

## Clearance Prices On New Slippers

We cannot say too much regarding the quality of our shoes, which are the newest in every respect-absolutely no back numbers-and NOW the remarkable reductions. You will not only appreciate the excellent values but the service and patterns which invariably accompanies every transaction.

Ladies, Men's and Children's Slippers
$\$ 6.00$ values, our regular $\$ 5.00$, only $\$ 3.95$ 5.00 values, our regular $\$ 4.50$, only $\$ 3.65$ 4.50 values, our regular $\$ 4.00$, only $\$ 3.35$ 4.00 values, our regular $\$ 3.50$, only $\$ 2.90$ 3.50 values, our regular $\$ 3.00$, only $\$ 2.45$ 3.00 values, our regular $\$ 2.50$, only $\$ 2.15$ 2.50 values, our regular $\$ 2.00$, only $\$ 1.65$ 2.00 values, our regular $\$ 1.75$ only - - $\$ 1.45$ 1.50 values, our regular $\$ 1.25$, only
$-95 \mathrm{c}$


Only a few left of these extremely new hats which have been admired by everyone. Come early and get your favorite color.
discourse on alfalfa
FIRST OV ALSTIV



The election will soon be over. The issues of the day and of the candidates have engaged the minds of our citizens. Now that the great load and mental strain are things of the past let us again settle down to sane business. Look the part of the business man who has prospered by strict attention to the way in which you keep your clothes. Be sure of their looking clean, well pressed and prosperous by having them kept new in

## THE

Waler Falong Co.
$\boldsymbol{W} \boldsymbol{A} \boldsymbol{Y}$
The many demands of society also necessitate the most careful attention to the garments of the ladies. We give the same careful attention to their cleaning as to that of the men.
DRY CLEANERS PHONE 188] TAILORS
We Pay Return Charges on All Parcel Post Packages


## Account National Tractor Show at Dallas

JULY 18th to 21st
Tickets on sale July 17 th to 20 th, 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, $\mathbf{\$ 9 . 9 5}$ round trip.

Presbyterian encampment at Kerrville, July th to August 13th, tickets on sale July 19th and 20 th ,

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


ARE YOU
establishing yourself in the
World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases y our Prestige and helps you to Suc ceed.

THIRD NATIONAL BANK

## Community Correspondence

| abervathy mews. |  |
| :---: | :---: |
|  |  |
| would be very welcome just now | Wednesday for Post City, where thay |
| Mrs. Thompsoon and son, Jim, | nake their new home. Th |
| vistors to the pienic at Tulia the first of the week. | s and nelghbors wish theme |
| R. Kelly w |  |
|  |  |
|  |  |
|  |  |
|  |  |
| , | Irs. Fre |
| is entertained for his recovery.R. M. Hester is building a nice resi- |  |
|  |  |
| dence just south of the Struve home Red Tudor has been on the sick list, |  |
|  |  |
| $\begin{aligned} & \text { but is better now. } \\ & \text { K. Carter and W. K. Dickinson were } \end{aligned}$ |  |
| in Abernathy, from Lubbock, Tuesday. Will Landers and Louis Wimberly | Mildred Collier Thursday. |
| $\begin{aligned} & \text { left Tuesday for Dallas, where they } \\ & \text { will attend the Tractor Demonstra- } \\ & \text { tion. } \end{aligned}$ |  |
|  |  |
|  |  |
|  |  |
| revival meeting will begin in Aber-nathy Sunday, July 23.8Everrybody is |  |
|  |  |
| invited to attend. The Presbyterians | mber of our people attended the |
|  | and Methodists will begin their co- Sining Convention at Prairieview |  |
|  |  |  |
| bird Sunday in August.Misses Gladys and Novie Jones, of Plainview people, the fourth Sunday |  |
|  |  |  |  |
| Amarillo, are visiting theif |  |
| Rev. J. M. Wynne, of Cisco, has been |  |
|  |  |  |  |
| elping the Methodists in a revival |  |
| neeting at Strip, closing out Sunday |  |
| Its fullness, and the entire community |  |
|  |  |  |  |
| was greatly benefited. There were |  |
| eighteen conversions and fourteen ad-ditions to the Methooist Church, and |  |
|  |  |
| ibick personals. | Some of our people picnic at Tulia Tuesday |
|  |  |
| IRICK, July 18.-Miss Vida Mayben isited with Miss Grace Sutton Sun- |  |
|  |  |
|  |  |
| ay. | crowd of lively young people |
| hurch at Lockney Sunday evening. Misses Nell and Ora Lee Smith |  |
|  |  |
| apent the day with Miss Tina Jackson Sunday. |  |
|  |  |  |  |
|  |  |  |  |
| Mlas VIda, were shopping in Lockney |  |
|  |  |  |  |
|  |  |
|  |  |
|  |  |  |  |
| Misses Tina Jackcon and Nell and Ora Lee Smith called on Miss Grace |  |
|  |  |
| J. E .Jackson was in |  |
|  | L. V. DAWSON, M. D. Physician and Surgeon Special attention given to surgery |
| Brother Jacobs Sunday morning, but attendance Sunday evening was not good, there being only twelve presont. |  |
|  |  |
|  |  |
| Ina, Jeanne and Mildred Lucille called on Mrs. Potts last Sunday eve | in new Don |
|  | ( Office hours I to |
| ning. |  |
| a visit with friends and relatives $\uparrow+++++++++++\ldots$ |  |
| Mr. and Mrs. Will Johnson and daughter, Faye, and son, Beryl, visitted with Mre. Johnson's mother and fathor last Sunday. | W. A. TODD, Agent |
|  | All Kinds of Insurance |
|  |  |
|  |  |  |
|  |  |
|  |  |  |
| Office at Ion Lumber |  |
| + High-Class Work Only. * |  |
|  |  |  |
| GARRISON $\&$ KERR CO <br> General Contractors. <br> Office No. 21, 1st Nat'1 Bank Bldg. <br> Phones: Office 544; Home 354. <br> + Paragon Typewriter Ribbons. |  |
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|  |  |
| Loan | Phone 605. |
| Ranches and City |  |
|  |  |
|  |  |
| THE ST. LOUIS LOAN CO. |  |
|  |  |
|  |  |

