

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, JULY 9, 1915

PRICE FIVE CENTS

3065 H. P. DEVELOPED BY T. L. & D. CO. PUMPS

SUDAN GRASS CROP WILL CUT FOUR OR MORE TONS TO THE ACRE.

107 TENANTS ON DRY FARMS

Alfalfa and Wheat Crops Promise Big Yields of Extra Quality as Result of Scientific Methods.

The careful planting methods of the Texas Land and Development Company are beginning to demonstrate the value of practical scientific farming. Harvesting of the second crop of alfalfa is now in progress. This cutting is of excellent quality, and is baling out from one to one and a half tons to the acre. There are approximately 1,500 acres in alfalfa on the syndicate farms; all is being cut except 200 acres being left for seed. The company will store most of the present crop for fall market. They placed most of the first cutting on the Austin market.

The first cutting from an experimental patch of Sudan grass is now ready for harvesting. J. W. Longstreth, general manager of the company, says it will cut four tons or more to the acre.

Threshing of the 2,000-acre wheat crop started this morning. The grain is of extra quality.

On the various syndicate farms there are now more than 1,500 hogs. The experimental cross of Duroc-Jersey and Tamworth stock is proving very satisfactory, and the company expects to put some choice bacon hogs on the Fort Worth market from the first year's pig crop.

Alfalfa seeding will be renewed August 1st, after which 500 acres will be seeded during the fall months. As an experiment, a small acreage of vetch and crimson clover will be planted.

Since the first of the year the syndicate has paid out more than \$10,000 a month in wages, and between \$30,000 and \$40,000 a month in general expenses, including the pay roll.

J. W. Longstreth, general manager, stated to a Herald reporter this morning that at the present time 107 tenants are occupying the undeveloped dry farms of the company. These families are tilling an average of 160 acres. On the irrigated farms 3,065 total horsepower have been developed through the 65 individual pumping plants already in operation. Another 1,000 horsepower will be added this year.

DEATH OF RAYMOND WILSON REEVES.

Raymond Wilson Reeves, aged ten years, son of Mrs. Minnie Reeves, died of ptomaine poisoning Wednesday morning at his mother's home, on Restriction Street. He was ill only a few short hours. His death, therefore, was a great shock to the family, who have the sympathy of the entire town in their great trouble.

The funeral was held at the Baptist Church Thursday afternoon at two-thirty. Rev. O. L. Hailey conducted the services, which were solemn and impressive. As a special vocal tribute, Misses Mabel Wayland and Leona Carter sang "I'll Be a Sunbeam" in an effective and beautiful manner.

Interment was made in the city cemetery, Flake Garner, funeral conductor for E. R. Williams, being in charge.

Raymond was the youngest "son of his mother, and she a widow." This tells the sad story. He was a member of the Baptist Sunday School and was popular with his classmates. The floral offerings were many and beautiful, and the pall bearers for the little fellow were his classmates and playfellows. They were Adelbert Williams, Dyer Slaton, Fay Sawyer, Robert Riley Peace, Herschel Pack and Roscoe Keith.

MANY GRANARIES FOR HALE COUNTY.

During the past week there have been about 35 granaries sold to the farmers of Hale County. With a capacity ranging from 2,000 to 3,000 bushels, Hale County's grain crop is showing up.

Y. M. B. LEAGUE BANQUETED AT ELK CAFE

Committees Report Much Activity on Problems of Interest to City.

The Young Men's Business League held its regular business meeting at a banquet served at the Elk Cafe last night.

Much important business followed the three-course luncheon served by Lee Kemble.

A membership campaign was inaugurated, which is expected to result in an increase of not less than 100.

The Census committee reported that Senator Sheppard has taken action with the President to order the Bureau of the Census to make an official census of Plainview. Awaiting official action, the committee was ordered to arrange for a preliminary census, to be taken by the members of the league.

A committee was appointed to rename and number the streets of the city, with a view to simplifying the present unsatisfactory arrangement. The City Council has granted the League permission to make the change, subject to its approval.

The committee at work to secure an automobile road to Silverton reported that permission of all property owners had been obtained for a cross-section road. Two hundred and fifty dollars will be needed to place the necessary cattle guards. This amount has been assured to the committee, which is soliciting funds today.

By invitation, the committee on wagon road to Silverton will meet Monday afternoon with the Commissioners of Briscoe County, at Silverton, to complete details for such a road.

A committee was appointed to investigate the freight rate accorded Plainview, with a view to obtaining a more equitable freight service.

The League meets the second and fourth Thursdays of each month. All young men under forty years of age are eligible to membership.

C. K. SHELTON WINS HERALD PRIZE FOR RE-WITTEN ADS.

Mrs. Carrie B. Farmer Submitted Second Best List; Winning List on Page Three.

C. K. Shelton won first prize and Mrs. Carrie B. Farmer second prize in the Herald contest for the best re-written advertisements carried in The Herald of Friday, July 2. Mr. Shelton receives \$3 and Mrs. Farmer \$2.

The re-written advertisements which were adjudged best appear on page three of this issue of The Herald.

PLAINVIEW DELEGATES TO GRAND LODGE B. P. O. E. AT LOS ANGELES.

J. W. Pipkin, Past Exalted Ruler of Plainview Lodge B. P. O. E., and Mrs. Pipkin drove to Lubbock last night, from which place they boarded the Elk special to Los Angeles, where the Grand Lodge will convene next week. They will visit both expositions during Mr. Pipkin's vacation of two weeks.

E. H. Perry, as district deputy, left Monday for Los Angeles, via Denver, where he will join friends for the rest of the trip.

MINNESOTA MAN PLEASED WITH HALE COUNTY.

S. R. Lawson, general manager for the Wallin & Johnson Land Company, of Minneapolis, Minn., called at The Herald office Friday afternoon. Mr. Lawson says "The outlook for Hale County is better and brighter than any place I have seen for several years." He also made the statement that as a result of his trip out here he is going to send many Northern land prospectors to Hale County.

FIRE AT BROWN MOTOR CO.

While repairing a car this morning a gasoline explosion occurred at the Brown Motor Co., causing considerable damage to the interior of the plant and damaging two automobiles. The loss to the company is covered by insurance.

Mrs. F. A. Farmer, of Fort Worth, arrived in Plainview Friday morning. She will look after interests here and visit with friends.

ITALIAN FRONTIER VULNERABLE.



Comprehensive map showing Italian-Austrian boundary. The dark portions show the territory Italy seeks. The Italian frontier was fixed by Austria, it is said, for the very purpose of attack, when the lines were drawn.

REV. FRANK NORRIS TELLS WHY HE IS IN FT. WORTH

"There Is No Danger of Hurting the Corpse of a Dead Church," He Said.

"What shall I talk about?" asked Rev. Frank Norris at the Methodist Church Tuesday night.

"Why you stayed in Fort Worth—that's what the people want to hear about," was the answer. And they heard about it. The forcible language used by the speaker, his vivid personality and strong magnetism made his hearers see and feel the fight made upon Rev. Norris by a certain element in his home city.

The speaker was introduced by Mayor J. L. Dorsett.

As a preliminary, Rev. Norris said he would not be true to the dictates of his heart unless he said something about the town and the two colleges, that have helped put Plainview on the map. He complimented the beautiful homes of the city and, above all, the number and size of the shade trees, the largest and finest, Rev. Norris said, that he had seen on the Plains.

After entering his subject, the speaker said he believed in the personal note of testimony, and proceeded to give it in such a manner that "many who went to scoff remained to pray."

The following are a few of the pointed and pithy remarks made by Rev. Norris during his lecture:

"There are two kinds of homeletics—one kind that sticks to the homeletics; the other kind that sticks to the people."

"There is no danger of hurting the corpse of a dead church."

"Every great city today is the open mouth of hell."

"No church member has any business with the undressed crowd, with Bridge, or with Tango."

"The Lord never labored with a society woman."

"There is one thing that will solve the problem of the Nation: That is the religion of Jesus Christ."

In speaking of his troubles in Fort Worth, Rev. Norris had no bitter nor unkind words for his enemies. He said he had had no trouble, but had a hilarious time fighting the devil. The trouble had all been on the other side.

Rev. Norris said he could not leave Fort Worth. He had too many friends there and too much was at stake. He paid a high tribute to his wife, stating that it was her sublime faith and loyalty that aided him in his decision to remain with the First Baptist Church of Fort Worth.

RURAL SCHOOLS COMPETE FOR HALE COUNTY FAIR PRIZE

Federated Club Active in Betterment of Social Conditions in Rural School Centers.

Mrs. W. S. Fife, chairman of the club extension committee of the County Federation, reports hearty co-operation from the schools visited in behalf of school exhibits for the Hale County Fair, and especially for Junior Day.

Mrs. Fife, accompanied by Miss Edna Rowland, of the Priscilla Club, and Mrs. W. L. Harrington, and Mrs. C. C. Gidney, two members of her own committee, made a tour Wednesday of the north part of the county. They visited five school districts, and set the ball rolling for the organization of clubs for the betterment of rural schools and other phases of rural work.

During the fair, each school competing for the prize will contribute a dollar. This money will be used in payment for a prize which will be awarded to the school having the best exhibit. Individual exhibits will be on display, and a list of prizes has been made out, that will be announced later.

Mrs. Fife and other members of her committee will visit other parts of the county as soon as possible.

ANSLEY CLOSED A \$100,000 COW DEAL SATURDAY.

Ansley Land and Cattle Company sold Saturday to Jot Montgomery and J. M. Noel, of Memphis, 1,850 head of cows, calves and bulls, at a consideration of about \$100,000. This stock was from the L. F. D. cattle.

B. T. Ansley reports a good sale of feeder stuff.

"CROPS HERE BETTER THAN IN NORTH," SAYS PROSPECTOR.

R. A. Bradshaw, of Bloomington, Ill., is a prospector in Hale County this week. He says "The wheat crops as well as other grain crops are much better here than in many Northern States." Mr. Bradshaw will return home Saturday, and he says he will always boost for Hale County.

FRANK HOLT COMMITS SUICIDE.

Frank Holt, the attempted assassin of J. P. Morgan, died by his own hand on the night of July 7th, in his cell at Mineola, L. I.

There is a mystery surrounding his death, but it is generally believed that he jumped twenty feet from the top of his cell, his death being caused by concussion of the brain.

ANNOUNCEMENT.

The B. F. Club meets Tuesday afternoon with Mrs. John Bates, on South Adams Street.

SUPERINTENDENTS SELECTED FOR COUNTY FAIR DEPARTMENTS

Selection of Superintendents for the Various Ladies' Departments Left to Ladies' Committee.

To enable superintendents to get in touch with exhibitors in their departments, the officers of the Hale County Fair have named at this early date the following: Horses, P. Flamm; Cattle, R. L. Hooper; Hogs, Geo. Duckwall; Sheep, W. L. Farmer; Poultry, J. C. Goodwin; Agriculture, P. W. Jackson; and Horticulture, A. S. J. Martin. It is thought that all will serve.

The superintendents of the ladies' departments will soon be announced by the ladies' committee.

General preparation for this year's fair are in full blast. The amusement committee hopes to arrange finally within the next two weeks for some high-class attractions. An especial effort is being made to have a flying machine for at least two days of the fair.

NEW RURAL ROUTE OUT OF PLAINVIEW OFFICE.

Will Serve Between 75 and 100 Boxes in Thickly Settled District.

