

- 2 -
Two Papers Pins
for only
5-cents

Pepperell Bleached
Sheeting
9-4
for only
22 1-2 cents
Per Yard

Two Cards
Hooks and Eyes
for only
5-cents

"Red Seal"
Ginghams
for only
10-cents
Per Yard

10 Dozen
25-cent
Men's Ties
only
2 for 25-cents

Two Papers Needles
for only
5-cents

Red Border
Huck Towels
(19 x 42)
10-cents
Each.

□ **Now For the Second Week** □
OF OUR
SEMI-ANNUAL CLEARANCE SALE

Bleached
Turkish Towels
(19 x 37)
30-cents
Pair.

Two Cards
Safety Pins
for only
5-cents

The Big Sale continues all through next week. The unusual values we are offering in every department causes the interest to become more intense as the Sale progresses. Already this Clearing Sale has been an unprecedented success. The Remarkable Values we are offering has attracted large crowds to this store and it has kept our large corp of salespeople busy waiting on them. If you have not already visited this store during this Sale, we want you to during the coming week. You have the opportunity of a big Money Saving now.

Pepperell
Bleached Sheeting
(10-4)
for only
25-cents
Yard.

All 15c
"Lion Brand"
Collars
for only
10-cents

**Join the Crowds and profit by these greatest of all
Clearing prices.**

All 10c
Gingham
for only
8-cents
Per Yard.

Sale Closes July 27th

10-4 Unbleached
Pepperell Sheeting
for only
23-cents
Per Yard.

**OUR LADIES'
READY-TO-WEAR
DEPARTMENT**

Is full of new and seasonable goods, and there you can find exceptionally good values—Wash Dresses, Piques, Linens, Evening Dresses, and everything in the Lingerie wear.

- \$10.00 values for only \$ 6.90
- \$12.50 values for only \$ 9.20
- \$15.00 values for only \$10.80
- \$18.00 values for only \$12.60
- \$20.00 values for only \$15.00
- \$25.00 values for only \$15.00
- \$30.00 values for only \$21.10
- \$35.00 values for only \$22.50
- \$40.00 values for only \$24.00
- \$50.00 values for only \$32.00
- \$60.00 values for only \$36.00

MEN'S CLOTHING.

There is no use for us to take up a lot of valuable space trying to tell you all the merits of KUPPENHEIMER CLOTHES. You know as well as we that there is no better line of Clothing in the whole country, and, besides, we are behind every suit we sell, and absolutely guarantee every suit to be just as represented.

- \$22.50, \$25.00 and \$27.50 Suits for only \$19.75
- \$17.50, \$18.00 and \$20.00 Suits for only \$12.75
- \$15.00 Specials, unusual values at the price, for \$10.45



LADIES' HOUSE DRESSES.

Nicest line of Ladies' House Dresses we have ever shown, and a full line of Gingham dresses for Misses—a full line of sizes and a good assortment.

- \$2.00 Nice Gingham House Dresses for only \$1.20
- \$2.50 Nice Percale House Dresses for only \$1.80
- \$3.50 Nice Tissue House Dresses for only \$2.40

One of the nicest line of Kimonas ever shown in the West, and prices will be surprising.

Two Boxes
Hair Pins

5-cents

See Our
**EMBROIDERY
SPECIALS.**

See Our
**EMBROIDERY
SPECIALS.**

"Cadet" 25c
Guaranteed Hose
for only
20-cents

Ladies' "Cadet"
25-cent
Guaranteed
Hose
for only
20-cents

One Lot
Men's
White Handkerchiefs
for only
3-cents
Each.

Ladies'
White Handkerchiefs
for only
4-cents
Each.

All
Men's 50c Caps
for
40-cents

50-cent
Underwear
for only
40-cents
Per Garment.

One Lot
Men's Fancy
35c and 50c Hose
for
15-cents
Pair.

