# THE DIAINVIEW EVENING HERALD 

## TWICE-A-WEEK



# We Can Save You Money 

## SEASONABLE MERCHANDISE AT BIG REDUCTIONS

Our prices are lower originally and with the further marked reduction it is certainly to your advantage to trade with us. Our stock is new and we are determined to keep it new. Hence Big Reductions on the following merchandise which is up to the standard in every respect.
Suits, Skirts, Waists, Middies, Dresses, Dress Goods, Corsets, Shoes, Hats, Caps, Shirts, Trousers, Ties. Gloves, Slippers, etc.

| Advance Shipment of Dresses and Spert Hats. Come and Let Us Show. Them | $\begin{aligned} & \text { NORTH } \\ & \text { SIDE } \\ & \text { SQUARE } \end{aligned}$ | $\begin{aligned} & \text { NORTH } \\ & \text { SIDE } \end{aligned}$ | Advance Shipment of Dresses and Sport Hats. Come and Let Us Show Them. |
| :---: | :---: | :---: | :---: |


| ELECTED BY PIG'S Squeal. <br> Homer S. Cummings, vice chairman of the Democratic national committee and committeeman from Connecticut, is said to be an authority on political history. He declared that the greatest events of the Nation have been decided by trivial things, and in support of this statement he said: <br> "A pig caused the election of Andrew Jackson to the Presidency. A tarmer, who was on his way to vote for a member of the Legislature, heard his pig squeal, and on going back he found the pig had been caught in a gate. It took him some minutes to extricate the animal, and when he got to the polling place he found it closed, and thus he was unable to cast his ballot. <br> "The candidate for the Legislature for whom he intended to vote was beaten by just one vote. It was all due to the imprisoned pig. The man who was elected to the Legislature by a single vote voted for a certain candidate for United States Senator who was elected by one vote. Afterward this Senator was called upon to vote on the question of declaring war against Great Britain. That proposition was carried by just one vote. <br> "War with Great Britain having been | decided by just one vote in Congress, there came on, history tells us, the battle of New Orleans. The hero of the battle of New Orleans was Andrew Jackson. His victory over the British there made him the popular hero. As such he was elected to the Presidency. In this chain of events it is the logical deduction that but for the pig that got stuck in the gateway up in Rhode Island Andrew Jackson never would bave been elected President of the United States." <br> ENTHESIASM GREETS REDUCED COST OF MAXWELLS. <br> When the Maxwell Motor Company announced, on July 1, the genrous reduction in price on its touring car and roadster, the executives were prepared for a somewhat increased demand for the Maxwell product. But they were not prepared for the tremendous influx of business that followed on the heels of the announcement. <br> Since the new Maxwell prices became effective, the great increase of business has been felt in every department of the organization. This increase has been reflected in the increased demand upon Maxwell dealers all over the country. <br> "The 1916 season was a most pros- | perous one," said W. T. Bowen, local dealer for the Maxwell Company, "but if early indications count for anything, the 1917 season will surpass anything in the history of the automobile industry. There is no question but that the company's policy in standardizing their car and selling it at a figure that would appeal to people of moderate means will be justified by the increased business. <br> "At the company's general offices, in Detroit, letters and telegrams from thousands of cities, towns and villages all over the country followed the announcement of the reduced price. Prospective buyers and automobile dealers fairly deluged the company with requests for catalogues and other literature. <br> It Pleases the Farmers. <br> "Reports from the agricultural districts about the country indicate that farmers are intensely interested in the Maxwell announcement. One Iowa farmer wrote that he had always maintained that eventually it would be possible to buy a real automobile for the price of a good horse and buggy. He declared that a really high-class driving horse costs well over $\$ 300$, while the buggy and equipment brings the cost up to a few hundred dollars additional. There, he said, you have the | same amount of money required to buy a Maxwell, a high-grade motor car, whose upkeep will prove far less than the upkeep of a driving outfit. <br> The response to the 1917 announcement of the Maxwell from both cities and country has been exceptional, and all the signs predict a record-breaking year." <br> GOPHERS KILLED WITH <br> AUTOMOBILE FUMES. <br> Using automobiles as gopher-killing machines is the novel service to which cars have been put by Oregon farmers who have set about to kill gophers and other burrowing animals that damage their crops. A car, preferably one that is light, is driven into the field where the gophers live. The engine is allowed to continue running and one end of a hose is attached to the exhaust, while the other end is inserted in a gopher hole and packed about with a cloth and a little dirt. In a short time the fumes penetrate the various passages and issue from other holes. These are then plugged up; after this has been done the gases penetrate to the remotest chamber, and the inhabitants are suffocated.-Popular Mechanics Magazine. | FORD AHEAD OF SCHEDULE. <br> Manufacturing at the Detroit plant of the Ford Motor Company is reported to be ten days ahead of schedule, so that at the present rate the company will make about 525,000 cars during 1916, instead of the even 500,000 that was planned. At least 750,000 cars are to be made during 1917, and preparations are even now being made for their manufacture. About 19 new branch factories are to be ready for operation in 1917, and it is stated that then practically the entire output of the company will be made and assembled in the branch plants, the Detriot factory, which is to be doubled, to confine itself to making parts alone, save only for such cars as are needed by the local trade. <br> WOULD LICENSE <br> AUTOMOBILE MECHANICS. <br> Agitation for the licensing of automobile mechanics has started in Peoria, IIl., where Frederick H. Evans, head of the machine-drawing department of the Bradley Institute there, developed the idea. The expert knowledge required in an automobile mechanic is lacking in a good many professed mechanics, and the science of | the mechanism is such an important part of the profession that only the thoroughly fit should be allowed to practice it. A veterinary has to have a license in many places before he will be allowed to doctor a two-dollar dog, Evans argues, but the car doctor who does not know the carburetor from the differential may practice on a $\$ 5,000$ automobile without hindrance. <br> Miss Rosa Webb, after a visit here, left Monday for her home, at Stanley. <br> MEN ONLY <br> Saw Ford Engine Pump inflates tire in a minute. Engine does the work-free air anywhere. Lasts long as car. Price $\$ 3.25$. Many items for Fords. <br> Going on a trip? You'll find all the little extras here-suit cases, baskets, pans, combs brushes, handkercbiefs, etc. A few wrench bargains left. 3 -foot pipe wrench $\$ 2$. Set of 4 open end heavy steel wrenches $50 c$. It is no "stretch" to say "The Biggest Wrench bargains you ever saw.' <br> LANDERS |
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# ACT QUICK 