Postmaster B. O. Sanford is in receipt of an order from the Fourth Assistant Postmaster General, at Washington, establishing a new rural route out of Plainview.

The new route will run six miles east, to the East Mound school; thence south to the Colonel Tilson farm; thence west to Bellevue, and north into Plainview. It will serve between 75 and 100 boxes. More than one family but not more than five families can be served through the same box.

The postmaster has been ordered to report on the number of boxes erected and pledged by July 20th, and all who are expected to avail themselves of the service should have boxes ready not later than August 1st. Notice by letter should also be sent the postmaster before July 20.

HALE COUNTY FIFTY-NINE YEARS AGO AND TODAY.

O. A. Craig, of Watertown, South Dakota, is in Plainview this week looking after his interests here. On Friday afternoon he called on the editor of The Herald, to which he has been a subscriber for many years. Mr. Craig said that he had not been to this country since 1856, and that he can see quite a change in things then and now. "Although I was hardly big enough to sleep by myself, I remember very well my trip out here," he said, "but I don't remember a 'Plainview.'"

Mr. Craig also stated that the crops of grain were looking fine and that no place has a better or brighter outlook for the future. Mr. Craig holds interests in land north of town, and says that since having seen it he values it more highly than ever before.

HALE COUNTY HOGS AGAIN TOP FORT WORTH MARKET.

Watson & Morrison had another shipment of hogs on the Fort Worth market Tuesday, which topped the market for the day. This performance of topping the market with Hale County hogs is becoming so regular that The Herald has about decided to write a standing story which can be printed each issue of the paper.

The Tuesday shipment averaged about 230 pounds and brought \$7.99. These shippers will start four cars of fat cattle to the Kansas City market today.

PROGRESSIVE MERCHANTS PLAN EXTENSIVE BARGAIN FEAST.

Ten stores in Plainview have combined in preparing a bargain-counter period, during which time they will offer special prices in practically all lines represented by them with a view to attracting to Plainview trade from all South Plains points. The announcement of the Trade Carnival appears on another page in this issue.

ANNOUNCEMENT.

The Benevolent League will meet Wednesday afternoon at three o'clock in the Mayor's office, in the City Hall. A good attendance is expected.

FIRST ITALIAN WARSHIP SUNK IN ADRIATIC SEA

TORPEDOED BY AUSTRIAN SUBMARINE; FRENCH WARSHIP SINKS GERMAN BOAT.

RUSS STRONGLY FORTIFIED

Strong Reinforcements Stop German Advances and Gain Points of Vantage for Hard-Pressed Russians.

LONDON, July 8.—The Italian cruiser Amalfi was today torpedoed by an Austrian submarine in the narrow waters of the Adriatic. This is the first naval loss of Italy since that country entered the war.

It is claimed that a French warship sunk a German submarine in the channel, while the British Admiralty has announced that a British submarine torpedoed a German warship in the Baltic recently. Nothing has been added to a brief Russian statement of a few days ago. All the belligerent powers are rapidly building submarines, and it is reported that Austria has nine at Lola alone. The Italian ships run serious risks in moving in the Adriatic, which is suited to the use of submarines.

Russians Gain Advantages.

LONDON, July 7.—By the employment of strong re-enforcements, the Russians have temporarily, at least, checked the Austro-German advance toward the Lublin Railway, which, if successful, would seriously imperil Warsaw. The Russians yesterday claimed to have inflicted a serious defeat on the Austro-German army in the region of Krasnik, south of that railway, while the Austrians tonight stated that the "battle was invigorated by the participation of strong Russian reinforcements."

So far as communications are concerned, the Russians now have the advantage of positions, as they have a splendid system of railways behind them on which they can quickly move troops and guns to the threatened areas. This battle, one of many since the Austro-Germans commenced their drive through Galicia, has only just commenced, but, according to dispatches received in Geneva from Austrian sources, the Russians have thus far had the best of it and since Monday have inflicted very heavy losses on the invaders. These dispatches state that thousands of wounded are continually arriving in Lemberg, Prezemysl and Jaroslau.

In the Woevre Section.

The much-heralded German onslaught in the west thus far has been confined to the Woevre region, where the army of the German Crown Prince is on the offensive and making efforts to regain the ground which it lost to the French in April, when the latter attempted to force the withdrawal of what is known as the St. Mihiel wedge. The Germans have won some trenches at the tip of the wedge, but at other points, according to French accounts, they were repulsed with heavy losses.

Artillery combats continue from Arras to the sea, and it is stated tonight that as a result of the German bombardment, Arras is in flames and its cathedral destroyed. The Germans also claim to have retaken the trenches which they lost to the British north of Ypres yesterday. However, the fighting here appears to be desultory, despite reports from Holland of the arrival of large German re-enforcements for another effort to reach Calais.

BAND CONCERT TONIGHT.

The Plainview band will give a concert tonight in the bandstand on the court-house square. Director Jenkins says there are many musicians in Plainview who are eligible and are badly needed. He hopes that they will make early application.

PRISONERS BROUGHT IN.

Sheriff Hooper came in this morning with two prisoners, charged with robberies committed in and around Plainview. R. T. Crockett and Victor Coleman are the names of the men. Other charges are made against them, and the case is likely to prove a serious one.

HALE CENTER.

HALE CENTER, Texas, July 8.—We are having fine weather for the crops.

The Methodists and Presbyterians commenced a protracted meeting here last Friday night, conducted by Rev. Oxford and Rev. Bone.

Corey Shepard left for Abernathy Monday, to work on the Malone electric line.

Wayne Bridges came from Plainview Monday to go with the home boys to Abernathy to play ball, but owing to their inability to get up a team they did not go.

The Harral, Goodlett & Cooley store is having a new coat of paint put on this week.

Sydney Cooper and Miss Marie Fearn were quietly married last Sunday evening at the home of their pastor, Rev. Longan, of Iowa Avenue.

Miss Emma Eubanks, who is ill of typhoid fever, still continues about the same.

Mrs. Tally is very sick at her home, west of Hale Center.

Mr. and Mrs. Joe Lee Ferguson, Mr. Harrington and Mr. Gillis were Plainview callers Monday.

The post office and bank observed the holiday Monday. However, there was no celebration, and it seemed rather dull for the Fourth of July.

The Needle-Work Club has been postponed until after the protracted meetings are over, when they will meet with Mrs. Elliott.

KRESS.

KRESS, Texas, July 8.—Most of the Kress citizens spent their July 4th celebration in the harvest fields.

J. C. Bagley and wife, formerly old-time Kress citizens, but now of Hall, Texas, arrived this week to spend the summer here with friends and relatives.

J. W. Skipworth, Jr., and family spent Monday in the canyons near Quitaque.

Drs. Dye and Hays and Rev. Hayes Howell, of Tullia, and Honorable Lattimore, of Fort Worth, were in Kress Monday on business.

The Methodists held their third quarterly conference Sunday, with O. P. Kiker, presiding elder, in the chair.

Rev. Brown will preach a series of doctrinal sermons at the Baptist Church Friday, Saturday and Sunday of this week.

Rev. A. E. Butterfield, of Plainview, is in Kress this week.

PROVIDENCE.

PROVIDENCE, Texas, July 8.—The health of this community is fine. All seem to be enjoying good health and a happy life.

Will Bradford and wife are visiting Mrs. Bradford's brother, E. G. Foster, and attending the singing convention. Mr. Bradford is the photographer of Tullia.

Quite a crowd of our people attended the singing at Lone Star. It was the annual convention. Floydada carried off the banner, which was justly awarded them. There were several hundred people there, and there was dinner enough to feed half that many more. The convention meets in the south part of the county next year. I believe every adjoining county but Swisher was represented.

W. B. Kimbell, Eugene, Lucile, Mary Dodson and Ethel Mahaffy were visitors at Dimmitt last Monday. Mr.

Kimbell will start his threshing machine in this community this week.

Jesse Lovvorn and family were visiting at the Dodson home Sunday afternoon.

Cleve Hartman has not yet been able to return home from his father's, at Lockney, where he has been sick for the past twenty-one days.

The singing at E. C. Dodson's Sunday evening was largely attended.

Chas. Merrick and J. B. Stevenson are building new granaries to put their new crop of grain in. Mr. Merrick received \$75.00 damage on his wheat from hail, and now some say he will make 25 bushels per acre.

NEW HAND-BOOK FOR USE IN SCHOOL-HOUSE MEETINGS.

UNIVERSITY STATION, Texas, July 8.—The University of Texas Extension Department is issuing a new hand-book for school-house meetings, designed especially for use in small towns and rural districts. It consists of programs of various kinds, some musical, some dealing with agricultural matters, community health, school libraries, home economics, marketing, and so on.

During the past year 282 school-

house meetings have been held under the general direction of the Extension Department, an average of thirty people attending each meeting. The purpose of the Department, according to Dr. A. C. Ellis, in promoting these meetings is to furnish a nucleus for a larger community life, and thus enable the community to develop its best ideas, incidentally adding to the attractiveness of community life through social intercourse.

A number of the special programs have been prepared in addition to the hand-book, some taking the form of outline of debates upon live subjects, declamations, discussions concerning conveniences and proper decorations of the home, as well as matters that deal more directly with the productivity of the farm. In the latter subject the A. & M. College is lending the valuable assistance of its experts. It is the hope of the department to schedule more than a thousand of these meetings during the ensuing year. The members of the extension staff, the school of agricultural education, and the school of domestic science have all co-operated in compiling the hand-book, which will be ready for distribution within the next few days.

WHILE IN TOWN NEXT WEEK

Bring that extra suit of clothes and see what it means to have it cleaned and pressed

THE Waller Tailoring Co. WAY

You may have read much of The Waller Tailoring Co. Way but if you have never tried the service which it implies, you cannot know what it means to you in saving of cloth and beauty of finish. No matter how dirty and rumpled your clothes may be it all comes out via The Waller Tailoring Co. Way.

Tailors Dry Cleaners
Phone 188

"TRADE IN PLAINVIEW"

We Pay Return Charges
on All Parcel Post
Packages

Plainview Hardware Co.

OFFERS you exceptionally low prices on various lines of goods for the next twelve days, 25 per cent discount on refrigerators, dishes, pocket knives, scissors and silverware.

We will make any one a present of ten dollars that will buy a range stove of us during this sale.

Give us a call we sell for less.

Plainview Hardware Co.

July 15th to July 26th

Inclusive Are

Plainview Bargain Days

On These Days

Carter-Houston Dry Goods Co.

Will Have Many Bargains To Offer.
A Few Are Mentioned Below.

Men's Suits One Special Lot at \$12
One Special Lot at \$8.85

All Men's and Boys' Suits at Special Prices

Men's and Boy's Low Cut Shoes
at a Very Low Cut In Price

Men's WorkShoe Specials Men's regular \$3 heavy tan work shoe \$2.15

Men's Bicycle Bals. a Splendid Summer Work Shoe in Tan, Smoke and Green, Regular \$2.25 and \$2.50 Values at Only \$1.95

MEN'S SHIRTS---With Every \$1.00 Shirt we will give a 25c tie, with every \$1.25 shirt a 35c tie, with every shirt \$1.50 or more a 50c tie. A tie free with every shirt that sells for \$1.00 or More.

Suit Cases
A good value 24 inch suit case .85c
A good value 26 inch suit case .95c
24 inch imitation alligator skin suit case \$1.20
24 in. extra deep imitation alligator skin suit cases with straps \$1.55

ALL lines of women's and children's ready-to-wear at prices cut far below their value. Special prices on all women's and children's low shoes. Some extra bargains, many at a discount of fifty per cent.

