when the 1916 Fair opens next fall, every necessary equipment and facility for an epoch-making exposition will have been provided.

Premiums Largely Increased. The State Fair of Texas is, essentially, an agricultural exposition; its purpose is to gather together and display annually a representative showing of the wonderful resources and possibilities of the great Southwest, and this in order that the peoples of other sections may have an increased appreciation of the marvelous fertility of Southwestern soils, and the incomparable advantages of our matchless Southwestern climate. It is obvious that this purpose can be best achieved by inducing and influencing a large majority of farmers of the section to bring displays of their products to Dallas, and with this end in view, the directors of the Fair have, this year, voted large increases in premiums for practically all classes of agricultural and live stock exhibits.

The premiums offered by the Fair this year are undoubtedly the most valuable ever appropriated by any Fair Association; and, likewise, the total number of premiums will be much greater than in the past.

Many New Classifications Added. In almost every division, and particularly in the sections devoted to

agriculture and live stock, there will be found this year a number of interesting new classifications. In the poultry section, a classification for all kinds of pigeons has been devised, and a special building is now being constructed to house the large number of pigeon exhibits expected. The raising of pigeons for the market is becoming an important industry in the Southwest—of sufficient importance, in fact, to justify a good representation at the State Fair of Texas.

### Premium List for 1916 Now Ready.

W. H. Stratton, secretary of the Fair Association, announces that the premium list for 1916 has just been issued and is now ready for general distribution. This is a book of 142 pages, handsomely printed on good paper, and is fittingly illustrated with photographic reproductions of portraits of the officers and directors of the Fair, and with scenes in Fair Park.

While the title of this work is simply "Premium List," the publication is, in fact, much more—as it contains a great deal of interesting and valuable information relative to the rules and regulations governing the different classes and, in fact, all necessary data relative to the aims and purposes of the Fair.

A feature of this book which will interest practically all Texans will be found in the front of the publication in the nature of a large folder 40 inches long by 8 inches wide, upon which is illustrated a splendid panoramic view of a portion of the Fair Grounds. This is a late photograph and shows the grounds just as they are today. The reverse side of this folder presents a fine panoramic view of the present skyline of the city of Dallas. This is likewise a very recent photograph and glowingly depicts the wonderful growth which Dallas has attained in recent years.

In the back of the 1916 Premium List will be found a similar large folder presenting many of the amusements which are to be at the Fair this fall. The amusement program, as outlined by Secretary Stratton, is by far the largest and most expensive ever offered by the Fair management, and while both sides of this large folder have been utilized for the purpose, it has been found to be entirely impossible to present a large portion of the acts which have already been secured.

Mr. Stratton states that a sufficient number of Premium Lists have been published to take care of all demands, and that a copy will be mailed to any address upon receipt of request. There is no charge for this publication. Those who wish only the various folders can, for the asking, secure copies beautifully bound especially for free distribution to the people of Texas and the Southwest.

From the nature and extent of the preparatory work already concluded, it is easy to deduce that the 1916 State Fair of Texas, to be held in Dallas October 14 to 29, will be the largest in the history of Texas.

## Cash Grocery Co's SPECIALS

Advancing prices on most all commodities necessitates slight advances on grocery products. Having supplied our shelves before material advances went into effect we are able to offer you the following prices:

### Flour.

Our superior quality Red Star, hard wheat, per sack \$1.75  
Light Crust Soft Wheat 1.75  
Belle of Wichita 1.75  
Pride of Plains 1.65  
5 gallons best oil .65  
LEMONS—Nothing healthier, or more refreshing than lemonade, our price on new California lemons, per dozen .20  
10 lbs. Jewell Compound 1.40  
Large size Crisco 1.10  
S. & S. Fancy Sugar Cured Hams, all sizes per lb. .25  
13 bars White Laundry Soap .50

### Canned Specialties

2 cans Table Peaches, No. 3 size, \$ .25  
3 cans Hominy, .25  
3 cans Corn, .25  
6 cans Milk, .25  
6 cans Sardines, .25  
Van Camp's Peas, .10  
Large size Kraut, .10  
Gooseberries, per can .10  
Texas Blackberries, .10  
Pink Salmon, per can .10  
Only a few cases left to sell at, per dozen 1.10  
Regular 15c Van Camp's Pork and Beans at 2 cans .25  
Gallon Gooseberries, each .50  
Gallon Peaches, Plums, Grapes or Apples, at .40  
Gallon Cherries red pitted 1.00  
New South Texas Comb Honey, all sizes, per lb. .15  
K. C., Calumet, or Health Club Baking Powder, 25c sizes for .20

### Fruit Jars.

1-2 gallon, Mason, at .90  
1 quart, Mason, at .75  
1 pint, Mason, at .65  
Extra Caps and Rubbers.

## Cash Grocery Co.

Pure Food Products Phone 101 O. E. BRASHEARS, Mgr.  
We deliver orders amounting to \$1.00 and above free. Deliveries leave at 9 and 11 o'clock a. m., and 3 and 6 o'clock p. m.

### Automobile Camping a Popular Vacation

A week, a month or even all summer can now be lived in comfort in an automobile—a runabout or roadster—the discomforts and expenses of country hotels avoided and a cargo of robust health and energy acquired by a pair of human beings that will add roses to their cheeks, bronze to their complexion, years to their lives, with but a modest impression left upon their purses. And, besides, it will bring them into a close and constant communion with nature and her ap-

pealing beauties—not the silk-dress and piano brand of out-of-town existence, but instead a novel and enjoyable life beside broad, sweet-watered lakes, singing water brooks "where the trout hide," in the shade of the forest trees, among rare and beautiful flowers and plants of primitive nature. And at this moment not a few good men and women, with rich, red blood coursing in their veins, are living and enjoying this exhilarating existence, imbuing strength, health and endless pleasure in hundreds of sequestered beauty spots that might never be seen but for the aid afforded by the friendly and obedient little roadster.

To fulfill its full duty in this re-

gard, the roadster requires a little trimming, free from frills and embroideries, but with such inexpensive accessories as will serve to supply the creature comforts to meet the daily necessities.

To this end a most compact outfit may be obtained, in which two persons can dwell for months in comfort. In a few moments they may pack up snugly and sail away for another sojourn a hundred or more miles distant.

This equipment is embraced in a round case constructed of thin steel, which, when packed and closed, measures a trifle less than four feet square, with a door at one side hinged at the bottom. This case is secured to the car readily, and when a snug retreat is selected the door at the back is let down upon folding legs. This supports a comfortable bed of the usual width and length, part of which rests upon the bottom of the case and part upon the flat door, and is returned to the case when the door is closed again. A room to cover the open part is drawn from the top of the case when desired, a shield let down to protect the sides and end if wanted, and perfect security is thus afforded against inclement weather, while windows at either side supply ample ventilation.

The case also contains a complete housekeeping outfit, with cooking utensils, gasoline stove, dishes, drawers for clothing, fishing tackle, folding table and chairs. China and tin dishes are discarded, while plates, cups and saucers made of wood pulp are used, and, having served once, are thrown into the river, cast into prairie winds or other oblivion at an expense of 25c per 100 for always clean and sanitary dishes.

Another new device, which is merely a folding bed intended solely for out-door sleeping, is carried on the running-board, and has springs and a mattress that can be rolled into a compact form. This bed is four feet wide, six feet and four inches long, and opens outward from the car, being held at an even level above the ground by folding legs of iron. A waterproof cover with sides of khaki fastens under the top of the car and covers the entire bed, being held in place by an iron frame, while the sides can remain up if full exposure to the air is desired. This affords an extremely comfortable out-door bed, while simply stepping over the pillows into the car brings one into a dressing room. With this outfit upon the running-board, a fine night's rest is assured anywhere in the country by merely anchoring under a tree, and involves only the adjusting of the bed and "turning in."

But the most complete device for an extended camping trip is a two-wheel trailer about eight feet long and four feet wide, which weighs about 600 pounds, and with "all on" or "all off," as the case may be, embraces a waterproof tent with two full-size beds and a complete equipment for enjoying all the comforts of home for any length of time, regardless of weather conditions. This trailer can also be used for commercial purposes and can be readily attached to any car and operated without annoyance to car or trailer.

#### FAMOUS SCIENTIST WILL TELL FARMERS OF BREEDING GRAINS.

AUSTIN, Texas, July 5.—The Farmers' Institute which meets in Austin July 17, 18 and 19, under the auspices of the State Department of Agriculture, will have the benefit of an address by Prof. W. A. Moore, agronomist at the University of Wisconsin, according to an announcement this morning by authorities having the program in charge.

According to W. S. Taylor, professor of agricultural education in the University of Texas, Professor Moore has done more work in improving farm crops in Wisconsin than any other one man has done in any other state.

"The pedigreed oats, barley and rye for which Wisconsin is famous are the results of his efforts," says Professor Taylor.

The Golden Glow Wisconsin No. 7 and other strains of corn known all over the North were produced under his direction. As soon as he had produced a good strain of seed and was sure it was good, he began the custom

of sending it out to the farmers in the state. In order to get these pure-bred and pedigreed grains in the hands of farmers who would give them a fair trial, he organized an association, known as the Wisconsin Experiment Association.

This association has now a paid membership of almost 2,000 farmers. Practical experiments are carried out on the farms of the members. Especial attention is given to testing new varieties of farm grains and forage crops and to multiplying and disseminating the desirable varieties. Thus a great body of farmers is constantly in close touch with the College of Agriculture, and direct help is being given to each of them.

Professor Moore will address the institute during the first day of its meeting.

### Personal News

J. W. Pipkin returned Wednesday morning from New York, where he has been to consult with officials of the Texas Land and Development Company. Mr. Pipkin becomes general manager of the T. L. & D. Co. on July 15th.

T. W. Gulede, of Fort Worth, is the guest of his sister, Mrs. Hal Wolford.

A. M. Chase left Wednesday for Lubbock, after a business visit in Plainview. His home is Houston.

Mrs. H. Bates and children returned Wednesday from Fort Smith, Ark., where they have been visiting for the past several weeks.

Earl French, of Floydada, was here Wednesday visiting.

Mrs. B. Morgan, of Deport, arrived Wednesday morning for a visit with the family of W. M. Jeffus.

Mrs. J. M. Jeffus is the guest of her son, W. M. Jeffus. Her home is Deport, Texas.

Miss Evelyn MacMillan is the guest of her brother, A. M. MacMillan.

#### EYES.

The eyes are the most used and most abused organ of our body. More eyes are made hopelessly incurable by misfit glasses than by disease. Don't let inexperienced vendors of glasses experiment on your eyes. Pay a little more and get the services of an oculist; get the services of one who understands disease, defects and deformities of the eyes; get the finest lenses money

can buy. It will pay in the end. DR. DUNCAN will be here July 21 and 22. Phone and he will call on you. Ware Hotel or Long-Harp Drug Co.

FOR SALE OR TRADE FOR CATTLE—One five-passenger Overland car. SOUTH PLAINS MARBLE CO. 21. tt.

## Oceans of Notions

Combs, Buttons, Pins, Hair Pins, Tooth Brushes, Hair Nets, Toilet Soaps, Talcum Powder, and the 101 things you are always wanting but usually forget. They are placed in

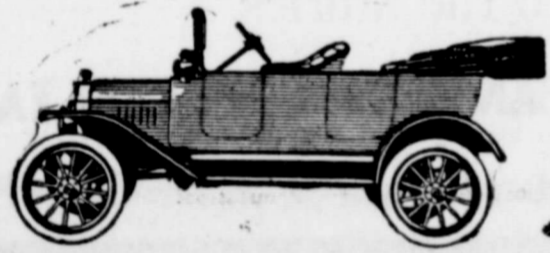
sight and in reach, so that it is easy to find what you want.

"If in doubt where to find it," come to

## LANDERS'



The use of Ford heat-treated vanadium steel makes possible light weight with a positive strength. Light weight makes for economy in operation and maintenance; less strain on the car, less expenses for tires. The Ford motor gives the most power per pound of car weight, which means gasoline economy. Touring Car \$440; Runabout \$390; Coupelet \$590; Town Car \$640; Sedan \$740. All priced f. o. b. Detroit. On sale at the Barker & Winn Ford Agency.



### 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 23rd to 31st, tickets on sale July 21st to 24th, limit August 2nd, \$9.95 round trip.

Presbyterian encampment at Kerrville, July 20th to August 13th, tickets on sale July 19th and 20th, limit August 15th, \$21.70 for the 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



### For Goodness Sake use KG BAKING POWDER

Purity First

It will never disappoint you—try it if you like good things to eat.

25 Ounces for 25¢



## Down to Breakfast Early or Come When They're Called to Dinner

Shows a family that is satisfied with the food they are being served this hot weather. Is your family so satisfied, or are they among the many who mince over their food and find no satisfaction in it and simply go to the table because it is meal time? The season is all wrong for a good appetite. But are you, as the preserver of health and happiness in the household trying to make your meals more enticing and more suited to the heat—in other words keeping up energy without overworking the digestive organs of the members of the family?

This is no Dr. Wiley thesis on health—its a suggestion to housewives who are worried about what to serve.

We have tried to select our stock of summer groceries with a view to meeting summer demands. We know that if you find food that will appeal to the summer tastes that you will buy more goods—then we both benefit. It's just the common sense way of meeting the summer heat situation.

If you believe we mean what we say when we tell you that we can furnish the things to tickle the summer appetite you will let us have your next order; and the next, and so on thru the summer.

## SEWELL GROCERY COMP'Y

Phones 8 and 9

Phones 8 and 9

### The Profitable Mexican Bean

By W. H. Olin

(Mr. Olin was commissioner of agriculture for the Denver & Rio Grande Railway. Formerly, he was a professor of agriculture in the Kansas College; afterward in the Colorado Institute. The Mexican bean is a crop of great profit in the Santa Fe Southwest. Mr. Olin's letter, originally, appeared in the "Santa Fe New Mexican.")

The writer has received reliable information that the demand for beans for export during the past eighteen months has absorbed all beans obtainable from one end of the country to the other. Even the normal demand for the next twelve months cannot be supplied, and the added call, occasioned by the European war, will tend to make

the demand even stronger. This is the year when a farmer with several acres in good tilth will do well to plant this crop. Beans contain as much protein as meat, and because of their low cost, palatability, and big food value, they have become an important article of daily diet for the soldiers at the front, for the prisoner in confinement, among all nations, and it is impossible to overestimate their present export value.

