## THE PI AINVIEW EVENING HERALD

TWICE-A-WFEF BEEMIS ACTUAL WOXK
ELKS HOME WILL BE HEADQU
TERS FOR MAKING OF HOS-

WIL MEET IN AFFERMOONS

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Plainview Provides
Market Center Near
Courthouse Square


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## $=$

mom From Hermleigh in

| Pitchers' Battle, 3-0 | ' |
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| Maxwellites calctmined the in- | Will Be H |
| g crew from Hermleigh yest afternoon in a neek-to-neck ba | in September |
|  |  |
| mer being more effective in the |  |
| ms struck out nineteen |  |
| of the local sluggers; but the few hits | Plainview the first week |
| wed were bunched | decide |
| rors that resulted in his downfall. | judges of the fiv |
| same two teams will play again s afternoon. | bled here last Wednesday. <br> Jadge Charles Clements was made |
|  | chairman and Ralp |
|  | secretar |
| en made to bring Troop D from Ei | judges was appointed |
| Paso here next week for three games. | gram for the institute, and |
| The soldiers claim the championship | next Saturday afternoon |
| g | to formulate the pros |
| defeated every combination striving | e judges decid |
| for semi-professional honors in that | of the visiting educators will be paid |
| part of the country. Dollgreen, the | by a 2 per cent tax against the first |
|  |  |

 CoAL EXEMPTION BOARD EX. May ExMMN MENHRERSCOMI
"SHORTY" WATSON'S TERRIFIC DRIVE STARTS "HIPPO" CLAN TO VICTORY

9 Young Men From Hale County Enlist
to Defend Old Glory

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|  | Betting was light in the mbinness |
| is sur- | districts and around the hotels this |
| ing con- | morning but what money was waged |
| $\begin{aligned} & \text { the his- } \\ & \text { on the } \end{aligned}$ |  |
| 12:30 | game. |
|  | The |
|  | ton, |
|  | tice |
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|  | at 4 :59 ocle |
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## WHAT IS CLARIFIED MILK?

Did you know that no matter how cleanly milk is handled it contains millions of germs from the cows udder? The claryfying machine centrifugally cleans the milk of all slime, germs and foreign matter. Don't give your children milk to drink that is not clarified. We are the only dairy that clarifies or uses machines for milking.

You are cordially invited to visit our dairy from 3 to 5 p. m. Look in the bottom of the bottle.

## PLAINVIEW'S CLEANEST DAIRY

INGLEWOOD FARM
CLEAN MILK FOR CLEAN PEOPLE

## A Great Special

Men's, ladies' and boys' tennis shoes with and without the strap.
Regular prices $\$ 1.00, \$ 1.15$ and $\$ 1.25$, all to be sold for
A Few Ladies' Hats at ONE-HALF PRICE
A nice line of notions and dry goods that will pay you to see.

## SPECIALS IN GROCERIES

Reg. Price. Spec. Price<br>$\$ 2.40$ dozen $\$ 1.50$ $\$ 1.80$ dozen $\$ 1.50$ $\$ 2.40$ dozen $\$ 2.00$ $\$ 1.80$ dozen $\$ 1.50$ $\$ 2.40$ dozen $\$ 2.40$ $\$ 3.50$ sack $\$ 3.25$<br>No. 2 Pork and Beans.<br>No. 2 Wapco Tomatoes<br>No. 3 Wapco Tomatoes<br>No. 3 Wapco Hominy<br>No. 3 Wapeo Kraut.<br>Plainview Best Flour.

## Our Final Reductions

On Ladies', Mens and Childrens Slippers and Boots certainly commend your careful consideration.


It means a big saving to you.

## Jacobs Bros. Co.

## SPECIAL ROUND TRIP FARES

COLLEGE STATION, TEXAS-Account Texas Farmers Congress, Juiy 30th to August 4th, 1917. Dates of sale July
29th and 30th; final return limit August 6th, 1917. Fare $\$ 9.8 \overline{5}$. PORT O'CONNER, TEXAS-Account Annual State Metho dist Assembly, July 19th to 29th, 1917. Date of sale July 17 18 and 19; final return limit August 1st, 1917. Fare $\$ 22.65$. AUSTIN, TEXAS-Account State Farmers' Institute.
of sale July 23 and 24, 1917; final limit July 29th, 1917.
Dare of sale July 23 and 24, 1917; final limit July 29th, 1917. Fare
$\$ 19.25$. SAN A
SAN ANTONIO, TEXAS Account Sheriffs' Association of Texas. Dates of sale July 9th, 1917; final return limit July
14th, 1917. Fare $\$ 22.50$.