Every department will have it's many special values and features. There will be low prices on our regular stock and not goods bought to sell at a special price.

We Believe It Will Be To Your Advantage To Do Your Trading During These Special Bargain Days

Watch the Papers for Our Announcements of Other Special Items

TRADE IN PLAINVIEW

Carter-Houston's

"Goods That Speak for Themselves"

C. K. Shelton's Winning Advertisements

Below are the rewritten advertisements for each merchant represented on this page a week ago. Read them carefully. See if you could have done better and won the cash prize offered by The Herald

IF WE sold groceries 20 per cent higher than our competitors it would pay 90 per cent of the people in Plainview and Hale county to trade at our store.

Stand on the principle street corners August 1st, if you are one of our cash customers, and see the other fellow dunned and hear the answer.

Don't be harassed this way---commence paying cash for your groceries and save 20 per cent instead.

Peoples Supply Store

WHAT'S THE MATTER
WITH THE
Chamber of Commerce
?

WHAT'S THE MATTER
WITH YOU
As a Member
?

Think It Over
THERE IS MUCH WORK
TO BE DONE

120 Degree Reception Every Time You Step In the R. A. Long Drug Store

Still we are 20 degrees cooler than on the outside. Our drinks are double cold unless otherwise ordered. We use nothing but the *coldest ice* we can obtain.

We have patent medicines if you want them and very urgently solicit your Prescription Business

The R.A. Long Drug Store

YOU don't smell that old "Restaurant" scent when you step in the Crystal Cafe.

It's clean—we keep it clean—you can see it is clean.

The new State Sanitary law doesn't affect us. We have always complied with it.

Crystal Cafe

If you go up town Ben's Shop is the place to start from, and if you come down Ben's Shop is the place to stop.

Tell him to meet you at Ben's Shop. Plenty of time to get a shave while waiting.

BEN'S BARBER SHOP

One Dozen Heads of Yellow Maize Worth \$5.00

Sixteen Hundred Dollars a TON

Farmers Take Notice!

You can win \$5.00 as easy as I am writing this ad.

The Hale County Fair

DELIVERED TO YOUR BED ROOM ELECTRICITY

YOU CAN get this wonderful invention demonstrated right in your own home. It places every other illumination in *Darkness*.

Malone Light & Ice Co.

See Other Page for Ice Ad



Say Boys Right Now During the Wheat Harvest

You can start a time deposit account—say \$2.00 per week for six months—that's \$52.00. Did you save \$52.00 last season—start this week.

Third National Bank
Plainview, Texas

ONE OF my customers had his shoes half soled last season. I half soled them again this season. Figure the shoes at \$5.00 per pair. This customer saved \$8.00.

Progressive Shoe Shop
B. F. MOORE, Proprietor

Cheaper To Rent Than to Own a Home

6 Room House, First Class Condition Modern Conveniences

W. M. Wilson
At Wilson's Tin Shop

IN the name of common sense why will a man go clear across town to get 13c a dozen for two dozen 12 1-2c eggs, and still overlook the prices we make on aluminum ware, enamel ware, china ware, hose, socks, collar buttons, any kind of button or anything else.

This man walks 4 blocks to make one cent. This man could afford to walk 20 blocks to buy one cake of shaving soap from us.

Man Wake Up!

J. F. Coan & Son

Were You There? If Not You Missed Something Worth the Money

A MAN that weighed 397 1-2 lbs. sat down on one of our \$35.00 settees and it held him like he was tied, believe me they will hold anybody.

Get this. When I sell a settee for \$35.00 it's worth \$35.00 or more and everything else the same way.

W. E. WINFIELD
Phone 95

I AM NOT IN THE HOLD UP BUSINESS

I make hand made boots at a fair margin. Labor of all kinds is advancing but my prices only advance when material advances

John Meisterhans
Plainview, Texas



U. S. Cotton Acreage - 1915

WASHINGTON, D. C., July 1.—The Crop Reporting Board of the Bureau of Crop Estimates of the United States Department of Agriculture estimates, from the reports of the correspondents and agents of the Bureau, that the AREA OF COTTON in cultivation this year (1915) in the United States is about 31,535,000 acres, as compared with 27,406,000 acres, the revised estimate of acreage in cultivation a year ago, being a decrease of 5,871,000 acres, or 15.7 per cent.

The CONDITION of the growing crop on June 25 was 80.3 per cent of a normal condition, as compared with 80.0 on May 25, 1915, 79.6 on June 25, 1914, and 79.9, the average condition for the past ten years on June 25.

Details by States follow:

STATE	AREA, 1915.		CONDITION.				
	AREA UNDER CULTIVATION A YEAR AGO, compared (Revised estimate.)	Preliminary Estimate. Per cent with 1914.	ACRES.	1915.	1914.	Av. 1915.	CHANGE, MAY 25 TO JUNE 25.
Virginia	45,000	80	36,000	78	86	84	-10 -2
North Carolina	1,550,000	86	1,333,000	79	82	80	-6 -2
South Carolina	2,890,000	83	2,399,000	76	81	79	-4 1
Georgia	5,510,000	85	4,684,000	79	83	80	-2 0
Florida	224,000	90	202,000	78	86	84	-2 0
Alabama	4,075,000	83	3,382,000	78	88	80	0 0
Mississippi	3,100,000	88	2,728,000	84	81	78	2 -1
Louisiana	1,349,000	85	1,139,000	83	81	77	7 -1
Texas	12,052,000	86	10,365,000	82	74	80	3 1
Arkansas	2,550,000	86	2,193,000	85	80	80	1 0
Tennessee	935,000	87	813,000	87	79	82	2 1
Missouri	148,000	72	107,000	86	83	84	-4 0
Oklahoma	2,920,000	72	2,102,000	71	79	81	-5 0
California	47,000	75	35,000	90	100	*98	8 *3
All other	20,000	84	17,000				
United States	37,406,000	84.3	31,535,000	80.3	79.6	79.9	0.3 0.4

*Five-year average.

U. S. TO LEAD IN EXPORTATION OF DAIRY CATTLE.

Chicago Will Be Center of Vast Market of War-Stricken Nations Overseas.

American dairy cattle breeders will reverse the tables and export English Guernsey cows to England, Dutch Friesians to Holland, and Jersey cattle to the Isle of Jersey after the great war has ended. That Chicago will become a great center for the exporting of high-bred dairy cattle to Europe, heretofore the home of pure-bred animals, has been predicted by officers of the National Dairy Council.

The organization, which comprises twenty-five branches of the great American dairy industry, is prepared to establish permanent headquarters in Chicago. The move will mark the launching of a Nation-wide campaign for the future prevention of cattle plagues such as the hoof-and-mouth disease and for co-operation with state legislatures in attaining perfect dairy sanitation everywhere.

United States Will Lead.

"There is no doubt but that the United States will lead in the exportation of high-bred dairy cattle after the war," said Col. W. E. Skinner. "Up to the outbreak of hostilities we were the greatest importers, but the most valuable herds in Europe have been seized for the exigencies of food supply. The future of the world's dairy industry rests in our hands.

"With even greater zeal than in the past the National Dairy Council will co-operate with government bureaus and state legislatures to better precautions for sanitation and health in dairy production. Wonderful strides in sanitary science have been taken to prevent a repetition of the foot-and-mouth plague and to perfect the restoration of prosperity in districts recently affected.

"The outlook for the dairy industry in the United States is one of unsurpassing prosperity, particularly in view of the fact that European breeders will have to look to us for the replenishing of their herds and foreign markets will eagerly bid for our finished dairy products on a great scale."



When You Want Something Particular Nice—

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jarring the stove or turning the pan around makes no difference—K C sustains the raise until baked.

When there's a birthday or wedding cake to bake, or refreshments for reception or party to provide, take no chances—

Use K C

WE HAVE purchased the entire stock of Shipley and Shipley and will continue our business in their former place. By having a new coal elevator we hope to serve our patrons more promptly and better than ever before. Our telephone number is 162.

ALLEN & BONNER

Lost, Strayed or Stolen

A red-roan mare mule, 15 hands high, 8 or nine years old, with several white spots on her hips. Liberal reward will be paid for information as to her whereabouts.

CLINT SHEPARD

Plainview, Texas

JUST RECEIVED

A Car of Pekin Wagons

Fully Guaranteed

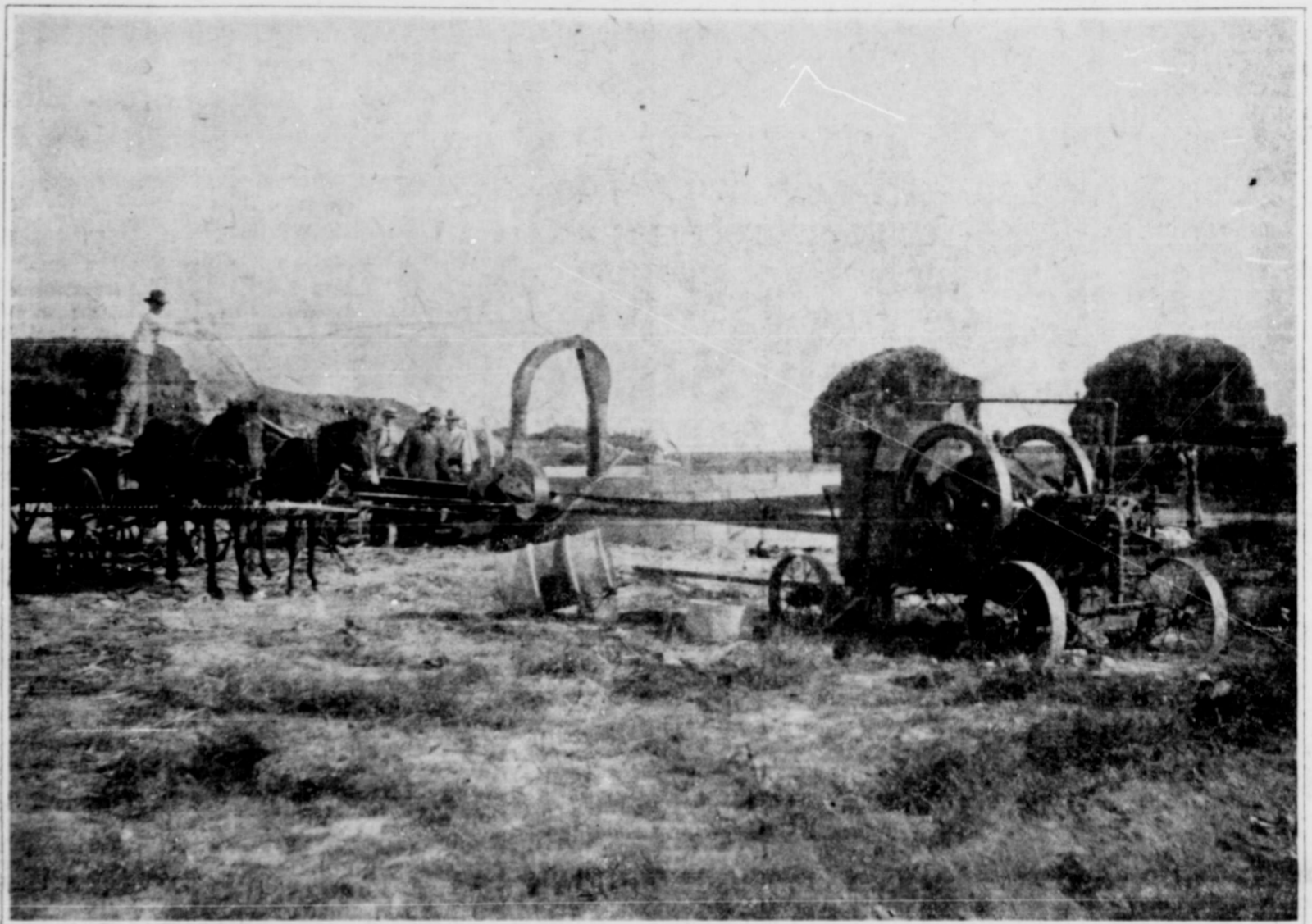
All Styles for Every Farm Use

Come To the Avery Warehouse Inspect These Wagons and Get Prices

W. R. SIMMONS

Dr. White's Irrigated Farms

"Nearer Town for Less Money"



Filling Big 220 Ton Underground Silo On Dr. White's Irrigated Farms Last Fall

IF YOU are in the market for a sure enough home in the best country on earth see me.

