

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

Published Every Tuesday, Thursday and Saturday by—
THE HERALD PUBLISHING COMPANY
Corner North Pacific and Second Sts.

BUFORD O. BROWN, Editor. E. B. MILLER, Business Manager.

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

WILSON'S DIPLOMATIC VICTORY.

President Wilson won his first great victory in foreign relations when Huerta resigned in Mexico. He unloosed the dogs of war when he ordered troops and gunboats southward. The tocsin sounded when Fletcher took Vera Cruz.

No other President has been able to go this far and then recall the passions aroused by sound of drum and sight of uniform.

"Old heads" have called Wilson diplomacy "amateurish." You may call this triumph a "lucky accident." You can't get away from the fact that government built upon assassination has been discredited. Huerta has been forced to step down.

And this was done without waste of American boys, whose lives would have paid for intervention. A thousand mothers are thankful that the President was steadfast in his determination not to sacrifice their sons. They know he found a better way.

What the President started to do he has splendidly accomplished.

THE STATE'S BEST PRODUCT.

Ancient nations are remembered for their men and women. Mind makes history. What makes mind?

Your vote next Saturday is your answer to that question—"wet or dry?" Whisky and what goes with the open saloon, or prohibition?

Texas has a few more than 4 million people. The per capita consumption of alcoholic liquors is \$21. That means Texas spends \$4 million dollars for intoxicating drink every year.

When you came to figure it up, that is the least of an innumerable list of costs. Chargeable to whisky and its kindred are more than three-fourths of the court costs on crime; the larger per-cent of the money we expend for our insane, our sick, our paupers. In fact, the greater portion of that 1-million-dollar deficit in our penitentiary system about which candidates grow eloquent is a product of the saloon.

Eighty-four million dollars would finance our State Government, on basis of expenditure last year, for 12 years; on this year's estimates, it would last 17 years, including deficit for the penitentiary and money for all of our educational institutions.

Interest at 5 per-cent on the amount Texas spend for whisky each year would yield nearly two-thirds of the amount needed for State purposes. Northwest Texas does not have saloons. We do help pay the bills of the saloon. That is where a large part of our State taxes go—criminal court costs, insane asylums, penitentiary—all traceable directly to strong drink.

Texas demands men. The saloon makes beasts of human beings. Considerations of thrift, scarcely less than manhood, urge you to vote "dry" Saturday.

PLAINVIEW VISITORS HAVE EXCITING TIME IN OKLAHOMA.

Mr. and Mrs. Amos Counts and little granddaughter came in Thursday from Ft. Oklahoma, to visit Mrs. Counts' parents, Mr. and Mrs. J. M. Shafer.

Mr. and Mrs. Counts were in the wreck which occurred Tuesday night on the Rock Island twenty miles east of Shawnee. Just as the engine started to cross a bridge it struck a loose rail and tore up the track in such a way that the train was delayed three and one-half hours. Fortunately, no one was injured.

Mr. and Mrs. Tom Shafer, who have been on their farm near Tulla for the past two weeks, returned yesterday. They also attended the Water Carnival at Tulla.

Mr. and Mrs. R. H. Jetton came in to-day from Lockney. Mr. and Mrs. Jetton will visit their son, Marion Jetton.

Miss May Bird passed through Plainview to-day en route from Lockney to her home, in Milsap. Miss Bird has been visiting her brother, J. C. Bird.

Mrs. F. M. Bridges, of Hale Center, is here to-day attending the Civil Service examination that is being held at the Court House.

STANDING OF CONTESTANTS, HERALD'S OVERLAND PRIZE.

Miss Letha Shropshire	76,500	28,100	8,500	113,100
Miss Eula Howell	29,800	23,000	13,000	65,800
Mrs. W. L. Braddy	11,800	8,500	9,000	29,300
Roy Bailey	21,000		30,000	51,000
Mrs. Myrtle Wasson	6,500			6,500

Other Contestants: Dr. I. E. Gates, A. J. Chambers, Howard Elliott, Miss Josie Rosson, Miss Nell Webb, Kress; T. Walter LeMond, Hale Center; Miss Lillie Tye, Floydada; Mrs. Kent Foster, Floydada; Miss Minnie Locke, Runningwater; Miss Lois Foley, Olton; Lowell L. French, Olton, and Harvey Maxey, Carrollton, have 1,000 votes each.

"Go to Duncan's"

This is what we wish you to say when you send your child, or any of your friends, for anything you may wish in the Drug Line.

In order that we may merit your business friendship we have made every effort to have our stock just as complete as an experienced buyer can make it.

We unhesitatingly state that you will receive nothing but the most courteous treatment, and that you will gladly be accorded every accommodation consistent with good business principle.

May we have your patronage?

Duncan's Pharmacy
The Home of "Nyal's Peroxide Face Cream"



NORMA PHILLIPS

SERIAL NO. 14
**TUESDAY,
JULY 21**

**Our Mutual Girl
VISITS THE
U. S. S. Arkansas**

**THE PICTURES GET
BETTER EVERY
WEEK**

**Don't Fail to See
This One**



Admission 5c and 10c

F. L. Vandergriff, connected with the Santa Fe Railroad as editor of "The Earth," was in Plainview this week. He and H. M. Bahner, agricultural demonstrator, came down from Amarillo in Mr. Bahner's automobile.

SANITARIUM NOTES.

Mrs. Floyd Barker, of Lockney, who was operated on last week, returned home Wednesday.

Miss Myrtle Westbrook, of Big Springs, was operated on Tuesday.

FOR RENT—3 connecting rooms, with bath and electric lights. Board if desired. Phone 585, or call 308 South Pacific. —Adv. 1f.

TEXT SHOW COMING ALL OF NEXT WEEK.

Coming all next week, The Grand Stock Company, featuring Lillian Leigh, the great emotional actress. Mr. Grandi has this season leased all royalty plays. He has spared no expense in making his company one of the strongest in the South to-day.

The opening play, Monday, July 20th, will be "Thorns and Orange Blossoms," with Lillian Leigh in the leading role, which is a four-act Southern society drama. High-class vaudeville between each and every act, featuring Harry Welch, the champion buck and wing dancer of the South.

