## THE PLAüVIEW EVENING HERALD

TWICE-A-WEER
"CIIY OF ROSES" NEW CIVC BEAUIEEL DEEA BESINESS MEN DESIRE TO HAI PARKIVG betweev side
WALKS and GURBING.

SEEAE WOULD BE EFFCLINE
 in Plains Country
Beyond Expectations

surrers 'Company of Waterloo, Iowa, for
thto state. who has been in Plainvie
the last tew days, stated this morninz that the darry campaign to be launched
in the Plain- Panhanale distritet will
wis put the dairy industry on an estal and will help in making this to
the datry center of the nation. The darry center of the nation. hances in value. He points out enat
one of the many features of extensive datrying is that it brings in cash money to operate the farm. The dairy cow takes up grasses and converts them
fito \& commercial product every day.

## 300 New Volumes Received Here for Local High School

 moto a commercial product every have
Mr. Myrick says that there have
seen more "Iowa Dairy" separators

| tion of books in the local instit up to the 700 volume mark. | W | S. SUBMARINE IXPLODES |
| :---: | :---: | :---: |
| cee in the high school thro |  |  |
| appropriation made by the city schooi board. They are various in character covering history, literature and sci- | Farmers of Hale County to Hear thout Future Possibilities of Industry in This Country. | nder vea Boat Results in Flve Death and Three Injuries. |
| Suce. |  |  |
| at an order has been pliceed | Dairy Congress | the Post from Petrograd says that |
| tic | res | under |
|  | Col |  |
| n a few days. |  | deventh army one whiole divisicn |
|  | semble here to impress upon the |  |
| Lates |  |  |
| "HIPPO" CIAN IN BASEBALI | the importation of dairy stock and the extensiveness of the possibilities of the |  |
|  |  |  |


$\qquad$ Council Degrees at
Meeting Last Night

"um sume nat ime

| it will go into session at the County house, and will remain in thession until the work of selecting the required whimer for the Hale County quota 41 as officially announced in Tuesday's paper, is completed. <br> It was announced this afternoon by Dr. J. P. Lattimore that it is possible that more than ninety men will be summoned before the local board for examination, as he belleves that more than fifty per cent will be subject to exemption, being unable to pass the physical tests or having dependents. Doctor Lattimore made the following announcement this afternoon: <br> 'Any person notified must report for physical examination on the day named in his call. If he is found physically disqualified the board will give him a certificate which will explain to him what his future duties are., If be is found physically qualified, and flies a claim of exemption within 7 days after his call he will be given 10 days after filing his claim for exemption. If he is found physically qualified and files no claim for exemption or if he does not appear for physical examination, his name will be posted to the distriet board as one who was called for milltary service and was not exempted or discharged. On the eighth day-after call, or within two days thereafter, copies of the list of persons so posted to the distriet boards will be given to the press with a request for publication, will be posted in a place at the office of the local board, accessible to the public view, and notice will be malled to you at the address on your registration card. Therefore, watoh <br> (Continued on Page Six.) |
| :---: |
|  |

Community Correspondence


 duys with a laxn party. Qutle a merry crond partultaptece in the enjormen as zamese outatade and muste inside.
 Uman madeo protty seene. Cate and mances were served. Tre M. E. congreantion is enjoying tor, Reverend wilke now. The pasthe work by his brother The Misses Shankle from Memphis were here for a short visit the latter part of last week, as the guests of ther Dre, and Mrs. Greer are entertaint Dr. and Mrs, Greer are entertaining ne leon.

## Mr. Ge

me folks in Hugo, Okla
Mrs. R. V. Young and ittle dat
er, Margaret, arrtved Friday daugh-
guests of Mrs. Young's sister, Mrs. B. F. Moore. Mrs. Young is en route home to Artesia, N. M., after spending and Mrs. E. Callaway, at wichta Kansas.

West side, July $26,-\mathrm{Mr}$. and Mrs. vo wheat be wasted.
west side, July columbia, Mo July $2 e$-"Wat That Machine" a slogan akin


## TRUTH

As its advertisement-so the car. An honest announcement goes with an honest car.

Truth is the eternal test.
You will never read a Chevrolet statement making any extravagant claim.

True, we have claimed certain qualities for our car-superior motor-power, easy riding comfort, low cost of upkeep-but we have always been prepared our statement with the proof
We claim that the Chevrolet model-now as al-ways-stands for the highest motor value in its price class.

