# THE PLAINVIEW EVENING HERALD 

## THREE TIMES A WEEK

|  |
| :---: |

Frame Orders Gererad Mobiliztion Sunday and Her Represenitivive to Biitain Syps Sitation is Hopeless Unless Engisis Nayy Overawes Kaiser Servans hoid enew in heik

Mcadoo Calls Conierence of Bankers for Monday to Discuss Plans for Protecting Financial Interests of United States; Germans fleeing Paris

By Duited Press.
FRTVCE, AEG.
 моamuzatios roen stspis.



NOTABEL MEN TO SPPAK AT LAST DAY OF MUYY IS PANHANOLE SHORT COURSE HOTIEST IN FVE YERRS
F. Dorman of Salt Lake City and Ihermometer Registers Hundred and H. M. Cottreil of Chicago Seren anil Bingss Showers Three
Are on Progamm
Inches During Month

PPERRSBURG MAN THRTY
THREE HOUSAROUUO VOTES
Roy Baley Suys Eierphady Mus R Read Heard; Miss Hovell Nears Hindeded Ihossand Mark
Rop Batiow wen whorerana atio.
moblio count yesteray for tuis week.
The Peerrburg man turned in
33,

in the lead. She has a total of $114,900$.
During the week Miss Shropshire
turned in 10,500 votes. Mrs. W. L
Braddy has 31,300 votes and Mrs. Myr-
Braddy has 31,300 vole
tle Wasson 6,500 vote
People are becoming acquainted
with The Three-Times-a-Week Herald,
and thye
and thye know how large value such
a paper is for $\$ 1.50$. Competition will
a paper is for 81.50 . Competition will
be keener during the next month and
a half Work during those six weeks
a half. Work during those six weeks
means an $\$ 1160$ Overland automobile.
Mr. Bailey says every man in the
Petersburg country mustt take The
FORD TO DIVIE MLILIONS
WITH PATRONS THIS YEAR
Detroit Mantacturer to Pay Beat Immense Sum if He Sells Three Huvided Thousand Cars



Committee on Rules and Amusements are lining Up Work for Next Mortit's Amusements

SUPPRNIEROENTS NAMED
Carl Goodman of Abernathy and J, Barton of Bartonsite Appointed on-Board of Directors

The Committecon Rules and Rosu--
lations for the County Fair met vesterations for the County Fair met yester-
day afternoon. Rules governing the exhibition of South Plains producta
next month were drawn up Committee on amusements will meett
this afternoon and arrange, if poestle, for high-class chautuaugua and cas-
aival attractlons. It is planned to $A$ baby show is to be a feature of the hree days; other special features are
veing arranged. Committee on finance is arranging a membership campaign.
it is proposed that any person may be-
come a member on payment of $\$$. re committee on grounds and build-
hgs: committee on premiums-Clint Shepard, C. E. White and W. E. Risser;
ndvertising-E. B. Miller, Joe Hese d.ertising-E. B. Miller, Joe Hess and
G. Hima; amusements A. G. Hinn,
W. J. Klinger, J. F. Garrison and E. H. tumphreys; ruiles and regulations
C. White E. B. Miller and J. M.
Adams. andition
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## BULLETIN

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TRUE.


Make our store your resting place while in town.

## The R. A. Long Ony Store

## HURLEY



## (2)



## Mary

I have found that there are several ways of doing most things.

## But,

when it comes to pressing and cleaning there is
ONLY ONE Waller Tailoring Co. Way

Tailors<br>Dry Cleaners

We Pay Return Charges On All Parcel Post Packages

| Mrs. W. C. Ooley was shopping in |  |
| :--- | :--- | :--- | :--- |

## SPECIAL NOTICE!

The enlarged circulation of The Herald makes it of increased worth to the advertiser.

There are many farmers and town folks who have stock, articles, houses, and land for sale, rent or trade who do not feel that they can afford to pay for display advertising.

Believing that with so many readers there are those who will be interested in whatever you may have to dispose of we announce a new schedule of charges for Want Ads.

## Herald Whant Elds Elre Business Betters

We want to prove this and make this section of The Herald of real service to you.

From this date Want Ads In The Herald will be accepted at One Cent a Word Single Insertion; Three Insertions for Two Cents a Word. No Want Ad Will Be Accepted for Less Than 25 cents.

This is a material reduction from our old rate but we believe that as we prove the pulling power of The Herald Want Ad Section our customers will feel warranted in a more frequent use of this department phone 72 or call at The Herald office.
"Let a little Wan Iad Work For You"
Herald Publishing Co.

## THE PLAINVIEW EVENING HERALD

| -Published Every Tuesday, Thursday and Saturday byTHE HERALD PUBLISHING COMPANY <br> Corner North Pacific and Seeond Sts. |  |
| :---: | :---: |
| BUFORD O. BROWN, Editor. | E. B. MILLER, Business Manage |
| Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879 |  |
| 81.50 a Year; 75e, 6 Month | dvertising Rates on Application. |

## INCREASING HOME COMFORTS.




## Liftle stories of the



## leaving. Hood

## under the shelter

## The temptati

## up the hill to the

ing destruction
in driving the
guns. When H
guns. When Hood returned he found
the brigade, not where fe figure in all civilized Europ
The responsibility for these abomin
the brigade, not where he ordered them
to halt, but that they had run over the
battery and were in the field beyond.
"Boys, you don't know how proud I
am of you," he said.