Layne & Bowler wells and pumps, St. Mary's Engine, oil costing four and one-half cents per gallon makes it

Cheaper Than Rain

because you get it when you need it--and as much as you want.

No Cash Payment Demanded Twenty Years' Time

SEE

DAN WHITE

Or Your Own Real Estate Agent

SOCIETY

Telephone Number 72

LITTLE GIRLS CLUB.

The Little Girls Sewing Club will meet next week with Roberta Tudor, 215 East Sixth Street.

This week it met with Louise McKee, at the home of her parents, 410 Archer Street. The hour for needlework passed swiftly by; then came dainty refreshments, including nut bread, wafers and punch, graciously served by the little hostess.

INTER-SE CLUB IS ENTERTAINED.

The Inter-Se Needle Club met this afternoon, with Mrs. Parcell as host-

ess. Aside from the regular session of needle work, an excellent musical program was rendered by Mrs. Kier and Miss Sou Lee Woody. The hostess was assisted in serving dainty refreshments of ices and cake by Mrs. Sam Woody. Those enjoying the afternoon's pleasures were Mesdames Nix, Lacy, Crawford, Blackburn, Cox, Ray Williams, George Williams, Holland, Abran, Kier, Woody, Bowen, Roney, Mason, King, Blinn, Pruet, Pichel, Cook, Grover Bishop and Misses Marie Williams, Applewhite and Sou Lee Woody.—Amarillo News.

The Mrs. L. R. iKer mentioned above was formerly Miss Beulah Hoyle, of

Plainview.

HALCYON CLUB WITH MRS. L. GREEN WILSON.

Such a pretty party was the meeting yesterday afternoon of the Halcyon Club with Mrs. L. G. Wilson, 601 Restriction Street! At the six tables placed for Progressive Forty-Two were seated the members and a number of friends invited through the hospitality of the hostess.

The living and dining rooms, thrown open to the guests, were decked with flowers, proving a charming contrast to the sun and glare of the streets.

Salads and ices were served, Shasta daisies being the plate flower with the ice course.

The members held a business meeting after the party, at which it was decided to suspend until the first Friday in September.

The guests present were Mesdames J. W. Longstreth, J. C. Anderson, W. L. Harrington, D. H. Stovall, L. A. Knight, R. W. O'Keefe, J. L. Vaughn, George Saigling, C. E. White, J. C. Anderson, Jr., E. Graham, D. H. Sanson, Chas. McCormack, J. W. Ryan, J. F. Garrison, John Randolph, of Mission, Texas, W. E. Armstrong, and Miss Mary Howell.

BEAU NOT CLUB.

This club is a group of serious-minded and domestic little girls who have bonded themselves together to learn the gentle art of needlecraft. This week they met with Lucile Bryan, on East Eighth Street. Sweet peas and other flowers of summer were favored for decoration. During the social hour cream and cake were offered the members.

The next meeting of the club will be with Ruth Dillingham.

W. H. M. S. MEETING.

The Woman's Missionary Society of the M. E. Church met Tuesday afternoon.

Business being disposed of, the meeting was followed by a demonstration of aluminum ware by W. C. Peyton. Each lady present will be presented with a very nice aluminum pan. Cakes and coffee were served.

The next meeting will be Monday afternoon, and the program will be from the Missionary Voice, conducted by Mrs. Shackelford. Every member is urged to be present, as the lesson will be both interesting and instructive. REPORTER.



The Ease and Comfort

of later years depends upon the start you make.

Begin to save while you are young. A Bank Account will assure you a comfortable future.

TRADE IN PLAINVIEW

THIRD NATIONAL BANK
PLAINVIEW, TEXAS

THE RICHLIER STORE

Offers Many Attractive Prices
During the

JULY BARGAIN CARNIVAL

You may depend on our prices being as good or better than you'd pay elsewhere.

Piece Goods, etc.

All \$1.00 Silk, 36 inch wide for, yd. 65c
36 inch wide Beach cloth for 25c
Lace cloth, asst'd popular shades 35c value 20c
35 inch wide fine natural dress linen 35c value 25c
Serpentine Kimona Crepe worth 20c, 12 1-2c
All Zephyrs and dress ginghams reduced to 10c
50c yd. dress crepes and welts offered at 20c
72 in. wide fine mercerized Damask for 50c
Hope 36 in. bleached muslin for 8 1-2c
Post City 81 x 90 hemmed sheets, regularly worth 85c 65c
18 x 39 extra quality Huck towell, each 10c

Dresses

We are determined to reduce this line and here are some really great values.

1 lot \$1.00 to \$1.75 dresses reduced to 65c

1 lot \$1.25 to \$2.00 " " " 85c
1 lot \$2.25 to \$6.00 " " " \$1.50
1 lot \$4.50 to \$7.50 dresses, beautiful Styles \$3.50
All \$12.50 to \$17.50 dresses offered at \$7.50
All \$18.50 to \$22.50 dresses offered at \$9.50
All \$25.00 to \$47.50 dresses offered at \$13.50

Men's Department

Men's Genuine Palm Beach Suits and any \$4.50, \$5.00, \$6.50 or \$7.50 Panama or Leghorn Hat in our stock for \$7.50

100 Pairs Men's Oxfords and Slippers \$3.50 to \$5.00 values, choice of the lot and one pair silk hose \$1.50

Boys Suits up to \$5.50 value for \$2.50
Boys Suits up to \$10.00 value for \$5.00

A BELT FREE WITH EVERY SUIT

This is our Seventh Year--the year of profit sacrifice--the year for reducing stock to its lowest. It will pay you to

TRADE IN PLAINVIEW
WITH

102
N. Pacific
Street

Richards Bros. & Collier
THE PEOPLE WHO DRESS BEST TRADE

107
W. Main
Street

Men and Boys

Now's Your Opportunity for

A Real Saving

REINKEN'S

Clothing and Shoe Store starts their
Mid-Summer Sale on

Wednesday, July 14th

and continues up to and including

Monday, July 26th

Spring Suits at a sharp reduction. Many as much as
40 per cent discount

NOVELTY FELT HATS--25 per cent to 50 percent reduction

Men's \$5.00 Low Quarters at \$3.50
\$3.50 Low Quarters at \$2.50

Boy's Shoes

Big Lot at Special Clearance Prices

Straw and Panama Hats, Shirts, Underwear, etc., at big reduction from our original low prices.

This is a Real Sale and the prices mean big savings to you. NOW is the Time--Buy Quick before the assortment is broken--save dollars for yourself.

REINKEN'S

"We Do As We Advertise"

Plainview, Texas

BOATING PARTY FOR AUSTIN GUESTS.

For her cousins, Misses Josephine and Nellie Holtzclaw, of Austin, Miss Arlie Biles entertained Tuesday night with a boating party on Lake Plainview.

Chaperoned by Mr. and Mrs. C. I. Biles and Mrs. W. E. Holtzclaw, the hostess and her friends arrived at the lake at nine o'clock, and immediately proceeded to enjoy the pleasures of boating by starlight.

While this was indulged in, candy of the good, home-made variety was offered and, later, after returning to the home of the hostess, punch was served to the following: Misses Josephine and Nellie Holtzclaw, Alma Armstrong, Louise Miller, Effie Murphy, Lucy Glenn, Dixie Biles, and Messrs. David Hailey, Bert Vaughn, Craig Gilliland and Bransford Pack.

MISS BLANCHE GIST ENTERTAINS.

In honor of Mr. Arthur Blanton, of Memphis, Texas, Miss Blanche Gist entertained Wednesday afternoon with a picnic at Lake Plainview. Fried chicken, pineapple sherbet, watermelon and other good things that make a picnic a treat were enjoyed by the guests.

*After boat riding on the lake, the party went to The Olympic Theater to see "Elaine." During the show, home-made candies were served.

Those invited were Clara Hooper, Alice Gist, Elizabeth Head, Cecil Warren, Alva Hooper, Tom Blakemore, Arthur Blanton, and the hostess.

MESDAMES H. C. MCINTYRE AND H. C. RANDOLPH HONOR SUMMER GUESTS.

Mesdames H. C. Randolph and H. C. McIntyre honored their guests, Mrs. J. W. Goodwin, of Brownwood, and Mrs. John Randolph, of Mission, Texas, with a Forty-Two party Wednesday afternoon, at the home of the former.

Around the nine tables placed for the game were seated the neighbors of the two hostesses and those who had called on their guests.

Sweet peas in fragrant profusion were grouped in every available space, with an occasional vase of golden Black-eyed Susans.

A perfectly appointed luncheon, including a variety of salads, cherry ice and other dainties, was served by Mesdames Randolph and McIntyre, as-

sisted by Mrs. J. M. Adams, Mrs. J. F. Smith, L. S. V. G.; Rev. B. Haynie, Garrison, Mrs. Peyton Randolph, Mrs. Chaplain; H. O. Conner, Warden; J. P. Crawford and Miss Madge May. George Martin, Conductor; J. J. Guyer, R. S. S.; O. B. Hill, L. S. S.; A. E. Allen, Inner Guard; W. J. Mitchell, Outer Guard.

L. O. O. F. INSTALL OFFICERS.

Tuesday night Plainview Lodge I. O. O. F. No. 12 installed the following officers: F. B. Gouley, Noble Grand; A. E. Rosser, R. S. N. G.; J. A. Young, L. S. N. G.; Callie King, Vice Grand; F. C. Gilley, R. S. V. G.; Ran-

Smith, L. S. V. G.; Rev. B. Haynie, Chaplain; H. O. Conner, Warden; George Martin, Conductor; J. J. Guyer, R. S. S.; O. B. Hill, L. S. S.; A. E. Allen, Inner Guard; W. J. Mitchell, Outer Guard.

