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## THE PL': NNVIEW EVENING HERALD






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THE PLAINVIEW EVENING HERALD
Published Every Tuesday and Friday Evening
THE HERALD PUBLISHING COMPANY, Corper Broadway and Second Sts.

## OWEN M. RICHARDS, Editor <br> E. B. Miller, Business Manage

Entered as second class mail matter July 1, 1914, at the Post office at $\$ 200$ a Year; $\$ 1.006$ Months. Advertising Rates on Application THOSE SUGAR BEETS

The sugar beet industry appears to be the coming industry of th Plains. The possibilities expectations of P . W. Madsen, the suga beet expert, who was engaged by the Young Men's Business League
to carry on experiments here. Last May the first patch of beets under the agricultural supervision of Mr. Madsen was pn sees beets standin and today, in less than two months, Mr. Madsen sees beets standing
from eighteen to twenty inches above the ground. The remarkable growth has surprised even the beet expert, and he is optimistic
enough to believe that when the time is ripe to determine the final enough to believe that when the time is ripe to determine the final
success of the experiments, the whole community will be surprised success of the experiments,
and that the farmers throughout the Plains will enter into an extensiv
cultivation of sugar beet. Mr. Madsen stated iast night that about August 1, Merrill Nibley,
gssistant general manager of the Utah-Idaho Company, and Mark assistant general manager of the Utah-Idaho Company, and Mark
Anstin, general agricultural supervisor of the same company, wil visit Plainview to determine the progress of the beet experiments here country.
If the farmers will get behind the movement and show thei willingness to recognize the coming industry of the Plains, it i quite possible that these two men will make an attractive proposition to them in helping to increase their profits. These two men have been
in the sugar beet industry many years. They have made the industry one of itie matiin aid supporting agricultural and industrial interests in the State of Utah. They may do the same for the Plains, if the
farmers co-operate and put forth efforts to establish in this community what looks like a good thing.
It is up to the people of the Plains to determine whether or no
they want to take the progressive step in the direction of the cultivation of sugar beets. The beets themselves at the present are bolding
their own, and it is just about certain they can be grown here in the same extensiveness that they are in other parts of the country if the
farmers just get behind the industry, realize its far-reaching vastness. farmers just get behind the ind
and the wide range of profits.

## "Speaking of hand other's were beautiful."

In reply his young wife maintained the silence of discretion. She hands young wife had a distinct recollection.
She knew that they were gnarled at the joints, puffy and dis
colored with swollen vems showing through the wrinkly skin, finger tips blunted, nails ragged.
Yet Mr. Lately Married was right. His mother's hands were
indeed beautiful, so beautiful that, to those who understood, their ugliness went unseen.
Days by the thousands those same worn hands had been soft
enough to smoothe table-cloths or pillow cases or hot cheeks. They knew how through dexterity to remedy what awkwardness had whims, doing the apparent task always, forever finding work where none was commanded. They had fashioned material things int esences of the spirit.
Mother hands often poss of the hand that the manicurist wots not of Mother hands often possess it. But it's just as likely to be dis
in the mit of gruff-spoken farmers, storekeepers, mechanics the mit of gruff-spoken farmers, st
There is service.-Wiehita Beacon.