Today, wholesale dealers are offering \$4 and \$5 a hundred, in carlots, for beans. Our annual supply in the United States is from 5,000,000 to 6,000,000 bushels only. This is hardly enough to supply home consumption, to say nothing of the present enlarged

export demand. The great majority of the beans of the Nation are grown in Michigan, New York, California, while Maine, Wisconsin, Ohio, Pennsylvania, Iowa, Florida, Virginia, and West Virginia are important bean-growing states.

The average yield, taken by the U. S. Crop Statistics Department, is 600 pounds to the acre. Under irrigation, in Colorado, as high as 1,000 to 1,500 pounds per acre have been obtained. A person who will cultivate his beans as he would his corn, planted on anything like reasonably good soil, should be able to obtain from 900 to 1,200 pounds per acre. The market will justify him counting on obtaining better than four cents, or \$4 a hundred.

This crop should not be planted until all danger of frost has passed, and great care needs to be given to irrigation of the crop. Consult your county agent or the state college crop man, in reference to both proper cultural methods and irrigation for this crop. Choose that type your local dealer or the special crop man of the college recommends is best adapted to your locality and local market.

The principal thing is, plan first of all to plant a few acres as one side-line cash crop. Second, plant in rows sufficiently wide for use of a horse cultivator. Third, keep the crop growing vigorously from the start. Fourth, harvest in the irrigated section early in the morning, before the intense rays of the sun render the pods so dry that the beans shell badly. Do not harvest in the field during the heat of the day. The crop should be allowed to come to full maturity, to prevent any shrinkage of the bean.

Mexican beans, the small navy bean, and the kidney bean, seem to be Western favorites.

The amount of seed required to plant an acre varies from forty to seventy-five pounds. Probably the best harvest returns have been obtained when beans were planted in drills rather than hills. For this, an average grain seeder can be used for planting, stopping up as many seed tubes in the grain seeder as you find necessary to give the average width for successful cultivation.

The seed should be planted medium shallow, with just enough dirt to cover a moist seed bed and insure quick germination. One of the requirements of a good bean crop is quick, sturdy germination, producing a good stand.

The writer believes that beans can be successfully cultivated and irrigated in rows twenty-eight inches apart.

It is to be hoped that in small orchards where trees have not yet come into bearing, ground can be occupied between rows with this crop, without injury to the trees and with profit to the grower.

Let us consider a few acres of beans for our farm crop plans for 1916.

#### TULIA PERSONAL NEWS.

Jim Watts and wife and Miss Ruby Goss and Toy Cassel were in Plainview Tuesday attending the Fourth of July celebration.

P. A. Anderson and wife and H. S. Ford and wife took advantage of the Fourth to enjoy the big celebration at Plainview.

Messrs. Foster Klous, S. E. West, A. W. Sternberg and P. C. Taylor attended the celebration at Plainview the Fourth.

F. G. Shell and family, T. A. Gray and family, Mrs. J. D. O'Daniel and Mrs. Nute Gray attended the Fourth of July celebration at Plainview.

Dr. J. Ed Crawford and wife and R. T. Bishop and wife attended the Fourth of July celebration at Plainview.

Mrs. W. W. Underwood, of Plainview, spent several days last week with her parents, Capt. Thos. Bruce and wife.

Mrs. C. E. Rascoe and sons, Jack and Dick; Mrs. J. A. Hutchinson, and Henry Trunnell attended the Fourth of July picnic at Plainview Tuesday.

Miss Etta Sue Smith is visiting friends in Plainview this week.

R. A. Underwood and wife, of Plainview, were visiting friends here Wednesday.

Dennis Zimmermann and wife and Mrs. A. W. Sternberg made an auto trip to Plainview on the glorious Fourth.

Roy W. Ross and wife and E. L. Rice and wife attended the Fourth of July picnic at Plainview.

Mrs. A. L. Hawkins and daughter, Neoma, left Tuesday to visit relatives at Plainview and Lockney.

Misses Lester Cook and Ruby Goss and Messrs. Dick Tucker and Will Jones were among the number who attended the picnic at Plainview Tuesday.

day.—Tulia Herald.

#### NOTICE.

All old patients will please drop me a card if they need any advice while I am in Plainview, July 21 and 22, and 24.

I will call on you just as soon as possible. If you live in the country, call at Ware Hotel Saturday afternoon. Tell your friends the date of this visit. Thanking you,  
T. H. P. DUNCAN, M. D.

## 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 comforts and efficiencies than the possession of the most perfect kitchen cabinet on the market—

### The Hoosier Cabinet

Is a gift among gifts. Its usefulness will last long after the cut glass is broken, or the many other dainty, pretty things have been forgotten. If you wish to present a really appreciated remembrance let your order be for a Hoosier Cabinet.

**E. R. WILLIAMS**  
Furniture and Undertaking.

## LISTEN

We are vastly more interested in giving satisfaction with the goods you buy than we are in selling you your next bill. We are seeking to continue to build up a constituency of pleased customers who will give us their trade as they have need for goods in our line.

**PLAINVIEW LUMBER CO.**

### The Careful Man and his wife



put their money in the bank where it is safe from fire, burglars and their own temptation to spend it.

HUSBAND AND WIFE BOTH SHOULD SAVE MONEY. WHAT'S THE GOOD FOR ONE TO SAVE AND THE OTHER TO SPEND.

JUST ASK YOURSELF TODAY: "WHO GETS THE MONEY I EARN?" DO I GET IT OR DOES SOMEBODY ELSE GET IT?

IF SOMEBODY ELSE IS GETTING IT CUT HIM OFF! YOU EARNED YOUR MONEY; IT BELONGS TO YOU. KEEP IT.

BE A CAREFUL MAN AND BANK YOUR MONEY.

BANK WITH US.

**THE CITIZENS NATIONAL BANK**  
PLAINVIEW, TEXAS

### Wait a Minute.

- This will interest you.
- 16-inch Mill Files ..... 25c
  - 10-inch Gas Pliers ..... 35c
  - 4 double end Steel Wrenches for ..... 50c
  - Bit Braces ..... 35c, 65c and \$1.25
  - Set of 13 Auger Bits ..... \$2.50
  - Good Hand Saw ..... 75c
  - Drill Bits ..... 10c, 15c and 25c

See me about stuff for your Ford.

## LANDERS'

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

## It's Early for Dog Days

It may seem a little early for Dog Days yet the heat is such that this weather might be so classified. No matter how you dress to keep cool you will be warm, yet you might as well keep cool as possible. If you will be as the wrinkles and spots out of your clothes the cooling effect will be marked, not only to your own satisfaction but to those who come in contact with you. There is one best way to keep your clothes looking cool—that's

## THE Waller Tailoring Co.

Again we say to the ladies that we are fully prepared to keep your most delicate clothes cleaned and pressed, and that without the least injury to the fabrics.

**DRY CLEANERS PHONE 188 TAILORS**  
We Pay Return Charges on All Parcel Post Packages

# Mid-Summer Food Thoughts

My! But isn't it a problem to work out tempting summer menus? The tastes of every member of the family vary as much as their moods and tempers. Surely the "cook" is at her wits ends to prepare something which will just "touch the spot." The thing which will appeal today will go untouched on tomorrow's dinner table. Everything but the weather must show a complete change in program. The little folks appetites are fickle, and half the time they won't eat at all. Surely it is a problem.

At this store you will find just such an assortment of good things to eat as will solve the difficulty. We have one of the most varied and tempting stocks of fancy groceries and lunch goods you will find on the South Plains.

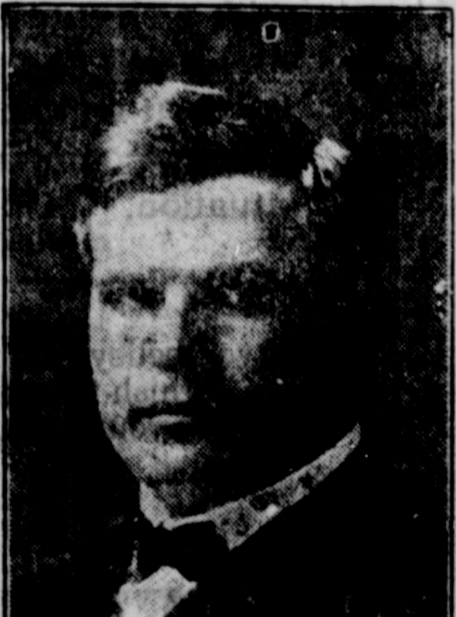
Here's one little suggestion for those who like coconut. We have **Baker's Grated Coconut** in their own natural milk in cans. That's nice isn't it? Then there is the **Pat-A-Cake Flour** made especially for fancy pastry and put up in small package form. **Folger's Golden Gate Coffee**, of which we have just gotten a fresh shipment, is as good as you will find on any market.

This isn't near all. There are fruits, vegetables, a fine line of cakes, Heliotrope flour and many other things which will afford the desired menu changes.

Meet us half way. Ask us for other suggestions.

# Pierson & Smith

Phone 348



(State Senator)  
**H. L. DARWIN.**  
of Delta County  
Candidate for  
**CONGRESSMAN-AT-LARGE**  
Subject to Democratic Primary Election, July 22, 1916.  
Your support earnestly solicited.

**CITATION BY PUBLICATION.**

THE STATE OF TEXAS,  
To the Sheriff or any Constable of Hale County—GREETING:  
YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Hale, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial District; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 64th Judicial District, for four weeks previous to the return day hereof, S. P. Ellett, whose residence is unknown, to be and appear before the Honorable District Court, at the next regular term thereof, to be holden in the County of Hale, at the Court House thereof, in Plainview, Texas, on the 7th day of August, 1916, then and there to answer a Petition filed in said Court, on the 6th day of July, A. D. 1916, in a suit numbered on the docket of said Court No. 1233, wherein Arrah L. Williams is plaintiff and S. P. Ellett is defendant. The nature of the plaintiff's demand being as follows, to-wit:  
THE STATE OF TEXAS,  
COUNTY OF HALE.  
In District Court of Hale County, Texas, August Term, A. D. 1916.  
To the Honorable Judge of said Court:  
Now comes your petitioner, Arrah L. Williams, a feme sole, who resides in Hale County, Texas, hereinafter styled plaintiff, complaining of S. P. Ellett, who is a transient person and whose residence is unknown to this plaintiff, hereinafter styled defendant, and for cause of action represents and shows to the court as follows, to-wit: That plaintiff and defendant were formerly husband and wife; that on the 5th day of August, 1914, a valid divorce decree was entered by the District Court of Hale County, Texas, dissolving the marriage relation theretofore existing between them; that on or about the 1st day of September, 1914, plaintiff was lawfully seized and possessed of the following described land and premises, situated in Hale County, Texas, holding and claiming the same in fee simple, to-wit:  
All the N. W. 1/4 of the S. E. 1/4 of Sec. No. 16, Blk. JK-3, Cert. 3-380, issued to G. C. & S. F. Ry. Co., more particularly described in deed from J. T. Graves and wife to plaintiff recorded in vol. 34, p. 84, Hale County deed records, to which reference is here made for a better description. Also  
The E. 1/2 of the S. W. quarter of Block 87, Alexander & Westmoreland addition to the town of Plainview, said

county and state, less ten feet along north side of said quarter reserved for alley, more particularly described in deed from C. L. Gilbert and wife to plaintiff, recorded in Hale County deed record vol. 23, p. 552, to which reference is here made for a better description.

That on the day and year last aforesaid, the defendant unlawfully entered upon said premises and ejected plaintiff therefrom and unlawfully withholds from her the possession thereof, to her damages in the sum of one hundred dollars; plaintiff further says that prior to the last-mentioned date, plaintiff and defendant, while permanently separated, entered into a separation agreement and the above-described land was purchased with the proceeds of other property received by her in said agreement, and that said property is and has always been since its acquisition her separate estate, purchased with her own money for her sole and separate use at a time when she and defendant were permanently separated, and that she claims said property as her separate estate and has always so claimed it, and that defendant does not now and has never had or held any interest in same; that said property was not mentioned in said decree, and that having been acquired prior to the dissolution of the said marriage relations, without any disposition of same in said decree clouds plaintiff's title; that plaintiff claims said land and premises from and under a regular chain of valid transfers and deeds from the sovereignty of the soil, and as her separate property, and that the exact nature of defendant's claim is unknown to this plaintiff, but she alleges same constitutes a cloud upon her title.

Wherefore premises considered plaintiff prays that defendant be cited to appear and answer herein and that on final hearing hereof that she have judgment cancelling all claim of defendant to said land and that it be adjudged to be her own separate estate free and clear from any claim of defendant, for costs of suit and for such other and further relief, both general and special, as in law or equity she may be entitled to.

MARTIN KINDER,  
RUSSELL & ZIMMERMANN,  
Attorneys for Plaintiff.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Plainview,

Texas, this, the 6th day of July, A. D. 1916.

Clerk District Court,  
Hale County, Texas.

**Girls' Home Economics Club**

By  
Mrs. J. L. Landrum

Now that we are in the midst of the corn season, I am going to give you the benefit of a lesson prepared by Mrs. Mary W. Beatty, of Waco, Texas, on this subject which will be very interesting to you.

Corn is a native of America, a cereal, and richer in fats than any other cereal except oats. The germ in corn is large, considering the size of the grain. It easily becomes rancid, and is therefore often removed in the preparation of corn meal. This, of course, reduces the food value of the meal. Corn is deficient in gluten, so should be eaten with foods containing this element, such as bread, meat, tomatoes, etc. Broken grains of corn are called hominy.

There are three kinds of corn:  
1. Field corn, from which corn meal, corn starch, corn oil and corn syrup are made.  
2. Sweet corn, which is eaten as a vegetable, either fresh or canned, and may be cooked in many ways. The principal food element in sweet corn is sugar. If this is lost in the preparation the corn is tasteless. It requires careful handling in cooking to preserve the sugar.  
3. Pop corn, which is a dwarf variety of field corn. When exposed to heat it swells and then pops into a full, snowy form. It is a pleasant tasting, healthful food.

While flour is usually added to corn mixtures, as the gluten in the flour helps to hold expanded bubbles produced by the heat in place. Corn is a valuable food; it is classed as a carbohydrate. It gives energy and heat to the body.

**Corn Oysters.**  
1 cup sweet corn (drained);  
1/4 cup flour;  
1/2 cup bread crumbs;  
1 well beaten egg;  
1/4 teaspoon salt;  
1-6 teaspoon pepper.  
Mix egg and corn, then flour, salt and pepper. Shape to imitate oysters. Cook on well greased griddle. Brown on one side, then turn over and brown on other side.