Get It At The
Cash Grocery Co.
They Make The Price

Our specials last one week
only--beginning Monday July 12

Swifts Premium Hams--world's best per lb.	20c
Swifts Premium Bacon--world's best per lb.	29c
Laurel Breakfast Bacon--mighty good	23c
Oxford Bacon per lb.	19c
Boiled Ham per lb.	35c

Get Your Bacon Sliced--No Extra Charge

White Swan Syrup large size	.65c
Large Size Crisco	.99c
10 lb. Swift's Jewell Advance or Flakewhite Compound	.99c
Fresh tomatoes--extra good per basket	.25c
Fresh peaches large per bas.	.20c
Nice lemons per dozen	.20c
Fancy dried peaches 3 lbs for	.25c
Dried apricots 2 lbs. for	.25c
All kinds 25c size baking powders this week for	.20c

YOU CAN ALWAYS DO BETTER AT THE

Cash Grocery Co.
Phone 101

IF YOU WISH TO ARRANGE
FOR **A RANGE**



PLAINVIEW'S IS ON THE BAR

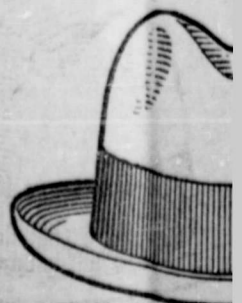
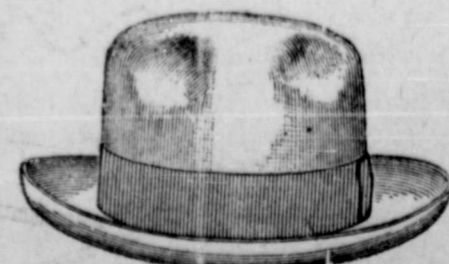
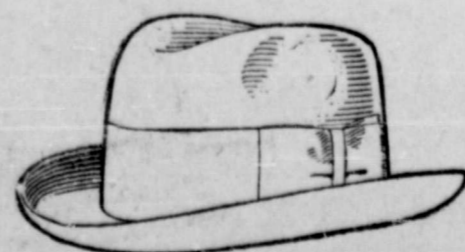
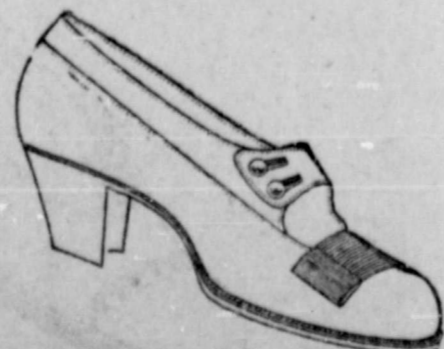
From Wednesday, July 1
Up To and Incl

All the Dry Goods Stores, Clothing Stores, Hardware
a joint Mid-Summer Trade Carnival, which will
ing public of surrounding counties coming a

There await you many choice bargains in Hardware
If you don't find what you want in one store you
at unusual sale prices too.

Make up a list of your wants in the above lines, and
will be repaid for your trip through the savings

Remember this Big General Sale will enable you to
the overflowing stocks of TEN BIG STORES N



HARDWARE

DONOHOO-WARE HARDWARE. CO.
R. C. WARE HARDWARE CO.
PLAINVIEW HARDWARE CO.

GROCERIES

SEWELL GROCERY CO.
PIERSON & SMITH
CASH GROCERY CO.



JUST BEFORE YOU TAKE
YOUR VACATION
LOOK OVER
FISHING
TACKLE!



OURS IS
THE FINEST
EVER

MERCHANDISE BARGAIN COUNTER

July 14 and To Continue
Including Monday, July 26

Hardware Stores and Several Grocery Stores Will Hold
which will prove a money saving event justifying the buy-
ing a long way to attend.

Hardware, Dry Goods, Shoes, Clothing and Groceries.
where you are reasonably sure to find it in another and

anywhere, and no matter how far you live from Plainview, you
will save on your purchases.

we will supply all the needs of all the family from
LISTED BELOW.

DRY GOODS, CLOTHING, SHOES

CARTER-HOUSTON DRY GOODS CO.

PLAINVIEW MERCANTILE CO.

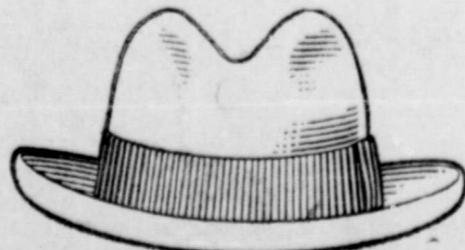
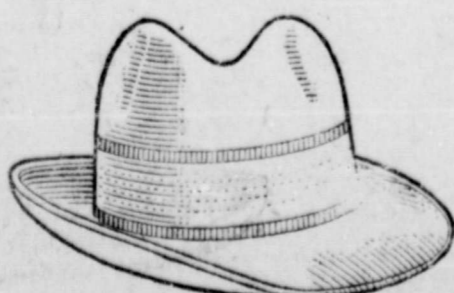
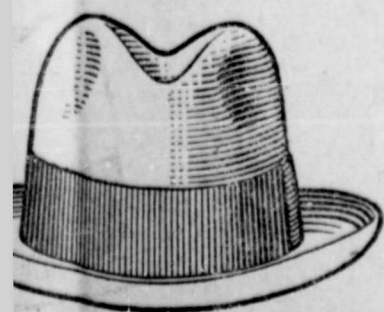
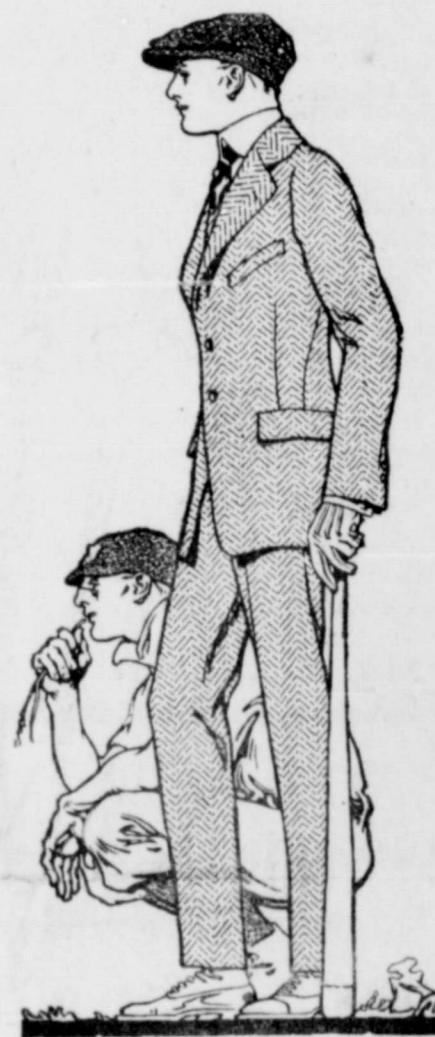
RICHARD BROS. & COLLIER

CLOTHING, SHOES, ETC.

REINKEN'S CLOTHING & SHOE STORE

PRINTING AND PUBLISHING

HERALD PUBLISHING CO.



The Plainview Evening Herald

TWICE-A-WEEK

—Published Every Tuesday and Friday Evening by—

THE HERALD PUBLISHING COMPANY,
Corner North Pacific and Second Sts.

ROBERT S. HILBURN, 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.

THERE IS WORK TO DO.

Never before has Plainview been confronted with the possibilities of advancement that now present themselves.

Crop prospects are excellent, following good crops and high prices last year. Many sections of the most productive states of the Middle West have been ruined. Some have suffered floods, others drouth.

Plainview's neighbors are realizing the opportunity. They are preparing for the campaign of prosperity. Some have won important preliminary skirmishes. Is Plainview content to bask in the glory of an unexcelled agricultural district?

With Amarillo to the north as a distributing point and Lubbock threatening on the south with yet another main line, can Plainview hope to dislodge the prestige and advantage these towns are building for themselves by inaction? One branch railroad connecting two main-line centers does not offer a happy outlook.

Activity, community team work, through a live Chamber of Commerce could be made to serve the community. Many railroads have had their conception in "hot air."

We need action. There is not a day that a fighting commercial organization could not prove itself a community benefit.

There is work to do. Will the Chamber of Commerce do it?

GOD'S BIG OPEN.

If you are despondent, if you are at daggers with the world, get back to nature's heart.

Go to old Mother Earth. She will give you a panacea for all your woes.

Dig, plant, water, pull weeds, and your troubles will dissipate like magic.

There is nothing so soothing to tired nerves as seeing things grow.

Watch the tender shoots springing up. You feel as if you are accomplishing something when you see trees and flowers develop under your ministrations.

You will feel as if you are accomplishing still more when you conquer the obstreperous weeds and dig up a bunch of ever-present crab grass.

There would be fewer doctor's bills, fewer cases of nervous prostration, more clean yards, more beautiful lawns, if men—and women, too—spent more time in the open air improving and beautifying their homes, and working not only for their own good, but for the betterment of the town.

ANNOUNCEMENT.

Rev. J. W. Story, pastor of the First Methodist Church, will preach on "Christ and the Church" at the eleven o'clock service. The subject for the evening will be "The Devil's Theory of Virtue." Everyone is cordially invited to attend these services.

CHURCH OF CHRIST TO HOLD REVIVAL MEETINGS.

Elder A. J. McCarty, of Killeen, Texas, will begin a series of gospel meetings at the Church of Christ Saturday, July 17th.

Elder McCarty is recognized as one of the strongest evangelists of his church, and has accomplished much good with the local congregation on previous visits here.

The meeting will be held in a tabernacle adjoining the church house.

BIBLE STUDY MEETING.

Monday being the regular day for Bible study by the Presbyterian Ladies' Aid, a regular lesson was studied, with Mrs. H. V. Tull as leader.

The Aid has taken up a systematic study of the Bible, and much interest is being manifested by the members. There was a large attendance Monday.

A business meeting will be held next Monday with Mrs. T. B. Haynie, at the manse.

CARD OF THANKS.

Our sincere thanks are given to our friends and neighbors who so freely gave of their sympathy and services during our recent bereavement.

MRS. MINNIE REEVES
AND FAMILY.

Miss Winnie Johnson is visiting in Woolworth for several weeks.

Mrs. Jim Taylor and children, of Lorena, Texas, arrived in Plainview Wednesday morning en route to Rulingwater, where they will spend the summer with relatives.

Mrs. W. T. Triplett, of Fort Worth, has been visiting her son, T. B. Triplett, of Floydada, for several weeks. Mrs. Triplett was in Plainview Wednesday en route to Hale Center, where she will visit another son, L. H. Triplett.

Miss Claudia Quisenberry is spending this week at Olton.

E. H. Humphreys and family accompanied by Miss Wilhelmina Harrington, left yesterday morning for a fishing and hunting trip near Hereford.

Miss Dorothy Bolton, of Kansas City, came in Wednesday to spend a month with her aunt, Mrs. E. B. Hughes.

Mrs. Wallace Davenport has returned to her home, in Amarillo, after a week's visit with her parents, Mr. and Mrs. J. B. Nance, of this city.

J. D. Cordell, from Lockney, was in the city on business Wednesday.

Dr. Curtis, of Lubbock, was in Plainview Thursday en route to Tulla, where he will visit with friends.

B. J. Chamblin, of Dallas, was in Plainview on business Thursday.

T. L. Melton is visiting relatives in Brady for several days.

Mrs. T. P. Doole is visiting relatives in Eagle Pass for several weeks.

Right Rev. Archdeacon J. S. Wicks, rector of St. Mark's Episcopal Church of this city, came in Wednesday with his bride.

John Oswald returned Sunday from a three weeks' stay at Marlin.

Flake Garner was called to Tulla Wednesday to embalm the body of Miss Modenia Glenn. The body was shipped to Nolanville, Texas, for interment.

Judge C. B. Shrewsbury, County Judge of Briscoe County, was here today on business.

Arthur Elanton has returned to his home, in Memphis, Texas, after several days' visit with J. M. Gist and family.