 The hundreds who are thronging our store are not coming becuuse of friendship for we are strangers in your city.There's a reason for these crowds-Bonafide Bargains in Useful Merchandise.
Tóo busy to quote many prices here. Attend the sale, you will find bargains beyond your expectation. These few quotations tell the tale of why people are coming so fast before they are all sold.
ROYAL SOCIETY MADE UP OUTFITS, scarf, gown, etc., values to $\$ 1.25$, on sale
while they last ladies' fine silk hose, "Onyx brand, best made, $\$ 1.50$ values now .... 98c $\$ 1.00$ values
50 c values.
79 c
$\mathbf{3 9 c}$
ARMOUR PLATE HOSIERY. guaranteed dye, fine mercerized lisle in black and white, on sale, pair armour plate ladies' seamless hose, black only, all sizes, while they last, pair CARNATION TALCUM, 25c value on 8 c
$15 c$
 made, both white and flesh, 50 c value, on sale-,.........................31c
FACE POWUER, harmless as dew, 25 c values on sale
FLOTILLO TOLLET SOAP, floats, delicate odor. A perfectly good soap, on sale 6 bars for
11c
MENS SUMMER TIES, silk finish, assorted patterns, 25 c values on sale 17 1-2c men's Lawn ties, 15 c values cut to
7 1-2c
LACES-We are "snowed under" at our counter. Many have been quick to appreciate the rare bargains in these dainty laces. Choice of anything in the lot........................ 7 1-2c 3 yards for

MAPLE WOOD LUNCH SET, big spread tray and spoons, ideal for picnic parties, on GOING! GOING! GOING! Clark's O. N. T. thread at 2 for $\ldots$.............. 5c Limit 4. Get yours today. Colors also. CROCHET THREAD-If our stock had not been large we would be out already. Ladies know a bargain, hence the run. A big assortment still on hand. While it lasts, per ball Good old fashioned palm leaf fans, about 100 left, 3 for ................ 5c CASSEROLE-Genuine Wellar ware nickled holder and top, was $\$ 2.50$, on sale .......................... \$1.48c GOING FAST. Our big stock of highgrade cut glass is going fast. See those pieces on display, values $\$ 1.50$ to $\$ 2.25$, on sale ............................ 98 c VISIT OUR "OPPORTUNITY" COUNTER-AII 5 c goods 3 for................ .10 c All 10c goods 2 for

10 c
15 c

## Free drink at Jobes fountain with each $\$ 1.00$ Purchase <br> Remember sale closesSaturday, July 22

Packing up begins Monday, July 24. We now have a large sales force and hope to handle the crowds faster than yesterday.
ClBSON \& CIBSON

DISHES AT COST explains why they are going so fast. Get your supply while obtainable at wholesale pric
SNAP-Several dozen pretty plates, dainty in hand painting, on sale 7 1-2c MOPS-Good heavy cotton cord, wooden, handle, 35c grade cut to ..........20c 45 c grade cut to ..................... 30C ABOUT 200 PIECES ENAMEL WARE LEFT. Blue and white quality unsurpassed. Mammoth dish pans, $\$ 1.00$ value cut
69c
Large dish pans, 75 c value cut to 43 c Large topped stewers, 85 c value cut
Baking pans, oblong, 20c value cut to
GLASS GOBLETS 10 c value on 14 c TABLETS AND ENVELOPES going fast at 3 for
And 2 for
Genuine bargain.
OIL CANS, 25 c value on sale
10 c
15 c
$15 c$