This company carries special scenery and electrical effects and the best of costumes for this play. They are featuring in this bill the most advanced styles, and this style is the one that the ladies on the occasion will wear colored hair to match the gowns they wear. Now, this style is one of the foremost styles in New York and Paris; they are even wearing them as far west as Dallas.

This splendid organization will pitch their big tented theatre west of the Schick Opera House. This company carries 30 people, band and orchestra. One special feature of this company is—they all stop at hotels. The very best of order will be kept in the tent, and absolutely no smoking will be allowed.

They carry a special ten-piece orchestra. Band concert at four o'clock daily. Robert Grandi and his high-class baritone singing. Change of program nightly.

Don't forget the date, Monday, July 20th.

The Wearing of a Good Shoe Is a Matter of Education

Learn to know the comfort and distinction of a well-made, well-finished shoe, and you will find it difficult to be satisfied with those of less careful construction.

Low Prices on Low Shoes

All Men's Edwin Clapp Oxfords, \$6.50 and \$7.50 grades, Choice - \$5.50
All Men's Howard & Foster Oxfords, \$5.00 grades, Choice - 3.95
All Men's Howard & Foster Oxfords, \$4.00 and \$4.50 grades, Choice 3.60
One Lot Men's \$4.00 and \$3.50 Oxfords, this Season's Styles, broken lots of best sellers, choice **\$2.50**
One Lot Men's Oxfords, containing broken lots of all prices and leathers, choice **\$1.75**

Women's Oxfords, Colonials and Pumps

All Women's \$5.00 Colonials, Patent, Dull kid, and Satin, Choice **\$3.95**
All Women's \$4.00 Colonials, Patent, Dull Kid, Choice **\$3.35**
All Women's \$3.50 Patent, Colonial, and Pumps, Choice **\$2.95**
All Women's \$3.50 Dull Kid and Gun Metal Colonials and Pumps, Choice **\$2.60**
All Women's \$3.50 Patent and Gun Metal Button Oxfords, Choice **\$2.25**
One Lot Women's \$4.00 Champagne, Kid, Colonial, Spanish Louis Heel, now **\$2.25**
One Lot Women's \$3.00 White Canvas Pumps, Spanish Louis Heel, Now **\$1.95**
One Lot Women's \$4.00 Brown Suede and Grey and Champagne Nubuck Button Oxfords, Choice **\$1.95**
One Lot Women's \$3.50 White Nubuck Pumps, Choice **\$1.75**

Extra Special!

During this sale all Women's Tan Pumps and Oxfords at half price. Several broken lots Women's and Big Misses' Oxfords, Pumps, Etc., Choice - **\$1.48**

All Children's and Big Misses' Oxfords at **20 Per Cent. Reduction**

Our

Great Summer Sale

Continues Until August 1st

Sale of Men's and Young Men's Clothing

The clothing involved is our best; nothing reserved. We have cut the prices from our regular low prices.

Men's Hart, Schaffner and Marx Suits, worth \$22.50, \$25, and \$30, now **\$18.00**
Men's "Frat" Suits, worth \$15.00, \$17.50 and \$20.00, now **\$12.00**

Carter-Houston's

LOCAL MILITIA COMPANY GOING TO ENCAMPMENT.

Captain Golding Expects 15 Thousand Men Will Take Part at Texas City.

Captain Ben Golding says that 15,000 men are expected to camp at Texas City August 13 to 31. United States troops will participate in maneuvers. All State militia will be there. The local company is pending considerable time marching, camping and studying advanced formations.

The boys will be paid for their time in camp; also for railroad fare and expenses en route.

FORT WORTH MAN TO PREACH FOR LOCAL CHURCH OF CHRIST.

W. F. Ledlow, of Fort Worth, will preach twice each month for the Plainview Church of Christ. He has been preaching for 20 years, and is an able minister.

Mr. Ledlow has been made President of the Lockney Christian College. He will preach half of his time for the Christian Church at Lockney.

Christian College's new president is a graduate of Polytechnic College, Fort Worth; he holds a master's degree from the University of Texas. Mr. Ledlow was a student assistant during his course at Polytechnic.

Amusements

"LUCILE LOVE, THE GIRL OF MYSTERY."

"Lucile Love, the Girl of Mystery," is a girl of grit all right. She made her second appearance at The Olympic Tuesday night, deserted the hydroplane and made a sensational landing on the steamship.

The plot thickens, and the interest is intense. She escaped from the burning ship with the papers concealed in her dress.

When last seen she was in the hands of savages on one of the South Sea islands.

"Million-Dollar Mystery."

The first two reels of the great "Million-Dollar Mystery" were shown Thursday night at The Ruby. This is said to be the most stupendous moving picture ever conceived. There are nine miles of thrills and sensations.

The story is taken from a novel by Harold McGrath, and has an all-star cast. It deals with the mysteries of the "Black Hundred," a secret band of Russian millionaires.

The startling experiences of Florence Gray, the heroine, her breath-taking escapes, and the wonderful scenes taken from the ocean bottom are well worth seeing.

Ten thousand dollars in cash is offered for the best solution of the mystery. Anyone is open to competition. The last two reels will be taken from the best solution sent in, which will be limited to one hundred words.

It will run 23 weeks.

M. C. Hancock returned Thursday from Kansas City and other points in Missouri. His sister, Miss Marietta Hancock, of Keytesville, Mo., returned with him and will attend school in Plainview next winter.

Little Lucile and Thornton Jones, Jr., returned to Amarillo yesterday, after a visit to their grandparents, Mr. and Mrs. L. C. Penry.

Tom Rowan, a former citizen of Canyon, but now of Waco, came in this week with his family with a view of making Plainview his home.

J. N. DeLay, of Bonham, Texas, father of J. R. DeLay, is here spending the summer and, incidentally, taking care of his son's home while he is in Colorado.

W. E. Buckley, an old-time resident of Floyd County, but now a real estate dealer of Fort Worth, is here to-day. He came all the way in his car, via Floydada. His daughter, Miss Grace Buckley, is with him. She will visit Miss Carrie Ruth Buntin for two weeks.

Will Price and Miss Eula Mae Rollins went to Spur yesterday in Mr. Price's auto. From that point Miss Rollin will go to Aspermont.

Miss Bessie Parsons went to Hale Center to-day.