**Escalloped Corn.**  
Put corn to the depth of 1/2 inch in bottom of baking dish. Cut layer of bread 1/2 inch thick. Pour over corn a little milk. Pour over crumbs a lit-

tle butter. Beat milk and butter into it. Sprinkle in the salt and pour over the mass. Cover the top with crumbs and dot with butter.

Ellis Carter returned yesterday morning from a visit with his cousin, Mrs. W. P. Rogers, at Milford.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. 1f

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color THE HERALD. —Adv. 1f



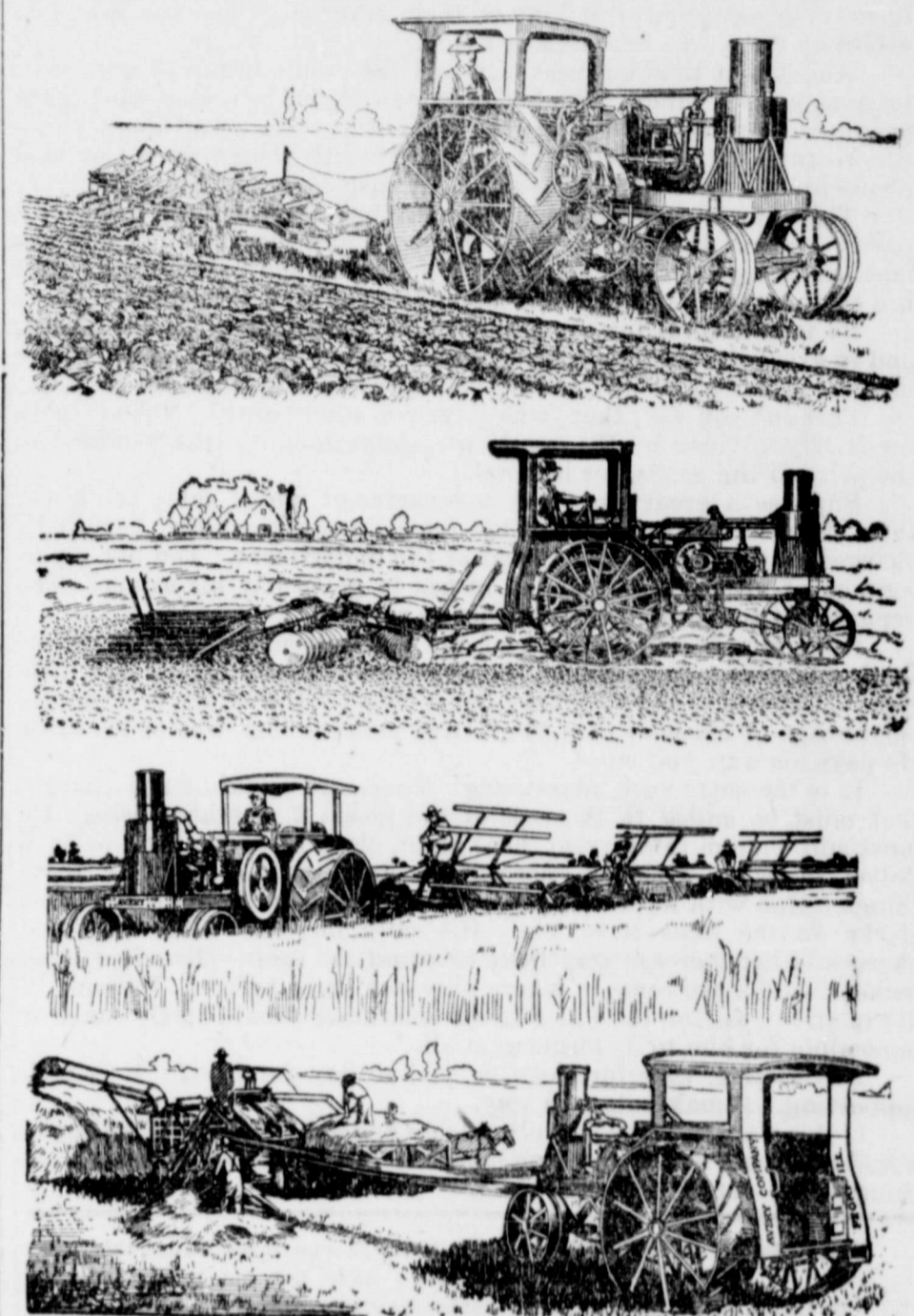
Now is a splendid time to have those pictures taken. We can take plenty of time to get acquainted with and bring out your best points. We are showing some interesting new styles in mountings and effects.

**Cochrane's  
Ground Floor  
Studio**

The  
anything you want  
in farm  
machin-  
ery.



Line  
the goods  
that have  
made  
good.



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

# BIG REMOVALS SALE

**At Temple of Economy Building  
Begins Monday, July 17, 1916**

**STOCK CONSISTS OF ABOUT:**

- Five thousand pieces of queensware and china.
- Seven hundred and fifty pieces enamel ware.
- Four thousand yards laces.
- One thousand pairs hosiery.
- Two thousand tablets.
- Three hundred and fifty boxes stationery.
- One thousand six hundred boxes crochet threads.
- Seven hundred and fifty bars toilet and laundry soap.
- Two hundred and fifty pieces tinware.
- Four hundred pieces artists china.
- Ten thousand paper napkins.
- Seven hundred and fifty spools sewing thread.
- One hundred boxes cleanser powder.
- Seven hundred bottles ink.
- Two hundred rolls toilet paper.
- Six hundred yards ribbons.
- Two hundred and forty pieces fine cut glass.
- One hundred pieces decorated hand painted china.
- Thirty-three joints stove pipe.
- Several dozen churns and milk jars.
- Few dozen jardineers and flower pots and many other useful articles too numerous to mention.
- Two hundred and fifty pieces blue and white enamel ware, extra heavy and finest quality. You should not let this opportunity pass to supply your needs while prices are reduced to the bottom. See this beautiful ware on display.

We have purchased the stock of variety goods from The Temple of Economy and will move same to our permanent location in another city.

In order to reduce stock to its lowest ebb before packing up we will place this entire stock of over 20,000 pieces of practical, everyday merchandise on sale for one week at sacrifice prices.

Everything must go—positively nothing reserved. Stock must be reduced. Profits have been ignored in pricing goods. Many articles will be sold below wholesale cost.

**SALE CLOSES SATURDAY NIGHT, JULY 22nd. ONE WEEK ONLY  
WILL BEGIN PACKING UP MONDAY, JULY 24th**

Don't miss this exceptional opportunity to supply your needs at sale prices.

**REMEMBER THE DATES:—Sale Opens Monday Morning, July 17, 1916  
Closes Saturday Night, July 22**

COME AND INSPECT OUR STOCKS. RARE BARGAINS FOR PRUDENT SHOPPERS  
**GIBSON & GIBSON**  
TEMPLE OF ECONOMY BUILDING PLAINVIEW, TEXAS

**Crochet Threads**—Royal Society and O. N. T., while it lasts only ..... **8c**

**Paper Napkins**, while they last, per hundred ..... **5c**

**Toilet Paper**—Two hundred rolls good quality, sale price, roll ..... **4c**

Three hundred and fifty boxes "Quality" stationery, monogram and gold edge designs, etc., ON SALE AT COST.

**Extra Special**—One hundred and twenty-five pieces choice cut glass, latest patterns in values ranging from \$1.50 to \$1.75 on sale for ..... **98c**

Genuine seal grain leather covered teachers' bibles, fine India paper, thin and compact, \$4.50 values only ..... **\$2.69**

Other good bibles as low as ..... **80c**  
Big reductions in all books.

**Snap**—Five hundred pieces gray enamel ware, choice only ..... **71-2c**

All aluminum ware at cost. See it on display.

Clark's O. N. T. and Coats thread, while it lasts, 2 for ..... **5c**  
Limit four to a customer.

All 10c tablets 2 for ..... **15c**  
All 5c tablets 3 for ..... **10c**

# Who Pays for Advertising?

By WILLIAM WOODHEAD,  
Former President Associated Advertising Clubs of the World

Business is no longer private. It is public. At his own invitation, we have come to look upon the modern business man as a public servant and upon his place of business as an institution existing to help us. And the whole impression is of the modern business man's own making.

At about the time in the history of storekeeping when one inflexible price became the rule in all good stores, the business man awoke to the fact that it was possible to make people understand that they could buy with safety without expert knowledge of the goods they were buying—that they could be brought to the thought of relying upon their confidence in him as their assurance that the wares he offered were worth the price he asked.

About that time business men and the public began to take more interest in each other. The business man began to realize that if the people were to believe in him, they would have to know about him—for we rarely find ourselves in sympathy with things we see or hear about for the first time. We are a bit suspicious at first.

This interest in business men, and in business methods, has grown partly because business has become more and more public, business men becoming more and more frank the while, and because the public has come to recognize business methods as an interesting topic.

So it is natural for us, as buyers, to be interested in advertising and in every device which the seller uses in our service, and to inquire into the effect which advertising has upon the cost of things we buy.

Perhaps you ask, then, who pays for advertising? Nobody pays for it if you mean by the question to infer that its cost is added to the price of the goods, for it is not.

Suppose a great store has a department whose sales are lower than they should be, so that too much, proportionately, has to be charged to the salary of the head of the department. Too big a percentage of all the money taken in has to go to pay his salary. The department is operated at a loss, let us say.

Now, suppose the owners of the store dismiss this department head, and hire a manager for the department whose salary is a little higher, but whose sales are very much larger. His salary is a smaller percentage of his sales than the former man's salary was of his sales. He pays his way, and more.

It is the same with advertising. There are certain fixed charges that must be added to the cost of the goods a merchant sells. He must add enough to pay rent, heat, light, clerk hire, etc. Out of each dollar in sales, a certain percentage must go to pay for these things. But with advertising he can sell more goods with the same clerks, in the same store, etc. His sales increase while his fixed charges either increase very little or stand the same. His advertising makes two dollars come in where only one came before. Without it, his relative cost for the other items mentioned would likely make it impossible for him to do business at all.

Advertising, therefore, can be said to pay for itself. It is self-supporting. It makes its own way.

If this were not true—if advertising added to the cost of selling—would not great non-advertising stores spring up and drive the advertising stores out of business?

## FROM CAMP SANDERSON.

In Camp, Sanderson, Texas,  
July 9, 1916.

Since they took the society end of the company away from here, established headquarters at Alpine, and left none but we rough-necks here at Sanderson, things are quiet, and I will have very little to write about this week.

One thing, the rough-neck bunch are all in good shape at present. Doc Miranda says that outside of a few corns they have nothing for him to do. We are all enjoying fine health, and, contrary to expectations last Sunday, we survived the chicken and dumplings. Not a man in the bunch complained about feeling bad.

No doubt you are wondering how we came to have a chicken dinner. The first thing I want to assure you of is that we did not steal them. The boys all agreed that if the cook could get the chickens and make arrangements so that we could pay for them when we received our pay, we would donate the amount and "kick in" pay-day. Well, the cook got the chickens, and pay-day has not yet arrived, but I suppose that it will by the time this letter reaches Plainview, and neither one of us will miss the 15 cents we agreed to donate.

We are all anxiously awaiting receipt of Friday's issue of The Evening Herald, so that we can learn all details regarding the celebration on the 4th. Of course, we have all heard a few things about the day, but we know that we will get all the details when we receive the paper.

There is one thing about this town that I have not yet mentioned, and that is there are more burros to the square inch here than any place I have ever seen. A great sport among the boys now is to catch a bunch of these burros after supper and go riding. They have tamed the burros so that every evening about supper time there are usually from five to ten burros on the company ground waiting for something to eat.

While the most of these burros are very gentle, yet there are one or two that can pitch pretty well, and it is the delight of our laundryman, Slim Watkins, to ride these pitching burros. And, believe me, he sure can ride them!

Slim says that since the company has been divided business is awful dull, as there are too many of the rough necks who do their own washing, and that we must not be surprised if the laundry is offered for sale.

Today we received word to fall out in the morning at 7:30 in heavy marching order, so I guess that we are in for a good tramp in the morning. Well, it sure will be good for us, and we have been wondering why it has not been done before this, as we have only had one hike since we have been here.

The hike developed into a march of a few miles and practice in pitching tents.

Yours truly,  
W. J. KLINGER.

N. L. Ball, of Silverton, was in Plainview today on business.

W. T. Bowen is critically ill at his home.

## HEALTH HINTS.

### Do You

- + Clean your teeth and then
- + Expectorate in the washbowl?
- + Omit lunch to reduce weight
- + and then
- + Overeat at dinner?
- + Go to the country for health
- + and then
- + Sleep with your windows shut
- + tight?
- + Wonder why you have earache
- + and then
- + Blow your nose with your
- + mouth shut?

## BOYS BETTER SUNDAY SCHOOL PUPILS THAN HALF-WAY GIRLS.

HALFWAY, July 12.—In this community a splendid rain fell today, something like two and one-half inches of precipitation in some places. We certainly are thankful, for it was exceedingly dry, and hot, too.

Threshing in this immediate vicinity is about done. The yield was small, ranging from five to fourteen bushels per acre, and in almost every instance was considerably damaged by smut. Corn, maize, etc., though small, have been standing the drouth fine and making some growth as well.

Brother Upton failed to fill his regular appointment here Sunday, probably because he was in a meeting in Olton.

Frank Clark is the latest addition to the list of automobile owners in our community.

Mr. and Mrs. Homan and family, Mr. and Mrs. Charley Scales and Miss Scales, and Mr. Cornelius, son and daughter were visitors to our Sunday School Sunday, from West Side.

Mrs. J. H. Helm and sister, Miss Lois Foley, leave tomorrow for Center, Colorado. Mrs. Helm will return after a month's visit with her parents, but Miss Lois will remain with them.

Mr. and Mrs. W. P. Evans, of Kress, were the guests on Sunday of Mrs. N. K. Smith.

Miss Geraldine Marrs, of Plainview, who has been visiting Mrs. R. L. Hooper, Mrs. N. K. Smith and Mrs. B. B. Huguley the past few days, returned home today.

Mrs. D. W. Miles, of Canyon, who has been visiting relatives here, left for Kress today to visit with her daughter, Mrs. Evans, a few days, and will then go on to Canyon.

Miss Bertie Lee Allen and Miss Almira McComas, Home Economics Club delegates, expect to leave for Austin Saturday.

Tom Holland will leave Saturday for Erath County, probably to be gone some time.

Robert Mitchell, who was here some months in the employ of G. W. Lewellen, has gone to Pampa, Texas. This young man made a number of friends while here, who regret his departure.

Mr. and Mrs. R. L. Hooper made a trip to Kress today in their car, returning by the way of Plainview.