## BE A PATRIOT.

Word comes from the War Department at Washington to the
feet that it is now possible and probable that two million men will effeet that it is now possible and probable that two million men will
be selected on the first draw. The Government expects and allows 50 per cent exemptions, which will leave a citizen army of one million Americans.
In accordance to population, Hale County will be called upon to
furnish in the neighborhood of 200 men for the national army furnish in the neighborhood of 200 men for the national army. Those
men from Hale County who have already enlisted are not to be men from Hale County who have aiready enlisted are not to be
aeeredited to Hale County in the draft, unless their numbers are drawn on the draft selection, which will take place the beginning o next week.
Now, is the time for the citizens of Plainview to be minute
patriots. They have only a siort period in which they may plan patriots. They have only a siort period in which they may plan and
prepare a patriotic celebration in the honor of the young men of this prepare a patriotice celebration
county who will say farewell.
It is going to be a privilege to entertain these young men, and
don't forget that. These young men who will battle for the salvatio of your ideals deserve the backing and support of every liberty loving American in Hale County.
in'some form, shape or manner
in some form, shape or manner.
This is the golden opportunity for those persons, who claim they
are too old to serve in the army to are too old to serve in the army to do their bit. Every day a person
may be heard to say that if he were young enough or if he were not a married man, he would have been over in France before this hour Well, here is the chance for those persons to do son
get behind the mani behind the gun. Be a patriot.
EED CROSS CHAPTER IN BUSINESS session.
(Continued from Page One.)
in a way responsible for the establish-
ment or the chapter ta Plainview, has
The other members on the committee are Mre. E. E. Roos, Mrs. Joseph Buchbelmer, Z. E. Black, M. D. Henderson E. H. Perry. Dr Frnest E. Robinson, Dr. Henry Hagemeler, Dr. I. E. Gates
posed of Mrs. T. P. Whitis, chairman, Mrs. E. B. Hughes, Mra. Cora Pritchett. John Lacas This committee hand and placee in charge of the supervision of
obtaining surp ter and also the distribution of the same at the various meetings of the Mra. Tom Carter this morning sath that the members of the chapter will be notified as soon as the supplies reed Fialnview. There will be no fur-- moetings until the materials are to meke Red Cros Supplies, as of Chtur nervice.


| The Churches | a! $\delta: 50$ oclock the Reverend Kovinson will speak on "How Are the Mighty Fallen, the Tragedy of Man and the |
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|  | CLEAN COTTON RAGS office. FIVE CENTS |
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 on the ONE SALE ONLY basis.
I must sell tires again and again to the same people.
On this principle my business has grown because I sell a tire that cuts down uplreep to a fair and reasonable figure.
People ask how far will this tire run? I tell them we rarely see a Diamond that won't go five thousand miles. Yet Diamonds are PRICED on a basis of only three thousand five hundred miles
There is no "velvet" in the price, but plenty of "velvet" in Diamond mileage.
We carry a complete line of sizes in stock and can fill your tire wants immediately. If you can't come, telephone.

Every Diamond Tire muse deliver full value in service.
C. G. Electric Co. 4 atilo

TIRES

## SOCIETY

Telephone Number 72
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visinge sister.

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## An After Supper Sale Saturday

## Offering Many Choice Bargains Desserts

Indeed it will pay you to have supper a bit earlier than usual in order to get first


Real needfuls are offered-just the things you'd have to buy anyway. And here they are at saving prices, obtainable with no more trouble than a trip to the store


Our After Supper Sale Starts at 6:30; Closes at 9:30
We propose to give after Supper Shoppers the greatest opportunity that we could possibly offer in a matter of merchandise values, and have accordingly prepared quantities of special offerings so that the expected large crowd of bargain










 One lot ladies' house dresses and kimonas, $\$ 1.00$ to
value, for

| One lot ladies' shoes, small sizes, $\$ 2.50$ to $\$ 4.00$ values, for One lot ladies' patent pumps and oxfords with colored tops $\$ 3.50$ values for One lot children's black hose, worth 20 c , sizes $71-2,8$, 8 1-2 only, for One lot ladies' silk fibre hose for. <br> MEN'S DEPARTMENT <br> AH 35e hose for. <br> Linen heel and toe black hose. <br> B. V. D. union suits reduced to <br> Chalmers Porous Knit guaranteed <br> Any straw or Panama hat for <br> HALF PRICE <br> One lot Olus soft shirts at <br> HALF PRICE |
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CLEAN COTTON RAGS WANTED AT THIS OFFICE. FIVE CENTS PER POUND.


OFFICE. FIVE CENTS PER POUND.


## THE SALE IS NOW ON

 VERY pair of Oxfords in our store will be sold at greatly reduced prices. All regular quality, the well known Florsheim and Walkover make.$\$ 7.50$ and $\$ 8.00 \$ 595$
Oxfords cut to $\$ 5$
$\$ 5, \$ 6$ and $\$ 7$ Oxfords cut to $\$ 450$ $\$ 4.50$ Oxfords cut to


Buy a pair of Oxfords now while you can make a big saving. Every pair is the well known standard of quality.