Wilbur Bivens, of San Antonio, is visiting Farris Frye. They went to Tulla to-day.

The families of W. R. Simmons, E. E. Warren, A. W. McKee and C. R. Houston leave to-day in their cars for a camping trip near Hereford.

Mrs. R. E. Burdett and sister, Mrs. E. J. Black, and daughters went to Abilene yesterday. They were called to Abilene by the illness of their sister.

Mrs. O. L. Howell left yesterday for Austin. Mrs. Howell has been visiting her parents, Mr. and Mrs. T. J. Ellerd. Mrs. Howell was appointed on the Summer Normal School Board of Examiners.

Miss Charlie May Taylor, of Clarendon, passed through Plainview yesterday en route from a visit to friends in Amarillo to Lockney. In Lockney, Miss Taylor will visit F. E. Teague and family.

Mrs. R. L. Hughes passed through Plainview yesterday en route from Lockney to Tulla. Mrs. Hughes will visit her parents, Mr. and Mrs. G. H. Goodwin.

Mrs. Jua S. King went to Amarillo yesterday. Mrs. King held a story hour at the Central School Building Thursday. Mrs. King said that there were about thirty mothers and children present.

Y. W. Holmes went to Tulla yesterday.

Mrs. T. R. Harris and child arrived yesterday from Nevada. They will visit Mrs. Harris' mother, Mrs. G. A. Berkett.

Miss Iva Cole went to Tulla yesterday to attend the water carnival.

Miss May Jones returned yesterday to Amarillo. Miss Jones has been visiting Mrs. J. L. Vaughn. Her niece and nephew accompanied her to Amarillo.

A. C. Deaton arrived yesterday from Fort Worth. Mr. Deaton will prospect in and about Plainview.

Mrs. S. Bruner, of Floyd County, was in Plainview yesterday.

Col. R. A. LeMond is attending the Masonic School this week.

Mr. and Mrs. P. J. Woodridge spent several days in Crosbyton this week.

Mrs. W. E. Herring, of Amarillo, is visiting her brother, J. Walter Day.

R. A. Long left yesterday for Fort Worth. From Fort Worth he will go to Erath County to visit his mother. Mrs. C. C. Lockett arrived yesterday from Yoakum. Mrs. Lockett will visit Mr. and Mrs. S. S. Daniels.

J. J. Rushing returned yesterday from a business trip through Kansas.

Mrs. T. D. Lipscomb returned yesterday from a business trip to Stratford, Texas.

Mrs. Isaac Willhoit passed through Plainview yesterday en route from Floydada to Knowles, N. M., to visit her son.

Mrs. Frank Vaughn passed through Plainview yesterday en route from Childress to her home, in Lubbock. Mrs. Vaughn visited her brother, Dr. George Cooper.

Mrs. T. B. Russell passed through Plainview yesterday en route from Floydada to her home, in Fort Smith, Ark. Mrs. Russell has been visiting her parents, Mr. and Mrs. W. B. Dare. Her mother accompanied her as far as Amarillo.

Mrs. J. M. Hughes passed through Plainview yesterday en route from Floydada to Fort Worth. Mrs. Hughes was called to Fort Worth by the serious illness of her daughter.

Mrs. E. R. Gipson was up yesterday from Floydada on business.

Mr. and Mrs. Sam Houston Rook have left for their home, at Crockett, Texas, after visiting their daughters, Mesdames A. J. Crager, J. O. Tucker, Mollie Zackery and Mollie Rook.

Dr. Norman Mayhugh went to Lamesa yesterday in response to a professional call.

Judge C. H. Curb, of Olton, was in town, to-day. He says that crop conditions are fine around Olton and all over Lamb County.

Robert McQuillin, of Olton, was in town to-day. Mr. McQuillin is tax assessor and collector of Lamb County.


Edgar Day, of Amarillo, is visiting his brother, J. Walter Day.

Miss Maybille Yearwood and brother, Frank Yearwood, passed through Plainview to-day en route from Floydada to Tulla to attend the water carnival.

Mrs. C. W. Billings returned to-day from Lockney. Mrs. Billings has been visiting her mother, Mrs. Woody.

Major Charles Hine passed through Plainview yesterday in his private car. Major Hine is a special agent for the Santa Fe. He is visiting the General Managers between Chicago and Galveston.

The Vaughn Land Company, of Waterloo, Iowa, had a car of prospectors on yesterday's train. These were being taken to Ralls.



A MODERN SCIENCE.
Until recently it has been a generally accepted theory that eczema was a disease of the blood. Science has taught us that eczema is positively a skin disease, and curable through the skin only.

"MERITOL"
ECZEMA REMEDY
is applied directly to the skin, absorbed into the pores for the purpose of killing the germs of this disease. We positively guarantee it to give satisfaction or money will be refunded by us.

Two sizes, 50c and \$1.00.
For sale by
OWL DRUG COMPANY,
Plainview, Texas,
Exclusive Agency.



ROBERT GRANDI

OUR MENU

PLAIN SODAS.		EGG DRINKS.	
Vanilla	.05	Egg Malted Milk	.15
Pineapple	.05	Plain Malted Milk	.15
Lemon	.05	Coffee Milk	.15
Strawberry	.05	Chocolate Milk	.15
Cherry	.05	Vanilla Milk	.15
Chocolate	.05	Cherry Milk	.15
Grape	.05	Claret Milk	.15
Claret	.05	Strawberry Milk	.15
Orange	.05	Egg Flip	.15
Root Beer	.05	Egg Phosphate	.15
		Square Meal	.25
PHOSPHATES.		PARFAITS.	
Cherry	.05	Chocolate Nut	.15
Wild Cherry	.05	Banana Nut	.15
Lemon	.05	Tutti Fruiti	.15
Vanilla	.05	Marshmallow Nut	.15
Orange	.05	Chocolate	.10
Strawberry	.05	Strawberry	.10
Pineapple	.05	Cherry	.10
Lime	.10	Nut	.10
Grape	.05	Pineapple	.10
Cherry Coca	.05	Banana	.10
LEMONADES.		ICE CREAM SODAS.	
Soda	.10	Vanilla	.10
Seltzer	.10	Lemon	.10
Vichy	.10	Strawberry	.10
Claret	.10	Pineapple	.10
Fruit	.10	Cherry	.10
Golden	.10	Chocolate	.10
Apollinaris	.10	Grape	.10
		Orange	.10
		Root Beer	.10
SUNDAES.		MINERAL WATERS.	
Pineapple	.10	Apollinaris	
Cherry	.10	Pluto	
Nut	.10	Hunyadi	
Strawberry	.10	Crazy	
Fig	.10	Gibson	
Marshmallow	.10	Fed Raven Splits	
Nesselrode	.10		
Banana Split	.15		
TONIC DRINKS.		HEADACHE CURES.	
Imported Ginger Ale	.15	Bromo Seltzer	
Welch's Grape Juice	.05	Canudine	
Coca-Cola	.05	Phosphate Soda	
Root Beer	.05	Headache Salts	
Dr. Pepper	.05	Bromo Lithia	
Jersey Creme	.05	Asperin	