Children's "Cadet"
25-cent
Guaranteed
Hose
for
20-cents

One Lot
15c
Sticker Braid
for only
8 1-3 cents

10 Dozen
Men's 35c and 50c Ties
only
2 for 25-cents

Extra Heavy,
Bleached Turkish Towels
(Hemmed)
for only
42c Per Pair

Bleached
Turkish Towels
20c Per Pair

9-4 Unbleached
Pepperell Sheeting
for only
21 1-2c Per Yard

Two Dozen
Pearl Buttons
for only
5-cents

MEN'S EXTRA TROUSERS.

- \$3.50 Dress Trousers \$2.40
- \$4.00 Dress Trousers \$2.85
- \$5.00 Dress Trousers \$3.60 to \$4.20
- 150 pairs job lot Trousers, all sizes, for only 95c per pair.

BOYS' SUITS.

Those good Suits—"HERCULES!" There is none better and very few anything like their equal, and we know there has never been such good quality offered at such a low price.

- \$3.50 values, and every one of them worth the price ... \$2.70
- \$5.00 values, the best values in the line, for \$3.60
- \$6.00 values, and good ones, too, for \$4.15
- \$6.50 values, Sale Price ... \$4.50
- \$7.50 values, Sale Price ... \$5.40
- \$10.00 values, Sale Price ... \$7.80
- \$12.50 values, Sale Price ... \$9.60

SHIRTS—"MANHATTAN" AND "LION" SHIRTS.

- \$1.25 Shirts, Strictly New Goods \$.90
- \$1.50 Shirts, Strictly New Goods \$1.20
- \$1.75 Shirts, Strictly New Goods \$1.35
- \$2.00 Shirts, Strictly New Goods \$1.50
- \$2.50 Shirts, Strictly New Goods \$1.75

MEN'S HATS.

- \$7.00 Stetsons for \$5.40
- \$6.00 Stetsons for \$4.80
- \$5.00 Stetsons for \$4.00
- \$4.00 Stetsons for \$3.00
- \$3.00 Stetsons for \$2.40
- All \$3.00 Nobby Hats for ... \$2.40

200 \$3.00 Hats, Good Shapes
and Colors,
for only
\$1.50

100 E. & W. Shirts,
All Sizes and Good Colors,
for only
40-cents

**Remember the Time and Place
TIME--JULY 13 to 27
PLACE--The Prettiest Store on the Plains
Plainview Mercantile Co.**

BOYS' PANT SALE

Big Reduction On All

BOYS' PANTS

BEGINNING SATURDAY MORNING, JULY 20th

We offer our entire line of Boys' Knee Pants at **TWENTY-FIVE PER CENT OFF**

A great opportunity to buy a supply of School Pants for less money than they will cost you later.

MONDAY SPECIALS

All Figured Lawns and Flaxons

5-cent grades reduced to 2 1-2 cents	10-cent grades reduced to 7-cents	12 1-2 cent grades reduced to 9-cents
15-cent grades reduced to 11-cents	20 and 25c grades reduced to 14-cents	

Stacks of Bargains in Clothes and Shoes.

Carter-Houston Dry Goods Co.

WHAT A POSTAL WILL BRING.

If you want to know about the University of Texas, send a postal card to the Secretary, at Austin, and receive free:

- 1. Bulletin 196, which contains the stories of how twenty-five young people worked their way through the University, despite great difficulties.
 - 2. Bulletin 212—a book of pictures of University life and much interesting reading matter about the institution.
 - 3. Bulletin 218—the annual catalogue, containing 520 pages. From the catalogue a prospective student may find all necessary information regarding entrance conditions, courses of study, etc., etc. In addition to the college courses and the courses in law, engineering and medicine and pharmacy, the new courses in domestic science, in architecture, and in business training are fully set forth.
- Put these three Bulletins into the hands of boys and girls and they may awaken a desire for a college education. The University of Texas is the people's school, created for them, maintained by them. Every patriotic Texan should be familiar with its work. Write today and ask for Bulletins 196, 212 and 218.

CALOMEL GIVES ONLY TEMPORARY RELIEF.