Mr. and Mrs. F. C. Clark and Pucelle Huguley returned Monday night from New Mexico, where they had been visiting friends and relatives and attending the big Cowboy Reunion at Las Vegas, on the Fourth. They made the trip in Mr. Clark's new Ford.

Mrs. G. W. Lewellen and children attended church in Plainview Sunday.

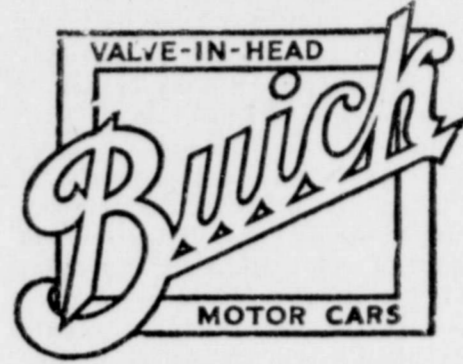
The contest between the young ladies' and young men's classes in our Sunday School closed on last Sunday. The young ladies were defeated, and are paying the forfeit by entertaining the young men on the school grounds tonight. The points considered were good lessons, new scholars and collections. And, by the way, we were called to task some time since because we failed to state that the young ladies' class is also organized, with Miss Mavis Smith as president; Miss Velma Hooper, secretary, and Mrs. W. A. Miller, teacher. We beg the pardon of the young ladies and their teacher for our omission.

## LANCASTER ISSUES CHALLENGE TO CLEMENTS IN JUDGE'S RACE.

This morning Judge J. E. Lancaster, candidate for County Judge, issued a challenge to Charles Clements, one of his opponents, to meet him to discuss issues of the campaign. Judge Lancaster states: "Notwithstanding a whole week has passed since my recent circular was published and distributed, Mr. Clements has declined to accept my challenge to discuss the issues of the campaign. I therefore renew the challenge for a joint discussion at the following places and dates: Runningwater, 8:30 p. m., July 17th; Happy Union, 8:30 p. m., July 18th; Hale Center Picnic, July 19; Abernathy, 8:30 p. m., July 19; Plainview, 8:30 p. m., July 21."

## Judge Lancaster further states that he invites his other opponent, Mr. Anderson, to be present at the places and on the dates mentioned and present his claims.

W. Boyce and son, of Amarillo, were here Wednesday.



This space reserved for the announcement of the coming of

# 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

# \$650

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

# J. J. LASH'S EXCHANGE CORNER

712 BROADWAY. PHONE 653. PLAINVIEW, TEXAS.

Two good residence properties in Hamilton, Ohio, will trade for land near Plainview.

Good brick hotel in Hamilton, Ohio, will trade for land in Shallow Water Belt near Plainview, Texas.

Have 160 acres land east of Plainview will trade for 640 acres out a distance and pay some cash difference.

Have small property in Plainview will trade for 160 acres of land located right in Shallow Water Belt.

341 acres land near Nazareth, Texas, will trade for acreage near Plainview and give terms on difference.

Have 160 acres land in Colorado owner will put in on land on South Plains and pay some difference.

Have 320 acres of land in irrigation district of Colorado, small improvements, owner will exchange for land northeast from Plainview.

Some good houses will sell on monthly payments, like rent.

J. J. LASH.

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

Mrs. Robert Malone is entertaining this afternoon with an aluminum shower honoring Miss May Kinder, a bride-elect of July.

### MRS. PIPKIN IS HOSTESS FOR THE HALCYON CLUB.

Mrs. Grady Pipkin was hostess to the Halcyon Club this afternoon at her home, on Fresno Street.

Sweet peas were used effectively in the decorations.

There were four tables at "42." Punch was served during the evening.

At the conclusion of the games, ice cream and cake were served by the hostess to the club members and the following invited guests: Mesdames C. C. Gidney, Peyton Randolph, Elmer Sansom, D. H. Collier and Geo. Hutchings, and Misses Minnie Hutchings, of Amarillo; Mary Hinn, and Evelyn MacMillen, of Franklin, Texas.

### HONORING RESIGNING HEAD TEXAS LAND & DEVELOPMENT CO.

C. F. Myers was guest of honor at a dinner party given at the Ware Hotel Wednesday evening. A seven-course dinner was served to the following: Mr. and Mrs. Jim Pipkin, Mr. and Mrs. Peyton Randolph, Miss Patty Dalton, E. Dowden, Mr. and Mrs. Geo. B. Doubleday, Mr. and Mrs. W. J. Williams, Geo. Perdue, Mr. and Mrs. D. L. Alexander and Harold Knupp.

Mr. Myers left yesterday morning for Ciego de Avila, Cuba. He will be general manager of the Cuban Railway.

### BIRTHDAY PARTY.

Wednesday afternoon Cecil Shafer entertained a number of his little friends, the occasion being his sixth birthday.

Various games were enjoyed, then ice cream and cake were served to the following: Virgil Miller, Clarence Dowery, Roy Hodges, Jewell and Ruby Stalling and the little host.

### PICNIC FOR MISS GUINN.

Last Saturday afternoon a host of the younger set met at the home of Miss Alma Armstrong and motored out to the Pioneer Park.

The tempting supper was indeed a feast, and a jolly time was declared by all.

Miss Mabel Guinn, of Lubbock, was named as guest of honor. The others who enjoyed the outing were: Misses Rebecca Longmire, Flora Mae Scudder, Hattie Lee Nicholson, Louise Miller, Arlie Biles, Ruby Boswell, Myra Morris, Hazel Sawyer, Mary Braselton, Mary Wayland, Lois Hatcher, Lucy Glenn, Fern Winn, Nancy Sanderson, Otella Graham, Zephia Brown and Alma Armstrong; Messrs. Parke Dalton, W. C. Mathes, John Mathes, Newell Hammon, Harold Knupp, Carl Knupp, Ray Ivey, Ross Towery, Bert Mathes, William Gouldy, Will Elmer Barnes and Wilbur Winn.

### SHEFFY-MAHAN.

Wednesday morning at eight o'clock Rev. J. W. Story spoke the wedding ceremony of Miss Frances Sheffy and Jas. C. Mahan. The happy couple left on the nine o'clock train for Wellington, where they will make their home. Mr. Mahan is an attorney at Wellington and is a candidate for election to the office of County Attorney of Collingsworth County. Miss Sheffy is a daughter of Mr. and Mrs. W. B. Sheffy, and is from one of the Plains' oldest families.

### PORCH PARTY.

Honoring John W. Mayhugh, of Kansas City, Mr. and Mrs. A. G. Hinn gave a porch dinner party Wednesday evening at their home, on West Eleventh Street.

The menu consisted of tasteful mid-summer salads and ices.

The list of guests included the following: Mr. and Mrs. J. T. Mayhugh, Dr. N. B. Mayhugh, Mrs. T. B. Carter, Miss Edna Mayhugh, Mr. and Mrs. F. W. Clinkscales, Mr. and Mrs. E. B. Miller and the guest of honor.

### FOR THE BRIDE-ELECT.

Amid a bower of Shasta daisies, with bows and drapery of maline, a quaint mixture of white and gold, Miss Edna Harrington and Mrs. Charles Saigling entertained at the home of the former in honor of Miss May Kinder, who is to be married July 15th to Ben F. Smith.

Just as the guests had been received, Miss Mildred Buchheimer, from the rear of the house, sang "Dawning," and the sweet, clear tones rang throughout the rooms.

Then came Margaret Alley through the house with a basket of gifts for the bride-elect, who was seated in a large white chair decked with daisies, making one of the prettiest scenes of the affair. After the presentation of the gifts, Margaret gave Miss Kinder a toast, and, with Mrs. Peyton Randolph at the piano, she sang "O Promise Me."

With baskets of gifts and toasts to the bride-elect, Margaret was followed by Louise Day, Joe Price Day and Virginia Sansom, each dressed in white and yellow.

Then came little Flournoy Sansom, as Cupid, carrying the yellow satin pillow with two hearts, which was used as the register book and was passed among the guests by Miss Kathleen LeMond, of Wichita, Kansas, for the registration of each and the gift they presented.

During the registration Mrs. Grady Lindsay sang a striking old-time love song.

As the guests were looking through the gifts, Miss Buchheimer sang "When Song Is Sweet."

In the soft yellow light of an electrolite adorned with maline streamers, Misses Kathleen LeMond and Electra Anderson poured punch from a large punch bowl that was centered on a table underneath the light and was decorated with daisies and maline.

The candle lights in every room gave a charming glow throughout the house.

Misses Daisy and Marie Gidney, Joe Keck and Mildred Buchheimer and Mesdames J. C. Anderson, W. L. Harrington and J. O. Wyckoff assisted in serving the refreshments, which consisted of brick ice cream and cake. In the refreshments the color motif was effectively carried out. The cake was of yellow and white and in the center of the yellow ice brick, white ice cream was frozen in the form of a slipper.

### COMPLIMENTARY LAWN PARTY.

Miss Lois Hatcher entertained last night, at her home, with a lawn party complimentary to Miss Mabel Guinn, of Lubbock. Various diversions made the time most pleasant, a special feature being music. Japanese lanterns lighted the lawn.

The guests included Misses Mabel Guinn, of Lubbock; Mary Wayland, Mary Braselton, Mildred Farmer, Mollie Goode, Myra Morris, Zephia Brown, Alma Armstrong, Ruby Boswell, Kathleen Gates, Effie Murphy and Hazel Sawyer, and Messrs. Ray Ivey, Harold and Carl Knupp, Will Elmer Barnes, Herbert Poyner, Ross Towery, Buster McHan, William Gouldy, Austin Miller, Newell Hammon and James Lyon.

### DINNER PARTY.

A hospitality delightfully planned was the dinner party given by Miss Nell Jones Wednesday evening at her beautiful home, east of town. Sweet peas in profusion adorned the living room and dining room.

An elaborate four-course dinner was served to the following: Misses May and Lucille Kinder and Edna Harrington; Messrs. Ben Smith, Paul Barker and Harold Hughes.

### MARTINS HOLD FAMILY REUNION AT PETERSBURG.

W. H. Martin, of Lipan, father of A. S. J. Martin, of Petersburg, was honored on his seventy-ninth birthday by a family reunion at the home of his son Sunday. Among the out-of-county guests were W. R. Martin and family and C. L. Martin and family, of Lipan; Mrs. T. J. Hurst, of DeWol, Okla.; Mrs. J. E. Martin and son, of Brazos, and J. B. Cassle and family, of Rule. The visitors left for their homes Tuesday morning.

### BIRTHS.

Born, to Mr. and Mrs. K. C. Grover, 10 miles northwest of town, July 11, a girl.

Born, to Mr. and Mrs. B. F. Moore, July 13, a girl.

Born, to Mr. and Mrs. A. E. Howell, five miles east of town, July 9, a girl.

Dr. E. M. Harp came up yesterday from Abernathy on business and to visit his son, Willard Harp, of the Long-Harp Drug Co.

E. E. Roos, proprietor of Roos' Garage, left yesterday for Oklahoma City, Okla.

L. E. Cobb went to Amarillo yesterday on business.

Miss Willie Young left Thursday for Roscoe, Texas, for a visit with her cousin, Dr. Wells Young, and family.

Mrs. P. H. Anderson left Thursday morning for a visit with her daughter, Mrs. E. D. Lewis, of Rule, Texas. She will also visit relatives at Stamford before returning. She will be gone about three weeks.

R. H. Bland, of Taylor, arrived Wednesday for a visit of a few days with his brother-in-law, Beal Pumphrey, Jr.

Miss Nell Rountree is the guest of Mrs. Wester, nee Miss Bess Smith, at Tulla.

J. E. Jackson, of Aiken, was here yesterday on business.

C. E. McClelland left today for Canyon City. He is somewhat improved in health. Several weeks ago, in Dallas, he had the bone of his jaw removed. He believes that he is stronger and that his health will be better.

Captain T. J. Tilson left this morning for Tulla and Hereford, where he will work in the interests of his candidacy for re-election as representative from this district.

Misses Daisy and Marie Gidney, Messrs. Casey Hughes and Paul Pierson and Mrs. C. C. Gidney motored to Lubbock yesterday evening to attend the dance given at the Howard Hotel.

Miss Kathryn Harrel, of Gainesville, Texas, is expected Monday. She will be the guest of the Misses Gidney.

L. F. Bates and family, of Tulla, visited friends in Plainview Wednesday.

E. Ramsey and Brown MacDonald, of Dimmitt, were here yesterday en route to Matador to attend the big celebration there.

Misses Pearl and Elizabeth Webb, Hazel and Edith Buchannan, May Monroe and Mildred Cox, of Hale Center, were here Wednesday.

A. M. Chase left Wednesday for Houston, after a few days' visit here on business.

Mr. and Mrs. E. E. Winn are in Colorado for a short vacation.

Rev. J. M. Harder returned this morning from a business trip to North Panhandle points.

D. C. Aylesworth left this morning for Waco, where he goes to buy a car of watermelons.

Prof. H. P. Webb returned this morning from Canyon, where he has been attending the West Texas State Normal.

Mrs. B. F. Gassaway came in this morning from Tahoka for a visit with her son, W. H. Gassaway, and family. She will return soon to her home, at Higgins, Texas.

Rev. W. H. Phillips left this morning for Amarillo.

# Hot Weather Hats

## At Low, Tempting Prices

These sweeping price reductions cover every straw Panama, leghorn and Bangkok hat in our men's store. There are dozens of new and staple shades and an excellent line of sizes.

\$2.00 hats for	\$1.00
\$2.50 hats for	\$1.50
\$3.00 hats for	\$1.75
\$3.50 hats for	\$2.50
\$4.00 hats for	\$2.95
\$5.00 hats for	\$3.75
\$6.00 hats for	\$4.00
\$6.50 and \$7.00 hats for	\$4.50

Many reduced prices are now on.

**Richards Bros. & Collier**  
THE PEOPLE WHO DRESS BEST TOWN

W. W. Underwood left yesterday morning for Dallas on business.

Miss Euno Wallen left yesterday morning for her home, in Hale Center, after a visit with Miss Vada Bussell.

W. S. Marchbanks, of Waxahachie, was in Plainview yesterday on business.

Claude Hurlburt, of Brownwood, is a business visitor in Plainview.

Mr. and Mrs. E. J. Cairns, Miss Elliott and Mrs. N. B. Fields, of Spur, were in Plainview yesterday.

Mr. and Mrs. G. W. Tompson, of Olton, were here yesterday.

J. C. Galtner, of Amarillo, was a business visitor in Plainview yesterday.

O. T. Smith and J. T. Holland, of Runningwater, were here yesterday on business.

Mrs. R. E. Stutts, of Dallas, is visiting in Plainview.