Special
"Lucile Love" Sundae
None Better-Few as Good
10 Cents
Try One

J. W. Willis Drug Co.
DRUGS and JEWELRY
"The Rexall Store"
Phone 44

HOME-MADE CANDIES
Made Fresh and Pure every day. We make a big assortment but if we haven't what you want we can make any candy to order.

TUBB CANDY CO.
AT SEWELL'S BAKERY
Telephone No. 603

One Thousand Seats
15 Cents

Coming Monday, July 20th
ONE SOLID WEEK

The Grandi Stock Company

FEATURING THE GREAT EMOTIONAL ACTRESS
Lillian Leigh
Carrying Thirty People
Everyone a Star. Band and Orchestra

UNDER CANVAS
One Solid Week, Commencing
Monday, July 20th

OPENING PLAY
"THORNS AND ORANGE BLOSSOMS"
A Four Act Dramatization of
Bertha M. Clay's Famous Novel



LILLIAN LEIGH

SEE OUR TEN-PIECE ORCHESTRA

THE GRANDI BAND CONCERT, 4 P. M. DAILY
High-Class Vaudeville Between Each and Every Act

Featuring **HARRY WELCH** Champion Buck and Wing Dancer of the South

Clean, Moral, Refined Entertainment
Entire Change of Program Every Night

Most Complete Stage Under Canvas. Special Scenery and Electrical Effects
Elegant Costuming. Excellent Music

WHY PEOPLE'S POPULAR RICES HAVE COME TO STAY

The Government reduced postage from three cents to ONE CENT, and the business DOUBLED The Newspapers reduced prices from five cents to ONE CENT, and their sales TREBLED

Just Fifteen Cents to Everybody
TENT: Opposite the Schick Opera House

This Company Comes Well Recommended Having Just Closed a Two Week's Engagement in Amarillo.

Our Mutual Girl Visits U. S. S. Arkansas

"Steamer along side, sir," shouted a bluejacket to the officer of the deck. "Very good," answered the latter, and beckoning some of his brother officers, repaired to the gangway. Meanwhile the boatswain had stationed himself near the rail, and as Mrs. Knickerbocker and Margaret mounted to the deck he piped them over the side in true man-o'-warship fashion, while a signal Jack wig-wagged "welcome aboard."

A greeting such as only naval officers are capable of was extended to the ladies, and then, escorted by their hosts, they started on a tour of the giant Arkansas.

It was Margaret's first experience aboard a warship of any description, and this one being a super-dreadnaught of the latest type, seemed huge even beyond what she had ever imagined. Margaret's eyes fairly bulged at the size and apparent weight of the twelve-inch projectiles as they were hoisted above and rolled along the deck to be lowered to the magazine. She had always believed that her dad's old 10-gauge shot gun was about the biggest thing in guns, but when she spied the turret monsters, her faith in the family's rusty muzzle loader received a severe shock.

Walking aft, the party came upon two of the ship's many mascots, who had been brought "topside" for this occasion, a navy goat and a green parrot. The latter was not as green, however, as his color indicated, and, it being a rather chilly day, Polly set about to modify the atmosphere with several allusions to a much warmer climate, and caused untold embarrassment to his former admirers.

"What do you feed him on?" asked Margaret of an officer.

"Mostly fish," came the reply, and poor Margaret, never dreaming that she was being made a navy goat of also, exclaimed, "Fish! why I never knew parrots ate fish. What kind does he like best?"

"He prefers a perch," returned the facetious one, pretending to stifle a forced yawn.

"Don't let these boys tease you, Miss Margaret," said one of the older officers. "They're up to all sorts of tricks every minute. Why, only last week they had a poor civilian hunting for eggs in the crow's-nest."

The mascots having received due attention, both aunt and niece were shown to an upper deck, where a rapid-fire gun crew stood ready for action.

The gun, a sinister-looking barker, was of the type used against torpedo attacks, and its crew was made up of a fine, husky-looking lot, stripped to their undershirts, as they would be in an actual engagement. A word of command, and the jackies spring to their task of opening the breach, loading with dummy ammunition, then

training. Margaret held her ears, fearful of the awful noise which seemed inevitable—but the noise never happened, and Margaret, still holding her ears, was informed that dummy ammunition used in drills contained less powder than she had on her nose, which reassured her in one sense and made her feel very uncomfortable in another. The notes of a bugle brought the gun drill to an abrupt finish, and Margaret found herself again asking questions.

"What does that bugle mean?" said she.

"Oh, simply that Mr. and Mrs. Vernon Castle have arrived and are giving the bluejackets a dancing lesson on the after-deck."

"Really!" exclaimed Margaret. "If you don't believe it I'll show you," answered the officer, and leading her to the port side aft, pointed to three hundred or more sailormen turkey-trotting to the tune of the ship's band, while several hundred more stood about watching.

"But I don't see Mr. and Mrs. Vernon Castle," announced Margaret.

"Well," returned her escort, "the Castles don't really come aboard, but we call our two best dancing men—you can see them there in white uniforms—Mr. and Mrs. Castle."

"Don't they dance beautifully," said Margaret, trying to appear unconcerned.