Test our statement-see the Chevrolet car, ride .
You will find-as thousands of others have-that we have sposen the truth

## E. N. Egge Auto Co.

Garner Broos
FURNITURE * AND UNDERTAKING


Ostermoor and Seely Mattresses are handled exclusively by us in this territory All prices All styles All sizes

## We're Getting Ready <br> We're Getting Ready To Move

That fact will be to your immediate advantage and to our final advantage. To your advantage now because we are offering you some unusually good prices to save the expense of moving present stock. To our final advantage because we will be in better quarters, more roomy, can carry larger stock, and give our patrons better service.

Pretty good argument for why you should stock up from this list, don't you think?

Watch for our announcement when we are to be in our new location

## Farmer's Exchange

 Phone 674The Store With a Har


## Maxwell Proves Economy in an International Contest

Fifty Maxwell motor cars carrying four passengers each, in fifty different cities and towns, ran an average of 39.67 miles on one gallon of gasoline each

An average of 27.47 miles was made by a total of 892 Maxwells running on one gallon of gasoline each.

These were the big, outstanding vesults of the Maxwell Dealers' Gasoline Economy Contest which took place in the United States and Canada on Wednesday, May 23

In all the runs, privately owned Maxwells, in actual daily use by purchasers, were employed.

In each car there were three observers newspaper men, public officials, or officials of local Chambers of Commerce or Automobile Clubs.

These observers made affidavits as to the results of the runs they watched.

The Maxwell Motor Company offers these certified contest figures as proof of its claim regarding the Maxwell's economy.

If you want to hold down gasoline bills buy a Maxwell.

Roadster \$650, Touring Car \$665, Cabriolet \$865, Town
Car $\$ 915$, Sedan $\$ 985$; completely equipped. including electric starter and lights. . All prices f. o. b. Detroit.
South Plains Motor Co.


| WELVE MUNDRED MILLION DOL. LARS' LOSS IS TREMENDOUS MANURE WASTE EACH YEAR. | high cost of living is BUYING. |
| :---: | :---: |
|  | people demand Legislation |
| Parmers are urged in a statement ued today by Assistant Secretary | to take care of the man in business who is lacking in experience and |
| Il Vrooman to make every effor | knowledge in buying-is |
| st amount |  |
| nure | d |
| s country, Assistant Secreta |  |
| anure produced in the linited states |  |
|  | is reaping the proits and the con- |
| an annual loss of material | sumer is developing "Hysteria"-one |
| - |  |
| d a half the value of |  |
| $\begin{aligned} & 16 \text { wheat crop. } \\ & \text { "This is not } \end{aligned}$ | business man or |
|  |  |
| ative estimate | edge of good business |
| istics. It has been fo | margin in business is the necessary |
| horse or mule produces annually $\$ 27$ worth of manure (as compared with | element to create confidence in our general welfare. |
| mmercial fertilizers) ; each head | The packers and the stock raisers |
| 820 worth; each hog 88 wor | the balance-wheel of intelligence |
| culating from the 1910 census fig- |  |
| ures for number of animals on farms | trolled by proper methods holding |
| $62,000,000$ cattle, $24,000,000$ hor d mules, $58,000,200$ swine and | one's better judgment in reserve until |
| 硅 | method can be advanced. No |
| of manure produce |  |
| 00 | intelligence in buying until he knows |
| ations by the Department of Agri- | some of the material facts pertaining |
| ure indicate that at least half of | to the system of food handling. The |
| this great wealth of fertilizing ma- | food producer becomes the loser does not properly care for his |
| terial is sheer waste. In some | does not properly care |
| ming sections not more than 1 nt of the manure produced is | bution, hence que reasonale solution to the food question is the estabish- |
| en in the most intensive dairy re- | ment of a food bureau-the food |
| gions, where cows are largely stall fed and comparatively great care taken |  |
| with the manure, the loss seems | us the over-and under-pr |
| proximately 25 per cent. | $r$ food supply would be |
| Here, then, is a job for the Ameri | the underrying prin |
| thy of his | goe |
| fort and in keeping with the sp | fulfilling its obligetions |
| this, great hour in American history. | on a "Business Basis." Thu sonable solution to the |
| To save a billion dollars wor |  |
| manure is a Herculean task-a | would be solved and a scie |
|  |  |
| Hions of tons of dung and lifter. It | ng in contact with the vario |
| means the construction of concret |  |
| manure pits, of paved feeding | be to advise withi the Central F |
| sheds, and greatly increased care in | Bureau, produced out of a natural dis- |
| the conservation and use of bedding | tribution of natural resources along |
| materials. It means a lot of work, | ing in contact with these |
| work that can be done at odd | coming in contact with these various representatives whose duty it would |
| hours and moments, and work that | representatives whose Contral Bureau, |
| aly as a war measure, but concelv- | East Forty-Third street |
| , |  |
| habit of making full use of our | Don't have an empty preserving jar |
| able manure supply we are | in your neighborhood next fall. |
| to lapse into the old, waste again. | neigtibor surely can |
| "The cheapest and best way to ha | 崖 |
| e manure, where convenient, is |  |
| or at least every two or three days. In |  |
| stway, if plenty of bedding be used | ccounts for merch |
| cically all the valuable cons |  |
| te of the manure are saved, sinc |  |
| leaching after the manure is on arabl | nywhere. |
| land merely serves to put the fertili- |  |
| ing materials where they ought to be |  |
| In this way, too, loss through heating, or "fire-fanging." is avoided. | s Mercantil |
|  | Agency |
|  |  |
| ter-vegetables worth more than | Plainview, Texas |
| ever. Home canning pays. |  |