Trades Week

Will Be a Big Event With Us

If you have never been in our store come in we want to meet you. Also we want you to take advantage of our

Low Cash Prices on All Staple Articles

Try a sack of our Heliotrope and Choctaw Flour

Pierson & Smith

Telephone Number 348

The World's Record on Gasoline Mileage

An eminent foreign manufacturer has said that the most typical thing about the American purchaser is his willingness to try anything once.

In politics or philanthropy men depend on opinions and theory. In mechanics and finance they should rely on facts.

When the good-natured American public makes an investment for its own pleasure or personal use, it is likely to confuse its finance with theory, and its mechanics with opinion--just as though the facts were not there.

A man who tests his coal for heat units often selects his motor car on somebody's "say so."

In the purchase of an automobile--the biggest single expenditure for pleasure that the average man makes in a life-time--dozens of car are offered to the public as "The most economical car," "The most durable car," "The most efficient car."

Durability, economy, efficiency are comparative terms. The mere statement of them affords no standard of comparison.

Now, in every community of America there are a few men who refuse to submit to ready-made opinions.

Men with the ability to pick out the significant facts, and to draw their own conclusions.

What these men seek is a basis of value before their purchase is made.

Automobile buyers stood for \$300,000,000 worth of depreciation last year.

They paid a \$200,000,000 tire bill.

And \$150,000,000 for gasoline.

These good-natured buyers are paying their bills cheerfully but they are beginning to ask for facts.

The whole automobile world is busy explaining why it costs so much to run a motor car.

Gasoline economy is more of a motor car test than most people seem to realize.

It proves the smooth rolling, comfortable-riding qualities of a car. It shows there is no undue destruction of parts. It proves that as a fine piece of mechanism the car is doing the work you want it to do, with the smallest expenditure of power, the least friction, the lowest cost.

Whatever make of car you own---or even if you don't buy another car till three years from now---Franklin facts are available, and we want you to have them.

Just at this time, many men for one reason or another are considering nothing but first-cost. They are not yet ready to face the facts as regards upkeep and depreciation.

They will be Franklin owners some day.

J. J. ELLERD, Franklin Dealer

We will have some special prices on **Staple Groceries trade week**, something that will be a saving to large buyers and **Threshing Outfits**.

If you want to save money on **big bills**, for cash try us.

Sewell Grocery Co.

R. C. Ware Hardware Co.

is offering attractive summer prices on

Buggies and Surries, Coal Stoves, Table Ware, Washing Machines, Tubs, Refrigerators, Lawn Mowers, Tents. :- :-

You cannot afford to miss the bargains during **Plainview's Great Sales Week**

MEAT IN HOT WEATHER.

A Few Simple Precautions for the Housewife Who Does Not Want Her Supplies to Spoil.

A few simple precautions will aid the housewife in keeping meat untainted in hot weather. It is, of course, common knowledge that the higher the temperature, the quicker meat will spoil, but the family's supplies are not absolutely at the mercy of the thermometer. Ice and cleanliness are two great weapons of defense.

For many families a refrigerator is obviously out of the question, but it is perhaps better to have no refrigerator at all than a neglected one. Merely to wash it out occasionally does little good; it should be thoroughly scalded at frequent intervals, in particular the drain. This, if overlooked, is apt to harbor fungous growths, which may spread to the food. On one occasion a man applied to the Department of Agriculture because he had found that a joint of beef placed in his refrigerator had turned a peculiar red. Upon examination it was ascertained that the meat was covered with a peculiar fungous growth due entirely to the condition of the refrigerator. Growths of this kind do not always advertise themselves so prominently, and there may be much evil in an ice box that the eye can not detect.

If the refrigerator drain is not thoroughly cleaned, moreover, it is likely to become choked, the water is not carried off quickly enough, and little pools are left standing in the interior. Dampness is one of the conditions most favorable to bacterial growth. An ice box in this state will not protect food long. It is, in fact, a wise precaution to wipe the interior of a refrigerator every day with a dry cloth.

The temperature of the average refrigerator is higher than most persons suppose, and in those households where a regular supply of ice is not obtainable a cool cellar, a spring house, or the depths of a well may serve somewhat the same purpose. On farms where there is an ice house the meat may be placed in some form of closed retainer and buried in the ice. In any event, the meat must be carefully screened from flies. The danger from infection from these pests has been pointed out many times, but familiarity breeds contempt, and they still persist. The fly not only does the meat itself no good, but it may readily deposit upon it some infection, which is carried in turn by the meat into the human system. Some flies will deposit their eggs on the meat, and these in a short time will become maggots, and the meat is "flyblown."

Much sickness that is popularly ascribed to ptomaine poisoning or to bad food in general is really caused in some such way as this, the food, in itself perfectly wholesome, acting merely as a mechanical carrier for the "germs" which cause the trouble. Some of these sorts come from the human intestine, and their presence is a sure indication that filth is present, even if the amount is too small to be seen. Filth of this kind may be carried by dust, but it more often comes from soiled hands. One might wish that every kitchen could have the sign found in some well-managed food factories—"When you leave the room for any purpose, wash your hands before you return to work."

"Germs" which grow in foods and cause illness grow very rapidly, particularly if the food is a little warm, and are not destroyed unless the food is well cooked before serving. Simply "warming up" is not enough, as was found in a case of illness recently reported after eating some warmed-up creamed vegetable. Certain kinds of food—creamed chicken, or custard, or warm vegetables, for example—are excellent culture mediums for bacteria which may have been introduced into them by accident. For this reason it is a safe rule to have as short a time as possible intervene between the preparation of food and its consumption. Broth is another excellent medium, and in consequence should be drained off if it is intended to be kept any length of time before serving. If the broth is used also it should be boiled thoroughly first. All food, cooked or uncooked, should be kept in a clean, cool place in order to reduce the danger of infection to a minimum.

When meat must for any reason be kept for unusually long periods of time or when the conditions are unusually unfavorable, scalding may be resorted to advantageously. Dropping the meat into boiling water for a few minutes will not seriously affect its flavor when it ultimately appears upon the table, and it will put it in a much better condition for keeping. It is important, however, that it be dipped in a large body of boiling water. If only a small amount of water is used, the introduction of the meat will lower the temperature to such an extent that the whole process becomes worthless. With such meats as veal or pork, which are always—ought to be—thoroughly done, the pre-

caution can be carried further and the joints partially cooked before being stored away. Care should be taken, however, to see that the re-cooking is thoroughly done.

Hot weather often calls for additional precautions on the part of the housewife in regard to canned products. Once these have been opened and exposed to the air they spoil as quickly, if not more quickly, than fresh food. The contents of a can

should, therefore, be disposed of without delay. In no event should they be left in the can after it has been opened, but should be used at once unless the housekeeper wishes to "air" the canned material, which some believe is desirable. If this is done, the contents should be transferred to a clean earthen or glass dish and put away for an hour or two in a cool place where dust will not reach it.



Make them feel like they'd been to a party

Give your callers a treat—after they've been there awhile disappear for a moment and come back with clinking glasses and

White Swan Grape Juice

Watch them from the first sip—hear their exclamations of delight—note how they warm up to conversation as they themselves cool off.

They'll like it—you'll like it for its rich, smooth, delightful flavor.



Get it from your grocer—in bottles. Buy it by the glass at any soda fountain.

WAPLES-PLATTER GROCER CO.,
(Wholesale Only)
Denison, Ft. Worth, Dallas, Amarillo, Bowie, Brownwood, Chillicothe, Dublin, Gainesville, Greenville, Hamlin, Marshall, Stamford, Tex.; and Ada, Okla.

16-G

WE HAVE sold our entire business to Allen & Bonner who will occupy our old stand. We hope that *our* customers will give the same liberal patronage to Allen & Bonner that you have given to us. In phoning call 162.

Shibley and Shibley

LISTEN

YOU ARE a worthy citizen of this great, big, prosperous country that owns a third of the wealth of the world with only a sixteenth of the world's population—**build you a home** and thereby become a still better citizen of our great country.

PLAINVIEW LUMBER CO.
LUMBER DEALERS

Service, Quality and "Duncan's"

You trade where you are accorded the best treatment. If you are not one of our customers, the next time you wish anything in the drug, drug sundry or jewelry line call at our place and give us the opportunity of demonstrating our courteous and prompt service.

Our drugs and chemicals all bear the labels of reputable well advertised houses and are the purest in the market. Our sundry line consists of such articles as Ansco Cameras and Films, Johnston's Chocolates, Hudnut's and Palmer's Perfumery and Toilet Waters, Whiting's stationery and numerous other meritorious lines. As to Jewelry it is snappy and up-to-date and remember

"What You Buy, We Stand By"

We are always pleased to have you pay our store a visit no matter whether you wish to make a purchase or not, and we want you to form the habit of making our store your headquarters.

Duncan's Pharmacy

J. F. DUNCAN, JR., Manager

R. A. Long
Prescription Clerk and
Sales Manager

Grady M. Vaughn
Fountain and Cigar
Department Manager

STOP! THINK! ACT! TODAY!

TO THE man who would install a cheap plant---it's better to have put in first class material for irrigation.

Remember our non-corrosive copper in steel casing, and strainer made of No. 8 Material is the best money can buy.

Measure the life of a Layne irrigation system and you answer the price question once and for always.

Layne & Bowler

Phone 505, Plainview, Texas

FIVE THEATRE TICKETS FREE EACH ISSUE. GIVEN TO THE FIRST FIVE PERSONS PHONING MISPELLED WORD IN THE WANT ADS.

THE EVENING HERALD'S LIVE WANT AD PAGE
TELEPHONE NO. 72

BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE.

We are in the market for Dry and Green Hides in any quantity. RUCKENBERG PRODUCE COMPANY. —Adv. 1f.

Strawberries and all of the Fresh Fruits and Vegetables which come to the local markets will be found at VICKERY-HANCOCK'S. —Adv. 1f.

VICKERY provides the real table needs as well as the fancy groceries which go to make up an elaborate menu. Phone your next order to Phone 17. —Adv. 1f.

VICKERY has the Groceries. You need them. Prices are right, so let's get together. Phone 17. —Adv. 2f.

Get Tungsten Lamps with a guarantee from BELLIS & FRANCISCO. Phone 492. —Adv. 1f.

Cherry Chic at the KASH KANDY KITCHEN. —Adv. 1f.

Styles change in Visiting Cards. Are yours of the approved size and letter? Our Engraved Cards come from the best copper plate engravers. Call 72. —Adv. 1f.

This is the season for planting stock beets, cowpeas and turnips. For the best seed see PLAINVIEW PRODUCE COMPANY. —Adv. 1f.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1f.

Brood sows and weaned pigs wanted. ELMER SANSOM. Phone 349. Jul. 6. —Adv. 1f.

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. —Adv. 1f.

BOARD AND ROOM \$5 per week. Board \$4. ANDERSON HOTEL. Ad. 1f.

WANTED—FOR RENT.

Small house with modern conveniences. Phone 398. C. V. H. —Adv. 1f.

FOR SALE at a bargain for cash—1,280 acres good agricultural land in Andrews County, Texas. See or write JOS. MARTIN, Plainview Texas. 2f.

WANTED—One who wishes to make four or five dollars per day; lady or gentleman. Call at NECESSITY STORE between 3 and 4 Wednesday afternoon, or Thursday morning. 1f.

A package of Bryant Candy is ready for you at THE HERALD OFFICE. Get the want ad. —Adv. 1f.

FOR SALE CHEAP—\$225 rubber-tired surrey. E. R. WILLIAMS. 3f.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. —Adv. 1f.