5 c
, white, 50 c values cut to 30 c Mixing pans, dough pans, covered stewers cut to bargain prices. See these on display-back counter.
A Bis Tia Dish Pan, 25c value, on sale 15 e Get Your Artisto China While Wholesale Prices
Are Obtainable_Are Obtainable.-
$\$ 1.25$ set plates now
40c cake plates now $\$ 1.00$ berry set now All plaques, up to $61-2$ in., choice 10 Cream and sugars, 75c values, set 46 c
$\$ 1.00$ vase now

Nery-Monogram and 50 c god - carry an air of refinement 50 c quality on sale 60c quality on sale 75 c quality on sale Others as low as, box
WASH BOILERS, brass handles, $40 c$ 22 values on sale . . . . . . . . . . . . . . 70 C 22 Rifle Cartridges, longs and shorts, 2
Brass Hose Bibs, worth 85 , 25
Bibles Seal 50 light Seal grain covers, India paper, and compact, $\$ 4.50$ values cut $\$ 1.75$ values cut to
$\$ 2.60$
Some othergood books worth your while. 25c Blue and White Wash Pans now .... 15c All Blue and White Dippers, values up to 25c, choice . . . . . . . . . . . . . . . . . . . . . . . . 15 e
All White? and Blue Dippers, values up to 15 c , choice . . . . . . . . . . . . . . . . . . . . . 10c d ese




## HEAT vs. HEALTH

The two are not generally supported to go together. The heat is here, so is the need of great care in the diet.

Energy must be kept up by means of wholesome light foods well prepared. The appetite is fickle. What will suit one mem ber of the family does not appeal to another. All are prone to grumble at the cook or leave their meals only half eaten.

Under such circumstances the housewife has indeed a very troublesome question before her in the selection of her menus.

We are here to serve you under these trying circumstances We have a complete stock of summer edibles and wholesome, energizing groceries, both staple and fancy. We have a nice assortment of tempting dainties for the lunch basket suitable for short time or extended outings. In other words we are here to please and have the goods of a quality which will please, of a wide selection in tastes, and at prices we will be pleased to have you compare.

## Sewell GroceryCo. <br> Phones 8 and 9



## Cash Grocery Co's

## SPECIAL,

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. CannedSpecialties

| Our superior quality Red Star hard wheat, per sack \$1.75 | 2 cans Table Peaches, $\qquad$ |
| :---: | :---: |
| Light Crust Soft Wheat $\mathbf{1 . 7 5}$ | 3 cans Hominy, 25 |
| Belle of Wichita $\mathbf{1 . 7 5}$ | 3 cans Corn. |
| Pride of Plains $\mathbf{1 . 6 5}$ | 6 cans Milk. |
| 5 gallons best oil . 65 | 6 cans Sardines |
| LEMONS - Nothing healthier, or | Van Camp's Peas, |
| more refreshing than lemonade, | Large size Kraut, |
| our price on new California lem- | Gooseberries, per can |
| ons, per dozen | Texas Blackberries, |
| 10 lds, Jewell Compound | Pink Salmon, per can |
| Large size Crisco 1.10 |  |
| S. \& S. Fancy Sugar Cured | sell at, per dozen 1.10 |
| Hams, all sizes per lb. . 25 |  |
| 13 bars White Laundry 50 | Regular and Beans at 2 cans ${ }^{\text {a }}$ |
| Soap . 50 | Gallon Gooseberries, each $\mathbf{5 0}$ |
|  | Gallon Peaches, Plums, Gra |
|  | Apples, at |
| rruit Jars. | Gallon Cherries red pitted |
|  | New South Texas Comb |
| 1.2 gallon, Mason, at | Honey, all sizes, per lb. . 15 |
| 1 quart, Mason, at | K. C., Calumet, or Health |
|  | Club Baking Powder, |
| Extra Caps and Rubbers. | 25c sizes for . 20 |

Cash Grocery Co. Pure Food Products Phone $101 \quad$ O. E. BRASHEARS, Mgr. We deliver orders amounting to $\$ 1.00$ and above free. Deliveries
leave at 9 and $110^{\prime}$ clock a. m., and 3 and $60^{\prime}$ clock p. m.

## 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 similiar cabinet instruments whose powers are limited to just one make of records.

No change of equipment is necessary for playing all differ-
ent 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 oldfashioned 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 cover has an automatic catch, locking it at any height. rese spring motors used play sease 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

## The Wonder of the Motor Age Is Here

## Model D-4-35, Completely Equipped



## It Has-The Buick Design-The Buick Valve-in-Head Power

The rightness of the Buick Valve-in-Head motor and not the enthusiasm of its salesmen has made the Buick conspicuous forleadership.
This new "Four" has a Buick Valve-inHead motor (with electric starter) which develops thirty-five horsepower on brake test and is so reliable for rugged service that no eulogy, is necessary among "men who know Buick."

