## THE PLAINVIEW EVENING HERALD

## TWICE-A-WEEK





## Paer pous

The Plainview Evening Herald


## DRUG STORE DIPLOMACY

We use the word diplomacy in the sense of service.
We miare weserve our customers in a sas
Thisis not only appies to the mater of waiting
on you promply, and courteousy and geing that

> any yiubbing. In oher words the eustomer must bematised
> CThis ruie appies to solese made to ocilitren as well as adults.

## Dye Drug Company

## HUNGRY

Its no cry wolf. Unless you sow you can't reap. We have the seed. Sow the fields, the roadside and the fence corners, then you have done your part to keep the wolf away, yours to help feed the world.

## PLAINVIEW PRODUCE CO.

## $\$ 12,000.00$

was paid to four persons in the recent Ever Ready contest, and the names of the winners are now on display at our store, together with the winning word.

This contest was for the purpose of selecting a better name than flashlight for a flashlight.

Come in to see us and let us tell you the winning word.

Now is the time to buy your flashlight. We have everything Electrical.

and beverages.
$A$ new spirit
places is equipped
incandescent lamp.
incandescent lamp.
Paper machinery belting, a well as
ully made in Austria.
Bales of cement covered straw have
been used by a Colorado farmer to
Deen used by a Colorado farmer to
vill a six-room house.
An Englishman has built a tug boat
hat is driven by an aerial propeller
or use on shallow streams.
Shutters that can be operated from
driver's seat have been finvented to protect automobile radiatore from
treezing.
The governments of Breait and The governments of Brazif and
Peru have combined to malntatn a
chatin of wireless stations all the way across South America.
French selentists who have invest1French sclentists who have investi-
gated have found that rubber is sub-
ject to atteks of microbes unless kept n pertoctly dry alr.
So bituminous is the clay found in e piace in England that bricks made
it yleld oill, gas and ammonia when heated in retorts.

## SOCIETY

Telephone Number 72 innouncements.



## The Eleventh Hour Message To EASTER SHOPPERS

If you are to take your accustomed place among Spring Fashion leaders on Easter, your time號 pair of stockings that me secured to younlete th brighten up the new waist, or just a whatever the need, from the finest outer apparel to the smallest bit of decoration, it should be found now in our carefully chosen assortments.


Instead of depleted stocks with which last minute shoppers usually have to content themselves, this store ha many new arrivals to offer that will afford delightful choosing to those who have delayed Easter purchases.

## Richauds Sros bollies




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

2

## 

FOR SALE-Electric-
 mahogany tables.
Wayland Building.
$\begin{array}{clll}\text { FOR } & & \\ \text { SALE-Four } & \text { large } \\ \text { mules. } & \text { Eight } & \text { miles } \\ \text { northeast }\end{array}$




$\qquad$
$\qquad$
磁 Sixth St., Waco, Texas.
WANTED-To buy one hundred old Vooden Beds. HANDY MAN'S SHOP.
$\qquad$
 ance prepared for planting to row
stuff; 3 -room house, bath and base-- Wheel. Apply at Herald office. 3 .f-pd. ment; well and mill; moderate out-
buildings; 300 rods hog wire fence;
family orchard; farm tools; horses and $\begin{gathered}\text { FOR SALE-One good } 1916 \text { second- } \\ \text { hand } 5 \text {-passenger Saxon automobile }\end{gathered}$ mules, about 50 heed of cattle, few
hogs, chickens and turkeys; lease on
110 acres E. Roos. Phone 17.



## BER CO. Phone 104. 3t.

| FOR SALE OR TRADE-Horse and |  |  |
| :--- | :--- | :--- |
| surrey for good, fresh milk cow. | Ad- | to |
| dress X Y, care Herald. | ti. | Kre | $\qquad$

GARDEN HOSE-The kind that will GRAVEL AND SAND FOR SALE.

ess and are just a little better than
ther brands. HARVEST QUEEN
tr. First-class condition. See DOC HINDS
first-class condititon. See DOC HINDS,
at Roos' Buick Salesroom.
WE have Just received a large opening stock of Kirsch Curtain Rods
adjustable to fit any window or portier opening. See them at GARNER
BROS. Phone 105 .
We are in the market for Dry and
Green Hides. Highest prices. ALLEN Green BNER