## A Carload of Sample Buicks

Showing the New 1917 Models in All Their Practical Worth---Will Here This Week

Pride of ownership so universal among Buick owners, Buick prestige so widespread, can be ascribed only to the fact that Buick ownership brings complete satisfaction.
Only a real superiority not in one but in may features can account for this appeal to so many individuals with varying personal requirements.
In point of beauty, in sheer grace and distinction of design, this seven-passenger Buick "Six" is notable in any company.
Every detail of finish and appointment evidences classic artistry.
Even a causal glance reveals the superlative care taken to provide for the greatest luxury, the greatest convenience.
All Buick owners take just pride in the smooth flowing power of the Buick valve-in-head motor. This famous Buick motor and the many other features of Buick construction are recognized as standards of motor car building the world over.

## "For Every Requirement There is a Buick" <br> E. E. ROOS <br> BUICK DISTRIBUTOR

Phone 17
In the Heart of Automobile Row


If you ever saved your feed you'd better save it this year. If prices are fixed it will be worth more to you as feed than ever before. TIIE INIDIANA SIIA will help you solve the feed problems.


## See these New Ideas In Car Building

The Mitchell embodies many ideas
which are hovel, as yet in a whieh are hovel, as yet, in a car. They mean more complete equip.
ment greater strength, and added ment, greater strength, and added
beauty. They mean extra comfort, conbeauty. They mean extra comfort, con-
venience and economy. So no one knowing them.
This is to urge that you judge these new standards before buying a highgrade car.

THE BASIC PRINCIPLE For 14 years the Mitchell manufact-
uring policy has beea guided by John
W. Bate.

The first object yas factory efficiency. That is, to build the complete
car-chassis and body-in a fiodel factory af a minimum labor cost.
Millions of dollars haye Been spent to that end in this factory and equip-
ment. Now in this moderh factory. ment. Now in this moderf factory.
covering 45 acres, we are building an
extra-grade car for less than we believ
anyone else could build it anyone else could build it.
The evidence is The evidence is not all in, Mitchel!
prices. They are lower then prices. They are lower than any com
parable cars. But much of this saving goes into features which nearly all car

## THIS IS OUR 19th CAR

The latest Mitchell-built in two sizes-is the 19th model built under Mr
Bate. It is the final result of more than 700 improvements.
We have watched 70,000 Mitehel eqrs on the road to gain new ideas for
this one. Mr. Bate spent the year 1993. in Europe to study new engineerin standards. And the designers of the Mitchell on show today examined 257 new models to combine all the known
attractions ctions.
we know, and all anyone knows,
make an ideal car
THE CITSFIACHIONS

## MITGHELL <br> sixes <br> IN TWO SIEES

Plainview Machine and Auto Company
over-strength. That is twice our former
margin of safety. And the purpose is a margin of safety. And the purpose is a
lifetime car There are 3 features, , ike a power
re permp whice nearive all cars momit. tire pump, which nearly all cars omit.
There is unusual luxury, In the
 Tourth to the cost of body attrations. There is extra-grade leather, neat.fited
finish, and countless dainty touches. There are handeses on the windshielid for entering the car, a light in the tonneau, a locked compartiment for valuables,

## Two sizes-Two pricess

 We are now building two sizes, somore motor ear buyers can enjoy all the Mitchell advantages So you qet a Mitchell lifetímé car fromí $\$ 1250$ up. All these unique features are es-
sential to the utmost in a car.
Go see them. See how our idea of strength, beauty and equipment differ from the rest.


MITCHELLL JUNIOR-a 5 -pessenger Six on similiar lines, with 120 -inch wheelbase and a 40 -horsepower motor. 1-4-inch smaller bore.

All prices f. o. b. Racine


## TO THE PEOPLE OF PLAINVIEW:

You have all no doubt read about the government asking the merchants, who deliver merchandise to cut out as much delivery expense as is possible and asking that they place in operation a co-operative delivery system so as to release as many men and vehicles for other work that will be necessary to win the war. We, the undersigned, have organized a system that we hope will be satisfactory to our customers and ourselves.