Its lines are beautiful. Finishand color are exceptional. Deep, tufted black genuineleather upholstry. Covered floor and running board, with aluminum bindings, give a trimness of appearance that is peculiarly Buick.
Body, hood, fenders and running gear are painted a glossy, long-wearing black; wheels are black with white stripe. Tires $31 \times 4$ inches.

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BODIES: D-34, two-passenger Roadster ty pe
    Roomy baggage compartment under rear deck.
    have streamline body and hood with deep cowl and
    hastrument board; extra wide seats and doors.
    FINISH: Handsomely painted; body, hood, fenders
    and running gear, black; wheels black with white
    stripe; deep tuffed black genuine
CONTROL: Friction retained spark and throttle
    levers on top of steering wheel; independent foot
    accelerator; pedals for clutch, service brake and
    starter; levers for gear shifting, and emergency
    sin
    partment; lighting and ignition switches mounted
    center control.
WHEEL, BASE: }106\mathrm{ inches.
MOTOR: Four-cyclinder, four-cycle, Valve-in-Head
ype, unit power plant, suspended at three points from
    main frame; cylinders 33.8 inch bore x 4 3-4 inch
    stroke. semi-steel block casting with detachable
    head; heavy ctank shact with three large, babbit-
    lumed
    brake horsepower.
COOLING:Water cooled with centrifugal circulat-
    ing pump driven by spiral gears; ample jacket space,
    ing pump driven by spira gears; ample jacket space,
    radiator of large capacity; pressed steel radiator fan
    driven by an adjustable flat belt from the camshaft.
    LUBRICATION:Self-coitained, constant level
    LUBRICATION: Self-contained, constant le ve1
    timing gears.
    timing gears.
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    SPECIFICA TIONS
    CARBURETOR: Special automatic float feed, sup plied by vacuum system from gasoline tank on rea end of frame.
IGNITION: High tension, jump spark system; current supplied by Delco generator; spark advance controlled by lever on top of steering wheel.
STARTER: Complete Delco, single-unit system for eleztric starting, lighting and ignition, built integral
with the motor and operating in conjunction with storage battery under front seat; current supply automatically regulated; starter operated by pedal.
CLUTCH: Large leather faced cone clutch with ex panders under leather to insure smooth action. Clutch springs fully adjustable; operates easily with light pressure on pedal.
TRANSMISSION: Selective, sliding gear type;
three speeds forward and reverse;
heat-treated, three speeds forward and reverse; heat-treated, chrome nickle steel gears; clutch gear runs on
noiseless roller bearings, square shaft on large noiseless roller bearings, square shaft on large
double row ball bearing, and counter shaft on bronze bushings.
DRIVE: Through single large universal joint and fully enclosed propeller shaft to bevel gears in rear axle; propeller shaft housing attached to large ball and socket joint on rear of transmission; toraue taken through propeler springs.
joint; drive through rear spring.
REAR AXLE: Three-quarter floating typer wit shafts running on roller bearings; ball thrust bearings for differentlal and driving gears; all weight carried on axle tubes; large beveled driving gears,
ratio $13: 53$ ratio $13: 53$.
BRAKES: Two sets operating on rear wheel drums; service brakes, externalcontracting type; emergency service brakes, exteraidingtract.
brake, internal expanding type.

FRONTAXLE: Drop forged, I-beam section, yokes integral with drop forged steering spindles, drop forged tie rod yokes; all heat treated; large cup and
cone ball bearings for front wheels.

WHEELS: Wood; artillery type with large hub flanges; 12 spokes, demountable rims.
TIRES: 31 inch $\times 4$ inch; non-skid tread, front and
STEERING GEAR:
TEERING GEAR: Semi-irreversible split nut and worm type, with adjustable ball thrust bearing to
take up wear; 16 inch black enamel wheel; spark and throttle levers on top of wheel; left-hand drive.
FRAME: Reinforced; pressed steel; channel section; tapered toward front to secure short turning radius; four heavy cross members.
SPRINGS: Extra long and flat semi-elliptic springs both front and rear; front 2 inch wide by 30 inch

STANDARD EQUIPMENT, Electric head, tail and instrument lights, with license brackets; double
bulbs in head lights; electric horn; speedometer mounted on instrument board; extra demountable rim with tire carrier on rear of frame; one-man type top cover with side cartains and dust cover; Bair top
holders; adjustabie, rain vision, ventilating windshield; complete set of tools, including jack, pump and tire repair kit; robe rail on D.35. (No allowauce will be made for any part of standard equip. ment omitted on customer's order.)
WEIGHT: D-34-1935 lbs; D-35-2052 lbs.
PRICES: D-34, complete, f. o. b. Flint, \$650.

We have for demonstration today several of these wonderful new cars. We expect a big shipment of cars fordelivery in a few days and will make deliveries not later than August first.