## Poland China Males for Sale

I have sixteen choice Big Bone Poland China males, four to eight months old, for sale. The price is right and each animal is guaranteed in every respect. See me or call at the farm two miles south of Hale Center.

## J. J. ELLERD

Phone 60

## FEDERAITTIRES <br> Rugged sed FRz Double Cable Cable Base Traffik <br> 

Driving with one eye on the road and the other on your tires is more strain than pleasure.
When youare sure of your tires, the miles slip behind you and make motoring a real pleasure.
Equip your car with FEDERALS. Their Double-Cable-Base Construction does away with the most common causes of tire trouble.
The

McGLASSON-ARMSTRONG RUBBER co
The Federal Rubber Co.
Factories: Cudahy, Wis.
Factories: Cudahy, wis. $\|||\|\|\|\mid I\|\|\|\|\Gamma\|\|\|\|\|\|\|\|\|\|\|$

## To Save is to Serve

The Women of America May Lend Tremendous Aid In These Turbulent Times

Simply by exercising the woman's prerogative -by acting in her natural capacity as the censor, and sponser, and dis penser of her own household.
$\qquad$ washes or irons electrically, has her work
electric wiring
DO IT ELECTRICALLY'- yourselfto thoroughly and competantly wire your

## TEXAS UTILITIES CO. <br> PHONE 13



## See these New Ideas In Car Building

The Mitchell embodies many ideas . They mean more complete equipment, greater strength, and added beauty. They mean extra comfort, convenience and economy. So no one should decide on
This is to urge tinat you judge these new standards before buying a high

## THE BASIC PRINCIPLE

 For 14 years the Mitchell manufac uring policy has been guided by JohnW. Bate.
The first object was factory effifiency. That is, to build the complete factory at a minimum labor cost.

Millions of dollars have been spent to that end in this factory and equip ment. Now in this modern factory
nyone else could build it.
The evidence is not all in Mitchel The evidence is not all in Mitchell
prices. They are lower than any comprices. They are lower than any com-
parable cars. But much of this saving parable cars. But much of this saving
goes into features which nearly all cars

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 'We have watehed 70,000 Mitchel ars on the road to gain new ideas fo
this one. Mr. Bate spent the year 191 this one. Mr. Bate spent the year 1913
in Europe to study new engineering
standards. And the designers of the standards. And the designers of the
Mitehell on show today examined 257 new models to combine all the know attractions.
So the latest Mitchelts embody all
make an ideal car.
THE CHIEF DISTINCTIONS
er-strength. That is twice our forme margin of safety. And the purpose is a There are 31 features, like a powe ire pump, which nearly all cars omit ast year alone we have added one fourth to the cost of body attractions nere is extra-grade leather, neat-fixe mish, and countless dainty touches entering the car, a light in the tonneau

TWO SIZES-TWO PRICES We are now building two sizes,
re motor car buyers can enjoy he Mitchell advantages an enjoy all Mitchell lifetime car from $\$ 1250$ up. All these unique features are es sential to the utmost in.a car. Go se
them. See how our idea of strength,
beanty and equipment differ frem

MITCHELL - a roomy 7 -passenger Six with 127 -inch wheelbase and a highly Four-Passenger Roadster, $\$ 1560$ Sedan,
dever Four-Passenger Roadster, $\$ 1560$ Sedan,
$\$ 2240$. Cabriolet, $\$ 1960$. Coupe, $\$ 2060$.

