## THE PLAINVIEW EVENING HERALD

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A SUNDAY DINNER
at the Elk Cafe is always a pleasure.
Bring the wife and kiddies Sunday see how you'll enjoy our good eating, promptly served under plenty of fans.
Che rik Cafe
 Full Measure aint:- Weight THE PUREST HEAVY WEIGHT PAINT MADE Will brighten up your premises and make them look cool. Will keep you cool too by saving you money on your paint bill.

## Sold only by

## Fulton Lumber Co.

 Plainview, Texas

T is cooling and re freshing these hot days.
Because of its strict purity Delicious Ice Cream is a health ful wholesome addition to your meal.
For entertainments the one sure solution is Ice Cream, but be sure it's Delicious. We'll make any flavor you prefer.
Get It at Any Dealers or
Plainview Creamery Co PHONE 361
Visitors are welcome at our plant

## The Coolest Place In Town

Don't Take Our Word For lt That

THE R. A. LONG DRRG STORE
is the coolest place in Plainview-Make us prove it: Come in and see.
There's always a refreshing appeal in our fountain. Our ice creams, sundaes and egg drinks are cooling as a summer rain. Our bubbling sodas are as invigorating as a plunge in clear, cold water. You can safely enjoy them every day. Make your headquarter for shopping

THE R. A. LONG DRUG STORE

YOU'LL FEEL BETTER AFTER A FRESH SHAVE AT The Elk Barber Shop

A good bath will eool you off, too. Private Parlor for ladies' hair dressing.
EKK BUILING
R. M. PEACE. Proprietor

Coan's Uariety 5tore

## "When You Think of Lumber Think of Alfalfa Lumber Co."

THESE hot days are adding bushels to your wheat crop; and we've made arrangements to help you 1 take care of the wheat by getting in a shipment of Special Material for Wheat Bins., Better build that wheat bin today. $\Phi$ Have you tried Bull Dog Anchors for anchoring jhog and other fences, hay stacks, and trees? पYour house'll be cooler and you'll add dollars to the value of the entire place by paint up and screening. Try Mound City Horseshoe Brand Paints--The paint we guarantee to give absolute satisfaction Alfalfa Lumber Co.

## Ladies-It's Hot

Why wear your life away cooking over a coal range?

Use Electrical Cooking Appliances Clean, Cool, Convenient and Economical

Let us talk to you about many new devices you have not seen-reasonable in price, too.

How about a HOT POINT Electric. Iron, guaranteed for 10 years? Price $\$ 3.00$.


Next-tc R. C. Ware Hardware Company Plainview, Texas

## Royal society Cordicbet

> in colors--pink, blue and yellow, rose and lavender: number 30,50 and 70 at $10 c$. The newest thing on the market.
> Electric fans help make our cool fountain the most delightfulplace in town to keep cool these hot summer days.

## Cemple of IEconomy <br> Grant Building

## HOT DAYS

Are Automobile Days
Let us keep your car in first class running order. We will rebore your Ford cylinders and cat efully do all kinds of repairs. Our casings and inner tubes; the best gasoline and oil prolong the life of your car and keep you cool. Our prices are always right.
Knight Auto Company

| MÀKE IT EASY FOR THE GOOD WIFE TO KEEP COOL <br> $+\theta+\theta-\theta$ <br> Let the. City Bakery supply your pies, cakes and bread--white, graham or whole wheat today and every day. We will bake anything you want in pastry or cakes. |
| :---: |
| THE GITY BAKERY |
| PHONE 170 |

KATCH II AI THE
KASH KANOY KITCHEN
My Ambrosia Ice Cream and True Fruit Sundaes are new and different. When its hot try Muscadine the southern grape beverage. Egg Drinks, Coca-Cola and Sodas if you pre fer them. Fresh home made candie and hamburgers for the hungry. A glass of ice cold water with every drinh.
MRS. MATIE WICKER, Prop.
ThePlainview Evening Herald

SOCIETM
|
rived in Plainview this morning fro friends
have the congratulation
The society columns of Wednesday's
Daily Fort Worth Record chronicles
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## Have You

 Seen the Shrinkin Certain Makes of Palm Beaches atter the First Visit to the tub?

Kirshbaum $\overline{\text { Palm Suits }} \underset{\substack{\text { Sach }}}{ }$ Are guaranteed not to shrink

Sold Only At

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The Pich-lier calendar MID-SUMMER
Seven Salospeople have become entitled Mr. C. Franklin is the first man off-June 18th. Others Ad Interim. MILLINERY SEASON
Closes Monday, June 21 st. Miss Higgins visits in Wichita Falls, Ft, Worth, Stephenville, Hico, St. Louis, thence east to study Styles and buy Fall Millinery. Returns to Plainview about August 23rd.