This car is proving so tremendously popular in construction and price that it will be diffcult later to get your car when you want it. Better take the hint therefore, and get your order booked at once.

Its Positively the Very Biggest Automobile Value on the Market Today

## Motor News of Gemeral Interest



## Hamner's July Clear-

 ance SaleOffers you unusual opportunity in your Dry Goods purchases. We offer you cut ially big reductions on summer merchandise Laces, Embroideries, Lawns, and Slippers.

## SALE CLOSES JULY 29TH

Extra Special Offered for Next 10 Days Ribbons.

35 c
25 c
2 20
5 c
5 c
1 oc
05 c

## Children's Slippers.

We have a complete stock of slippers at unusual
come and see our stock and get prices before buying

## Men's Collars.

15c Soft Collars, Special
25c Soft Collars, only
White Lawns.
soc White Lawn
Isc White Lawn
25
15c White Lawn
I5c White Lawn
2awn
${ }_{25 \mathrm{C}}$ White Law

## Colored Lawns



## Laces and Embroideries.

o5c Laces and Embroideries
roc Laces and Embroideries
Ladies' Vests and Union Suits.
Ioc Ladies' Vests, now three for

25c Ladies' 'estc, ol
50 C Ladies' Unions
Only Ten Days longer to buy New Staple Merchandise at Bargain Prices.
Hamner's Dry Goods "SELLS IT Store "SELLS IT

Phone 210
Plaińview, Texas

## 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 the most perfect kitchen cabinet on the
market--

## The Hoosier Cabinet

Is a gift among gifts. It's usefulness will last long after the cut glass is broken, or the many other dainty, pretty things have been forgotten. ir you wish to present a really for a Hoosier Cabinet.

## E. R. WILLIAMS <br> Furniture and Undertaking

## Make Cooking a Real Pleasure

$A^{\mathrm{S} \text { soon as you have an OIL STOVE cook- }}$ $\mathrm{A}_{\text {ing will be real pleasure. They are }}$ always ready when you are. They save fuel, save health, save temper, save food and save money for the owner. There should be an immense amount of satisfac tion in the increased efficiency and the comfort in ownership of a modern appliance like a guaranteed oil stove. Wouldn't it be a boon to the housewife in your home if she could eliminate the heat and worry of the old fashioned method of cooking and have the advantage of the coolness, comfort and quickness of a real oil stove? The heat is right under (and hence goes up into) the "cooking" and not out into the room. The heat is always under perfect control.
You can keep one or four burners at an intensely hot flame, or a mere simmer. To regulate the heat you turn a lever according to a dial.

Oil stoves are clean, safe, economical, re liable. No wicks to trim nor valves to leak The oil supply is automatically constant.
Water heaters give you plenty of hot water-any time-without heating your kitchen.
Glass door ovens are perfect bakers, insulated with air space and asbestos, retaining heat for the cooking.
We sell The Florence and other high grade makes of oil stoves and invite your careful inspection of their merits.

## R.C. WARE HARDWARE CO.

PHONE 178

FOR SALE-Complete
outfit of furniture for 5 roomsehold
slightly Mrs. J. M. Jeffus, of Deport, Tosea,
who has ben visiting with her son, used. Address "Z," care of The Her- W. M. Jeffus, left yesterday morning


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K C
Baking Powder
Passed by the Board of Censors

1st-The manufacturer with the rigid tests of the laboratory and factory.
2nd-The wholesale grocer with his high standing and desire to handle only reliable goods.
3rd-The retail grocer who desires to handle only those brands he
knows will please his customers. knows will please his cur
4th-The food officials with their rigid laws for the purity and wholesomeness of food products.
5th-And most important, you, the housewife with your desire for purity, efficiency and perfeet satisfaction.

ASK YOUR GROCER - HE SELLS IT

## 

 sanare
## Account National Tractor Show at Dallas

## JULY 18th to 21st

Tickets on sale July 17th to 20th, limit July 23 rd, round trip $\$ 14.75$

Farmers' Congress, College Station, July 23rd August 2nd, $\mathbf{\$ 9 . 9 5}$ round trip.

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

On Friday of each week to and including Sept 29 th, 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


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## la la ev on 88 8

## notice.

Plainview, Texas, June 12th, 1918 We, the undersigned members of the Platuriew Bar, hereby endorse the Hori, Nelson Phimips for re-eleetion to the office of Chief Justice of the Su-
preme Court of the state of Texas We do this because he possesses and has oxhibited while serving his first term on the bench, every qualification necessary for a jastice of our highest
court to possesis. He is fair minded, court to possess. He is fair minded,
just, able, and is in everythlug a gentleman and a profound Judge. His deecisions rank with those of the ablest Judges who have held that office, arid
we ask the voters at the Democratic we ask the voters at the Democratic
primaries to endorse him by their votes