Mr. and Mrs. Wm. Radcliffe, of San Antonio, are here.

Mr. and Mrs. R. N. Winship and son, of Dallas, are here this week.

Manse Wood, of Sweetwater, was here Wednesday on business.

### MR. AND MRS. TUMBERG HOSTS FOR LIBERTY YOUNG PEOPLE.

LIBERTY, July 12.—The Hale County Singing Convention meets next Sunday, July 16th, at Prairieview.

Miss Grace Beard, of near Olton, and Miss Dora Selpp spent Saturday night and Sunday with Eileen and Helen Groff.

Carol Gundrum met with a painful accident Saturday in a runaway, breaking one of his legs and bruising him up considerably. He is now resting easy, under Dr. Wayland's care.

Mrs. John Garstang and mother-in-law left Thursday for the latter's home, in Davenport, Iowa.

Miss Grace Beard, of near Olton, is spending this week at the Groff home.

Mrs. E. E. Freeman is entertaining her mother, Mrs. Valyer, from Kansas.

L. L. Wheeler and family, J. J. Groff and family, Mr. Gardner, of De Soto, Kansas, and Mrs. Valyer, of Kansas, spent Sunday with E. E. Freeman and family.

Sunday School Sunday at 10 o'clock a. m.

Miss Mattie May Wicker, of Plainview, visited Helen Groff Sunday afternoon.

Mr. and Mrs. Herman Tumberg entertained between thirty-five and forty young people at their home Friday evening. Music and games were enjoyed by all. At a late hour the hostess, assisted by Mesdames C. C. Alexander and Lena Klein, served ice cream and cake. The crowd departed for their homes reluctantly, and reported a jolly good time throughout.

Some of our young people attended the social at the Perkins home Saturday evening.

J. D. Hunter, of Amarillo, was a business visitor in Plainview yesterday.

### STRAYED OR STOLEN.

Three month ago, from southeast of town, sorrel filley colt one year old; blaze face, white feet and legs. \$5.00 reward for information. J. L. DOTTS, Plainview. 2t-pd.

### CHURCH OF CHRIST MEETING.

The meeting which began at the chapel of the Church of Christ on July 2nd has been continued this week. Evangelist A. W. Young, of Gainesville, Texas, is conducting the services, and the attendance and interest have been good. There have been additions to the church. The meeting will close Sunday night. The following sermon subjects have been announced for the remaining services: Friday night, "Saul of Tarsus"; Saturday night, "The Assurance of Faith"; Sunday at 11 a. m., "Things Natural and Spiritual"; at 4 p. m., "Open Parliament"; at 8:30 p. m., "Why I Am Not a Campbellite."

### WOULD CO-OPERATE WITH THE FAIR ASSOCIATION.

At the regular meeting of the Young Men's Business League last night, at the Barker-Winn Building, a committee of five, E. L. Doland, R. E. Cochrane, Farris Frye, Dr. C. D. Wofford and Olin Brashears, was appointed to cooperate with President C. E. White, of the Hale County Fair Association, and to render him any assistance needed from the Y. M. B. L. The matter of the auto road to Silverton from Plainview was taken up, and the chairman, E. B. Miller, was advised to appoint additional members to the committee and urge a speedy culmination of the project.

### PIG-CLUB BULLETIN SENT TO MEMBERS OF COUNTY CLUB.

During the week copies of the bulletin published by the Y. M. B. L., "The Care of the Pig," have been sent to the members of the Hale County Pig Clubs. Geo. R. Quisenberry, manager of the Helen Temple Farm, is editor of the bulletin.

### CHANGE WORDING OF TICKET ON THE SUBMISSION ISSUE.

A message yesterday to the Democratic executive committee of Hale County from Charles J. Kirk, of Houston, secretary of the State Democratic Executive Committee, requests the submission question to be stated on the ballot to be used in the July 22 primary as follows: "For the submission of an amendment to the constitution providing for State-wide prohibition," and "Against the submission," etc. Formerly the issue was stated "For an amendment to the constitution providing for State-wide prohibition," and "Against," etc.

# NOTICE

I will be absent from my dressmaking parlor, in the Elk Barber Shop, for three weeks on a vacation. Upon my return I will be pleased to see all of my old friends and customers.

MRS. P. H. ANDREWS.

Hirsch Wickwire and Kirschbaum Clothes

Walk-Over Shoes

## REINKEN'S

Twice-Yearly Clean-Up Sale  
of

# MEN'S SUITS

50 suits are today placed on sale  
**\$9.95 the suit**

Kirschbaum and Hirsch Wickwire make, they are worth,  
**\$25.00, \$20.00, \$15.00 and \$13.50**

Hundreds of others, many at substantial reductions. Only All-Wool Suits sold in this store.

Bargains in Shirts, Hosiery, Boy's Clothing, Hats etc.

Tropical Cloth Suits for Men as low as  
**\$5.00 the suit**

One lot of Men's low quarter Shoes in attractive lasts, going at  
**Half Price**

One lot of Boy's low quarter Shoes, Value \$3.00 per pair, now  
**\$1.95**

## REINKEN'S

CLOTHING and SHOE STORE  
"We Do As We Advertise"

Wilson Bros. Shirts and Hosiery

Stetson Hats

# The Plainview Evening Herald

—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.

Is there a richer joke than this? "The permission of the War Department must be secured before a temporary foot bridge can be constructed across the Trinity River at the foot of Congress Avenue, Dallas. The reason that the consent of the War Department must be secured is that the Trinity is a 'navigable stream,' and the foot bridge might obstruct war vessels plying up and down the river unless it is built at a certain height above the water, and the War Department must see the specifications, to rest assured that it is high enough."

## THE DEUTSCHLAND'S VOYAGE.

The arrival in America, after a journey of 4,000 miles across the Atlantic from Helgoland to Baltimore, of the German submersible merchantman "Deutschland" recalls the story of Jules Verne's "Captain Nemo" in "Twenty Thousand Leagues Under the Sea," a story which was considered a marvel of scientific adventure in 1870.

Captain Koenig is more than an adventurer. There is a probability that he has opened the channels of trade between the United States and other countries and Germany. He has successfully run the blockade placed on German ports by Great Britain. He has demonstrated the fact that German ingenuity and perseverance are effective. His achievement is a tribute to German efficiency. His arrival shows that Germany's submarine war on Great Britain is successful, for with the very instrument with which the British fleet has been harassed he has brought merchandise through their lines of coast defense.

His voyage is a harbinger of a revolution of commerce in times of war.

## AFTER THE WAR WHAT?

There has been much conjecture as to what commercial and industrial America would do after the war—whether there would be a detrimental reaction. In this connection the following paragraph from the speech of Secretary of the Treasury Wm. G. McAdoo before the Raleigh, N. C., Chamber of Commerce:

"There are those who say that the loss of war orders after peace comes in Europe will seriously affect the industries of our country. This is absurd. The percentage of war orders, contrasted with the entire domestic and foreign commerce of the United States, is insignificant. When war orders cease—and God grant that the necessity for them may cease soon—we shall receive orders, even from Europe, for the restorative purposes of peace, for the reconstruction of ruined industries and cities, and for the relief of the stricken markets of Germany and Austria, which have been closed to us for the full period of the war. Our trade to Austria and Germany alone for the last year prior to the outbreak of the war amounted to \$367,500,000. All this trade will be regained, and in addition to that, if we are in the least intelligent and enterprising, the great markets of South and Central America, which have been seeking us for the past two years, will more than offset any possible loss of war trade. The total imports of South America alone, exclusive of those received from the United States, during the last year of available statistics prior to the outbreak of the European war, were something like \$700,000,000. The great oriental trade is also before us."

## TRUTH IN ADVERTISING.

New York Evening Post: "Truth" was the keynote sounded at the opening session of the convention of advertising clubs meeting in Philadelphia. The ethics of advertising has of recent years displaced the more technical problems of the psychology of advertising. The change reflects a change in conception of the duties and responsibilities of the trafficker in publicity. The old methods employed hardly counted. Success was appraised by the amount of pull the printed notice exercised. Once the potential customer had been brought to the counter, the rule of caveat emptor began to operate. Too many merchants were content to have the establishments on the same plane with the Bowery museum which the public enters under no illusion as to the relation of the real thing to the gaudy posters on the outside. An enlightened public conscience and an enlightened selfishness have combined to show that the permanent business of a nation could hardly be conducted on such a basis. The color of a merchant's announcements to the public must be as fast as the color of the dress goods he offers. The problems of ethical advertising are many and difficult. As in transactions over the counter, it is often hard to distinguish between legitimate bargaining and the subtleties of misrepresentation. Yet it is a great gain that the underlying principle should be recognized.

## THE AMERICAN FLAG.

An executive order of May 29, last, set aside the sixty-odd sizes and shapes of flags used in the past by the various departments in Washington. The flags and union jacks of all departments, excepting certain divisions in the army and navy, must now conform to specifications, which are described as follows: Taking the hoist, or width, as 1, the fly, or length, is 1.9; the hoist of the union jack is longer than the fly, but the width of the stripes must be on an average in harmony with the size of the whole. In the future twelve prescribed sizes are to be manufactured. They range from 1.31 to 20-foot hoists. The 19-foot is regarded as the standard, and will be displayed as such by the Government on general occasions.

The American flag, although among the oldest national emblems in the world, has been many years in attaining its present proportions and design. The original flag day was June 14, 1777, when the stars and stripes were officially adopted by Congress, but the field comprised at that time only thirteen stars. The original provision

was that "the flag of the United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field." The stars have increased to forty-eight, and many times have changed their shape.

In 1837 the American flag, although the stars and stripes were recognizable, had so many different sizes and classifications that foreign nations made formal inquiry as to which was the official one. Since then there have been modifications, but it was not until 1912 that the Government made any definite advance toward standardization. Representatives of the departments under President Taft conferred on details, and Mr. Taft issued an executive order. This standardization is now perfected, the forty-eight stars having the proper form and place, and the official proportions being clearly defined.—Indianapolis News.

## THE ORIGIN OF "GRINGO."

Interest in the Mexican affairs has revived the ancient discussion as to the origin of the term "Gringo," applied by Mexicans to all Americans. The Chicago Tribune discusses the matter in the following way:

"The word is said to appear in old Spanish dictionaries, meaning 'gibberish.' To the Spanish it is doubtless an onomatopoeic, just as our word 'grunt' is, which appears with slight modifications in Spanish and in Latin. The most popular theory is that the term was first applied to American soldiers, who, during the Mexican War, sang a marching song beginning 'Green grows the rushes, O.' Another version made it 'hawthorn leaves.' The Mexicans, according to this theory, dubbed the invaders 'Gringos,' in imitation of the opening words of the song. There is really nothing in this theory inconsistent with the conscious use of the Spanish word. It is not beyond the capacity of Mexicans to perpetrate so natural a pun. The nickname Dago, which is now so offensive to Italians, was first given the Spanish by Englishmen because Diego, or James, was so common a name among them, San Diego being their patron saint. It was subsequently extended to the Portuguese and to the Italians. The Greeks called all foreigners barbarians, which really meant 'babblers.' It is a general human weakness to be somewhat contemptuous of persons speaking an unknown tongue.

"One objection to the song theory, however, is the fact that the term Gringo is not confined to Mexico, nor is it applied exclusively to Americans. It is used in all Spanish-American countries as a nickname for Englishmen as well as Americans. An English traveler in Chile many years ago

commented on it in a letter written home. It should be possible to find the term in literature antedating the Mexican War. This would largely discredit the song story, although, as we have pointed out, it is possible that the Mexicans playfully associate the Spanish word for 'gibberish' with the opening words of the popular American song. Believers in the song theory should be able to find its full text somewhere and demonstrate the probability that it was sung by the American soldiers."

## Here, There and Everywhere

Edward Rightor, of New Orleans, was elected exalted ruler of the B. P. O. E. Lodge at the Baltimore meeting. Boston was selected as the place for the 1917 reunion.

There is an unprecedented scourge of infantile paralysis in the Eastern cities, New York being the worst affected. Dr. M. M. Carrick, well known in Plainview, is acting in that city as a health officer for the city of Toledo, Ohio, requiring all passengers from New York to Toledo to bear a bill of health.

The McGillicuddy-Kearns Bill providing compensation for Federal employees passed the House Wednesday by a vote of 286-3.

A New York capitalist has sent a check for \$10,000 to the crew of the Deutschland, the submersible cruiser from Germany, in recognition of the feat they performed in crossing the Atlantic.

Captain C. T. Boyd, who was killed in the fight at Carrizal, was buried Tuesday at Washington, D. C., with honors.

Impeachment proceedings against H. Snowden Marshall, United States attorney at New York, have been tabled by the House of Representatives' judiciary committee.

President Wilson has signed the good-roads bill recently passed by Congress, authorizing the expenditure of \$85,000,000 in five years by the Federal Government on condition that the states spend amounts similar to those appropriated to them.

Dan Patch, the world's premier racing horse, is dead. He was purchased by W. M. Savage, of Minneapolis, for \$60,000. In 1906 the champion pacer went a mile over the St. Paul track in one minute and 55 seconds flat.

## IDEAL AUTO IS NOT YET.

The ideal automobile is far in the future, according to A. Ludlow Cleyden, "will be not only vibrationless, but mittee of the Society of Automobile Engineers, who recently discussed automobile possibilities at an engineering meeting in Detroit.

"The ideal machine," said Mr. Cleyden, "will be not only vibrationless, but also noiseless. It will require no mechanical knowledge for its operation; also it will be inexpensive, both in first cost and in operation."

## SHERIFF'S SALE.

THE STATE OF TEXAS,  
County of Hale.

BY VIRTUE of a certain Execution issued out of the Honorable Justice Court of Precinct Three, Hale County, on the 10th day of July, 1916, by T. C. Masterson, Justice of Peace of said County, against S. J. Underwood for the sum of Sixty-one and 50/100 (\$61.50) Dollars and costs of suit, in cause No. 79 in said Court, styled First State Bank of Hale Center versus S. J. Underwood, and placed in my hands for service, I, J. C. Hooper, as Sheriff of Hale County, Texas, did, on the 10th day of July, 1916, levy on certain Real Estate, situated in Hale County, described as follows, to-wit: All of the south one-half of the southeast quarter of survey number 22, block A-4, in Hale County, Texas, surveyed by virtue of certificate 254. Located 11 miles south and 3 miles west from the Court House in Plainview, Hale County, Texas, and levied upon as the property of said S. J. Underwood. And on Tuesday, the 1st day of August, 1916, at the Court House door of Hale County, in the city of Plainview, Texas, between the hours of ten a. m. and four p. m., I will sell said property at public vendue, for cash, to the highest bidder, as the property of said S. J. Underwood, by virtue of said levy and said Execution.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Plainview Evening Herald, a newspaper published in Hale County.