\$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 | arces of perfect land, all highly improved. $\begin{array}{l}\text { Public road on three } \\ \text { sides, close to school. It's the best buy in 'Texas. We want to }\end{array}$ |
| :--- | build a great seed house in Plainview, and must raise the price re quired to build it. If this farm don't please you no other one will. and the price is almos too to mention here. See us at once.

C. E. WHITE SEED CO ft dep

 | corf, served ice cream and four kinds | Jones came, but returned Sunday |
| :--- | :--- | :--- |
| of cake to between thirty and forty | his home, leaving Mrs. Jones and citi | suests. At a late hour the guests dren to spend some weeks here.

departed, wishing Misses Helen and Ars.
Ellen Wyly


| and declaring a most enjoyable time throughout. <br> LONE STAR HAPPENINGS. <br> LONE STAR, July 19.-Rev. Crain, of Silverton, filled his regular appointment here Sunday morning. <br> Miss Maggie Huckabee, of near Lockney, is visiting her counsins, the Misses Smith. <br> Walter Denny has been sick the past two weeks, but is some better at this writing. <br> Miss Suette Fowler is visiting in Mississippi this summer. Miss Fowler will return in time to take charge of her music class at Silverton at the beginning of the public school there. will Bradford spent Sunday at his brother-In-law's, E. G. Foster's. <br> Mr. Hilton and daughter, of Lockney, spent Sunday at Mr. Mahaffy's. The singing at Mr. Foster's Sunday night was well attended, and good singing was enjoyed by all. | Messrs. Hatchett's and Crostwait's families attended a fish fry at G. C. Hartman's last Saturday, and had lots of good fish and a good time in general. <br> Mr. Estes is expected home from Dimmitt on next Sunday, to get our singing class ready for the district singing convention, which meets here on August 6th, the first Sunday in August. <br> Cleve Hartman and family, of Providence, visited D. Mart Thomas and family Sunday. $\qquad$ <br> President Wilson has nominated Representative James Hay, of Madison Va., chairman of the House Military Committee, for Judge of the United States Court of Claims. <br> The House and Senate have agreed that more than $\$ 1,000,000$ will go to rural carriers as back pay if the proposed postal bill carries. |
| :---: | :---: |



Not only delicious-but there's "life" in

## Grape-Nuts

## Try this experiment yourself. Take some Grape-

 Nuts direct from the package. Hold the granules in the palm of your hand under sunlight or electric bulb. You will notice tiny shining particles of light on the granulesthe starch of the grains transformed.Then do the same with other prepared food-any other prepared food-You don't see these glistening par-

## "There's a Reason"

The wonderful taste-the wonderful nourishment in this great food is due to the fact that in addition to the sweetness of the whole wheat is combined the delicate flavour and food value of malted barley

This gives Grape-Nuts two great factors that no mere wheat food can possess. The de licious zest of malted barley imparts a savor that is uni versally liked; and beyond that, the barley contains a digestive (not in wheat) which, with long baking, transform the starch of these full grains into a form of sugar which shows on the golden-brown granules.

