# THE PLAINVIEW EVENING HERALD 

## THREE TIMES A WEEK



## IAP VEEERANS Of RISSAAN MAR WATING FOR ATACK ON GRMANS

## China Cathers Trops and Makes No Amouncemenel of Intetrions; Dipomants Beliere Kaiser Will let Milabolo's Utimatum Epire Tolay Without Reply

## GEPMAN ARMY OVERNUS NORHH BEEGUM

Seviams Take Austrian Amms, Ammunition and Supplies, Inficicing loss of Twentr-Five Thousand; Emperor's Sroops Attack Mulhausen and Advance to Frontier of France

PLAINYIEW BOY IN LINE
FOR PROMOTION IN NAVY.
Readloos these little ads today and every day
they offer many oopportunities for
saving and making moner. And bosides they are
the newsiest kind of news. Well, read them and see.
HALFWAY.
Special to The Herald.
HALFWAY, Texas, Aug. 21.-Young
B
BUY your Lumber, Shingles,
Builder's Hardware Direct from Mill, Saving 25 per cent, Payment After Examination Your Town.
Have Shipped Hundreds of House Bills Over Plainview Country During Past Eight Years Saving Consumers Thousands of Dollars.
Send Us Bill of Just What You Need for House or Barn and We Will Make You Delivered Price on Same.

## Powell Land \& Lumber Company rusk, texas

## COCHRANE'S STUDIO



smo nom
를
$\square$
I have some lots to trade for an
Auto; will put in some money. What
have you?
J. R. RAITT.
 If it's Wall Paper you want, I can
get it in five days from Kansas City.
Let me call and show you samples.
J. D. PELPHREY, the Decorator. J. D. PEL
Phone 599 .

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ECZEMA ALL GONE.



## THE PLAINVIEW EVENING HERALD

\section*{| -Published Every Tuesday, Thursday and Saturday by- |
| :--- |
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THE CRAZE FOR AMUSEMENT.

## 훌

Kings have always employed

|  |  |  |
| :---: | :---: | :---: |
| Do men do best what they like to do or what their tasks require? It might be argued that very few work unless there is necessity |  |  |
|  |  |  |
| for so doing. The number who do not feel this necessity is comparatively small. |  |  |
|  |  |  |
| One can never tell what has been the experience of another, but it is safe to say that often the best work is done when the worker has |  |  |
|  |  |  |
| Especially is this true of what is called "head work;" but, for that matter, all good work is head work. Even though it be called |  |  |
| manual labor, it can not be done mechanically. The man who grows bigger than his job uses his brain. |  |  |
|  |  |  |
| It is true that sometimes an article or a poem written under the |  |  |
|  |  |  |
| but, again, if one always waited for inspiration, for the exactly sym- |  |  |
| pathetie subject, or the desired length of time in which to write, how much of the world's good literature would be lost! Such inspiration |  | SUNDAY AT THE |
| is found at the top of a mountain we have struggled to climb. <br> Much of the work done by newspaper men is done under pres- |  |  |
| sure. It can allow of no delay. It is generally of such immense importance that it calls for rapid treatment. There can be no hesitancy |  |  |
| about certain phases. A newspaper writer fnust tell the facts quickly and concisely. He works under pressure, and that pressure often brings forth the best that is in him. <br> Much of the finest work is done when the worker does not allow |  |  |
|  |  |  |
|  |  |  |
| himself to think of how much he has to do, but keeps right on becausethe work is before him. He has it to do, and he does it with a quick- |  |  |
|  |  |  |
| ened intelligence because of the demands of the moment. <br> Do your dead level best, and don't worry whether you had to do it or merely wanted to. |  |  |
|  |  |  |
|  | twitching with merriment in a cloud of admiration precisely because labor | day. Mr. Caldwell will preach morning on the subject "Life |
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## RAMSEY

## Amusement




## Reinken's

"Correct Dress for Men and Boys"
THE ONLY EXCLUSIVE STORE IN PLAINVIEW FOR Men, Boys and Women Who Shop for Men

## New Suits--New Shirth-New Shoes

A complete new line of Fall and Winter goods. A pleasant surprise awaits your inspection of our lines.

SCHOOL SUITS FOR BOYS A Nice Watch With Each Knicker Suit
Get Votes Here in the Shetland Pony Conteor. The only place in Plainview giving votes on the above classes of merchandise.
We Do As We Adertise
Watch Our Window

# We Give Votes on Shetland Pony Contest 

The Only Lumber Yard in Plainview 'Making This Offer
If You Need Lumber, Posts, Fencing, Coal, Lime, Etc., it Will Cost You no More to Buy From Us and You Get the Votes Too.