WITNESS my hand, this 10th day of July, 1916.

J. C. HOOPER, Sheriff,  
Hale County, Texas.  
By J. F. FRYE, Deputy.

# Always In Line

Again we come to you with a nice assortment of fresh vegetables and fruits for your Sunday table. It's just a part of our policy to keep you well provided with the good things which the best markets afford. Whether we advertise them always or not you will be safe in phoning us practically any time and know that you will be offered a nice assortment of fresh things.

For Saturday and Sunday We Offer:

Fresh Tomatoes  
Fresh Black Eyed Peas  
Sweet Peppers, (from Colorado)  
Spicey Hot Peppers  
Fresh South Texas Figs

String Beans  
Home Grown Cucumbers  
Fresh Peaches  
Netted Cantaloupes  
New Cabbage

Also a Fine Line of Curtice Brothers Canned Goods and Lunch and Picnic Goods.

## VICKERY HANCOCK GROCERY CO.

Phone 17

Phone 17

# Carter-Houston's

SPECIALS FOR SATURDAY AND NEXT WEEK

## Reduced Prices on Men's, Women's and Children's Low Shoes

A general reduction on all low shoes including white slippers and entire stock of men's, women's and children's slippers.

Besides the general reduction on all slippers, we have many close outs that the price we ask represent only a fraction of the original cost of manufacture.

A shipment of women's leather trimmed white canvas sport shoes with low rubber heels, just received.

See our beautiful display of summer fabrics in tissues, figured lawns, fancy, striped and figured voiles. All New and pretty patterns.

25c	Grades for 18c	the yard
35c	"	" 23c "
50c	"	" 38c "
65c	"	" 43c "

Beautiful organdie flouncings, plain and with light blue and pink edges, wide flouncings. Now at one-fourth off the regular price.

Palm Beach and Summer Suits at one-half regular price.

Dresses, silk and summer fabrics at one-fourth to one half off of the regular price.

# Carter-Houston's

"Goods That Speak For Themselves"



**DAMAGE FROM LEAFHOPPER.**

**Simple Measures Recommended for Controlling This Clover and Alfalfa Pest.**

WASHINGTON, D. C., July 7.—The clover leaf-hopper, according to specialists in the U. S. Department of Agriculture, does far more damage than is usually realized. In a new publication of the Department, Farmers' Bulletin 737, by Edmund H. Gibson, it is stated that the loss from this cause to the clover and alfalfa hay crops of the country is frequently attributed to poor soil and climatic conditions. For this the minute size of the pest, which frequently enables it to escape observation, is largely responsible. As a matter of fact, continued attacks by the leafhopper, especially in some of the Central States, often results in the loss of a considerable percentage of a single cutting.

It is characteristic of leafhoppers to crowd together in great numbers, as many as 600 having been counted upon one plant. In feeding upon the plant the insects make tiny punctures. Around these the tissue gradually becomes yellow, the spots enlarging and becoming more pronounced until the leaflets ultimately curl up and the foliage wilts. The female also forces her eggs into the stem and leaf tissue, frequently causing a gall-like formation. Alfalfa, clover, cowpeas and vetch are among the principal plants attacked, but the pest is common in meadow and pasture lands and feeds on a number of cultivated as well as native grasses throughout practically the entire country.

The clover leafhopper is about one-eighth of an inch in length and half as wide, and is marked in a manner to distinguish it from many other kinds of leafhoppers that occur in fields of clover and alfalfa. The farmer will distinguish leafhoppers from other insects by their habit of jumping, their quick movements, and their minute size. In certain respects they resemble diminutive grasshoppers.

As the clover leafhopper spends the winter under clumps of grass, weeds and trash, the burning of rubbish and vegetation during winter months in waste places and along fence rows and roadsides will do much to prevent the pest attaining destructive numbers the following year. This precaution will destroy great numbers of other hibernating insects as well as the leafhoppers.

During the growing season close cutting or pasturing of grass lands is recommended. Cutting alfalfa crops from a week to ten days earlier than usual will often check the ravages of the insects, and may be advisable when there is evidence that the leafhoppers are causing sufficient injury to justify the risk of loss through premature cutting.

For direct control the hopperdozer is recommended. Any form of this device that is suitable for grasshoppers will do for the clover leafhopper as well, but a much lighter and less expensive one can be made for the smaller insects by stretching canvas over a wooden frame. This can be made of such light weight that it will not injure the alfalfa and clover plants when it is pulled over the field. Two horses, one hitched at either end, are used for drawing it. On the inside of the canvas a thin coat of a sticky substance made of tree tanglefoot which has been thinned with cheap castor oil is spread with a paddle or shingle. As the leafhoppers and other insects alight on the surface of this substance they are held fast. Such substances as cheap sorghum have been tried in place of tree tanglefoot. The sorghum, however, dries out too quickly and frequent applications of it have to be made. It is best to draw the hopperdozer through the fields when the crop is about half grown.

**GETTING RID OF ANTS.**

**Simple Methods of Freeing the House From These Common Pests.**

As long as household conditions are such as to attract ants, measures for getting rid of the insects will be of little value, says a new publication of the U. S. Department of Agriculture, Farmers' Bulletin 740, by C. L. Marlatt. The first step in freeing a house from these pests is, therefore, to clean up all food that may be scattered about and to keep supplies which may attract ants in ant-proof metal containers, or in ice boxes. Cake, bread, sugar, meat, and similar substances are especially likely to attract the insects.

The use of baits is not recommended in the bulletin already mentioned, because of the danger that these will serve merely to draw more insects into the house, and thus actually to increase the nuisance. Where it can be safely used, however, a syrup poisoned with arsenate of soda has been found effective. The formula for this syrup is one pound of sugar dissolved in a quart of water, to which should be added 125 grains of arsenate of soda. This mixture is boiled and strained, and on cooling is used to

moisten sponges which are placed where they can be reached easily by the ants. The insects collect the syrup and convey it to their nests, so that the whole colony is ultimately poisoned. Although this method has been found effective, as has been said, it should be remembered that the arsenate of soda is poisonous to human beings and to animals as well as to ants, and that its use must be safeguarded by the greatest precautions.

When the ants can be traced back to their nests and these are in accessible places, it is possible to destroy the colonies by injecting with an oil can or small syringe a little bisulphide of carbon, kerosene or gasoline into the nests. All these substances, however, are inflammable, and precautions must be taken, therefore, against the danger from fire.

Though the common garden or lawn ants, which build their little crater nests around houses, are distinct species from the true house ants, they may find their way into the house. Their colonies may be destroyed by drenching the nests with boiling water or injecting a small quantity of kerosene or coal oil into them. Where larger areas are affected it is sometimes advisable to spray the lawns with kerosene emulsion or with a very strong soap wash prepared by dissolving any common laundry soap in water at the rate of one-half pound to one pound of soap to a gallon of

water. Another method is to inject bisulphide of carbon into the nests, the quantity of the chemical depending on the size of the nests. After the bisulphide of carbon has been injected, the entrance to the nest should be closed by the foot, in order to retain the chemical, which will then penetrate slowly through the underground channel and kill the ants. Although its fumes are disagreeable, they are not poisonous to man and the higher animals.

**AUTO INDUSTRY IS FOURTH.**

During the first three months of 1916, five cities in the United States produced a third of a million automobile cars. These cities were Detroit, Flint, Jackson and Lansing, Michigan, and Toledo, Ohio. This output is absolutely unprecedented in automobile manufacturers' records. During the first three months of 1915

all of the automobile factories in the United States built hardly more than 100,000 cars. The automobile industry ranks fourth in the industries of the United States.



**What's There—**

the drawn features of the nervous under-nourished man—

Or the bright, calm look of health and conscious power to do things, that belongs to the man who is well-nourished?

**Grape-Nuts**

**FOOD**

with the wonderful energy values of whole wheat and barley, including their vital mineral elements, is an ideal ration (served with cream or good milk) for building well-balanced bodies and brains.

Grape-Nuts is a delicious food, combining the native sweetness of wheat with the delicate flavor of malted barley and brought by scientific baking to a marvelous degree of ease in digestion. A daily ration of Grape-Nuts has put the joy-look of health and confidence on many a countenance.

**"There's a Reason"**

**\$100. PER ACRE FOR A FINE FARM HOME**

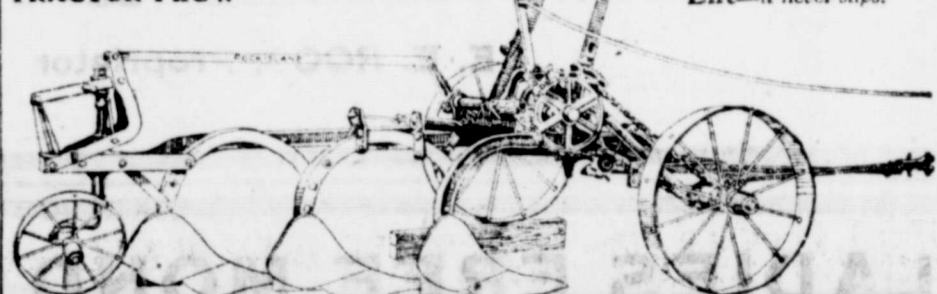
Almost adjoining Plainview. Yes, it's worth the money. But for immediate sale we will cut the price in the middle and hand you back several thousand dollars besides. This farm contains 320 acres of perfect land, all highly improved. Public road on three sides, close to school. It's the best buy in Texas. 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.**

**Stands Up to Hardest Work**

Look for **STRENGTH** in Your **TRACTOR PLOW**

**Front Furrow Wheel Lift—it never slips.**



**ROCK ISLAND TRACTOR PLOWS**

For Any Size Tractor—All the Late Improvements  
Rock Island No. 11 Light **ROCK ISLAND** No. 12 Regular  
Both equipped with famous **ROCK ISLAND** Power Lift

**ROCK ISLAND NO. 11 LIGHT TRACTOR PLOW.**

THIS plow is a very strong but light plow, built for use with light tractors. Where the No. 12 bottom plow weighs 1000 lbs., the No. 11 weighs only 700 lbs. The No. 11 is furnished with either 1, 2 or 3 bottoms, cutting 10, 12, 14 or 16 inches per bottom, as ordered. It is built strong enough to stand all the hard work and strain ever required of it. The No. 11 has lots of clearance; will not clog or choke up. Rock Island Tractor Plows are designed right, built of the right material, and will do their work on your land the way you want it done.

**ROCK ISLAND NO. 12 REGULAR TRACTOR PLOW**

THIS plow is designed for the heaviest, hardest work behind any tractor. The same general construction as the No. 11 but heavier and larger. The power for the power lift on the No. 11 and 12 is obtained from the front furrow wheel. This wheel is always on solid ground. It never slips. This is an exclusive Rock Island feature. The No. 12 is built with 2, 3 or 4 bottoms cutting 14 and 16 inch furrows. Both the No. 11 and No. 12 are one man plows. The Tractor operator handles both levers and the power lift from his place on the tractor.

Write for Tractor Plow Booklet giving full details of this wonderful light plow.  
Headquarters for Tractor Plows—Ask Us

**ROCK ISLAND PLOW CO**  
SOUTHWESTERN DISTRIBUTORS DALLAS, TEXAS

**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**

**Your Favorite Music Rendered Perfectly**

With the Playerphone you may use disc records of any make. The Playerphone is especially built to render perfect interpretations from every disc record.



It is made to meet a demand for an instrument that does not limit the owner to merely the records made by one firm. Best of all Playerphones are far less expensive than similar cabinet instruments whose powers are limited to just one make of records.

No change of equipment is necessary for playing all different makes of records. To play Hill & Dale records, such as Edison and Pathe, the producer only has to be reversed and a Playerphone jewel point or sapphire ball inserted.

As to appearance the Playerphone is an ornament to the most richly furnished home. Examine those on display and hear them play your favorite pieces.

**AN INSTRUMENT WITHIN YOUR REACH**

There is no need of waiting longer to have the best music in your home. Every musical pleasure is now within your reach. You can obtain attractive terms in buying a Playerphone.

In construction and materials the Playerphone is unexcelled. Each model is finished in the finest veneered mahogany or quarter sawed oak. The tone modifier is regulated from outside the cabinet, doing away with the old-fashioned doors and shutters. The tone chamber is constructed of the highest quality violin wood so as to amplify and interpret perfectly every inflection of sound.

**ELECTRIC OPERATION—No Extra Charge**

Merely by moving the tone arm into position for playing starts the motor. In those models which are equipped with electric motors no extra charge is made. The best and newest conveniences have all been incorporated. The cover has an automatic catch, locking it at any height. The spring motors used play several records without rewinding. Every refinement tending toward ease of operation and improvement of the tone has been made a part of the Playerphone.

Prices Range from \$50 to \$225

**LONG-HARP DRUG CO.**

Phone 161

## Motor News of General Interest

### PIONEER EUROPEAN DRIVER DEAD.

De La Touloubre, pioneer race driver and first man to take an armored car into battle, died in Paris recently, after having been partially paralyzed and dumb for three years. De La Touloubre was a prominent figure in all European road races from 1900 to 1908. An artillery captain in the French army, he had adopted the name of De La Touloubre for racing purposes only, his real name being Henri Genty. In the early days he was a member of the Darraq team, together with Hemery and Wagner. He won his first important long-distance race on a Darraq light car in the Belgian Ardennes in 1904. Later he linked up with the Bayard-Clement team, and had the late Albert Clement as one of his companion drivers.

De La Touloubre's most important

work was the organization of an armored car corps which took part in the Moroccan campaign of 1907 and following years. As an expert motorist, he had brought before the war department the services gun-carrying cars could render in operations against savage tribes. In 1907 the French Minister of War gave him a special mission to organize such a corps, and he went out to Morocco with a number of armor-plated gun-carrying Pagnard cars. This is doubtless the first use ever made of armored cars in actual warfare. As a soldier De La Touloubre displayed all the dash and "get there first" ideas which had characterized him as a race driver. His armored cars were recognized to have rendered valuable service, but the campaign left him a physical wreck. While chasing the enemy the car he was driving fell down the El Kantara gorge. For a time De La Touloubre's life was in danger, but he recovered, only to spend the last three years of his life without the use of his voice.