If you haven't tried Grape-Nuts food you have treat in store. It not only appeals to the appetite but is powerful rebuilder for body and brain.

## Sold by Grocers

## LISTEN!!

Wanting the moon takes the form of expecting fate, or destiry, or whatever you choose to call it, to go our of its way to gratify your whims. Never not on your life. Work and apply yourself.
BUILD YOU A HOME PLAINVIEW LUMBER CO.

## Remodeling

Yes! Our storage battery business and vulcanizing department have grown so rapidly that we must give more room to these departments. This will mean better and more prompt service.
Our business owes every honest effort we can put forth to our many friends who have made us.

Call on our boys in their new quarters.

## A POSITIVE GUARANTEE ON ALL WORK

Remember we are the largest storage battery people in West Texas and repair any make battery

## CARRISON-CONNOR ELECTRIC CO.

Next to Ware Hdw. Co. Plainview, Texas

## MONEY TOLOAN ON WEST TEXAS LANDS

We are in a position to make long term loans, at a
reasonable rate of interest, on western lands.
ready as soon as abstract of title is furnished.
COVINGTON BROTHERS
106 North Oklahoma Avenue
Mangum,
Oklahoma

see the men with their chests out and their heads erect, with independent walk and confi DENT AIR. THEY ARE INDEPENDENT BECAUSE THEY HAVE bANK ACCOUNTS.

WHILE OTHER MEN WASTED THEIR TIME AND MONEY THEY WERE PUTTING SOME INTO THE BANK

MAKE YOURSELF INDEPENDENT BEFORE IT IS TOO LATE. BANK SOME MONEY NOW

## BANK WITH US

THE CITIZENS NATIONAL BANK
PLAINVIEW, TEXAS

The Plainview Evening Herald

## park. They ar roofs

 live without schools and churches; we could do without street lightsand sidewalks. None of these things is absolutely necessary. We live
once. Plainview is home. We can't have the good thing without
putting forth a little effort. If we are to enjoy a town of civic attrac-
俍

## OUR GREATNESS IS IN POLITICS.

## cian. ditions ditions need reform, but in the main it is on the correct basis. If it needs reform, help reform it. You can do this in no better way than by assertieg your choice. Assert it repeatedly. Assert it by assertieg your choice. Assert it repeatedly. Assert tunity by your vote. And vote your convictions. In the broad field of politics is to be found all that makes country great. America is great today by reason of the expression of her people in the choice of her statesmen by their votes. Don't believe all politics is distorted. It isn't. Fundamentally it it right. If you conduct yourself in politics correctiy you are increasing the

 SUBMISSION AND THE ROBERTSON LAW```
and that of retaining the Robertson Insurance Law. Submission is 
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vote, wish pronibition in Texas, an amendment should be enacted
If the majority do not desire this amendment, the constitution should
not be amen
of whether he favors or opposes a constitutional amendment, no good
citizen should oppose submission. It is democratic. It is the means
citizen should oppose submission. It is democratic. It is the mean
of finding out what the people want. It should carry. Submission
the only thing we vote on Saturday. We are not to vote on prohib
the on.
tion.
in the Herald has expressed its views on the Robertson Law. It
show what they are, and they can be intelligently made. The retentio
of this law seems advisable. If the compulsory-investment feature
taken away from the law your law is gone. That feature is basic
the Robertson Law shall be abolished o
gOIENCE APPLIED ON THE FARM.
export,",
Missouri,
can no I
daughter
occupied

ing is th

but he can
a business.


## that all vesting.

 years through scientifie farming than through the scores of centuries
which have preceded."


JUST RECEIVED A GAR LOAD OF Chevrolet Automobiles

They are fully equipped, including electric starter, electric lights, speedometer, etc.
They are roomy five-passenger cars and sell for $\$ 610.00$ delivered here,
E. N. EGGE AUTO COMPANY


TOASTED Marsh Mallows
The Candy Special
15 c pound LANDERS

## Cash Grocery Co's SPECIALS

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

| Flour. | CannedSpecialties |
| :---: | :---: |
|  |  |
|  | Lemel |
|  |  |  |
|  |  |
|  |  |  |  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |  |
| Fruit Jars. |  |
|  |  |
|  |  |  |  |

## Cash Grocery Co

Pure Food Products Phone 101 O. E. BRASHEARS, Mgr.
We deliver orders amounting to $\$ 1.00$ and above free
Deliveries We deliver orders amounting to $\$ 1.00$ and above free, Deiveries
leave at 9 and $110^{\circ}$ 'clock a. m. and 3 and 6 o'clock $p$. m .