Next, the galley proved most interesting to the ladies, who marvelled at its potato-peeling machine and other modern appliances—and then an exhibition of how easily 12-inch guns can be moved held them spellbound, as did a boxing match between two favorites of the ship. To enumerate all the sights they saw, and fully describe all the acts of hospitality accorded them, would take too long. Suffice it to say that Mrs. Knickerbocker and Margaret stayed aboard for luncheon and tea, and were set ashore in the captain's launch, just in time to reach home for dinner.

That evening nothing would do but that Auntie should read aloud from Kipling's "The Seven Seas." Margaret sat spellbound. And as Mrs. Knickerbocker really read with a great deal of taste, it was no wonder. The adventures of the afternoon had greatly stimulated the impressionable young girl's imagination—and Auntie, too, seemed to fall readily into the rhythm of "the long trail, the out trail," and to find a world of music in the resounding lines, full of the creaking and heaving of ship machinery in full operation. It made them both wish that they could go to sea with the Arkansas, and Margaret said, "Oh, wouldn't it be wonderful if we could only be aboard when there was a real battle!"

(Advertisement.)

Agricultural Feature

By United Press.

WASHINGTON, D. C., July 15.—From the United States Government for the next fiscal year each state will receive \$10,000,000 for agricultural extension work.

Such a schedule has just been worked out by the United States Department of Agriculture.

This fund is made available by the Smith-Lever Bill, providing for cooperative agricultural extension work between the States and the Department of Agriculture.

"The act makes available for the next nine fiscal years," says the Department, "an aggregate sum of \$23,120,000 of Federal funds to be expended in instruction and practical demonstrations in agricultural and home economics. To obtain this total, the states must appropriate for like purposes a total of \$18,800,000, making a grand total of \$41,920,000 to be expended during the next nine fiscal years on direct agricultural extension work. Thereafter the Federal Government is to appropriate \$4,580,000 annually, and the states to take their full quota must appropriate \$4,100,000 annually, making a total annual expenditure for this purpose of \$8,680,000.

Next year each state will receive a substantial increase in the sum, averaging from \$21,639 in California to \$36,282 in Illinois and \$46,893 in Pennsylvania—the increases being based on the rural population of each state.

The United States Department of Agriculture is to-day engaged in sending out individual official notices to 58,000 manufacturers that after May 1, 1915, the "Guaranteed Under the Pure Food and Drugs Act" label will be unnecessary.

This action follows a ruling by the Secretaries of the Treasury, Agriculture and Commerce that the people are deceived into believing that that stamp is the Government's guarantee of the purity of the article. Such stamp means simply that the manufacturer will protect his dealer if any charges are made that the goods are misrepresented. Next year the stamp will be required only upon the bill of sale.

Agricultural experts have discovered an insect that has sixty kinds of enemies who want to eat it up!—and the department wants to protect the "enemies."

Most of these devourers are birds, with orioles, swallows and nighthawks as the most important. The scientists declared the insect—none other than the boll weevil of cotton fame—must be destroyed because of its harm to the South's cotton plantations.

An investigation showed that the nighthawk caught the weevil while it buzzed in the air, en route on its winter vacations—the migrations southward. During the cotton-growing months the swallows get in their best work, for they snap the boll weevils while they fly over the fields. In addition to these two birds, 58 others are waiting every opportunity to "gobble" the cotton "rebel."

Instruction in feeding silage to milch cows is new advice given farmers by the Department of Agriculture. "Silage should be fed directly after milking or several hours before," the Department advises. "If fed immediately before milking the odor of silage may pass through the cow's body into the milk. Besides, the milk may receive some taints directly from the stable air. On the other hand, if silage feeding is done subsequently to milking, the silage odors will have been thrown off before the next milking time.

Calves may be fed silage as soon as they are old enough to eat it. It is more important that silage fed to calves should be free from mould or decay than the older stock. They may be given all the silage they will eat up clean at all times. Yearling calves will consume about half as much as mature stock. If supplemented with hay, little grain will be required to keep the calves in a healthy, thriving condition.

Beginning August 1, this year, the United States department of Agriculture will declare a quarantine against Maine potatoes, because of the prevalence of a powdery scale on the seed potatoes of that State.

The Department of Agriculture announced recently that the trophy offered by the Louisville, Ky., business men for the team of ten boys in any Southern State who could show the best records in corn growing has been awarded to the Alabama corn club. The boys in that state had the best records at the recent Conference for Education in the South.

Misses Mary Shipley and Leland Jefferson, of Stamford, are visiting Mr. and Mrs. Dan Shipley.

Henry Garrett and his niece, Miss Loraine Stovall, of Italy, Texas, are here visiting the family of Rev. S. Park.

Joe Ramsey, who has been in the Sanitarium for some time, returned to his home, at Lubbock, to-day.

Little Miss Margaret Alley, daughter of Mr. and Mrs. Robt. Alley, of Hale Center, is visiting relatives in Plainview.

Rt. Rev. Bishop E. A. Temple and Rev. J. S. Wicks, of Amarillo, will hold services at St. Mark's Episcopal Church next Sunday.

J. H. SLATON, President W. C. MATHES, Vice President
GUY JACOB, Cashier

The First National Bank

Plainview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 100,000.00

SAFE DEPOSIT BOXES FOR RENT
Your business solicited, appreciated and protected.

CALL THE HERALD FOR JOB PRINTING. 'PHONE 72.

It's a mighty poor husband who works in
a fan cooled office and lets his little
wife roast in a hot kitchen
at home

SHAME ON HIM

He ought to get her an Electric Fan, too

MALONE LIGHT AND ICE COMPANY

PHONE 13



Vamoose the foggy feeling of failure; let the youthful corpuscles circulate; inoculate your system with joy germs, once, if never more; put in an Irrigation Plant and be prosperous, and let us do it.

Layne & Bowler Company

This Hot Weather

GET RID OF THE
FLIES AND INSECTS

BY USING

FLYO CURO LEE'S LICE KILLER

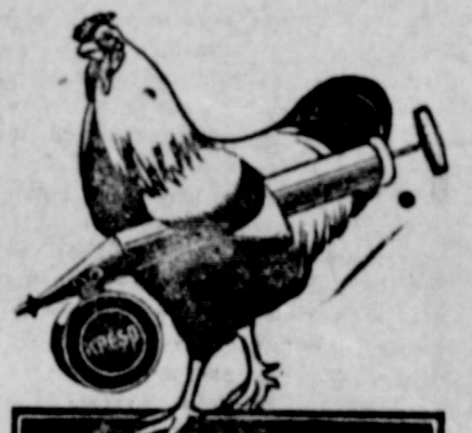
AND

KRESO DIP

All Sure Killers

The R. A. Long Drug Store

Phones 594 and 327



KRESO DIP No. 1

GOING AFTER THE
LICE.