## for re-election.

RANDOLPH \& RANDOLPH,
W. B. LEWIS,

MARTIN, KINDER,
RUSSELL \& ZIMMERMAN
w. W. KIRK,
y. W. hoLmes,

AUSTIN F. ANDERSON
ENDORSEMENT OF HGN. bar of hale cou

We, the undersigned attorneys of the Plainview, Texas, Bar, do most hearti
ly endorse the candidacy of Hon. W. ly endorse the eandidaey of Hon. W. C
Morrow for Judge of the Court Morrow for Judge of the Court
Criminal Appeals, and pledge him our
full support at the July primaries.
$\qquad$
A. B. MARTIN,
W. G. MATHES,
V. W. HOLI,
W. G. MATMES,
Y. W. HOLMES,
W. W. KIRK,
G. GRAHAM,
C. D. RUSSELL,
P. B. RANDOLPH,
H. C. RANDOLPH, fred C. pearce.

For


Patheiphone
Received last week shipment of 3 Pathe-phones--they are sold

In transit now three Pathephones--one of them are sold
"There's a Reason. If you do not have music in your home cail and let us demonstrate this truly wonderful instrument.
Clarification means centrifugally cleansing milk of the udder waste, foreign and impure matter it may contain without affecting its butterfat or other nominal constituents.

One grain of stable dirt has been found to contain 32,875,000 bacteria. Bacteria are tiny plants. Dirty milk contains millions of them. Clean milk contains only a few hundreds or a few thousands. The millions of bacteria in dirty milk inflame the intestines of children.
Clean People Buy Clean Milk R. A Long Drug Store serves our milk. We sell Clarified milk and extend an in vitation of inspection to all who care to see the clarifier work

Phone 249

FRIDAY AND SATURDAY JULY 21st AND 22nd OUR ENTIRE STOCK OF SUMMER MILLINERY, ALSO SOME SNAPPY FELTS
Will be on sale. Nothing reserved and no hat will be priced for more than $\$ 4.00$, and some as cheap as $\$ 1$.

## R. \& H. Millinery Co.

"The Up-to-Date Hat Shop."

## CLEARANCE SALE OF

## Palm Beach, Mohair and Dixie Weave Suits

Get the Right Idea About OUR CLEARANCE SALE

I$N$ the first place get it well established in your mind that this sale is a $50-50$ proposition. We have it for three reasons.

1 To clear our Stock.
2 To show our appreciation of the custom given us by our regular trade.
3 To provide extra inducements that will interest new customers and bring them to our store.

Now you see why we call it $50-50$. We benefit by it and so do you-and thats a simple man-to-man statement that you can put down for a fact.

So give the items and prices below your practical attention. There's something in everyone of them for you.

| $\$ 5.50$ for suits regularly $\$ 7.50$ |
| ---: |
| 8.50 for suits resularly |
| 9.50 for suits refularly |
| 12.00 |
| 11.50 for suits regularly |
| 12.50 |
| 12.50 for suits regularly |

Reduced Prices on Men's Panama and Straw Hats
Reduced Prices on all Men's Low Cut Shoes
CARTER-HOUSTON'S
"The Home of Hart Schaffiner \& Marx Clothes"


Hirsch Wickwire
and Kirschbaum
Clothes

Have you failed to get one of those Suits at $\$ 9.95$ at REINKENS CLEARANCE SALE

A good selection still available.

These suits formerly sold at from $\$ 13.50$ to $\$ 25.00$ and are being offered at this rediculously low price solely for the purpose of closing out broken lots from our stock.

## 1 Lot of Low Quarter Shoes at Half Price. <br> 1 Lot of Novelty Hats at Half Price.

Shirts Galore at a Discount of 20 per cent.
REINKEN'S
CLOTHING and SHOE STORE
"We Do As We Advertise"

Shirts and
Stetson
Hats


BELGLIN SUFFERERS TO BE
FED BY STAMP CAMPA
 $\left\lvert\, \begin{aligned} & \text { man or woman, no mater what ther } \\ & \text { means ot tivelliboo are, acan contribute }\end{aligned}\right.$
 women and children of the "Kingdoms
of Grief," Belgium and Northern of Grief," Belgium and Northern
France, the North Carolina Commission
tor the relief of Belgium for the relief of Belgium announces
today that seals of mercy will be placed on sale in all sections of the United States. These seals, which were designed by the Secretary of the
North Carolina Commission, North Carolina Commission, and au-
thorized by the National Commission in New York, are of similar size to the Red Cross seal. Occupying the center of the seal are
flags of the United States hags of the United States and Bel-
gium, with the words "Seal of Nerey" sud "Kingdom of Grief"" above, and
and "America's Sympathy" below. The
seals sell for one cent, and the funds seals sell for one cent, and the funds
derived from their sale will be devoted to the feeding and clothing of
the women and children who, owing to the great European war, are suffering
untold miseries. They can be placed untold miseries. They can be placed
on letters or mail packages of any
lite the are used. Seven seals will bring in
enough money to feed one woman or
child a day, according to the announce-
ment of he Cormis