## NOTASALE

We are not selling everything at reduced prices but on the items we are reducing the prices we are making such radical reductians we are sure you'll appreciate them.

All Men's, Women's, and Children's Slippers. All Ladie's Summer Suits and Dresses. All Men's Summer Suits. Lots of Piece Goods and Various Articles Throughout the Store at

## Reduced Prices

Our many staple lines that have advanced in the wholesale market through our advance buying we are able, in most every case, to continue selling at the old price.

## CARTER-HOUSTON'S

to her damages in the sum of one hun-
dred dollars ; plaintiff further says that
prior to the last-mentioned date, plain
tiff and defendant, while permanently
separated, entered into a separation
agreement and the above-described

Telephone Number 72
 announcement


## Extra Special

 $\$ 9.95$ for all wool fast dye
## Men's Suits

These are taken from our regular stock and original prices were $\$ 13.50$ to $\$ 25.00$

YOUR CHOICE NOW $\$ 9.95$

It Behooves You to Hurry REINKEN'S
clothing and Shoe store "We Do As We Advertise"

Wilson Bros
Shirts and
Hosierv

## Potato Doughnuts

retain the moisture several days. An excellent wholesome food when made with the pure

## KC Baking Powder



## Always sure to please. Try a can today-at our risk.

## 

## Sold by all and <br> Grocero

ating


## THERE ARE MANY REDUCED PRICES at Picharelicr

47 Ladies' and Children's Dresses at Half the Regular Price
Ladies' Gowns, Envelope Chemise, Corset Covers, Drawers, etc., etc. Go at these Reductions.
\$ . 35 Values for $\$ .25$
. 65 Values for
1.00 Values for .75
1.35 Values for 1.00
2.00 Values for 1.50
2.50 Values for 1.90

The Shoe Sale Continues
Richands Sros. Gollien


Talticerbone
Received last week shipment of three Pathephones - they are sold.

Three more Pathephones now here- one of them is sold.
"There's a "Reason." If you do not have music in your home call and let us demonstrate this trul WONDERFUL STRUMENT


DYE DRUG COMPANY
The Rexall Store Phone 23


## Automobile

## Painting

B experienced men. In a dust proof shop.
Richards Automobile Painting Co.
One dor west of Knight Auto Co.

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
We weld all kinds of castings. Blacksmith shop
Auto supplies at lowest market prices.
One good second hand car for sale very cheap.
E. N. EGGE AUTO CO.

Prompt Service
Prompt Service

## City ©axi $\leftrightarrows$ ervice

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 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. (Outch) OBERSTE

## Spend

Vacation

## Corpus Christi

Special Rates Railroads and Hotels

For furner Tyormation Adaress Cluh
Corpus Chrsaid Teas

## FoodValue of Milk



It can be seen from the above tabulation that when a consumer pays ten cents for a quart of milk he is getting an amount of food for which he would have to pay twenty-seven cents if his money were spent on beef, chicken, hish, oysters, or pork. CLEAN PEOPLE BUY CLEAN MILK WE SELL CLARIFIED MILK
INGLEWOOD FARM

## OUR GASOLINE, OILS AND GREASES

COMPLY WITH THE PURE FOOD AND DKUG ACT

## Firestone <br> Smooth Tread and Non-Skid GR

Highest In QualityNot Highest In Price
$\mathbf{S P E C I A L I Z E D}^{\text {PECD }}$ production improves quality and cuts . There is no arguing with that Industrial Law, And that is why Firestone Tires beat competition in qua'ity and meet competition in price

Firestones are built by post-graduates in tire making. Tire authorities, crack foremen, extra good workmen, logically land in the Firestone Family of Specialists-
America's Largest and Leading Organization Devoted Only to Tire and Rim Service
Their greater knowledge, experience and skill gives you the extra quality, extra mileage. Their greater efficiency saves you on the price.
And the largest e:clusive tire factory, envied by the whole industry for its advanced facilities and scientific methods, saves you more on the price.