So Powerful It Shocks Liver and Leaves It Weaker Than Before. **Dodson's Liver-Tone a Perfect Substitute.**

Nearly everybody who has ever tried calomel for constipation or a sluggish liver has found that it gives only a temporary relief. For calomel is such a powerful drug that it shocks and weakens the liver and makes it less able afterward to do its duty than in the first place.

This is one of the reasons why R. A. Long Drug Co.'s drug store would rather sell Dodson's Liver-Tone to you than calomel. We know that Dodson's Liver-Tone is a pure vegetable tonic that will cure constipation quickly and gently, without any danger of bad after-effects. We guarantee it to do this with a guarantee that is simple and fair. If you buy a bottle of Dodson's Liver-Tone for yourself or your children, and do not find that it is a perfect substitute for calomel, then come back to the store and get your money. If you don't get value for your money out of this tonic, it's your right to expect your money back, and we will gladly give it to you. 29

FOR SALE AT Great Bargains

THE BALANCE OF JULY PIANOS AT LEYHE'S THE BIG STORE THE PLACE TO BUY

We have a dozen kinds to select from and know we can save you money. Come in now while the stock is complete. Remember if you wanted a suit of clothes or a new dress you would hunt for the largest store which gives the buyer the variety to select from. If you want a Moderate Priced Piano, we have just the value you have been looking for. If a cheap Piano we have it and the very best values in the United States for the price. If a fine Piano, I have on display the finest stock ever shown in Plainview. Come and see and hear the tone of that Beautiful Ivers & Pond, Menature Grand; come and see the only real Art Piano yet shown in Plainview. We are offering more value received than any Piano House in Texas.

LEYHE' PIANO CO.

Wayland Building
ED ARION, Mgr. PLAINVIEW, TEXAS

A. L. HAMILTON & BROTHER

Manufacturers of—
Flues, Tanks, Milk Troughs, Camp Stoves, and all kind of Tin, Copper and Sheet Metal Work.
Repairing Neatly Done on Short Notice.
PLAINVIEW, TEXAS

Community Correspondence

HALFWAY.

July 17.—Wm. Barrett has been quite sick this week but, under the care of Dr. Faris, he is greatly improved.

J. D. Walker and son, Marion, and Wm. McLendon, of Carlsbad, New Mexico, are here, with a bunch of cattle which they wish to put out to pasture.

A party of picnickers spent Wednesday on the draw. The outing was given in honor of the Misses Randolph, who are here visiting the Dye family.

Messrs. J. W. Dye, E. T. Clark and E. A. Gilbert left Wednesday for a camping trip in the sand hills.

Mr. and Mrs. I. J. Helm, son and grandson and Mrs. Maggie Davis, accompanied by friends from Kress, spent several days last week in the sand hills. They found plums plentiful and brought home all they cared to use.

Misses Mattie and Lillie Randolph will leave Friday for their home, at McCauley, Texas.

Halfway Ladies' Aid will give a social at the school house on Saturday night, July 20. Every one is cordially invited.

Mrs. W. A. Doane leaves this week for a visit to her old home, in Clarendon.

Miss Mattie Randolph will give an elocutionary recital at Halfway school house on Thursday night, July 18th.

Welcome showers have visited nearly all parts of this neighborhood during the past two days. Crops have a brighter appearance and smiles are seen on the face of the farmer.

A number of young folks met at the Nye home last Sunday night to have a singing bee.

Mr. and Mrs. E. A. Gilbert spent Sunday with Mr. and Mrs. E. F. Clark. Mr. and Mrs. R. L. Hooper and family spent Sunday with Mr. and Mrs. Asa Hooper and family, and attended Sunday School at Mayfield school house.

J. H. Helm and sister, attended a picnic at Kress on Wednesday.

B. B. Huguley and F. A. Nye were business callers in Plainview last Friday.

W. C. Ooley went to Plainview Sunday, to attend meeting.

Miss Edith Edwards and Miss Terry returned to Plainview Friday, after a few days' visit with Mrs. Ooley.