DRESS MAKING DEPARTMENT
Closes June 30th. Mrs. Hurt goes to Chicago to study Styles and will take Post Graduate course in Ladies Tailoring. Relurns September Ist to again open and take charge of this Department. Mrs. Boyd, first assistant, will complete all unfinished work in the Department, rest and be ready for the Fall

## BUYERS

Leave Plainview July 22nd. Saturday in St. Louis; Sunday and Monday 25th and 26th, in Cleveland, Ohio; July 27th to August 10th, in New York City; thence to Chicago, St. Louis and Plainview.

Always someone in the Store to welcome you and make your call pleasant and your buying easy and profitable.

## Richards Swobolie:

102 N. Pacific St.
107 W. Main St


## Palm Beach Suits

when properly cleaned and pressed are the coolest and neatest creation of the tailor's art yet
devised for either man or woman, but they can be easily ruined by the use of improper methods of cleaning and pressing; then why take a chance Relieve yourself of all worry and get the very best work obtainable by sending us your cleaning and pressing, especially your PALM BEACH

Cheap work sometimes comes high.
Good work is cheap at any price.
Our charge is only $\$ 1.00$ for cleaning and pressing Palm Beach Suits

THE
Wallef Failoing Co. WAY
Tailors
Dry Cleaners
Phone 188
"TRADE in PLAINVIEW"
We Pay Return Charges on All Parcel Post.Packages.


## To Prospective Land Buyers:

I have about 2,000 acres of very fine irrigated and irrigable lands in the demonstrated Shallow Water Belt near Plainview, Texas, the biggest irrigation well in the county for sale, high class improvements, of all kinds, about 200 acres of alfalfa, three 200 -ton silos, about 1000 acres in cultivation; first-class residences, barns, sheds, tools of all necessary kind, the best improved and most convenientIy located stock farm in Hale County for sale.


Forty four head of high-grade Percheron mares from Colorado; a registered Percheron stallion, one of the best. A registered blue-ribbon jack, about 500 head of hogs, etc., all of which go with the property; 1668 acres of this land is in one body. About 600 acres subject to irrigation from wells on the property; $41-2$ miles S. E. of Plainview, district school on the property. This 1668 acres will be sold as whole or subdivided to suit purchasers; no cash payment demanded. Will be sold on twenty years time.

The Syndicate, the Texas Land \& Development Company, object to my advertisements and through their objections I have received a telegram from citizens of Plainview. For theinformation of prospective purchasers, I quote below their telegram and my reply, which states my position:

## Dr. R. R. White

R. R. White,
Hotel LaSalle, Chicago, Ill.

A number of your ad boards are up on main roads as follows: "See Dr. White's irrigated farms before you buy, nearer by the Syndicate and we feel that in justice to them and the Plainview District that it would be wise for you to so change the wording of them that it will not interfere with the handling of prospectors in this territory. In making this suggestion we have only the best interest of the Plainvjew District at heart. We hope you can see Mr. Ayers while in Chicago and make satisfactory wording for the sign boards.

Knight, Slaton, Anderson, Hughes, Lancaster, Garrison, Gidney.'
"Anderson, Gidney and Others,
Plainview, Texas
Have no fight to make on Syndicate; appreciate their development, but realize they are not prompted by philanthropic
it's a business proposition. My purchases ante-dated theirs. I paid real money of my own for my propery and improvemotives, it's a business proposition. My purchases ante-dated theirs. I paid real money of my own for my property and improvements. My lands are for sale and I feel that this is the year to sell them, By right of priority of ownership I have the right to
advertise and sell and propose to make arraggressive campaign to that effect. I I am prepared to subdivide improve and sell my advertise and sell and propose to make arraggressive campaign to that effect. I am prepared to subdivide, improve and sell my
lands on a credit. If no prospectors come to Plainview except through the Syndicate efforts I would not so advertise, but fortulands on a creait. If no prospectors come to Plainview except through the Syndicate efforts I would not so advertise, but fortuinterests snggest that I aggressively endeavor to make stch sales as I may legitimately be able to make. - R. R. White." but my
I do not want to sell to anyone who is under obligations to buy from the Syndicate. I am opposed to any unfair means, but I do want to sell to anyone who wants to buy and who is not under obligations to the Syndicate.

I dare say I have spent more real money of my own in the development and therefore in the advertising of the Plainview country than any individual associated or connected with the Sy ndicate and I feel that they are going too far in trying to prevent me from such legitimate advertising as I may deern proper

If you want a cracker-jack stock farm, fully equipped with stock and implements; near enough town to take advantage of the colleges for the larger children and a school on the property for the smaller ones, buy the 1668 acres; if you want a smaller farm, irrigated and improved to suit you, I will sub-divide it. If you want to go further out near the Aiken country, I will fit you out with an improved, irrigated farm first-class and to your liking at $\$ 85.00$ per acre. Arrangements can be made to buy any of this property without any cash payment, twenty years time and moderate interest. If you are under financial obligations to the Syndicate, I will not sell to you unless you first discharge in full your obligation to thern.