- Adv


## CABBAGE ER'S STORE



How to Get $\mathbb{A}$ Farm Loan Ten or more farmers, wishing to bor Ten or more farmers, wishing to bor-
Secretary-Treasurer.
row a total of not lesss than $\$ 20,000$, hold a meeting, adopt articles of asso-
ciation, giving the name of the association and outlining the territory in
which it operates. Blank forms foll this purpose may be had from the
Farm Loan Bank of Houston. Have
each borrower sign the asticle each borrower sign the articles of
eoclation and have the secretany soclation and have the secretary
treasurer make affidavit thereto. rectors, five or more, many associa-
tions are eiecting nine, at its first
meeting. Election should be by ballot. meeting. Election should be by ballot,
one vote for each $\$ 100$ to be borrowed,
for each member becomes a stock\$100.
Let the directors meet and elect a president, a vice president, a secretary-
treasurer, and a loan committee of The loan committee will appraise for and make written report as to its
value. This report must be unaniretary write to the bank for necessary for a charter and appraisal blanks. Fill out such application and maili it
the Farm Loan Bank of Houston, gether with the signed articles of asso-
ciation and the report of the local loan ciation and
committee.
Send these to the Farm Loan Bank of Houston, and not to Washington. It all papers are properly made to the loan association, an appraiser amine the properties to be used as security. Tittes will be examined, and, executed and filed and the money will be ready to be pald over to the individual borrower through the secre-tary-treasurer and the stock certifiDistriet Limits. A local association may be com-
posed of a commmunity or several communities or even a county or parts of to contain witht must be large enough or contain within it at least ten farm-
ors eligible for an aggregate of an $\$ 20,000$ in loans. Otherwise the Juventence and wishes of the borrowin defining its territory.
and only botual farmers baay borrow, ers of the local associnen, for the alose are stockholders. A borrower
need not actually live on his land, but need not actualiy live on his land, but
he must farm it directly himself or by hirec labor. If it is leased to a tenant
the owner cannot borrow on it. Corporations and partnerships cannot bor-
$\qquad$ common-sense basis of loans, in arriving at this both the selling value and the prodscetive value of the land smount of the loan is restricted to one ualf of the value of the land and in ermane-fifth of the insured value permanent improvements thereon.
The loan must be for not less $\$ 100$ nor more than $\$ 10,000$. It must run for at least five years and maj run for forty years. It may be paid
in full at any time after five years. The interest rate can not be more
than slix per cent, and is automation ixed at one per cent above the selling
price of the farm hese bonds, tax free and high class as an investment, will undoubtedly sell o make the interest rat interest, and

The money may be used tor paying tedness, for making
buying a farm or hore land, for buying implements, ferses specified in the Act itself, and the use of money borrowed for any other of the loan. Generally speaking, the uses of the aking up and ext inding extating ebtedness and making permanent im provements such as building a house,
barns, a silo, etc. There will be many cases where other uses will be open of borrowers will be confined to these
$\qquad$ arm cannot be mortgaged save. tus interest and taxes or for price ent improvements represented by a ut by the husband and wife. But the hould the farm be in excees of this mount the excess can be made sul The secretary-treasurer is the only
se pald a salary association who ma mance the associa
ton is co-operative, it is contemplated

|  | New Members. |
| :---: | :---: |

I am in position to make loans for the purpose of buying or building a home in Plairview. Terms on or before, with monthly payments. If you wish to build, buy or improve a home let me know your wants.

FARM AND RANCH LOANS
Best terms, liberal rates, and good pre-payment privileges. Special rate of interest on large loans.

Claude B. Hurlbut
Lubbock, TEXAS

##  sone to Canada to demonstrate the ap- paratus he has invented to take the In Bombay the tank and outlets a aratus he has invented to take the In Bombay the tank and outlets of a lace of arms. He expects to be abile century-old street sprinkler have been

 be of benefit to the government of mounted on the chassis of a modern $\longrightarrow$

## TRUTH

As its advertisement-so the car. An honest nnouncement goes with an honest car. Truth is the eternal test.
You will never read a Chevrolet statement mak ing any extravagant claim.

True, we have claimed certain qualities for our car-superior motor-power, easy riding comfort, low to support our statement with the proof.

We claim that the Chevrolet model-now as al-ways-stands for the highest motor value in its price ass.
Test our statement-see the Chevrolet car, ride
You will find -as thousands of others have-that we have spoken the truth.

## E. N. Egge Auto Co.

## The Car That Built Overland

 Ľkht 985

Prices Elteective April Llght Fours \(\begin{gathered}Light Fours <br>
Touring <br>

Roadster\end{gathered} \quad \because:\)| $\mathbf{\$ 6 9 5}$ |
| :--- |
| $\mathbf{8 6 8}$ | Country Club

Ble Fours
Touring
Touring
Roadstee
Coupe
Sedan
Likht Sixes
Tourit.E.
Roadster
Coupe
St
Sedan
Whlys-Six
Touring
willys-Knights
Four Touring Four Touring
Four Coupe
Four Sedan
Four Limousin Eight Touring $\quad \$ 19$ Ratronam ina prow pit


 All subject to change without

The Overland Big Four continues land which made this institution the second largest automobile concern in the world-in eight years.
It is the same comfortable, roomy, powerful, rugged car that for years has outsold all cars which now sell for more than $\$ 400$.
Its brand new body design makes it more attractive than ever.
The wheelbase is 112 inches and it
has long 48 inch cantilever rear has long 48 inch cantilever rear
springs.
We believe it is the most comfortable, the easiest riding ca
to be had for the price $-\$ 850$.

It is as clearly as ever the excess
value car of its class.

\section*{Knight Auto Co.

nd the Overland Light Six is likewise the excess value car of its kind.

Most of the body and chassis parts of the Light Six are the same as those of the Big Four.
So the Six shares directly in the economies of the combined production of fours and sixes
These cars exemplify with great learness the excess values made possible throug the economies ffected by our huge production of the most comprehensive line
of cars ever built by any one producer
Ask us to show you the Big Four nd the Light Six.

## Corner 5th and Austin Streets <br> Knight Aut

 <br> Knight Aut}