You need something to clean up
disinfect and kill parasites.

KRESO DIP No. 1

will do the work.

DEPENDABLE
SURE
INEXPENSIVE
EASY TO USE

We have a special book
let on diseases of Poul-
try. Call or write for one.

(17)



They buy it for what it does.
That's why the Ford is servant
of more than 530,000. It holds
the world's record for all 'round
dependability. And it's the light-
est--strongest--the most econom-
ical car on the market. And
don't forget the service.

Five hundred dollars is the price of the FORD
runabout; the touring car is five fifty; the
town car seven fifty—f. o. b. Detroit, com-
plete with equipment. \$45 to Plainview.
Get catalog and particulars from Barker &
Winn, Plainview, Texas.

Guaranteed Tire Repair

We can repair your tires and
tubes no matter how badly they are
worn. WE SELL

Diamond, Goodrich and
Michelin Tires and Tubes

Plainview Rubber Co.

Phone 104

STOCK MARKET IN DETAIL.

Prospects Indicate High Fall Price for Young Cattle.

KANSAS CITY STOCK YARDS, July 11.—Only 17,000 cattle arrived here this week, which number was insufficient for the demand, and prices advanced 30 to 50 cents as a result. Stockers and feeders are 50 to 75 cents higher this week. Some very good beef steers were included, largely from Missouri pastures, where they have had plenty of corn, and more than 2,000 cattle sold at a range of \$9.00 to \$9.70 during the week.

This was the highest range of the year, and practically on a level with this period in 1912. Later in the fall that year prime steers sold up to \$11.10 here, and some trade prophets say the market will repeat that performance. A strong factor now is the summer hotel and excursion-boat trade, which calls for much prime beef. Bulk of the natives sell at \$8.50 to \$9.50.

The crop of North Texas cake-fed cattle are coming fast, and the supply of it this week sold largely at \$7.50 to \$8.50. Medium and common Oklahoma grass steers, that sold around \$5 last week, are selling at \$5.50 to \$6.00 this week. Veal calves are higher, tops \$10. Top stockers bring \$8.00, feeders the same price, with packers taking some of the feeders when they have a chance. Common stockers may be had at \$6.00 to \$6.75.

Prospects indicate very high prices for young cattle at the markets this fall, and those owners in the range country whose cattle have been putting on flesh fast during the summer should think well before selling their property by the head. The good weights, resulting from a good range season, will bring many dollars when computed by the pound, at market rates.

Hogs are advancing rapidly, 5 to 10 cent rises being effective both yesterday and to-day. Receipts are pitifully small, only 1,500 here to-day; top \$8.75, bulk \$8.55 to \$8.70. Pigs generally sell right in with loads; otherwise they bring above \$8.00.

The recent rise in prices has failed to dislodge any great number of hogs anywhere, and packers are extremely anxious concerning where they are to get material to supply fresh pork demand.

Sheep and lambs are in very small supply, and markets are slightly higher than a week ago. Medium spring lambs sell at \$9.00, nothing choice coming; Arizona early this week at \$9.00. Prime Idaho lambs would reach \$9.25. Fat ewes sell mainly at \$4.75, choice ewes worth \$5.00, wethers \$4.00, light native yearlings around \$7.00, breeding ewes \$5.00 to \$5.25, feeding lambs \$6.75.

J. A. RICKART,
Market Correspondent.

NEW SYSTEM OF COTTON CULTURE.

The National Department of Agriculture has recommended a system of cotton culture which aims to secure the production of more cotton in a shorter period. The main purpose of this movement is to secure protection against injury from the boll weevil, as far as possible, and it is also important for regions where the crop is limited by drought or by short seasons, and is intended to help remedy the backward state of the industry.

It is particularly true of the cotton industry that the more intelligent and skillful the farming methods the larger material rewards. And yet, cotton has so long been considered a "sure crop" that it is often cultivated in the most careless manner.

The Department is making an effort to secure the attention of the intelligent farmer and convince him of the truth of the principles upon which the new system is founded. This information is furnished in Farmers' Bulletin No. 601, and is entitled, "A New System of Cotton Culture and Its Application."

POLL OF VERNON VOTERS SHOWS BIG BALL MAJORITY.

Candidate Tells of Having Used Liquor and Cards; Says Stopped Both Years Ago.

VERNON, Texas, July 16.—Colonel Ball in his speech here said: "Some saloon speakers for Ferguson have recently charged that I play poker. I answer that in a social way I have done so, but quit before I ever became a candidate. I formerly drank liquor, but quit that years ago.

"I make this statement because I want the people of Texas to know the truth.

NOTICE.

I have bought out the Pete Jones transfer line and will appreciate a part of your hauling. Car lots a specialty.
A. L. LANFORD.
Phone 550. Adv. 7f.

"I regret that I indulged in either practice, and will not again do so. This promise is due my supporters, so that no act of mine may ever be used to the advantage of the greatest lot of political buccaneers who ever sought to control the government of this State in the interests of the liquor traffic and its corrupt political methods."

Eight hundred people heard Colonel Ball here. At the close of his speech, one of those on the speaker's platform asked those in the crowd who expected to vote for Ball to stand up. Only three or four in the center of the crowd failed to rise.

When Colonel Ball went to the platform, J. M. Denny, a farmer, came to shake hands with him. Denny said he had worked for Colonel Ball's father and has known Colonel Ball since they were boys. Another stalwart man shook hands with Colonel Ball, and reminded him that they were members of the same Sunday School class when they were boys.

Declaring that Senator W. A. Hanger feared the State would fall under the dominance of corporate power if Ball should be elected Governor, the speaker gave a list of powerful corporations which he said Bill Hanger represents. "Senator Hanger is also a volunteer representative of the Texas Business Men's Association," he said. "There is one difference between us," Colonel Ball added. "Ask your legislator if I ever hung around Austin lobbying for any corporation."