## THERE WILL BE FOUR REGULAR DELIVERIES EACH DAY 8:30 a. m., 10:30 a. m., 2:30 p. m. and 5:30 p. m.

We will make one special delivery each day for feedstuff only at $1: 00 \mathrm{p}$. m., and feed will be delivered only on this hour. We will make one special deliveryat 7:00 a. m. for fresh meats to the hotels and regular boarding house trade only. Each wagon will have a regular route for all time and may take a few days to get this regulated. To insure delivery at a certain hour our customers will have to get the order in early enough to give us time to get it up at least thirty minutes before delivery hour, otherwise the order will have to wait for the next delivery hour. There will be no special deliveries between or after regular hours. The government asks us to make only one delivery each day but we want to give our customers the best service possible and at the beginning will make four deliveries each day.

Where this plan has been tried both customers and merchants are well pleased with it and we ask that our customers help us to make it a success as in the end we will all be benefited.

If it be possible to get the equipment ready this system will be started July 30th.

Plainview Produce Company
J. T. Hartley \& Sons

Sewell Grocery Company
Cash Grocery Company
G. E. Lewis
L. J. Warren

Boyd Grocery Company
Bennett Grocery Company

Watson's Market
Pierson \& Smith
Farmers Exchange
Green's Market


SOCIETY
Telephone Number 72
тพo Mavore








 under the auspices of the local chapter.
All the members are requested to be Mrado. M. P. Garner will return tomor
present to help in the work. AATIONAL HOXOR GUARD WILL
MEET THURSDAY. row morning from. Hereford, whe
she was alled last week through th
sickness of her mother.
Miss Vara Harkey, who has been
a summer trip to Washington, has r
turned to this city. meet at 4 oclock next Thursday atter noon at the Presbyterian Church. The
regular work of flrst-ald courses will
be studied, and probably some practbe studied, and probably some practical work
bandages.

## TRAVEL STUDY CLUB TAK RED CRESS WORK.

A call meeting of the Travel study
Club was held Wednesday, July 14, at
which time it was voted to abandon which time it was voted to abandon
the study of English History this year
and take up the Red Cross work. Three new members were voted in
he club. They were Mrs. Grady Pi
kin, Mrs. C. R. Houston and Mrs. C. raig.
The club will n
e, to make furthe
begin class work.

## ENTERTAINS IN HONOR OF FORNIA GEESTS. <br> ss last Wednesday afternoon at a sixcusins, Mr. and Mrs. William He herLayne of Los Angeles, bome on Boswelt Heights. Covers were laid for the <br> Copers and M Ir. and Mrs. <br> and Mrs. Ellis Carter, Miss Mollte and Miss Fanpie Goode. Miss Lucile

${ }^{\text {Abrabham }}$ Abram

## REINKEN'S MID-SUMMER SALE

Shoes Wearing Apparel

Very strong inducement to buy now before merchandise advances.
you save the disoount too

REINKEN'S
Clothing and shoe store Uuititters for Men and Boys



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


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| Farm and Ranch Loans. The in- |  |
| :---: | :---: |
| Farm and Ranch Loans. The in spector lives in Plainview. Promp service. Room 22, First National Bank Building. Office phone 544. Resi dence phone 665$\qquad$ |  |
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| OREGON \& CALIFORNIA RAIL- |  |
| ate |  |
| revested in United States. Land, by Act of Congress, ordered to be opened |  |
|  |  |
|  | Plafinview. |
| and sale. Two million three hundred thousand acres. Containing some of | Meesquite, Texas. Route 4. 3t. |
| the best Timber and Agricultural |  |
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| townships and sections, laws covering |  |
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UGHI! GALOMEL MAKES Girls: lemon juice whitener.

$\qquad$
FOR SALE-Two $=$-year-old mules;
also one good mule 15 hands high, and
some good horses. SouTH PLAINS
MOTGR CO., Maxwell Dealers, Plain-
view. Phone 677.
IF YOU ARE LOOKING for the best
GIRLS: LEMON JUICE

We are in the market for Dry and
Green Hides. Highest prices. ALJE
\&

| FOR SALE - 7 -room strictly modern residence in one of the best residence sections of Plainview. Phone 40. |
| :---: |
| FOR SALE-A gray fox for $\$ 5$. oscar hill at Elk Barber Shop. |
| DONT FAIL to see me before you sell your Wheat or other Grains. We are always in the market. E. T. coleman, Coal and Grain Denler. 4t. |
| e second rads. E. |



$\qquad$ to know that she can have new and
lup-to-date turniture made of the old
pleces at a very small cost pleces at a very small cost. Let our
expert cabinet man comee out and show
you. HANDY MAN'S SHOP. Phone
475.
$\qquad$ notstered to see those beautiful, up-
Fwings and Lawn
Punture. HANDY MAN'S SHOP
$\qquad$


Found-Bunch of keys. Owner ay obtain same at The Herald offlice

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DAWSON \& BATES
 Office Phone 158 .
II Calles, buy or Slesh ortree -7 ours.
Oftree Hourn:
Call Telephone No.
73 for
FREE
Quick Tire
Service

## Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it good health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and $\mathbf{w} \in$ will do the rest.