### LISTEN BUD

Did you ever hear of a 3-foot pipe wrench selling for \$2? Not on your tin-type. I am offering one at that price, and it's the strongest one you ever saw. Take a fool's advice and buy a pair while you can.

### LANDERS'

### HUFF TALKS ON SHOW LESSONS.

In reviewing what the automobile shows brought forth, Russell Huff, chief engineer of Dodge Brothers, says:

"One of the impressive facts as revealed by an analysis of the inquiries received from automobile show visitors is the growing respect of the public for the established models of

motor cars. "New types naturally have their attraction, but the serious-minded person looking for a real investment, and who cannot afford to play with an experiment, wants a model which has proven its reliability and established its worth by long use in the hands of thousands of owners.

"The keen buyer of today is fully aware of the fact that proper motor-car values are established and prolonged; first, by giving the public a car designed along sound engineering lines and built of high-grade materials; and, second, by sustaining this model year after year and adding perfected details from time to time as dictated by continuous engineering study and manufacturing evolution."

### STATISTICS CONCERNING MOTOR-CAR INSURANCE.

Indemnities amounting to \$5,918,025 were paid to motor-car owners in 1915 by insurance companies writing policies covering property damages. This is the figure given in the annual report of C. W. Van Beynum, motor-car insurance statistician, of Chicago.

An increase of 21 per cent in premium income for the year 1915 over the previous year is reported among the casualty companies. The total premiums paid to the fire and marine stock companies on motor-car insurance were \$13,026,138, not including the business of the mutuals, which Mr. Van Beynum estimates to have been approximately \$2,000,000 on policies covering fire, theft and collisions. There are shown to be about 100 stock companies now writing floater business during 1914. It is estimated that the casualty companies collected in the neighborhood of \$22,000,000 in premiums on liability, property, damage and collision insurance last year.

### "WOMEN PICK 'EM," SAYS BIG PATHFINDER DEALER.

Men buy automobiles, but women pick them, according to the views of H. S. Morrow, of Pittsburgh Haynes Company, Pathfinder dealers in the "Smoky City."

"Build your car to please the women and the men will buy them," said Mr. Morrow recently in a comment on automobile psychology.

### GOOD ROADS CONGRESS WILL MEET AT MEDINA NEXT MONTH.

To Devote Three Days and Nights to Most Popular Subjects—Fishing and Good Roads.

The Herald is in receipt of a letter from D. E. Colp, secretary of the Good Roads Association of Texas, announcing a good roads congress to be held at Medina Lake, August 17th, 18th and 19th. "The three days and nights will be devoted to the most popular subjects of the United States today—good roads and fishing," he states.

Continuing, "We have invited three very prominent men of national reputation to address the Road Congress, and also a large number of well known good-roads enthusiasts of State-wide reputation who are interested in the great improvements to be made in Texas. Every phase of the road question will be covered by experts, and every County Judge and Commissioner in this State will have an opportunity to exchange ideas with each other who have been building roads and know from experience the advantages in the modern methods. In addition to this, most of the prominent Highway Engineers will be present and take part in the program, and most all of us know they have done as much to assist in the good-roads movement as any other profession in Texas, and they are always willing to lend a helping hand whenever and wherever possible. This meeting will be of great good to every county official and taxpayer in Texas. Ample arrangements have been provided for sleeping and eating at the lake, as well as transportation from San Antonio to the lake and return for those who come by railroad.

"The lower House of Congress passed the Bankhead Bill a few days ago, and it will become a law as soon as the President signs it, which we know he will do, because he O. K.'d the bill in advance. We are all aware of the benefits that this bill will be to Texas, provided we establish a State Highway Department. With such a department Texas will get the largest share of any State in the Union; without it she gets nothing. The eighty-five million dollars—ten million dollars of which goes for the improvement of roads through national forests and seventy-five million dollars for national highway and post roads, is just a mere starter for the Government to take over the main thoroughfares of this country. There is a number of very important matters along this line that will be definitely decided on at this congress, and every good-roads enthusiast is asked to take part in the discussions."

# 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 them out—Then ask for the prices.

## Plainview Machine & Auto Shop

E. E. ROOS, Proprietor

Prompt Service

Prompt Service

### CALL City Taxi Service

"Never Misses a Train"

Number 44 at J. W. Willis Drug Company

Careful Driver

Courteous Treatment

### 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

### Automobile Painting

By experienced men. In a dust proof shop.

### Richards Automobile Painting Co.

One door west of Knight Auto Co.

## 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 reasonable 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. (Dutch) OBERSTE

## LADIES FREE MONDAY NIGHT

# COMING JESSE BLAIR'S COMEDIANS

All Next Week—Under Water Proofed Tent Theatre

—OPENING PLAY—

## "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

LADIES FREE MONDAY NIGHT

RATES
ONE CENT PER WORD
EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS

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

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

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

HEADACHES. That eye strain causes many reflex symptoms, aches, pains, nervousness, etc., is a fact known to every Oculist or Neurologist. Perhaps 90 per cent of headaches come from eye strain. Just because you can see sharp and clear does not mean that you are free from some eye strain. Often stomach trouble, spasms, fits, dizziness, headaches, nervousness, hysteria, insomnia are caused by eye trouble. It will not cost you anything to have DR. DUNCAN examine your eyes, July 21 and 22. No charge for calling at your residence. Phone Long-Harp Drug Co. or Ware Hotel. 2t.

WANTED—Pasturage—100 sheep. Stubble preferred. SANSOM & SON, Plainview. 6t.

NEXT VISIT. DR. DUNCAN, eye, ear, nose and throat specialist, will be in Plainview July 21 and 22. This is the doctor's third visit here within the last two months. He comes to demonstrate the Famous "Kryptok" Invisible Bifocals. Every pair guaranteed. Every pair "made in Texas." About 100 people in and near Plainview are wearing them. Why not you? Phone DR. DUNCAN at Ware Hotel or Long-Harp Drug Co., and he will call on you. 2t.

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

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. tf.

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

NEXT VISIT.—The next visit of DR. DUNCAN, eye specialist, will be July 21 and 22. Telephone and he will call on you. LONG-HARP DRUG CO. 2t.

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

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

15,000 acres in solid body, Deaf Smith County; joins railroad; good shipping pens; plenty of water. Price, \$6.50 per acre; \$2.00 per acre cash; balance one to nine years at 6 per cent. Best cow ranch in the West. SMITH & GUINN, Hereford, Tex. 8t.

NOTICE. I respectfully call attention to section 10 of ordinance No. 3: "To hitch or tie any horse, mule, team or any other animal to any awning, post, porch sill, yard fence, tree or vehicle or implement, provided that any person may tie his team to his own wagon for a reasonable length of time." Violation of this ordinance is punishable by not less than \$1 nor more than \$5. W. E. RISSER, Mayor.

We pay the highest cash prices for Poultry, Eggs, and Hides. Don't fail to call and get our prices before you sell your produce. Phone 637. Opposite passenger depot. WRIGHT PRODUCE COMPANY. tf.

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

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

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

LOST—Last Friday, a boy's grey-mixed Norfolk coat, between Plainview and the old Tom Wilson farm, southeast of town. Please return to Hogue's Tailor Shop. E. C. FULLINGIM. 2t.

If your Glasses need changing, phone DR. DUNCAN July 21 and 22, and he will call on you. Ware Hotel. 2t.

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

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, July 10.—The cattle market has shown signs of weakness, but killers need a good many cattle to keep up with urgent orders, and the market closed last week stronger. Cows sold good all week, account of scarcity. Stockers and feeders sold about steady, except the usual bargains Thursday and Friday, when sales were a quarter lower. The supply of cattle today is 18,000, market weak to 15 cents lower, cows selling best.

Beef Cattle. Dry-lot cattle sold at \$10.30 today, although prime steers in this class are worth up to \$10.75. Some Missouri corn-and-grass steers brought \$10.10, others down to \$9.50. Kansas wintered steers that brought \$9.30 last Wednesday sold at \$9.00 today, other sales of Kansas wintered steers at \$8.30 to \$8.75. A string of pulp-fed Westerns brought \$10.20, as compared with the sale of some of their mates at St. Joseph at \$9.80 to \$10.00. A liberal supply of quarantine cattle came in, 167 car loads, and salesmen would not accept early bids, made on a 10 to 20 cents lower basis. Good North Texas fed steers sold later at \$8.00 to \$8.65. Oklahoma grass steers at \$6.50 to \$7.75. South Texas dry weather steers \$6.25 to \$7.00. Cows sold steady in the quarantine division, some medium ones at \$5.50, grass cows from Kansas \$6.25 and \$6.35, best fed cows around \$8.00, bulls \$6.00 to \$7.50, veals up to \$11.25.

Stockers and Feeders. There is an immense number of inquiries coming in from prospective stocker and feeder buyers. Prices closed last week some lower, and sales today are weak to 10 cents lower. Normally, the demand will be heaviest ever known, beginning whenever the cattle are available. Most of the good stockers sell at \$7.00 to \$7.50, some Panhandle reds at \$7.40 today, and some plain Oklahomas at \$6.65. Choice White Faces bring \$7.75 to \$8.00, and feeders sell at \$7.25 to \$8.50.

Hogs. The hog market showed strength all last week, with feeble attempts of buyers to enforce declines. The supply today is 9,400 head, market almost steady, although it was called 5 to 10 cents lower at the start. Top paid for heavy hogs was \$10.10, equal to the best price Friday. Bulk of sales ranges from \$9.80 to \$10.05, and best lights up to \$9.95. Pigs sell good, at \$9.00 to \$9.50, getting competition from immune dealers and from killers. Order buyers have been a strong feature for a week, paying up to the top for medium-weight hogs nearly every day.

Sheep and Lambs. Lambs advanced 25 to 50 cents last week, and are 15 to 25 cents higher today, choice springs worth up to \$11.00, Arizonas today at \$10.25 to \$10.60, total receipts 4,300 head. Light receipts here mean relatively high market indefinitely ahead. Wethers are worth up to \$7.50, ewes around \$7.00, yearlings \$8.35. Young native breeding ewes sold this morning at \$8.50, good-mouth breeders around \$7.50. J. A. RICKART, Market Correspondent.

NOTICE.

Plainview, Texas, July 10th, 1916. To the Voters of Hale County: We, the undersigned, heartily recommend to the consideration of the voters of Hale County the candidacy of Judge William Boyce, of Amarillo, for Associate Justice of the Court of Civil Appeals. He is an exceptionally capable lawyer, a clean, honorable man, and possesses all the attributes of a great judge. You will make no mistake voting for him.

- (Signed) W. C. MATHES, A. B. MARTIN, C. D. RUSSELL, C. S. WILLIAMS, W. W. KIRK, Y. W. HOLMES, RANDOLPH & RANDOLPH, L. D. GRIFFIN, J. H. SLATON, President First National Bank of Plainview; GUY JACOB, Cashier First National Bank of Plainview; E. B. HUGHES, President Citizens National Bank, Plainview; F. STOCKTON, Cashier Third National Bank, Plainview; L. A. KNIGHT, President Third National Bank, Plainview; (Political Advertisement.) 1t.

SHERIFF'S SALE.

THE STATE OF TEXAS, County of Hale.

By virtue of a certain Order of Sale and Execution issued out of the Justice Court of Precinct One, Hale County, Texas, on the 14th day of June, A. D. 1916, by Earle C. Keck, Justice of the Peace, Precinct One, Hale County, Texas, against E. E. Powell and S. J. Underwood, for the sum of One Hundred Fifty-two and 51-100 (\$152.51) Dollars, with interest and cost of suit, in cause number 1336 in said court, styled R. P. Smithee versus E. E. Powell and S. J. Underwood, and placed in my hands for service, I, J. C. Hooper, Sheriff of Hale County, Texas, did, on the 10th day of July, 1916, levy on certain Real Estate, situated in Hale County, described as follows, to-wit:

Being all of the south one-half of the southeast quarter of survey 22, block A-4, surveyed by virtue of certificate 254, Hale County, Texas, and located about 11 miles south and 3 miles west from the Court House in the city of Plainview, Hale County, Texas, and levied upon as the property of S. J. Underwood. And on Tuesday, the 1st day of August, 1916, at the Court House door of Hale County, in the city of Plainview, Texas, between the hours of ten a. m. and four p. m., I will sell said property at public vendue, for cash, to the highest bidder, as the property of said S. J. Underwood.

And in compliance with law, I give this notice, by publication in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Plainview Evening Herald, a newspaper published in Hale County. Witness my hand this 10th day of July, 1916. J. C. HOOPER, Sheriff, Hale County, Texas. By J. F. FRYE, Deputy. 3t.

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes Into Sour Bile Making You Sick, and You Lose a Day's Work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea. If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50-cent bottle of Dodson's Liver Tone, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker.

ANNOUNCEMENTS

The Herald is authorized to announce the candidacy of the following 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. HATCHRELL, 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. TERBY. 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.) W. W. CROSS. For County Commissioner, Precinct No. 4: M. C. CORNELIUS. C. E. LOCK. M. T. BARBEE. Justice of Peace, Precinct 1—EARLE C. KECK.

harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose day's work! Take Dodson's Liver 'one instead and feel fine, full of vigor and ambition. —Adv.

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

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

DR. R. L. RAMSDOLL, Physician and Surgeon. Office: Smyth Building. Phone 605. Home Phone 483.

DR. S. C. BOSS, Veterinarian and Livestock Inspector. Office: R. A. Long Drug Co. Calls Answered Day or Night.

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

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.

ILLUSTRATORS-DESIGNERS-ENGRAVERS EXCLUSIVELY THE COCKS-CLARK ENGRAVING CO. DENVER. ESTABLISHED 1890. SAN ANGELO.

GEO. ALLEN The House Reliable. Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. 1021-1023 West 11th Street. MUSEUM TEA-HERK'S Supplies, etc., etc. Catalogue and BOOKS FREE. THE HOUSE OF MUSIC. ESTABLISHED 1890. SAN ANGELO.

Lax-Fos, A Mild, Effective Laxative & Liver Tonic Does Not Grip nor Disturb the Stomach. In addition to other properties, Lax-Fos contains Cascara in acceptable form, a stimulating Laxative and Tonic. Lax-Fos acts effectively and does not gripe nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

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



Bell Connection Adds to Farm Cheer

It was a blustery March evening, but inside the cozy sitting-room of the Brown's all was cheery and bright.

Mrs. Brown stepped to the telephone. Her husband smiled—for he knew the pleasant custom for years had been to call the daughter, in the distant village, each week.

Have you a Telephone connected to the Bell System?

The Southwestern Telegraph & Telephone Co.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

W. A. TODD, Agent All Kinds of Insurance

Office No. 14, First National Bank Building. Phone 129.