ANNOUNCEMENT!!!
I have purchased the Sewell Bakery and will conduct same in connection with my candy business. Will appreciate your patronage

## CAL TUBBS

## Peaches--

HULEN'S Peach Car will open at $9: 13$ Saturday. Varieties Indian Cling, Chinese Cling, Elberta and Indian Squaw, and Pears. Last Chance this season to buy Feaches 'at the price.
SEE HULEN AT CAR

## PHONE 249 FOR

Dure Jersey Cream and Thilk
Delivered in Sterilized Bottles
Cows Test Free From Tuberculosis

An Improrised trolley and a "teeter-
$\qquad$


RICHARDS HOME FROM MARKET.
T. E. Richards returned yesterday
(rom St. Louis, Chleago. New York and
Int

Crom st. Louis, Chicago. New York and
otber places in the Northeast and cen-
tral part of the United States. He has
he fail and winter stock for his firm,
he fichards Brothers \& Collier
Ropent


## floybids parties wed.

Hiss Josephine, Belle Habby an
B. Morris were married at the par W. B. Morris were married at the par-
sonage by Rev. S. A. Barnes this af-
ternoon. The young people came from

## $\$ 400$ Segerstrom Piano

Our Contest giving away this beautiful instrument closes October 15th.

There is not much time left for you to save and collect coupons given with cash purchases and payments on account.

If you have failed to get these certificates be sure to call for them.

Get full details--it's not too late to win.
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he wixan wete fox is Discourtesy ristianty contemplates making genemen and tadies of people, The
ould always be thoughtfol and con
derate of others.
"The last little fox of which I wish
ospeak is Exactiveness. This little or insists that you must fit his stand-
for
ard in every particular, or there is ard in every particular, or there is
nothing good in you-self righteousess. The real trouble is that he has
nartificial standard by which he in artificial standard by which he
wants to measure everybody else. The
cure for him is to bring Christ's stand-
$\qquad$
MISSES KINDER ENTERTAIN AT RANCH ON TULE CAN

Another delightful we
chronicled for to-day. Misses Mae and Lucille Kinder are ther's ranch near Tulia in honor of hetr guest
ort /Worth.
Those who went out yesterda hostesses, Miss McCart, M Charles Saigling and Misses

 treseo" with plekles, melons and
crackers to the one hundred and fif-
teen guests prenent

## Monday's

 HouseworkFirst Thing-Get Your

## Family Cleaning and Pressing

ready for
THE
Waller Tlabroing Co. WAY

Tailors<br>Dry Cleaners

Phone 188
We Pay Return Charges On All Parcel Post Packages

## Hudson Six-40 for 1915

New Price \$1,550
F. 0. B. DETROIT

31 New Features
The HUDSON Six-40 -.the car which seemed to mark perfectioncomes out for next year with 31 refinements.

And the price- - a record on a quality car---has been lowered by $\$ 200$. This is due to a trebled output, compelled by the demand. Last year's model was 3,000 cars oversold.

The HUDSON engineers---headed by Howard E. Coffin ---have now devoted four years to this model. Last year was given to finishing touches, new comforts, new conveniences. Now we show you what they consider the ideal modern car.

It is a thoroughbred---light, handsome, completely equipped. You never saw a car with so many attractions. You are bound to agree that this new HUDSON Six 40 is America's representative car.

Forget the price, even though it is the most attractive of all cars. Consider it simply as a model Six. We want to know how it appeats to o ou
This new model arrives here soon. Don't buy until you see it.

# REGISTER TODAY 

All Who Wish to Enter the Shetland Pony Contest
are required to register their names with each of the fifteen merchants giving votes.
Do this at once-so that you will get a good start and your friends will know that you are out to win. Don't wait until next month to register--someone may get a start that you cannot overcome.
Votes are given on all Cash Purchases or Bills Paid. Have your friends save their votes for you.
The R. A. Long Drug Store Herald Publishing $\mathrm{Co}_{\mathrm{o}}$. Reinken's Satisfaction Store Pierson \& Smith
Waller Tailoring Company
Harvest Queen Mills
Alfalfa Lumber C .
The Necessity Store Egge-Corlett Auto Co. Otto's Meat Market Peerlesss Bakery The Mae I. Theatre Peerlesss
The Plainview Hardware Company

## GIVEN AWAY!

A Round Trip Ticket to Dallas Fair to some Praetorians. Come to the meeting Friday night. Nothing to do to get it, but to attend and get others. A novel proposition.