Here, There and Everywhere

Our Best Suits for Men
Are Going at These Reduced Prices
\$ 7.50 suits for $\$ 5.75$
8.50 suits for 6.00
12.50 suits for 9.75
17.50 suits for 13.50
20.00 suits for 14.50
25.00 suits for 17.50

Straw, Leghorn and Panama Hats
$\$ 2.00$ values for $\$ 1.00$ 3.00 values for 1.75 4.00 values for 2.95 5.00 values for 3.75

You can save money buying at

## Richands Bros. bollien


P. A. puts new joy into the sport of smoking!
You may live to
be 110 and never be 110 and never
feel old enough to vote, but it's cer-tain-sure you'll not know the joy and contentment of a friendily old jimmy pipeor a hand rolled
$\qquad$
$\qquad$ trom canyon where shin has been em
Dlosed in a meraantic establibment Mr. and Mrs. Virgil Mevickers have
teturned from a vistit with Mrs, Me. Vickerss parents. in the
communty near canyon.

Milise Della Ansley, Deputy County Clefk is forceed to be away from the
 morning for
her mother.
Miss Minnie Quisenberry went to
Hale Con Hale Center this morning for a visit.
Miss Patty Dalton left this morning for Fort Worth, where
for the next two weeks. Miss Essie Hancock left this morn-
ing for a visit with friends in Fort ing for a visit w

Motor News of Gemeral Interest


Prompt Service

## City Caxi Service

"Never Misses a Train"
Number 44 at J. W. Willis Drug Company
Careful Driver
Courteous Treatment

## 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 reas on able charges but we will have a big stock of

## Ford Parts and Specialties

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

All of Our Work is Guaranteed
A. W. (uutch) OBERSTE
"Sturdy as the Oak"""Sturdy as the Oak"
OAKLAND

## When the Woman Decides

Oakland cars make an unusual appeal to women. For they are cars of easy control, of striking beauty, and luxurious comfort. You will find your choice among the three Oakland models.

Eights
Do you prefer an eight? The Oakland "Eight" is the very essence of flexibility perfectly controlled power, with beautiful body lines and cushions of restful depth and softness.

Sixes
Or perhaps, a isix.eyinder car fits your ideals better. The velops $30-35$ h. p. and yet weighs but 2,100 pounds fully equipped, ready for the road. It is, in every sense, a man's car for power-a woman's car for easy handling.

## SPEED MEANS POWER

Slim Caldwell driving an Oakland Six (\$795.) won the light car race at Matador, July 14th.

## Phone for a Demonstration

## WYLIE BRASHEARS

Phone 337
"Sturdy as the Oak" "Sturdy as the Oak"

## 5 GOOD USED CARS

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

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

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

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

silage for lamb

## 

$\frac{\text { meal, } \mathbf{3} \text { 35; praririe hay, } \$ 10 .}{\text { sherifFs shle. }}$
THE STATE of TEXAS,?




 LOANS

The Southwestern Teiegira;h \& Telephone Co.


FARM AND RANCH LOANS R. A. UNDERWOOD


A Genuine Clearance on all Men's Suits, Hats, Pants and Furnishings
$\mathbf{\$ 2 . 6 5}$ is the Clearance Sale
price on Men's fine $\$ 3.50$ pants, including serges and fancy mix tures.
Our
Our special $\$ 4.00$ Pants in
serges and fancy mixtures in serges and fancy mixtures
Clearance Sale at, per pair,

choice $\ldots \ldots \ldots \ldots . .$| 2.95 |
| :---: | :--- | Splendid $\$ 5.00$ Pants, newest patterns and good, roomy

models, sale price only $\mathbf{\$ 3 . 7 5}$ $\$ 1.00$ Lion Brand Shirts, fast
colors and fancy stripes, choice Guaranteed colors, $\mathbf{F}$.................. $81 \boldsymbol{c}$ Guaranteed colors, good selec-
tion and plenty ofsizes; $\$ 2.00$

Shirts at . ........... $\mathbf{\$ 1 . 4 5}$ | 15 e Lion Brand Collars at just |
| :--- |
| $\ldots . . . . . . . . . . . . . . . . . . . . . . . ~$ | $\$ 1.00$ Underwear, in B. V. D.'s,