C. R. SPENCER, PUBLIC STENOGRAPHER. High-Class Work Only.

Office No. 21, 1st Nat'l Bank Bldg. Phones: Office 544; Home 354. Paragon Typewriter Ribbons.

FARM AND RANCH LOANS R. A. UNDERWOOD

DR. DUNCAN, eye specialist, will be in Plainview July 21 and 22. LONG-HARP DRUG CO. 2t.

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

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

FOR SALE—106 head good two-year-old steers. \$43.00 for quick sale. J. R. WILSON, Redland, New Mex. 5t-pd.

FOR SALE—One two-room dwelling house; one store house 28x200, with stock of general merchandise. Located near \$6,000.00 brick school building. Will sell or trade for good notes or livestock. Write or phone CARL W. SMITH, Mickey, Texas. Adv. 8t.

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

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

Five-passenger Hudson car to trade for horses or mules or vendor lien notes. CLINT SHEPARD. 3t.

FORGET NOT! Have DR. DUNCAN examine your eyes July 21st or 22nd. Ware Hotel. 2t.

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.

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.

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

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.

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

\$100 Reward, \$100 The readers of this paper will be pleased to learn that there is at least one divided disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer one Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. 25c. Take Hall's Family Pills for constipation.

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

C. R. SPENCER, PUBLIC STENOGRAPHER. High-Class Work Only. Office No. 21, 1st Nat'l Bank Bldg. Phones: Office 544; Home 354. Paragon Typewriter Ribbons.

FARM AND RANCH LOANS R. A. UNDERWOOD

Unusual Economies

Five dozen of fancy trimmed, regular \$1.00 Middy Blouses in a complete run of sizes, in clearance at only ... 63c

Wonderful Values in Ladies Underwear



Ladies' Beautiful Summer Vests, that always sell at 10c, now on sale at just ... 7c Regular \$1.50 Nansook and Muslin Teddies, with lace and embroidery trimmings, at only ... \$1.25 Real fancy embroidered regular 25c Corset Covers in Clearance Sale at ... 19c \$1.25 Corset Covers, with vivid tones of trimmings in newest touches, at ... \$1.20 Ladies' featherweight \$1.25 Silk Vests on sale at, each, only ... 95c Ladies' regular \$1.25 Unions, in cool Summer weights, half and full lengths ... 95c Buy a Teddy in Crepe de Chine, with fancy trimmings, \$4.50 values, now ... \$2.95

Clearance Sale on Wash Fabrics

65c grade, 36-inch Marquisette at, per yard ... 45c 50c grade, 40-inch Tissue Voile, at per yard ... 35c 35c grade, 36-inch Modette at, per yard ... 25c 25c grade, 36-inch Lawns at, per yard ... 19c 15c grade, 30-inch Batiste at, per yard ... 10c 12 1/2c grade, 30-inch Fancy Batiste at, per yard ... 9c 25c grade, 30-inch Lecede Tissue, per yard ... 18c 20c grade, 32-inch Serpentine Crepe, per yard ... 15c India Linen, 40c grade, 30 inches wide, at, per yard ... 8c See our special showing of India, Linen, Nansook, Longcloth, Dimity Piques and Repps, very splendid value, 25c grades at, per yard ... 19c 40-inch White Skirting, a splendid 40c grade, now on sale at, per yard, only ... 29c

Silks in the Clearance Sale

Taffetas—In a rich color range and 36 inches wide. See our special \$1.00 value now on sale at, per yard ... 81c Poplins—36 inches wide; in Black, Blue, Purple, Grey, Navy and Rose; \$1.00 grade; per yard only ... 75c Crepe de Chine in the latest novelty colors, 40 inches wide; \$1.00 grade only ... 75c Messaline 36 inches wide, color range in Blue, Nile, Malze, Pongee and White; a splendid \$1.00 grade; per yard ... 73c

Staple Fabrics on Sale

12 1/2c "Red Seal" Gingham, none better the world over, now on sale at, per yard ... 10c Kenton Chevots, 10c grade, now on sale at, per yard, only ... 9c 36-inch Muslin, 6 1/4c grade, at, per yard ... 5c 9-4 Bleached Sheetting, 32 1/4c grade, at, per yard ... 27 1/2c 26-inch Cotton Checks, 8 1/4c grade, on sale at, per yard, only ... 7c 46-inch Pillow Ticking, 20c grade, per yard, now ... 16c 12 1/2c extra heavy Bed Ticking at ... 10c "Gold Seal" Gingham at, per yard ... 8c

OUR GREATEST Clearance Sale

With each day breaking all records of the past, our great sale continues with hundreds of compelling bargains for the shrewd buyers

HERE is a sale that you can't afford to turn your back on. A sale where over \$60,000 worth of stylish merchandise in everything for men, women and children to wear, from infancy to old age, is on sale at generously reduced prices. A sale where hundreds and hundreds of shrewd buyers throng our floors each day to supply themselves in their many needs at these genuine reduced prices. A sale where high-class, experienced salesladies and salesmen will cheerfully show you the bargains whether you wish to buy or not. Everything conveniently arranged. Bargains are on tables and plenty of electric fans makes it cool and a pleasure to shop. We invite your keen and critical inspection at this the greatest clearance sale in the history of our store.

Heavy Reductions on All Ladies and Misses Ready-to-Wear

Ladies' Dresses

One of the most magnificent collections you will find, consisting of lots of new models in white and evening colors.

\$5.00 Dresses for ... \$3.95 \$7.50 Dresses, Clearance Sale price ... \$5.50 \$9.75 Dresses on sale at ... \$7.75 \$13.50 Models in the Sale at ... \$9.75 \$25.00 Dresses, very smart models, at \$17.50

Buy a Blouse

\$1.00 Waists for ... 69c \$2.75 Waists for ... \$1.75 \$4.25 Blouses for ... \$2.50 \$6.75 Blouses for ... \$4.95

House Dresses

\$1.50 House Dresses at ... 95c \$2.50 House Dresses at ... \$1.85 \$5.00 Porch and House Dresses at ... \$3.95 This collection also includes some very choice models for street and country wear.

Clearance on Underskirts

Underskirts, consisting of a very smart collection of the Latest Vogues; flower and figured designs. Clearance Sale prices:

\$2.75 Underskirts at ... \$2.15 \$4.00 Underskirts at ... \$2.95 \$5.00 Underskirts at ... \$3.75 \$6.50 Underskirts at ... \$4.95

Summer Middies

The special lot of Middies all go on sale, at 100 regular values, with the newest trimmings, at only ... 69c \$2.50 Middies at ... \$1.55 \$5.00 Middies, in silk, at ... \$3.95

Sale on Children's Dresses

\$1.25 Children's Dresses at ... 95c \$2.25 Children's Dresses at ... \$1.65 \$3.50 Children's Dresses at ... \$2.75 \$4.00, \$4.50 and \$5.00 Dresses at ... \$2.95



Unusual Economies

We show a small assemble of regular \$1.25 Summer Organdie Blouses, with fancy trimmings and latest frills, at ... 95c

Unusual Reduced Prices on all Corsets

Front and Back Lace Styles 1916 Models



\$2.00 Front-Lace Corsets at ... \$1.55 \$2.50 Front-Lace Corsets at ... \$1.95 \$3.50 Front-Lace Corsets at ... \$2.45 \$5.00 Front-Lace Corsets at ... \$2.45 \$6.50 Front-Lace Corsets at ... \$4.95 \$8.50 Front-Lace Corsets at ... \$5.95 Old-style Corsets in one special lot at ... 73c

Our Clearance Sale on Corsets is your opportunity of economy. Every Corset offered in this sale is pretty new, and without a good Corset no woman can have a graceful appearance in her gown. Buy a good Corset now at a VERY LOW PRICE.

Newest Styles in Ladies Hand Bags at Clearance Prices



\$6.75 Hand Bags, gate and clasp styles, with fancy trimmings and meyor inside, at ... \$3.98 \$3.00 Hand Bags, in novelty leathers and fancy ornaments, now on sale at ... \$1.65 \$3.75 Hand Bags, in the latest styles, with pretty linings and meyor inside ... \$2.25 One special lot of 75c Hand Bags, in a variety of shapes, at, each ... 40c All Purses are on Bargain Counters.

1916 Parasols Must Go

Latest Models in Parasols, with fancy tops and handles, Oriental designs, regular \$2.50, on sale at ... \$1.65 \$4.50 Parasols, flowered tops, brass ribs and fancy handles; in a variety of color combinations; Clearance Sale, only ... \$2.65

Notions

5c O. N. T. Crochet Thread ... 4c 5c Hair Pins, Clearance Sale ... 3c 5c Pearl Buttons now ... 3c 10c Pearl Buttons now ... 7c 5c Safety Pins now ... 3c 5c Cotton Tape per yard ... 3c 10c Rick Rack Braid for ... 8c 15c Handkerchiefs at ... 10c 25c Talcum Powder at ... 18c 35c Handkerchiefs at ... 23c 10c Rice Buttons, all sizes, at ... 7c 25c Fancy Embroidered Handkerchiefs at only ... 19c

Great Clearance on Men's and Boy's Suits and Furnishings

\$8.50 Palm Beach Suits, also Pinch Backs, in novelty cloths, Clearance Sale price ... \$5.95 \$13.00 Novelty Silks, in pin stripes and mixtures, stouts, slims and regulars, at ... \$8.75 \$15.00 Suits, suitable for winter wear if necessary, blue serges and mixtures, at ... \$11.75 \$20.00 Suits; heavy enough for winter wear; plenty styles to make a choice selection; at ... \$14.75 \$25.00 Suits, in late models and novelty cloths; also blue serges; sale price ... \$18.75 \$27.50 Suits in our Clearance Sale, good style models, sale price only ... \$19.75

MEN'S HATS

\$1.00 Shirts, sale price ... 81c \$1.25 Shirts, sale price ... 95c \$1.50 Shirts, sale price ... 1.20 \$2.00 Shirts, sale price ... 1.45 \$3.00 Shirts, sale price ... 1.95 \$1.00 Union Suits at ... 82c \$1.50 Union Suits at ... 1.15 50c Neckties at only ... 35c 15c Collars at ... 10c

FURNISHINGS

\$2.00 Straw Hats at ... 75c \$3.50 Panama Hats at ... \$2.45 \$5.00 Panama Hats at ... \$3.75 \$4.00 John B. Stetsons at ... \$2.85 \$6.00 John B. Stetsons at ... \$4.85 \$6.00 Panama Hats at ... \$4.50 \$1.50 Straw Hats at ... 50c Plenty of Bargain Hats at 59c. Odd sizes and old styles.

\$5.00 Suits, in serges and novelty mixtures; belt strap and two watch pockets; at ... \$3.85 \$7.50 Suits, in plain and Norfolk models, greys, browns and mixtures, at ... \$5.48 \$10.00 Suits, serges, greys and mixtures; fully guaranteed to be made of pure wool; at ... \$7.45

Men's \$5.00 "Steadfast" Oxfords on sale at ... \$3.85 Men's \$3.50 Oxfords and Shoes on sale at ... \$3.15 Men's \$6.00 Oxfords, in black and tan colors, at ... \$4.85 See our Big Bargain Counters of Shoes at \$1.00 per pair.

Clearance Sale on Trunks, Suit Cases and Hand Bags



20 Per Ct. Off Collection consists of Dress Trunks, Wardrobe Trunks, Steamer Trunks, Suit Cases and Hand Bags, in all colors and sizes to please. 20 Per Ct. Off

Plainview Mercantile Co.

Keen Price Reductions in Clearance Sale of Shoes



At \$1 per Pair

All Dollar Bargain Shoe Counters have been refilled to the limit with new Odd Lots. When you visit the sale don't fail to look over the hundreds of pairs of Men's, Women's and Children's \$2.00 to \$5.00 Oxfords on sale at only

\$1.00 per Pair

\$5.00 Oxfords, new 1916 Styles, in white, grey and patent, at ... \$2.95 \$4.25 Oxfords, 1916 Models, slender toes and heels, at ... \$2.65 \$3.75 shapes in the Clearance Sale priced at, per pair, only ... \$2.10 \$3.50 and \$3.00 Shoes, in white and patent, on sale at the low price of ... \$1.95

Here is your opportunity to buy a pair of shoes at a fraction of the factory cost. Come visit the 50c Shoe Counter. Make your own selection. All Shoes marked in plain figures. See the Shoes at

50c per Pair

Children's Shoes

50c Shoes at ... 39c 75c Shoes at ... 55c \$1.00 Shoes at ... 80c \$1.25 Shoes at ... 95c \$1.50 Shoes at ... 1.25 \$1.75 Shoes at ... 1.40 \$2.00 Shoes at ... 1.65 \$2.25 Shoes at ... 1.85 \$2.75 Shoes at ... \$2.15

Clearance Sale on Laces and Embroideries

Including Allovers and Flouncings. 5c values at, per yard ... 3c 8 1/2c values at, per yard ... 6c 10c values at, per yard ... 8c 12 1/2c values at, per yard ... 9c 15c values at, per yard ... 10c 20c values at, per yard ... 13c 25c values at, per yard ... 19c 30c values at, per yard ... 21c 40c values at, per yard ... 29c 50c values at, per yard ... 35c 65c values at, per yard ... 45c \$1.00 values at, per yard ... 69c \$1.25 values at, per yard ... 85c \$1.50 values at, per yard ... 95c \$2.00 values at, per yard ... \$1.35

Ribbons in the Clearance Sale

5c Ribbon now ... 4c 7 1/2c Ribbon now ... 5c 10c Ribbon now ... 7c 12 1/2c Ribbon now ... 10c 15c Ribbon now ... 11c 20c Ribbon now ... 15c 25c Ribbon now ... 19c 35c Ribbon now ... 25c 65c Ribbon now ... 45c This includes plain and novelty designs in all widths.

Specials in House Furnishings

90x90 Sheets and Pillow Cases, \$1.00 values, at ... 79c 42x36 Pillow Cases, 40c per pair, now ... 27 1/2c 42x36 Hemstitched Pillow Cases, 50c grade, at ... 35c 12 1/2c grade Crash Toweling at, per yard ... 10c 40c grade of Real Linen Guest Toweling at, per yard ... 33c 60c grade of Guest Toweling at ... 45c \$4.75 Mossolas Quilts at ... \$5.75 \$5.00 Bed Sets at ... \$5.75 \$7.50 grade Bed Sets at ... \$5.75 19x37 Huck Towels, 25c grade, per pair ... 19c 22x40 Turkish Towels, 75c grade, per pair only ... 55c