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


the plainview evening herald
SOCIETY
Telephone Number 72


## Reinken's Sale

offers you the opportunity to buy clothing and shoes now at lower prices than you will see for anyhow two or three years to come.

## Prices are going to be higher

and though the World War would be over tomorrow it would be several years before woolens and leathers would decline to anywhere near the old plane of prices.

Our present stocks are still pretty complete, and yout can yet purchase at figures which will show you a substantial saving.

REINKEN'S
Clothing and Shoe Store


## Yesterday there came to our house a carload of furniture

The big assortment of good things for housewives was bought to fill in our stocks, and in it are many beautiful patterns and designs of furnishings for every purpose

Thoughtful housewives are already planning their fall furniture changes. Just what will be needed to cheer the home and comfort its occupants. That is foresight. It means that those women who make a study of their furnishings will wel come the announcement of the arrival of this car of new things. We invite you to hurry down and see what we have. Even tho you are not ready to buy if you see what you want we will hold it for you.

Then you have an additional incentive to trade here: for if you have something you don't want it has an exchange value here. If you don't need something in its place we will pay you cash.

Our repair department is also at your service. It is in charge of an expert who will make any needed repair, upholster, revarnish, and in fact make new furniture out of that you thought ready for the scrap heap.
W. E. WINFIELD
"If It Isn't Good We Make It Good"
Phone 95


Miss Isabelle Jackson is the guest Tiss Mary Lipscomb this week
no capital required.


Flam-"Contractor.
Flim-"What line?"
Flam-"Debte"
Flam-"Debts."-Judge.
at the HOTEL BROADWAY.

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. THE INDIANA SILO will help you solve the feed problems.


RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE TELEPHONE NO. 7.2

THE MARKET PLACE OF THE SOUTH PLAINS




|  |
| :---: |
| also one good mule 15 hands high, ansome good horses. SOUTH PLAINSMOTOR CO., Maxwell Dealers, Plain |
|  |  |
|  |  |
|  |  |






 other brande.



$\qquad$

$\qquad$




| Sewing. <br> Brown. |
| :--- |
| TRV ITI Call 603. Mrs. |

IRY II! SOBSSIIUIE
FOO NASTY CALOME


$\qquad$




## 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 we will do the rest
ALLEN \& BONNER

## FINAL CLEARANCE

## OF SUMMER WEARABLES

Men's, Women's and Children's Keds
(Tennis Slippers) 20 per cent Discount
Also women's' mirses and children's Sister Sue pumps

20 per cent Discount

## Dresses and Sport

 SuitsAll fancy wash dresses, net and silk dresses and sport suits at

ONE-HALF PRICE
Children's Wash Skirts

Several pretty patterns at ONE-HALF PRICE

## Children's Short Sleeve Dresses

Gingham and white dresses
331-3 per cent Discount
Men's Straw Hats One-Half Price
Many suitable for fall horns. This season's purchases.

These prices are made so low that there will be no doubt about the goods selling. Come and get your share.

## One Lot of Women's Skirts

New styles, this season's purchases. About 30 skirts in silk and wash materials at
$1 / 2$ Price

## WOMEN'S SLIPPERS

Final Clearance Prices. The original prices of these slippers were low. Note the reductions. providing substantial economies.

Our entire stock, more comprehensive than ever before, charming new pumps, colonials and oxfords, for walking, dress or sport wear. Each pair openly evidencing the skill of the workmanship and selected leathers.

```
$2.25 for $3.00 grades
\(\$ 2.95\) for \(\$ 4.00\) grades \(\mathbf{\$ 2 . 7 5}\) for \(\mathbf{\$ 3 . 5 0}\) grades \(\$ 3.25\) for \(\$ 5.00\) grades
```

One lot small sizes, choice. ...... 69 c

## Children's and Misses' Slippers

 Entire Stock75 c for $\$ 1.00$ grades. $\quad \$ 1.25$ for $\$ 1.75$ grades. $90 c$ for $\$ 1.25$ grades. $\$ 1.45$ for $\$ 2.00$ grades. $\$ 1.00$ for $\$ 1.35$ grades $\quad \$ 1.65$ for $\$ 2.25$ grades $\$ 1.10^{\circ}$ for $\$ 1.50$ grades. $\quad \$ 1.95$ for $\$ 2.50$ grades. $\$ 2.10$ for $\$ 2.75$ grades.