In declaring himself in favor of a maintenance tax for the care of county roads built by bond issues, Colonel Ball scored a hit here. He said he did not see why a tax for maintenance as well as for payment into the sinking fund should not be voted when bonds are issued.

Colonel Ball was introduced by W. D. Berry. Mr. Berry said Ball is one of the best fitted men in the State for the Governor's chair, declared Ferguson is nothing more than an experiment at best, and said Colonel Ball will make one of the best Governors that Texas has ever had.

Commenting on the campaign being waged against him, Colonel Ball said

VISITORS

IN THE INTERVALS BETWEEN SESSIONS DROP IN TO THE ONLY EXCLUSIVE MEN'S STORE

IN PLAINVIEW, LOOK OUR STOCK OVER. IT WILL PAY YOU TO PURCHASE. ALL OUR HIGH GRADE

HIRSCH - WICKWIRE and A. B. KIRSCHBAUM SUITS

ARE NOW ON SALE AT SUBSTANTIAL REDUCTIONS FROM OUR ORIGINAL LOW PRICES.

NEWEST AND NOBBIEST STYLES IN OXFORDS, REGULAR PRICE \$3.50 TO \$6 AT 20 per cent. off.

STRAW HATS, SOFT ATTACHED COLLAR SHIRT, ETC., AT SHARPLY REDUCED PRICES.

REINKEN'S

Opposite the Busy Bee Cafe

the \$30,000 set aside by Ferguson with which to make the race is but "a drop in the bucket" compared to what is being spent to elect him.

NOT LIKE IT USED TO BE.

"Hit's awful hot to-day, by gum!" Old Farmer Jenkins said, As with his cotton handkerchief He mopped his sweaty head. Then Farmer Jones spoke up and said: "Hit kind o' seems to me 'At summers hain't as hot these days As what they used to be.

"I 'member back in thirty-six— I think hit was July— Why, man, the weather was so hot Hit fairly made you fry! Hit was so hot we couldn't sweat— Hit's gospel truth I tell— Why, even Parson Bratcher said, 'Hit's hot as Billy Hell!"

"The fish cooked swimmin' in the lakes, The wells was scaldin' hot, The apples blit right on the trees, Like dumplin's in a pot; The taters growed already cooked— Believe it? Course you will! The weather was so blazin' hot They roasted in the hill.

"We done our goin' 'round at night; The sun was jest so hot, 'At if you let hit strike your fair You melted on the spot; An' dry! Well, I should say hit was; We never had no rain— Well, lemme see— I've plumb forgot— This thinkin' gives me pain.

"Ol' Tommie Champkins died that year, Dried up and blowed away; His folks—they live at Lingleville— Stil has his clothes, they say; His bones and hide is both inside— Go see 'em?—course you may! An' I've ben told by them 'at knows, They rattle just like hay.

"No, boys, hit ain't no use to talk, Them good ol' days is past; They're oll tuck up, an' we must use The common kind at last; The weather never gits as hot, The sun don't shine as free— They hain't a single thing on earth Good like hit used to be!"

—Jake H. Harrison.

SUMMER EXCURSION RATES

MAY 15th and after TO THE NORTH, EAST and WEST



LOCAL EXCURSION RATES ONE FARE PLUS TEN CENTS EVERY SUNDAY

ROUND TRIP MINERAL WELLS EVERY DAY

For full particulars see T. & P. Ry. Agents or write
A. D. BELL GEO. D. HUNTER
Asst. Gen. Pass. Agt. Gen. Pass. Agt
DALLAS, TEXAS

PAINTING and PAPER HANGING

ALL WORK GUARANTEED

PHONE 459 W. D. Jordan

Dr. Norman Mayhugh OSTEOPATH

GRANT BUILDING
Phones: Residence 171; Office 538

Uniform Goodness— a Fisk Characteristic

In the past, few things have been so puzzling to the motorist as to find a new tire that met his demands, only to be violently disillusioned upon subsequent purchase. A great characteristic of Fisk Heavy Car Type Tires, accentuated in the new Fisk Tire, is *uniformity of service.*

The NEW Fisk Tire, Heavy Car Type

combines a tread of remarkable impenetrability with a fabric-body already famous for its durability and strength. These two vital factors are united by a cushion stock of Para gum of absolute purity. The breaker strips are two, in contrast to the usual one. The side-walls are extra thick and strong, eliminating danger from blow-outs and road-cuts. Thus, by combining the highest factors of safety and mileage known to the tire-making world, the NEW Fisk Heavy Car Type Tire offers in itself all the good points of any tire, minus the ordinarily found sources of dissatisfaction. But these refinements are not found occasionally—they are uniformly present in every NEW Fisk Heavy Car Type Tire. These highly desirable casings *come in every size of any style to fit any rim.* Your next equipment should be FISK.

For Sale By Your Dealer or

BROWN MOTOR CO., Plainview, Texas



Time to Retire?

(Buy Fisk)

Things You May Need Before the Conductor Calls "All Aboard"

The irresistible force of the most remarkable savings that this or any other Plainview store has ever offered has lifted this clearing out of merchandise from a "sale" to an "event."

This **Clearance Sale** is **Helpful to You and to Us**. It holds almost limitless opportunities for you to save on summer apparel, accessories and needfuls for the home. The sacrifices we are willing to make for reduction of stocks are your premium for buying now.

Do not imagine for a minute that the items listed on this page are all of what we will offer in this sale—there will be many more. **Make VALUE Your "Buy Word!"**

We Declare a Dividend of 33 1-3 per cent. Half-Yearly to All Customers, Old and New

Today--and until August 1st--you may buy Kuppenheimer Clothes--always worth 100 cents on the dollar--at 33 1-3 per cent. discount

That's all—to those who know Kuppenheimer Clothes. To those who do not, we add an invitation to get acquainted with ready clothes that stand out "like deeds of kindness in a naughty world."

\$15.00 Suits now	\$10.00
\$18.00 Suits now	\$12.00
\$20.00 Suits now	\$13.35
\$25.00 Suits now	\$16.65
\$30.00 Suits now	\$20.00

BOYS' CLOTHING.