The farmers of Prairieview met Wednesday afternoon and talked about getting a telephone line in this locality.

Mrs. Fred Boedecker and daughter are quite sick with typhoid fever, at their home, near Prairieview.

A fine rain greeted us here Monday evening.

Mrs. W. C. Ooley was a Plainview caller Monday.

Henry Dean and wife were callers in Kress over Sunday.

SOMETHING EXTRAORDINARY.

A personally conducted, first-class special train excursion through the Rocky Mountains to the world famous Yellow Stone National Park and return, under the auspices of "THE CAMPUS"—the new monthly magazine of Southern Methodist University, at low rates and consuming about 13 days—(tickets to be good until October 31st for return, and allowing stop-over enroute)—will leave Dallas and Fort Worth August 12th. For complete itinerary, expense particulars and photographic literature illustrative of the journey's superb attractions, free of cost, address Frank Reedy, Bursar, Southern Methodist University, Dallas, Texas. 30

DON'T YOU OWE YOURSELF SOMETHING.

For programs and beautifully illustrated literature (free of cost) relating to the great Colorado Chautauqua at 'Beautiful Boulder' and numerous, splendid home-like and not unreasonable resorts throughout wonderful Colorado and along the Pacific coast, address A. A. Glisson, general passenger agent, "The Denver Road," Fort Worth, Texas. Little vacations in these directions are always worth more than they cost! 30

CARD OF THANKS.

We wish to thank most sincerely our many friends for their kindly manifestations of love and sympathy in our sorrow, and take this method of conveying to you our heartfelt gratitude. May God's richest blessings rest upon each of you.

BUCK SAMS,
MR. AND MRS. R. H. MITCHELL.

Money To Loan

For the next 60 days, will loan money on farm and ranch lands, in Hale and adjoining counties, 8 per cent interest, three to ten years time. For particulars, address,

Hunsaker & Phillips

Or inquire at FIRST NATIONAL BANK

WANTED--100 More Young Men and Women

To take our Bookkeeping and Stenographic Courses, and to take up good paying positions. Have been established 23 years and have more than 150,000 graduates now holding positions. Don't you think it would pay you to take the Draughon Training? Write us to-day for our FREE Catalogue and information. It will tell you how to SUCCEED. Address

Draughon's Practical Business College

BOX NO. 873 AMARILLO, TEXAS

Among the Farmers

R. B. Walling came to Hale County, from Hopkins County, six years ago. "My maize made a ton to the acre last year," he said to The Herald man.

"I made six bales of cotton on eighteen acres, and raised a small amount of corn and oats. I came here for my health, and find it a healthy country for me. I was sick when I came and now am well. I haven't had a doctor in the house since we came, except the time when my daughter was snake bit. The country is surely fine for health.

"I regard it as a fine country for poultry, hogs and stock of all kinds. "The second year I was here I raised two tons of kaffir to the acre, and planted it the 13th of July."

F. M. Daugherty, who lives eight miles southeast of Plainview, came from Illinois, three years ago. He is one of our successful stock raisers. He makes no speciality of any particular line, to the exclusion of others, but succeeds along all lines. Last year he raised 20 pigs, and sold them at eight and one-half month old.

They weighed 210 pounds each. This spring his wheat on 30 acres made 24 bushels to the acre. This is what he has to say:

"I believe that this is the best stock country in the world. Colts, calves and pigs thrive well here. I took one trip back to Illinois, but I did not like it there. There are some things I don't like here—the spring winds, for instance—but, on the whole, I like the country fine. I don't think there is a healthier country in the world, especially for those afflicted with throat or lung trouble.

POETRY IS APPRECIATED.

A few weeks ago The Herald published some short poems by Cora E. Phillips, which we consider very good. A number of our exchanges copied them, so that by this time many people have enjoyed the poems.

We are always glad to publish poems by our readers, and especially pleased when it is of such merit.