> W. J. MITCHELL
> D. L. HAMMER
> J. L. DORSETT


## Extensive New Fall Displays <br> FOR THE WOMAN <br> FOR THE MAN

| Palmer Coats and Coat Suits. | New W. B. and Gossard Corsets. |
| :--- | :--- |
| New Fall Gloves. | New Queen Quality Shoes. |
| New Fall Dress Goods. | New Hosiery. |
| New Fall Silks. | New Underwear. |
| New Balmacaans. | New Millinery. |

And More Good Things Arriving Every Day




A WELL dressed man always has his clothes made to individual measure. He has them made just as he wants them, and they cost no more.
S. H. CHURCHILL \& CO.
Chicago's Expert Tailors for whom we are sole resident dealers, have a line that is complete in every respect. We can show you many novelties not to be had elsewhere at money saving prices.
Don't delay-call to-day.
Frank $\&$ finley

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| Ce |}



Brother Culver will reach Plainviewearly next week and remain about two

weeks to preach for the Methodist revival meeting. He is one of the \begin{tabular}{l}
$\begin{array}{l}\text { weeks to preach for the Methodist revival meeting. He is one of the } \\
\text { strongest preachers in the Church. } \\
\mathbf{- 4 i l l}\end{array}$ <br>
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\hline Platform dince gives Fierson, Lawrence Gray, Vere Calvin, <br>
Hovoring miss Mecart. IL L . Doland, Beal Pumprey, Elis
\end{tabular} Hovoring MISs MeCART. 12 L. Doland, Beal Pumprey, Eliss

Carter, Buster Armatrong, George Miss Celestine Harp Prooldes Vnique Wyckoff, Harold and Casey Hughes
Entertuinment for Fort Worth Eirl Entertinment for Fort Worth Girl and Austin Anderson.
Giest of Misses Kinder.

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## terns. Danc

Dancing was enjoyed to the soft
Mrs. Fowler and herself.
Mr. and Mrains of the A. A. Caldell left yesstrams of the Victrola and the plano. terday for Galveston. After spending
Punch was served throughout the several days there, they will go to evening to gay dancers, who numbered Cameron to visit.

$|$| Mr. and Mrs. Charles Saigling, Miss |
| :---: | :---: |
| McCart, the guest of honor; Misses | Their newights of Pythlas will install McCart, the guest of honor; Misses their newly-elected officers next mon-

Mae and Lucille Kinder,' Edna Har- day night at their hall, in the DHIIngMae and Lucmle Kinder, Bdna Har- day night at welr
rington, Laura Mastin, Nelle Sansom. ham Building. rington, Laura Mastin, Nelle Sansom, ham Building.
Annie Maud Davidson, Mildred Bueh- A marriage
heimer, Marquenita Hulen and Daisy week to Harold Trenary and Miss EmGidney. In addition to Miss McCart, ma Mayer.
the out-ot-town guests were Miss
the out-of-town guests were Miss
Evelyn Gidney, of Muskogee, Okla:: Evelyn Gidney, of Muskogee, Okla:: of Hurey, were visitors in Plainview,
Miss Elsie Guenther, of Canyon, and this week.

## Only Three More Weeks

 It's a mighty short time in which to win an Overland Automobile worth $\$ 1,160$. but someone will win--why not you? The vote is not so high but what a hustler can do wonders in the vote column in two weeks--then there's the big flnal week after that.You may be the happy owner of the car if you are willing to work hard enough. Why not.

$$
\text { CALL } 72 \text { FOR DETAILS }
$$ The vote is not so high but

wo weeks--then there's the big

a box of this delicious confection we strongly advise you to do so.

We can conscientiously recommend"Johnston's" as being the very best of the many popular makes of candy we have handled.

Note some of the different packages; Malted Milk Chocolates, Nuts in Cream, Chocolate Brazil Nuts, Chocolates Extraordinary, T-r-i-a d and many others.

Prices $\mathbf{5 0 c}$, $\$ 1.00$ and $\$ 2.00$
Duncan's Pharmacy
"The Home of Nyal's Peroxide Face Cream"
1D2t:

## We Fave Recently Recoived Another Shipment of

## "Gohnston's" <br> Milwaukeo Chocolates

If you have never taken "her"



[^0]:    FOR SALE BY OWNER:
    choice Hale County land in Shallo
    Water Belt; fine neighborhood;

    ## easy vlew.

    ## FOR SALE-Poland-Chin months; standard bred. south. FERD <br> | mouth. FERD RASTETTER |
    | :--- |
    | $2 t$-pd. | <br> Insure your home against weather by having it painted. <br> weather by having it painted PELPHREY, the Decorator. <br> FOR LIGHT HOUSEKEEPING <br> Two east rooms. 311 North Grove <br> Phone 535.

    I have some Black Emmer Seed for
    sale at $\$ 1.50$ a bushel until furthe
    notice. sown same time as fall wheat
    P. B. SNYDER.

    Lot L. D. RUCKER PRODUCR CO