Make our advantage in production your adzantage in buying. Get the multiplied mileage of Firestone quality at the low
of Firestone efficiency and volume. All good dealers sell Firestones to their most experienced trade


We are gradually adding to our plant. Our Iateet addition is an ACETYLENE WELDING PLANT

## IN CHARGE OF W. J. LOHMAN

This new department will take care of all kinds of welding of automobiles, engines and other broken machinery or parts. We invite the farmers especially to bring us their work.


Recently we announced our new

n charge of Morey McGlasson. These new departments and our completely equipped machine shop, together with our other news features give us the most modern and best
equipped garage and workshop on the Plains. equipped garage and workshop on the Plains.
KNIGHT AUTOCOMPANY

THE EVENING HERALD'S LIVE WANT AD PAGE

THE MARKET PLACE
OF THE SOUTH PLAINS

FOR SALE-One two-room dwelling house; one store house 28x200, with stock of general merchandise. Located
near $\$ 6,000.00$ brick school building near $\$ 6,000.00$ brick school bullding
Will sell or trade for good notes or Hivestock. Write or phone CARL W. SMITH, Mickey, Texas. Adv. 8 L USED CARS FOR SALE-Doage. USED CARS FOR SALE-Doggo,
Ford and Hupmobile. See T. B. CARFord 2nd Hupmobile. See T. B. tt.
TER. OUR FLOURS cost you Just a ittle eas and are just a little better than
ther brands. HARVEST QUEEN ther brands. HARVEST QUEEN
vilus. USED CARS For SALE-Dodge, Ford and Hupmoble. See T. B. CAR-
TER. TER.

WANTED-Pasturage-100 sheep.
Stubble preterred. SANSOM \& LOST-Dhamond stud. Reward LOST-Diamond stud. Reward if
returned to E. E ROOS, at Plainview

## ANNOUNCEMENTS



(Re-election.)
Miss Rebecca Ansley


Pure Bred Duroc Jersey Hogs
We have e tew chice young boars We have a few choice young boars
and gilts.

W. J. EsPY.
misetioner Prectnc
W. ROBHRSON (Me-ciection.
w. CROss

S: C. CORNELIt
M. C.
c. E. LOCK.
c. T. BARBEE
earle c. keck.

## FARM LOANS

I also buy vendors
Money Ready in One Week
Promptest of servic

## J. C. Rawlings 3rd National Bank Bldg. PLAINVIEW, TEXAS




#### Abstract





2

UGHI CALOMEL MAKES
YOU DEATHY SCK
The Telphonone Saved a Life


## LAWYERS

Office or
Third National Bank,

 | in the market remains. | $\begin{array}{l}\text { around } \\ \text { Sheep and Lambs. } \\ \$ 8.75 .50,\end{array}$ |
| :--- | :--- |

J. A. RICKART,
Market Corresponden
W. Grant left this morning

## 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 Every musical pleasure is now
terms in buying a Playerphone. 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 inflec tion 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 used play several records withcut rewinding. Every refinement tending used play several records withcut rewinding. Every refinement tending of the Playerphone.

ม! (1)

## SEVEN GREAT DAYS

THE MOST OVERWHELMING VALUE-GIVING EVENT OF 1916 IS NOW DRAWING TO
CLOSE. ONLY 7 MORE BUYING DAYS ARE LEFT OF OUR GREATEST CLEARANCE SAL AND, DETERMINED TO MAKE THESE 7 OFTHE GREATEST DAYS OF OUR SALE, WE HAVE SHATTERED THE PRICES TO THE VERY CORE ON ALL REMAINING SUMINER STOCKS.
READ EVERY ITEM IN THIS AD AND SEE THE COMPELLING PRICE REDUCTIONS FOR READ EVERY ITEMI IN THIS AD. AND SEE THE CONIPELLING PRICE REDUCTIONS FOR
THESE FINAL DAYS OF THIS UNUSUAL BARGAIN EVENT, AND PLEASE BE IMPRESSED THAT THESE ARE STILL HEAVIER REDUCTIONS THAN ANY BEFORE OFFERED DURING OUR SALE, AND SOME OF THEM ARE THE MOST SENSATIONAL VALUES EVER OFFERED
BY THIS STORE. NEW FALL MERUHANDISE ARRIVING IS BEING IMMEDIATELY PLACED BY THIS STORE, NEW FALL MERUHANDISE ARRIVING IS BEING IMMEDIATELY PLACED
IN STOCK, AND WILL BE OFFERED AT ECONOMY PRICES WHILE THE SALE LASTS IN STOCK, AND WILL BE OFFERED AT ECONOMY PRICES WHILE THE SALE LASTS.
JOIN THE CROWDS THAT ARE SURELY TO TAKE ADVANTAGE OF THE LAST 7 DAYS
OF OUR
\$9, \$12.50 to \$15.00
this season's newest ladies' DRESSES