Your Visiting Card reflects your personality. Are yours truthful? Ask THE HERALD for printed and engraved samples. —Adv. 1f.

See BELLIS & FRANCISCO about Plumbing and Wiring. Phone 492. 1f.

WANTED.

Girl for general house work. DAVIS BOARDING HOUSE, 310 North Prairie Street, or Phone 383. —Adv. 1f.

BOARD AND ROOM \$5 per week. Board \$4. ANDERSON HOTEL. Ad. 1f.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1f.

Home-grown Vegetables as soon as they are for sale are to be found at VICKERY-HANCOCK'S. —Adv. 1f.

Ladies of the First Christian Church will serve dinner and supper during the County Fair. Place to be determined later. —Adv. 1f.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. 1f.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 105 and 376.

BOARD AND ROOM \$5 per week. Board \$4. ANDERSON HOTEL. Ad. 1f.

Those nickles and dimes which slip through your fingers can be turned into thousands of dollars.

Get free today a vest pocket coin-saver at our savings department. Start saving the small coins, and watch them grow into dollars, hundreds of dollars and thousands of dollars.

Citizens National Bank
Capital \$100,000

Old Sores, Other Remedies Won't Cure. In worst cases, no matter of how long standing, cured by the wonderful, old reliable Dr. Williams' Antiseptic Healing Oil. It relieves and heals at the same time. 25c, 50c, \$1.00.

No. 12 LITTLE TALKS BY THE DOCTOR

Osteopathy

Parents, are you satisfied to let your child have a chronic cough or continue to be nervous, fretful and restless; look pale and thin or to suffer chronic constipation? Does your child suffer with enuresis nocturna (bed-wetting)?

It seems that many parents are careless about these "little" chronic troubles of their children, thinking they will "out-grow" them and be "O. K." when older.

A child is certainly much more apt to reach maturity and reach it with a normal healthful body if we make and keep them normal and healthful while they are maturing.

What does a farmer think of a stunted calf or a "runt pig"?

Osteopathy is curing these children diseases by the thousands all over our land today, and it is curing them in Plainview and Hale County, too.

The Osteopath will cure your child if you give him a chance.

DR. N. B. MAYHUGH, Osteopath
Grant Building. PLAINVIEW, TEXAS.

Excursion Account Grand Lodge Convention of Elks, to be held at Los Angeles, Calif., July 12th to 17th, special fare of \$50 for the round trip, also includes both expositions at San Diego and San Francisco with privilege going one route returning another. Will run thru Standard Drawing Room Sleeper from Sweetwater thru Slaton on July 8th to Los Angeles with stop of one day at Grand Canyon. Make your reservations early. For further information phone 224.

R. F. BAYLESS, Agent

Gasoline Engines—Oxy-Acetylene Welding

We have the following used gasoline engines for sale cheap:

- 2 1/2-horsepower; one air cooled and one water cooled.
- 1 2 1/2 horsepower.
- 1 6-horsepower Fairbanks-Morse.
- 1 8-horsepower Milwaukee.

We weld cracked and defective cylinders, crank cases, transmission housings, parts for farm machinery, etc.

No Job Too Large; No Job Too Small. All Work Guaranteed.

E. N. EGGE AUTO COMPANY
Phone 646

Phone 612

For Special Orders On Roses, Bouquets, etc., Also Fresh Vegetables

D. C. Aylesworth

DR. S. C. ROSS, D. V. M., Veterinary Surgeon and Obstetrician. Graduated Kansas City Veterinary College April 8, 1915. Calls Answered Day or Night, Lockney, Texas.

DR. NORMAN B. MAYHUGH, OSTEOPATH. Office, 22 Grant Building. Office, Phone 538; House, Phone 171.

ELLERD & KIRK, Lawyers. Plainview, Texas. Will Practice in All the Courts.

DRS. SMITH & SMITH. Will be at Dr. Owens' Office in Plainview every Tuesday. Specialists in the Treatment of PILES, FISSURES, and all RECTAL DISEASES. No cutting, tying and cauterizing. Treatment safe and sure. No detention from business or pleasure.

DR. E. O. NICHOLS, Specialist in Diseases of the EYE, EAR, NOSE, and THROAT. Office in The New Donohoo Building, First Door South of Olympic Theatre—Upstairs. Telephone 58.

WANT ADS. BRING THEM RESULTS. TRY THEM. D SURE FROM WANT ADS.

While others are talking low prices Groceries, we invite you to get our prices and compare both the quality and prices of our goods. VICKERY HANCOCK GROCERY CO. Phone 17. —Adv. 1f.

FOR SALE.

Full-blood Jersey Cows, fresh in milk. Two young males. All our raising. See S. S. DANIEL, Alfalfa Dale Jersey Farm. Phone 9025. —Adv. 1f.

FOR SALE.

Good two-row cultivator, in good shape, at a bargain for cash or note. I don't need it. See or phone me at Anderson Hotel. F. JORDAN, Phone No. 630. —Adv. 1f.

BRYANT CANDY FOR WANT ADS. Every child who brings a want ad amounting to twenty-five cents or more to The Herald office will be given a box of Bryant's candy. Ad. 1f.

Stop at VICKERY'S as you go home tonight. There is always in stock some Fresh Fruit and Vegetables which will appeal to the family and help vary the menu. —Adv. 1f.

FOR RENT—8 ROOM HOUSE AND BARN TWO BLOCKS OF SQUARE. SHALLOW WATER. LAND COMPANY. PHONE 394.

WANTED.

For cash, 25 or 40 acres of improved land within a radius of five or six miles of Plainview. Address W. H. BRUNELL, Hale Center, Texas. Adv. July 9.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. —Adv. 1f.

LOST, STRAYED OR STOLEN.

From my pasture 9 miles southeast of Plainview, June 27th, one black mottled-face milk cow 3 years old, branded P. J. on left hip and circle with arrow through it on left shoulder. One dark brown milk cow, dehorned, branded circle on left hip; 3 years old. One brown bull calf 7 months old; stock half Jersey.

Reward for information of whereabouts. J. H. TAACK. 6f.

Manuscript Covers at THE HERALD. —Adv. 1f.

Get your Sandwich Lunch at the KASH KANDY KITCHEN. —Adv. 1f.

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

Get your Sandwich Lunch at the KASH KANDY KITCHEN. —Adv. 1f.

Stop Using Dangerous Drug Before It Salvates You! It's Horrible!

You're bilious, sluggish, constipated and believe you need vile, dangerous calomel to start your liver and clean your bowels.

Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money.

Take calomel today, and tomorrow you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards. —Adv. 1f.

Invigorating to the Pale and Sickly. The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children.

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address F. J. CHENEY & CO., Toledo, O.

Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

Mr. Jones had gone to a distant city on business to be away for several days, and had left his wife on the farm with no companion, except a small child.

But she was not lonesome, for each day her husband called up for a few minutes' chat by Long Distance Bell Telephone.

Have you a Telephone connected to the Bell System? Southwestern Tel. & Tel. Co. 13-R-14

FOR SALE OR TRADE. Brood mares, fillies and young horses. Can use one automobile. T. W. SAWYER. —Adv. 1f.

Fresh Oysters, Fresh Fruits, and a full line of Staple and Fancy Groceries at right prices at VICKERY-HANCOCK'S. Phone 17. —Adv. 2f.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. —Adv. 1f.

FOR SALE: A Jersey cow, fresh in milk. BOYD GROCERY CO. 2f.

FOR SALE: A Jersey cow, fresh in milk. BOYD GROCERY CO. 2f.

We will sell a few good brood sows heavy with pigs. Also a few feeders around 100 pounds. SHIPLEY & SHIPLEY. —Adv. 3f.

NOTICE OF STOCKHOLDERS' MEETING

Of the Crosbyton-South Plains Railroad Company, to be held Wednesday, September 1st, 1915, for the purpose of authorizing the directors thereof to issue bonds, etc.

To the Stockholders of the Crosbyton-South Plains Railroad Company:

You and each of you are hereby notified that on the 16th day of June, 1915, at a special meeting of the Board of Directors of said Company, a resolution was unanimously adopted calling a meeting of the Stockholders of said Company to be held on Wednesday, September 1, 1915, at offices of the Company in Crosbyton, Texas, at 10 o'clock a. m., for the purpose of authorizing the directors thereof to execute a mortgage upon the property of the Company and to issue bonds thereunder to an amount and for a period to be fixed by the Stockholders at said meeting; and to authorize the directors to apply to the Railroad Commission of Texas for authority to issue such bonds; and to take such further and other steps as may be necessary under the laws of Texas for the final approval by said Commission of said bonds; and to obtain the authority of said Commission to register said bonds when issued in the office of the Secretary of State of Texas.

Dated this June 16th, 1915, at Crosbyton, Texas.

W. R. LOTSPEICH, Secretary.

(SEAL) —Adv. AUG. 18.

UGH! CALOMEL MAKES YOU DEATHLY SICK

Stop Using Dangerous Drug Before It Salvates You! It's Horrible!

You're bilious, sluggish, constipated and believe you need vile, dangerous calomel to start your liver and clean your bowels.

Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money.

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Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

Mr. Jones had gone to a distant city on business to be away for several days, and had left his wife on the farm with no companion, except a small child.

But she was not lonesome, for each day her husband called up for a few minutes' chat by Long Distance Bell Telephone.

Have you a Telephone connected to the Bell System? Southwestern Tel. & Tel. Co. 13-R-14

ILLUSTRATORS-DESIGNERS AND ENGRAVERS EXCLUSIVELY THE COCKS-CLARK ENGRAVING CO. BARCLAY BLOCK, DENVER, COLORADO

Take Time

But Take Him by the Forelock and Be Prepared To Save Your Feed Crop This Year

After spending much time and money investigating and experimenting with the different kinds of silos being put on the market, we believe we have the best proposition now that can be had, in

The Tulsa Silo

Cheap, Durable, Simple in Construction

Wallace G. Whitley, of Powersville, Mo., Writes on April 25:

"Have had a report on the entire 18 Tulsa Silos sold last year and everyone is delighted. Every one made good."

The Price and Capacity Can Be Made To Fit Your Requirements. Come and See the Silo Erected In Our Yard

A. G. McADAMS LUMBER COMPANY

Plainview, Texas

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS.
July 5.—Cattle sold as well as could be desired today, trade active, and prices steady to strong, some sales 10 cents higher. The good market today follows a rise of 15 to 35 cents last week, and notwithstanding a weak to lower report from Chicago.

Features today were the sale of prime steers finished on grass. One instance was by way of the Missouri method, strong wintered steers fed out on the grass, this sale being made by J. E. Bohart, Plattsburg, two loads steers, 1,381 pounds average, at \$9.65, a new high top on heavy steers here for this year. The other feature sale was steers finished by the Kansas plan, strong wintered and turned on the grass, in this case April 26th, without other feed, E. H. Lehman, Rosalia, the seller, one car load, 1,342 pounds average, at \$9.35. Bulk of the natives sell at \$8.50 to \$9.25.

There is a demand for fleshy steers from Illinois feeders, some of these today at \$8.40. Stock steers are firm, but quality is generally lacking, most sales at \$7.00 to \$7.65, stock calves at a wide range, \$6.00 to \$8.50.

In the quarantine division 60 car loads arrived, including good-weight North Texas steers at \$8.05 to \$8.90, prices fully steady, some wintered Oklahoma steers at \$7.40 and \$7.50, and some grass steers from both Texas and Oklahoma at \$6.40 to \$7.40.