only $\ldots . . . . . . . . . . . . . . ~ 83 ¢ ~$ Knit Garments, full and threequarter length; sale price is
$\ldots . . . . . . . . . . . . . . . . . . . ~$
$\mathbf{\$ 1 . 1 5}$ 50 e Neckties, your choice at $\ddot{\text { at }}$
$\$ 5.00$ Panama Hats, all of the $\$ 5.00$ Panama Hats, and orush
latest shapes ; plain and crush
tops; at ........... $\mathbf{\$ 3 . 7 5}$ $\$ 6.00$ Panamas only..$\$ \$ 4.50$ Men's John B. Stetson Hats,
$\$ 4.00$ values at $\ldots \ldots . . \mathbf{\$ 2 . 8 5}$ Men's Hats in all shapes at
only $\left.\ldots \ldots \ldots \ldots \ldots . . \begin{array}{l}\text { at.95 }\end{array}\right)$
 $\$ 1.50$ Straw Hats, Clearnace
Sale price $. . . . \ldots \ldots . .50 \boldsymbol{5 0}$ All odd lots and past styles in
Felts and Straws go at .. 59e Felts and Straws go at ... $\mathbf{5 9}$
15e Hose, colors in black and
tan tan .non's $\$ 1.25$ Work Gloves, gauntlets if you like them; sale
price, per pair ....... $\mathbf{\$ 1 . 0 0}$

Silks and Sheer Wash Fabrics

400 yards bright, breezy pat-
terns in regular $\$ 1.00$ Messaterns in regular
line, 36 inches wide; white, rose and Nile colors to select from;
at, per yard $\ldots . . . . .$.
$\mathbf{7 3} \boldsymbol{6}$ Crepe de Chine 40 inches wide,
in various tones of spring's dein various tones of spring's de-
lightful colors ; a splendid $\$ 1.00$
保 lightful colors; a splend
grade of over 600 yards ; in this
sale at, per yard...... .78 About 200 yards of rich pa terns in Taffeta, consitsing of
plain and novelty colors; a real good $\$ 1.00$ grade ; in the Clear-
ance Sale at, per yard … 81 . We show 900 yards of $35 \mathrm{c}, 40$ inch Tissue Voile, crisp
dainty patterns, on display for your inspection at, per yard $\ddot{23}$ 36 -inch Lawns; over 300 yards
to select from; faincy colors and plains; a regular 25c Voile, at,
per yard............. $.19 ~$
$\boldsymbol{c}$ Full Bleached Dress Linen
 36 -inch extra heavy pure Dress Linen. We show a special $45 \boldsymbol{6 5 c}$
grade at, per yard $\ldots . .45$

ONLY 10 MORE DAYS
$\$ 3.501916$ Oxfords

$\$ 1.95$


Of this unusual crowdimpelling bargain event. Sale closes Monday night, July 31st. Articles not mentioned in this ad are generously reduced in price. mad init. ielib

|  |
| :---: | success.

## Our Greatest Clearance Sale

In our first advertisement of this sale we told you that we expected to make this the greatest Clearance Sale in the
$y$ of our store, and that anticipation is being fully realized every day; for up until July the 16th our sales have history of our store, and that anticipation is being fully realized everery day; for up until July the 16 th our sales have
increased 73 per cent over the same period of days of last year. We also told you that it was the policies of this progressive increased 73 per cent over the same period of days of last year. We also told you that it was the policies of this progressive
store to avoid the sensational in both selling and advertising, but that we felt that this would be a sale that we could not
term anything else but sensational-and it has; for each and every term anything else but sensational-and it has; for each and every day has seen our floor thronged with pleased and
delighted purchasers. Every possible effort will be put forth to make the last 10 buying days of this sale a still greater delighted purchasers. Every possible effort will be put forth to make the last 10 buying days of this sale a still greater
success. Take advantage of this Bargain event and wend your way Mercantile-ward to this our greatest Clearance Sale.
LADIES DRESSES, UNDERMUSLINS, SKIRTS AND UNDERSRIRTS IN THE

|  |
| :---: | CLEARANCE SALE

## 


 soc platim Merererized Napkins at, per dooen

 36 -inch Cretonne, 25 e grade, per yard 36 -Inch Cretonne, 25c grade, per
$\$ 1.25$ full-size Bed Spreads only an


Over5000 Pairs of Men's, Woinen's and Children's Shoes in Our Clearance Sale



Laces, Embroideries,Allovers and Flouncings

Clearance prices.
81-3c Lace or Embroidery 6c $121 / 2$ c Lace or Embroidery 9c 15c Lace or Embroidery . 20c Lace or Embroidery 25c Lace or Embroidery 30c, Lace or Embroidery
40c Lace or Embroidery .. 29c 50 c Allovers and Founces 35 c 65 e Allors Fl . 55 75 c Allovers and Flounces 55 c
85 c Allovers and Flounces 65 c 85 c Allovers and Flounces 65 c
$\$ 1.00$ Allovers and Flounces. \$1.25 Allovers and Flounces $\$ 1.50$ Allovers and Flounces 95



## OUR TOILET-GOODS

SECTION OFFERS MANY
GENUINE ECONOMIES
25c Williams' Talcum Powder
at.................... .18 c 50 c Ta
fumed
fumed
$\$ 1.00$ Williams' and Hudnut'
Face Powder, in colors of fles and white, at ...... 75 50 c jars of high-grade Face
at 10c Dressing Combs at .... 7 25c Dressing Combs, in colors,
at ....................... 19c