## GOOD NEWS--OF FURTHER REDUCTIONS-IN THE PLAINVIEW MERCANTILE CO'S. GREATEST SALE

fURTHER REDUCTION SUMMER DRESS FABRICS


We cannot express in words our thanks to each of our thousands of customers, to whom we owe our success through our CLEARANCE CELEBRATION

## Really Extraordinary Values!

## Bringing Further Reductions Each Week

This is the greatest sale of the year and each year greater than all that have gone before. Hundreds of manufacturers have co-operated with us in the most friendly and liberal manner. We have reduced profits. We cannot buy goods today at the nrice we are selling to you now. This is our appreciatin to you who have helped to make The Plainview Mercantile Company one of the biggest department stores on the Plains. Bring you great opportunities of savings at this troublesome time of war and high prices.


## Plainview Mercantile Co.

Clearance Specials
 Suits further reauced They won't last tong
The Men's shirts, \$1.00 Values, Sale Price . 73 c One Lot Men's Standard-Made Overalls, 98 C One Lot Special-value Blue Work Shirts, 48 c ,
Men's 50 c Silk and Wash Ties, $35 \mathrm{c} ; 3$ for $\$ 1$

| $\begin{gathered} \frac{3}{3}, 00 \mathrm{M} \\ \text { price } \end{gathered}$ | 75 |
| :---: | :---: |
| 8.00 Men's Suits, Glearance Sale price | \$12.75 |
| 420.00 Men's Suits, Clearance Sale | 5 |
| \$22.50 Men's Suits, Clearance S | 5 |
| *25.00 Men's Suits, Clearance Sale price | \$18.50 |
| *27.50 Men's Suits, Clearance Sale price | \$19.95 |
| *0.00 Men's Suits, Cleairance Sale priee | \$22.75 |
| .00 Men's Suits, Clearance Sale price | 5 |
| PALM BEAGH AND COOL CLOTH SUITS |  |
| 50 Men " ${ }^{\text {price }}$ "Cool" Suits, Clea | 75 |
| 00 Men's "Cool" Su |  |
| ${ }^{\text {price }}$ | \$6,75 |
| price | \$8.50 |
|  |  |
| $\$ 5.00$ on Each Suit |  |
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| ${ }^{\text {Bo }}$ |  |
| (00 boys Noriolk suits, |  |
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| ${ }^{50}$ brice Boys Noriolk suits, |  |
| Boys N |  |
| 8 price 8.50 Boys Noriolk suits, |  |
| price | 5..s. |
| \$10.00 Boys |  |
| Clearance sale of boys' was surts. |  |
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| \$1.25 Poess Wash suits, clearance sale |  |
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all straw and panama hats at ONE-HAL PRICE
FURTHER REDUCTIONS IN MEN'S AND YOUNG MEN'S KUPPENHEIMER There tal There was 300 suits but they are going fast
and the following prices will soon clean and the
them up.
clearance sale of men's and
NGE SALE OF ME
BOYS' OXFORDS of black and tan kidskin and calfskin in but
 fords, Sale Price... $\$ 1.90, \$ 2.05$ and $\$ 2.25$
Mens and Bovs $\$ 3.25 . \$ 3.5$ and $\$ 4.0$.
fords, Sale Price
$\$ 2.45, \$ 2.60$ and $\$ 3.40$


## CLEARANGE SALE OF MEN'S SHOES

 of Black and Tan calfskin andlarge range of lasts Marge range of lasts and toes.
Mens Shoes.. $\$ 2.25, \$ .50$ and $\$ 3.00$
Sale Price.. $\$ 1.95, \$ 2.10$ and $\$ 2.55$ Men's Shoes $\quad \$ 3.50, \$ 4.00$ and $\$ 4.50$
Sale Price $\$ 2.95, \$ 3.40$ and $\$ 3.85$ Sale Price $\quad \$ 2.95, \$ 3.40$ and $\$ 3.85$
Men's Shoes
$\$ 477,50.00$
and $\$ 6.00$ Sale Price. $\$ 4.05, \$ 4.25$ and $\$ 5.10$ Men's Shoes $* \$ 6.50, \$ 7.00$ and $\$ 7.50$
Sale Price. $\$ 5.50, \$ 5.25$ and $\$ 6.35$