final clean-up in the last days of our

onlr \$5.95 Each

SALE CLOSES Great Mid-Season Sale IIIIIIN -
andramer

SALE CLOSES MONDAY NIGHT, JULY 31st


Buy Early
Beause Values like these won't last Oaly seven more days

WANTED
The most insidious and destructive
element with which a merchant, big
element with which a merchant, big
or little, has to deal is the unvoiced or little, has to deal is the unvoiced
complaint.
If a customer has fault to find and If a customer has fault to find and
says so, the question simplifies itself
o the point of easy solution to the point of easy solution. The
merchant may make restitution, adust the wrong, and fortify himself provement.
Rut if the complaint is unvoiced he is
offered no chance to tadjust the wrong or
mprove the system. Unless Improve the system. to adjust the wrong bood fortune or
attend and he finds out the difficulty
himself, the same mistake
Constructive criticism is always wel-
Const is striving dill-
comed by any man who is sum gentty to improve even the right kind of
agitation is valuable to the business
which is building a foundation upon the
helc os buls whith is building,
bed-rock of service
 us opportunty to right the matater and too
safeguara this store against such a mis-
tafe take again.
No main is a paragon-no business per-
fect-but only by learning our faults can
we lessen them.
So we hope when this store makes a
nistake you will let us know. Don't do

by letting your silence a tain
the "unvoiced complaint."

| HALF PRICE <br>  |
| :---: |
| HALF PRICE <br> All Ladies Ready-to Wear $\qquad$ |
| HALF PRICE <br>  |


$\$ 2$ to $\$ 3$ to $\$ 6$
Men's Women's and Children's Oxfords at just
68.

Here is the Most Sensational Shoe Offer in the History of Our Store

OVER 500 PAIRS or $\$ 8 \mathrm{n}$, Women including "Queen Quality," "Nettle ton" and "Star Brand" in Oxfords These are odd sizes, just one pair of a kind, either a large size or small size or narrow last, as a rule. Some of them
are New Styles, while others are old are New Styles, while others are old
styles, but you could not find poor styles, but you could not find poor
quality in the whole lot. It's your op portunity to get Oxfords at practically


GET A PAIR-ONLY
68 c

## CHILDRENS' DRESS SPECIAL

showing all of the dainty wele models of 1916, in fast colors, wa made and finished to please, ranging in price at from 500 a garment up to 55.00 a garment; but we want to cean them up
entirely before this sale is over. Remaining stock, while it lasts, oniy half price.

Toilet Gords and Notions


Further Reductions Men's 1916 Oxfords Men's 86.00 Oxfords now . 84.02 Nen's 85.00 Oxfords now .. 83.63

Children's Shoes Children's soc Shoes ...
Children's 81.25 shoes hlildren's $\$ 1.50$ Shoes Children's $\$ 2.00$ Shoes

Special Reductions Ladies Dress Fabrics Dept 350 yards $\$ 1.0036$ inch silk messaline, good as- 50C ssortment, per yard
3 36-inch Poplins, regular 8100 grado the week
4-I-Inch Crepe de Chine, si.5.5 grade last weok
36-Inch Taffeta, sli.00 grade last week of sale





HALF PRICE
Boy's 50c, \$1, \$1.50 and \$6.00 Pants. Choice of Any Pants at One-third Off
 In the last 7 days of our great sale we will offer lots of Boys
Pants at Just . . . .

HALF PRICE
Men's $\$ 3.50$, $\$ 5$ and $\$ 6$ Pants. Choice of Any Pants at One-third Off

THESE PRICES
will be effective Monday, July 24th, and will remain in will be effective Monday, July 24th, and wil
force until sale is over, Monday, July 31st.

## Mereanter

$\$ 2$ to $\$ 3$ to $\$ 6$ Men's, Women's and Children's Oxfords at just
68.


Special Reductions House Furnishings Dept.
400 yards 75 c 72 inch mercerized table damask,
large assortment at per yard
371c

$\$ 4.00$ grade of Napking, $222 \times 22$, this sale, ser dor doen
$36-\mathrm{inch}$ Burlap, 25 c grade, last week of sel