Any Boys' Suit in stock at **33 1-3 Per Cent Discount**.
\$4.00 Suits **\$2.65** \$5.00 Suits **\$3.35**
and so on through the stock.
Finest stock of Boys' Clothing in town.

LADIES' READY-TO-WEAR.

"Palmer" Coat Suits.—The name "Palmer" spells Quality of Tailoring, Material and Style at lowest consistent prices. In this stock we have many garments at and below cost, to make room for our big shipment of New Fall Garments.
"Lucile" and other leading lines of Afternoon, Street and Evening Dresses—Dainty Designs in Crepe, Chiffon, Messaline, Brocade, Taffeta and Velvet—at reductions in prices of from **25 per cent to 50 per cent.**

LADIES' MUSLIN UNDERWEAR.

Consisting of Gowns, Corset Covers, Princess Slips, Combination Suits and Skirts. All this season's make. Big Stock to select from.
Prices Greatly Reduced.

Ladies' Silk Hose.

\$2.00 Values now	\$1.50
\$1.25 Values now	90c
\$1.00 Values now	75c
50c Values now	35c

CORSETS.

Regular Stock.

75c Corset now	50c
\$1.00 Corset now	80c
\$1.25 Corset now	\$1.00
\$1.50 Corset now	\$1.20
\$2.00 Corset now	\$1.50
\$2.50 Corset now	\$1.80
\$3.00 Corset now	\$2.40
\$5.00 Lace-Front Gossard	\$3.50
\$8.50 Lace-Front Gossard	\$6.00
\$3.50 Lace-Front Gossard	\$2.50

Hope and Advertiser A. A. Bleached Domestic—worth 12½¢, sold by us regularly at 10c, now 8c

LADIES' AND CHILDREN'S HOSE.

"Cadet" Hose for Ladies' and Children, all sizes, worth 25c, now 20c

"RED SEAL" GINGHAMS.

Both Book-fold and Long-fold "Red Seal" Gingham, worth 12½¢, now 9c

TABLE DAMASK.

50 Pieces to select from, ranging in price from 35c to \$3.50 per yard.

35c Value now	25c
50c Value now	40c
75c Value now	50c
\$1.00 Value now	75c
\$1.25 Value now	90c
\$1.50 Value now	\$1.00
\$1.75 Value now	\$1.25
\$2.00 Value now	\$1.50
\$2.50 Value now	\$1.75
\$3.00 Value now	\$2.00
\$3.50 Value now	\$2.50

NOTIONS AND TOILET ARTICLES.

5c Articles	3 for 10c
10c Articles	2 for 15c
15c Articles	10c
20c Articles	15c
25c Articles	20c

SHOES! SHOES!!

\$10,000 worth of Men's, Ladies', Boys', Girls' and Children's Shoes go in this sale.
Any pair of Shoes in the house subject to **20 per cent Discount, or 1-5 Off**. This includes Shoes that have just come in.

HATS.

A big stock of Hats—mostly Stetson's. **Prices on Stetsons.**

\$4.00 Stetsons now	\$3.00
\$5.00 Stetsons now	\$3.75
\$6.00 Stetsons now	\$4.75
\$7.00 Stetsons now	\$5.50

Panamas and Bangkoks.

\$4.00 Values now	\$3.00
\$5.00 Values now	\$4.00

Straw Hats.

Any Straw Hat in the store at **HALF PRICE.**

SHIRTS, COLLARS AND BELTS.

Any 50c Shirt for	40c
One Lot \$1.00 and \$1.25 Shirts for	75c
Any \$1.25 Shirt in house for	90c
Any \$1.50 Shirt in house for	\$1.20
Any \$2.00 Shirt in house for	\$1.50
Lion Collars	10c each

(New stock, new styles.)
One Lot Men's Belts at **Half Price**

MEN'S GLOVES.

Any 50c Glove now	35c
Any 75c Glove now	50c
Any \$1.00 Glove now	75c
Any \$1.25 Glove now	90c
Any \$1.50 Glove now	\$1.25

MEN'S UNDERWEAR.

Any 50c Garment now	35c
Any \$1.00 Garment now	75c

Other Garments in proportion.

MEN'S HOSE.

Any 25c Hose now	20c
Any 50c Hose now	35c

MEN'S ODD PANTS.

\$2.50 Pants now	\$1.75
\$3.00 Pants now	\$2.00
\$3.50 Pants now	\$2.50
\$4.00 Pants now	\$2.75
\$5.00 Pants now	\$3.50
\$6.00 Pants now	\$4.25

BOYS' KNEE PANTS.

Any 50c Pants now	35c
Any 75c Pants now	50c
Any \$1.00 Pants now	75c
Any \$1.25 Pants now	90c
Any \$1.50 Pants now	\$1.20
Any \$2.00 Pants now	\$1.50
Any \$2.50 Pants now	\$1.75

WORK CLOTHES.

\$1.00 Overalls and Jumpers now	80c
\$1.50 Kaki Pants	\$1.20
50c Work Shirts	40c
Boys' Overalls	40c

TRUNKS AND SUIT CASES.

Twenty-five per cent Discount, or ¼ Off. Nice Stock to select from.
(If history is a guide, you would better come early to this sale.)

Our Great Semi-Annual Sale is "ON AGAIN"

\$50,000.00 worth of Dry Goods, Trimmings, Laces, Embroideries, Men's and Boy's Clothing, Hats, Shoes and Hosiery, Shirts, Collars and Ties, Ladies Ready-to-Wear. **In Fact Every Article in Our \$50,000.00 Stock is Included in This Sale.**

Great many articles are cut half into. Below we give you a partial list of things at **HALF PRICE:**

One Lot Clothing One Lot of Dresses Any Hamilton-Brown, E. P. Reed, or Drew Shoe in the Store
Any Straw Hat in the Store One Lot of Caps One Lot Men's Hats One Lot of Corsets

BARGAINS GALORE ALL OVER THE STORE

POSITIVELY EVERY ARTICLE IN THIS GREAT STOCK IS REDUCED IN PRICE

This Sale Will Last Until August 1st

You have lots of time but the earlier you come the better the selection. Old Timers know this Sale means bargains unheard of--New Comers can't afford not to investigate

Plainview Mercantile Company

"The Store the People Swear By"