We have plenty of sizes and styles but they won't last long at these prices. These prices are lower than we can buy these Oxfords for today


\author{

## Come Immediately After Supper. <br> <br> Let Bargains Be Your Dessert.

}

Popzese rompore tyor manal ulippers pointed necks, but have shields to butStitched poangee hats to match, tan socks and sandals complete a cool and
sensible costume. The extra coats are
made of nut brown tweed with large made of nut brown tweed with large
white buttons and stitched edges in a
real' raglan model. - Boys and girls
$\qquad$

$\qquad$ cleaning the coats may be dyed, and
they are so well tailored that they will be none the worse for the experience. High crowned straw hats with the
White Indian wing wreaths are worn with the coats. White chiffon vells
with white velvet pelkadots go with the hats.

Separate magazine bags to swing on Che rall are very convenient. The bags
are made of heavy chintz with two are made of heavy chintz with two
compartments, and may be washed without injury, Some are made of embroidered canvas.
Khaki toilet set carriers or 'dressing cases, though intended for army use, make good over-night outits. There
is nothing about them to spoil and they stand the weather perfectly.
"Hold-alls," made of enameled duck, are very convenient for carrying little cases are very light, roomy and not bad looking with the smarter luggage. The latest fancy hat box is one with white satin over the cover, and around
the box small black velvet birds are the box small black velvet birds are
on the wing. The boxes have large black satin ties
Fan-shaped tuck pillows are new and are made in material like the upholstery of the car. One, made of
black satin, is heavily embroidered in black satin, is heavily embroidered in
gold thread. Both sides are alike and the pillows are filled with duck down. Mrs. D. W. McGlasson returned yesterday to Plainview from Denver,
where her daughter. Miss Mary Brazelwhere her daughter. Mim.
ton, is in the sanitarium.
Charles McCarty ind family are here on business.
ness trip to Kansas City.
Jud at the stimert, who is a
Canyon, spent the weck-end with her
and

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


[^0]
# The Big Day of Our Most Successful Sale Left for You 

The Sale that is so Replete With Bargains offers for Saturday the Best Opportunity of the Season to Save Money JUST A FEW OF THE "MONEY SAVERS"

Men's Genuine Palm
Beach Suits only $\$ 5.95$

Men's Genuine B. V. Ladies' Silk Suits, D. Athletic Underwear only
79c

Values up to $\$ 40.00$, only
$\$ 19.50$

## dacobs Bros. Co




 As a globule is. drawn by the blind-
department.
The first call to the colors will be camps. folded man, he hands it to another of- for 687,000 , but the entire draft will be An important announcement was
ficia! beside him who opens it, draws ficia! beside him who opens it, draws
oint the printed slip bearing the num-
ber and holed at one time and the 687,000 made today by Provost Maratal Gener-
will ber and holding it up so that all around
can se reads it aloud. A third official
first to be drawn. Others will be held
in reserve for later call if needed. This is that a drafted man himself need $_{\text {not apply for exempton, but that his }}^{\text {in }}$
 marks off immediately the men drawn. believed approximately $4,000,000$ will
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be required by the quotas. This would This process will continue all the be required by the quotas. This would
tioned orally by the local board, but
way through the states. The bowl will
enable the government to secure a
 mated that the entire draft will be com- and exemptions of about $1,750,000$, ac-
pleted withing a day. Notification will immediately be sent
and they will make the names public
OFFIN COTTON RAGS WANTED AT THIS from their own lists. The names also OFFICE. FIVE CENTS PER PQUND.

Don't Forget We Are Offering in

Oil Stoves, Coal Stoves and Ranges. All Standard Brands and Guaranteed. Fireless Cookers, Washing Machines, Ice Cream Freezers, and Lawn Mowers.

We have just received a large shipment of "Indiana Wagons" which we guarantee to equal the best that are made.

## R. C. Ware Hardware <br> Telephone №. 1-7-8 Company


[^0]:    Its the Season for Cream Separators and Incubators. We have the famous
    DeLavalSeparator in all sizes, and Safety Hatch Incubators. let us show them to you.