Sermon mornig and evening by the pastor. Splendid music will be ren-
dered by the choir at both of these services. visitors and strangers have a cordial iees.
$\underset{\text { Datlas. }}{\text { L. }}$





## Good

 Stationery PaysA letterhead that sparkles with quality commands attention, and it is more likely to have its story read because of its inviting appearance.
Impressive Stationery at a usable price as designed by The Herald Print Shop is made for those men who regard their business stationery as a definite aid in reflecting the quality of their merchandise and service.

And then..
when a man picks up your booklet and says to himself

## "I'll Keep That and Look it Over"

What wouldn't you do to have that said when YOUR BOOKLET reaches its destination!

It means that your message will get a hearing.

But-the ordinary booklet has no such luck. It is true only of the booklet that has been lifted out of the commonplace by careful printing.

Think it over Mr. Man-Af-ter-Business and Tel-E-Phone 72 for prices.

## Buyers to Share in Profits Lower Prices on Ford Cars

Effective from August 1, 1914 to August 1, 1915 and guaranteed against any reduction during that time:

$$
\begin{aligned}
& \text { Touring Car } \\
& \text { Runabout } \\
& \text { Town Car }
\end{aligned} \because \quad \$ 490
$$

> F. O. B. Detroit, all cars fully equipped. (In the United States of America

Further, we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales departments if we can reach an output of 300,000 between the above dates.

And should we reach this production, we agree to pay as the buyer's share from $\$ 40$ to $\$ 60$ per car lon or about August 1, 1915 to every retail buyer who purchas s a new Ford car between August 1, 1914 and August 1, 1915.
For fur ther particulars regarding these low prices and profitsharing plan, see the nearest Ford Branch or Dealer.


|  | believed will an be readily adapted to other conditions by local engineers and ditch owners. <br> Wood or Conerete? |
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##  Old Before Your Time <br> Dr. Pierce's <br> Favorite <br> Prescription

## Fountain Talk

These are the days when the fizz of the fountain and the clinking of the
ice against the glass has an inviting and refreshing sound.
Drinks served $t$ our founiain are er, who has the happy knack of mix ing them so that they have that pleas ant, lingering, come back and, are seived with that courtesy that makes you feel that your trad- is appreciated

Our Menu comprises th; very best and newest of delicacies, among which is ORANGE and CHERRY JULEP and is ser ved only at our fountain.

May we have the pleasure of serving you?

Duncan's Pharmacy

WORLD AT HOME" al COMING FAIR

Splendid Amusement Attrac
ions for Coming State Fair.


SHOWS ARE HIGH CLASS



HUSBAND RESCUED DESPARING WIFE

| After Four Years of Discouraging Conditions, Mrs. Bullock Gave <br> Upin Despair. Husband <br> Came to Rescue. $\qquad$ <br> Catron, Ky.-In an Interesting letter from this place, Mrs. Bettie Bullock writes as follows: "I suffered for four years, with womanly troubles, and during this time, I could only stit up for a little while, and could not walk anywhere at all. At times, I would have severe pains In my left side. <br> The doctor was called m , and the trienment relieved me for a while, buit I wha coon coafined to my bed agnin. After that, nothlag reemed to do me any geot. | I had gotten so weak 1 could not stand, and I gave up in despatr. <br> At last, my husband got me a bottle of Cardul, the woman's tonic, and I commenced taking it. From the very firm dose, I could tell it was heiping me. I can now walk two milles without in tiring me, and am doling all my work." , If you are all run down trom womanly troubles, don't give up in despals. Try Cardui, the woman'stocic. It has helped more than a million women, in its 50 years of continuous success, and should surely help you, too. Your druggitat hee sold Cardul for yeers. He knows whan It will do. Ack him. Ho will recosmend it. Begla taldeg Cardul tochy. <br>  furuction woon cooricu-form |
| :---: | :---: |
| Mrs. J. E. Staley and children passed through Plainview Thursday en route from Floydada to Springfield, Mo. Mrs. Staley will visit Judge R. S. Staley and family. | $\qquad$ <br> I want to figure with you to bulld them. See or Phone Dan white. - Adv. tf. |

## and Tubes

Many of which will give you practically as much service as new goods at prices you must ask about to appreciate.

## Dianibe DiamondTires

We also handle other B. F. Goodrich and Michelin tires and tubes.
We have the largest rubber repair shop in Northwest Texas.

We Guarantee Our Work and Our Prices Guarantee Themselves

## Plainview Rubber Co. Phone 104



Vamoose the foggy feeling of failure; let the youthfull corpuscles circulate; inoculate your system with joy germs, once, if never more; put in an Irrigation Plant and he prosperous, and let us do it.
Layne \& Bowler Company


## Our SemiAnnual Clearance Sale Closess Tonight

We appreciate the manner in which our many friends and patrons availed themselves of the big bargains and great reductions. They made our clearance one of our most successful semi-annual events.

## BUT NOW COMES MORE GOOD NEWS

Every day we are unloading Fall's most fashionable offerings

## MANY FALL LINES HAVE ALREADY BEEN PLACEDIN STOCK

 The New Fall Palmer Coats and Coat Suits Are HereSo are the Queen Quality Shoes for Ladies, the new fall Dress Goods and Silks, and a nice line of Simmons Gloves.

Then for the Men and Boys the Fall line of Steadfast Shoes and a shipment of Men's and Boy's Hats are in, and a splendid assortment of Hercules Clothing for Boys.

Drop in every time you are shopping and we will have something new to show you.

## Plainview Mercantile Company