## Men's Palm Beach Suits

and all two-piece summer suits 60 cents on the dollar
$\$ 4.50$ for $\$ 7.50$ suits.
$\$ 5.10$ for $\$ 8.50$ suits. $\$ 5.40$ for $\$ 9.00$ suits.
$\$ 7.50$ for $\$ 12.50$ suits
$\$ 9.00$ for $\$ 15.00$ suits.
$\$ 12.00$ for $\$ 20.00$ suits.

## Men's Slippers

Entire stock Edwin Clapp and Howard $P_{工}$ Foster make
$\$ 2.95$ for $\$ 3.50$ grades. $\$ 2.95$ for $\$ 4.00$ grades. $\$ 3.95$ for $\$ 5.00$ grades.
$\$ 4.95$ for $\$ 6.00$ and $\$ 6.50$
grades
$\$ 5.95$ for $\$ 7.00$ and $\$ 7.50$ grades.
$\$ 6.95$ for $\$ 9.00$ grades.
One special lot men's oxfords, mostly button style, choice
31.50

## One Lot Boy's Suits

Mostly suitable for fall wear. Many with two pair trousers, at
33 1-3 per cent Discount

## CARTER-HOUSTON'S

"Goods That Speak For Themselves"
J. J. LASH'S Real Estate Corner tiz broadtay. phone as. plaistiet. texas Have 160 acres land five miles south of Nazareth, Castro County, will sell for elght hundred dollars. cash, balance one to five years, six per cent interest.
Have nice five-room residence will trade on 160 acres land. Want
time on the difference.
me on the dirference
Have buyer for 160 acres improved farm. Prefer east of Plainview;
will go fifteen miles east.
Have 160 acres land for sale, good improvements, located three Have
miles from Plainview. Will sell smail payment cash, balance one to
five years' time, seven per ve years' time, seven per cent interest.
Have 320 acres land eleven miles from railroad, small three-room
ase, rented for third of crop, will have 160 acres in wheat, owner will house, rented for third of crop, will have 160 acres in wheat, owner will
trade his equity for town property. Easy terms; one to sis years at six
per cent interest.
Have six-room house with several large elosets, well and mill, good
garage, barn and lots for coms, two large lots, located in best part of
Dlainiow, will sil Plainview, will sell furniturem, woll; zive good terms.
Have Have one corner lot four blockst of square, east fro
J. J. LASH

Soldier Ball Club May Play Maxwell Clan Here Next Week
J. M. Lipscomb, manager of the
Maxwellites, atifirunced this mofatize Maxwellites, antivunced this morain: to bring the soldiers' team from E1
Paso here for three games next weel Paso here for three games next week.
The team at the present is touring the The team at the present is touring the
southern part of the state, and up to southern part of the state, and up to
date has played eleven games with some of the fastest professional teams
in that part of in that part of the country and has only lost one. The one game lost was
to the Alpine team. to the Alpine team, 2 to 1 , lasting six--
teen innings. Dollgreen, the masterful teen innings. Dollgreen, the masterful
soldier twitler, allowed only four hits and struck out twenty-four men in the game with Alpine.
FOR SALE-Two good corner residence lots in west part of city. Fences, barn, well and tower. East front. See
R. M PEACE at Elk Barber Shop. 3t. WANTED-Boy at the Heral WANTED-Boy at the Herald office
for general work. or general work. FOR SALE Nearly new Chevrolet car. Will take $\$ 400.00$ if sold at once.
Pbone 58.11

## This is the Place

Whenever you find that your car is not giving you the maximum service, look over the battery, the starter, and the ignition. If you find trouble in any of these places hurry the car to us and get the kind of service that will put your troubles out of the way and give you the motor pleasure you should have.

We repair or install new batteries and guarantee every job of work we turn out.

Conner Electric Company
Phone 526
At Knight Auto Co. Garage