See Dan White or any reputable real estate agent in Plainview, who will receive a reasonable commission from me if he selis you this property. My
siness interests elsewhere prevent me from giving the property any personal attention, therefore, I desire to sell it. Buy this on a basis of paying itseff iusiness interests elsewhere prevent me from giving the property any personal attention, therefore, I desire to sell it. Buy this on a basio of paying itseff
out and perhaps double your money within five years.

| FIVE THEATRE TICKETS FREE EACH ISSUE. GIVEN TO THE FIRST FIVE PERSONS PHONING MISSPELLED WORD IN THE WANT ADS. | LIVE WANT AD PAGE <br> TELEPHONE NO. $\quad$ '2 | BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGSTO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE. |
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FARM AND RANCH LOANS
Six per cent: five years'
time: optional payment
privileges. M. F. Young privileges. M. F. Young corner square

need them. Prices are right, so let',
get together. Phone 17 . Adv. $2 t$
10 pounds Cotolene for 81.25 cash
next week. SEWELL GROCERY C0.

|  | e: in first-class shape. |
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| Board \$4. ANDERSON HOTEL Ad. | est of Plan |
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| I want to buy 150 near of shoats weighing not less than 100 pounds | years: BOX 475, Şweetwater, T |
|  | Jul. 2. |
| each, to be delivered f. o. b. cars, San- ta Fe Stock Yards, Plainview, Texas. | REMOVAL NOTIC |
| ta Fè Stock Yards, Plainview, Texas. Please write and quote prices, and |  |
| Please write and quote prices, and | r. E. O. Nichol |
| S. A Coldren, Muleshoe, Texas. | nership with Dr |
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|  | Donohoo Building, firs |
| Cottolene 81.25 at BOVD GROCERY | the Olympic Theatre. |
| CO. Phone 204 and-205. tr |  |
|  | MONEY-WILL |
| FOR SALE-1913 Buick Automobile;5-passenger; first-class condition. See | COUNT VENDOR |
|  | NOTES OR LOAN |
| F. Jueschee, at Knight Auto Co. | HALE COUNTY L |
|  | SHALLOW WATER |
| The Plainview Evening Herald one year and the new Hearst's Magazine two years for $\$ 3.05$, during June only. |  |
|  | Stop at VICKERY'S as you go |
|  | tonight. There is always in |
| Lost-Inner tube, between Fred | some Fresh Fruit and vegeta which will appeal to the tamily |
| Weyle's and W. J. Dunlap's. Leave at Herald office. |  |
|  |  |
| Get Tungsten Lamps with a guarantee from BELLIS \& FRANCISCO. Phone 492. | Invigorating to the paie and Sichty |
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Before Purchasing Your Harvesting Machinery Be Sure to See Our New
JOHN DEERE


Barker \& ZUlinn, Jobbers plainview, Eexas



## Phone 612

For Special Orders On Roses, Boquets, etc., Also Fresh Vegetables
D. C. Aylesworth

## RUBBER . WORK


We do conscientious repair work on your tires, tubes, and other rubber articles. We ask an opportunity to please you on this class of work.

Plainview Rubber Co. PHONE 104


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## Plainview Mercantile $\mathrm{C}_{\mathrm{o}}$. GREAT $1 / 2$ PRRCE SHOE OFFER

Over One Thousand Pairs of Shoes From the Best Makers of the Country
Now on Sale at 1-2 Original Price

THESE are bargains that you can't afford to turn your back on. These are are shoes that we haven't a complete run of sizes on and some of them not the newest styles, that we have marked at 1-2 price to close them out.
A NICE LINE OF MEN'S, WOMEN'S AND BOYS COOL TROPPCCAL PALM BEACH SUUIS AND ALL OF THER HOT WEATHER RELATIVES AT A MOST REASONABE PRICE

## Cash Grocery Co. PHONE 101

 Special While Zhoy Last: 100 pounds Sugar \$6.85 50 pound Sack Albatross Flour $\mathbf{\$ 2 . 0 0}$ Regular 30c Peabody Coffee, this week only per lb. \$. 20 7 Bars any kind Laundry Soap \$ . 25 Lemons, best quality, a dozen \$.20 Cash Grocery Co.Next Door to Mae I. Theatre



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    MR. FARMER
    The greatest single element in the successful management of a Farm, is the co-operation with a Bank. We also need this co-operation and we especially solicit the accounts of Farmers.
    Help us when your yield is plentiful and we will help you when it is'nt.
    Make our bank your headquarters whenever you eome to tow
    "TRADE IN PLAINVIEW"
    THIRD NATIONAL BANK
    plainview, texas