Immense amounts of all kinds of meat, including fresh beef, are being sent abroad, and exports of live cattle will soon be an important item, conditions that make market prospects promising.

The hog market developed strength after a 5 cents lower opening, closing sales steady with Friday, top \$7.70, bulk of sales \$7.50 to \$7.65. Quality is very good, and average weight for June was 197 pounds, points that indicate conservative marketing in the country, and most dealers look for some advance in prices this month. Order buyers are fairly strong buyers, and packers appear to have a place for a good many hogs here, as they are bringing in several trains a week, bought at up-river markets.

Sheep and lambs sold 10 to 15 cents higher today, receipts 4,400. Nine loads of Arizona spring lambs were included today, selling at \$9.65 to \$9.90, native springers \$9.75. Native ewes are worth \$5.00 to \$5.50. Some feeding stock is available, range feeding

lambs selling at \$6.25 to \$7.25, and breeding ewes \$5.00 to \$6.00, choice young breeding ewes up to \$6.65. Feeding lambs at present prices will prove to be cheap a little later on.
J. A. RICKART,
Market Correspondent.

SPECIAL CARE OF MILK NEEDED IN SUMMER.

"Carelessness in handling milk at this season of the year is most apt to result in sickness," says J. W. Ridgway, Professor of Dairy Husbandry at the A. and M. College. "All care should be taken to see that the milk vessels are kept clean, for impurity in the milk leads to typhoid fever and kindred ailments.

"All milk vessels should be boiled in a wash pot for thirty minutes. All milk shelves should be disinfected with one part formalin to fifty parts water. Fungus sometimes develops in milk

vessels. Many instances of this kind have developed recently and have been called to my attention.

Mrs. J. L. Russell, of Petersburg, was in Plainview Wednesday to meet Mrs. G. W. Hickman, of Shreveport, La., who will return home with her to spend the summer.



The Mustard Seed Is a Tiny Nut

The meat or kernel of this tiny nut is what has the real, rich mustard flavor—the shell is almost as flavorless as the hull of a walnut.

Then when the whole mustard seeds are ground up into mustard you get bulk to be sure, but the strength is weakened by a part of it being shell or the tasteless part of the seed. It is pure mustard, but it is not the best flavored mustard, nor the most economical to use.

White Swan Mustard is made by discarding the shells and grinding up into mustard only the kernels of the mustard seed—these little kernels look like rolled oats when ready for grinding. Mustard made so is all strength and flavor.

You can very readily satisfy yourself as to whether or not a mustard is ground from kernels only or from whole seed. The former, poured dry into a glass tube shows a powder of a solid, pure canary yellow. The other kind will look speckly—the mass is full of little dark particles; these are the shells, the almost tasteless part of the mustard seed.

The purchase of White Swan Mustard is an assurance not only of getting pure mustard, but of getting mustard ground from the shell-less kernels of imported mustard seed—full strength and fine flavor.

Your grocer sells White Swan Mustard—ask for it.



Waples-Platter Grocer Co.
Wholesale Grocers
TEXAS



Sixteen is a most interesting age—but each year marks a change that should be recorded by a new portrait.

Make the appointment today

Cochrane's

We're Telling You Something Special This Week

about the big specials of this store of specials so that you may be prepared to call for them early. Include every one of them in your week-end list or, better still phone us to send some of the whole list.

SPECIALS FOR SATURDAY AND MONDAY

- New Spuds, 100 pounds . . . \$2.00
- Fresh Tomatoes, per basket25
- Fresh Peaches, per basket20
- Cantaloupes, per dozen50
- Home Grown Stringless Beans, per pound08
- Fancy Watermelons

EXTRA SPECIAL

20 lbs. Cane Sugar for \$1.00
with all orders for other groceries amounting to \$10

Vickery - Hancock Grocery Company

Phone 17

Trained Leadership Under Christian Homelike Influences

Develops Well Rounded Intellect and Christian Character.

Isn't That What You Are Seeking for Your Boy or Girl?

Seth Ward College offers these things in great measure at a cost so low that you can't afford to deny your boy or girl the advantage you may or may or may not have enjoyed.

A Trained Faculty

Composed of College and University men and women who sympathize with the problems of the Junior College student, act as advisors within and outside the class room.

Seth Ward claims to do Junior College work as well as it is done anywhere. We offer superior advantages in Music, Art and Expression. We will fit your son for special professional training in the best universities.

Seth Ward's environment is that of a Christian home; helpful, wholesome, active. Your daughter will receive the careful companionship of women who sympathize with the problems and worries of girlhood. Your boy will get that personal touch which means so much for character building. He misses that in the great universities, just as he would miss it in St. Louis or Chicago.

Then doesn't it seem wise that your girl --your boy--should get preparatory school and Junior College training where each one can have that personal character-building touch?

Board and Room

including, heat and light, only \$15.00 a month. Other charges are just as reasonable. Write for catalog or detailed information.

M. B. JOHNSON, President

Plainview, Texas

Beautiful Premiums Given in Return for Your Cash Register Coupons. These Premiums Given During the Sale.

Plainview Mercantile Co.

Please be Impressed that these Goods Offered in this Sale Are of the Very Newest Style unless otherwise specified. Lots of Goods Received Last Week.

Plainview's Biggest, Busiest and Best Dry Goods Store

Semi-Annual Clearance Sale

The Twice Yearly Event July and January that Increased Thousands Wait for Each Year

The Twice Yearly Event, July and January that Increased Thousands Wait for Each Year

It is our intention in this add to drive every word as straight as a rifle ball and impress upon you that every line here represents a cost and every cost a value. This year our stocks are clean and plentiful. Every article offered in this sale will be found in the newest style.

"Unless otherwise specified" practically all of our goods have been received within the last six months, lots of them in the last two weeks. Every article in the house will be generously reduced in price and lots of them at one-half price and some below and old timers know what Plainview Mercantile Co. Clearance sale means.

Sale

Starts
July 10th
Closes
Aug. 1st

Positively Every Article
in the House at Re-
duced Prices

No Approvals No Re-
turns During This
Sale

Lots of Goods
at One-half
Price

Big Shipment Men's
Panama Hats All New
Styles at 20 Per
Cent Off

Read Our Ad
In Next Issue

Ladies Ready-to-Wear Department

OUR LADIES' SUITS, DRESSES AND SEPARATE SKIRTS

are in the season's very newest styles, but we cannot give you a list of the prices here, but they will be reduced from one-third to one-half off the original price.

RIBBON AND LACES

Ribbons.	
10c per yard, now	7½c
15c per yard, now	10c
25c per yard, now	20c
50c per yard, now	35c

Laces.	
10c per yard, now	7½c
15c per yard, now	10c
25c per yard, now	15c
50c per yard, now	35c

LADIES' "W. B." AND "GOSSARD" CORSETS.

In this season's new styles.

W. B. Corsets.	
\$1.00 values now	85c
\$1.50 values now	\$1.20
\$2.00 values now	\$1.50

Gossard Corsets.	
\$2.00 values now	\$1.50
\$3.00 values now	\$2.40
\$5.00 values now	\$3.75

LADIES' GLOVES.	
50c Gloves now	35c
\$1.00 Gloves now	85c
\$1.50 Gloves now	\$1.25
\$2.00 Gloves now	\$1.50
\$3.50 Gloves now	\$2.75

One lot of Ladies' Middie Blouses and Shirt Waists just received; original price was \$1.00; now 85c.



IN OUR TOILET GOODS SHOP.

Woodbury Face Powder, 25c size	20c
Tettow's 10c Face Powder now	7½c
Palmolive Face Cream, 25c size	20c
Sanitol Face Cream, 25c size	20c
Colgate's Toilet Water, 25c size	20c
Hind's Honey and Almond Cream, 50c size, now	35c
25c Mentholatum	20c
10c Listerine, now	7½c
Colgate's Tooth Paste, 25c size, now	20c
Stern's Almond Oil Bath Soap, 10c size, now	7½c

Don't fail to visit
our big \$1.00 de-
partment.

This is an entire-
ly new feature of
our regular sales
and will be wel-
comed by the many
patrons attending
this season's sale.

In this depart-
ment you will find
goods from other
departments marked
at cost and lots be-
low. Every article
will just be \$1.00.

Values up to \$10
in this \$1.00 De-
partment.

PRETTY SILK AND WASH GOODS.

Our stock in this department is most complete, and all new goods; therefore the bargains will be still greater and the price will be genuinely and generously reduced on every one of them.

ECONOMY NOTES.

5c knitting silk, 7 spools for	25c
5c sewing thread, 6 spools for	25c
All other 5c articles now	3 for 10c

TABLE LINENS.

35c per yard, now	25c
50c per yard, now	40c
75c per yard, now	50c
\$1.50 per yard, now	\$1.20
\$2.00 per yard, now	\$1.50

NAPKINS.

\$3.00 per dozen, now	\$2.25
\$4.00 per dozen, now	\$3.00
\$5.00 per dozen, now	\$4.00
\$6.00 per dozen, now	\$4.50

DON'T FAIL TO SEE OUR BIG
COUNTER OF REMNANTS IN PIECE
GOODS.

ALL MILLINERY AT ONE-HALF
PRICE NOW.

Men's Department

ONE-FOURTH OFF ON MEN'S SUITS.

These Suits are every one this season's goods and the very newest styles.

It's just like this—

\$15.00 Suits will be	\$11.25
\$20.00 Suits will be	\$15.00
\$22.50 Suits will be	\$16.85
\$25.00 Suits will be	\$18.75

Boys' Suits the same price, or ¼ off the first, and sale price is marked in plain figures you can see for yourself.

MEN'S SHIRTS.

In the newest styles, soft and stiff models.

\$1.00 Shirts now	85c
\$1.50 Shirts now	\$1.20
\$1.75 Shirts now	\$1.35
\$2.00 Shirts now	\$1.50

MEN'S JOHN B. STETSON HATS.

\$7.50 Hats now	\$5.00
\$6.00 Hats now	\$4.50
\$5.00 Hats now	\$4.00
\$4.00 Hats now	\$3.00

Other brands, too—

\$3.00 Hats at	\$2.00
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Any 50c article in the house, such as Ties, Belts, Separate Underwear, etc., at 35c.

Overalls and Jumpers at 80c the garment.

Shoe Department

Men's, Ladies' and Children's Shoes, in new styles and this season's goods, at 20 per cent off; for illustration, like this:

Men's or Ladies'	
\$3.50 Shoes now	\$2.80
\$4.00 Shoes now	\$3.20
\$4.50 Shoes now	\$3.60
\$5.00 Shoes now	\$4.00
\$6.00 Shoes now	\$4.80

Hundreds of pairs in Men's, Women's and Children's Shoes in last season's styles and broken lots at One-Half Price. See the Bargain Shoe Counter.

INFANTS' AND CHILDREN'S SHOES.

\$1.00 values now	80c
\$1.25 values now	\$1.00
\$1.50 values now	\$1.20
\$2.00 values now	\$1.60
\$2.50 values now	\$2.00
\$3.00 values now	\$2.40

LADIES' AND CHILDREN'S "TOPSY" AND "CADET" HOSIERY.

15c Hose now	10c
25c Hose now	20c
50c Hose now	35c
\$1.00 Hose now	75c
\$1.50 Hose now	\$1.20

Sale

Starts
July 10th
Closes
Aug. 1st

Positively Every Article
in the House at Re-
duced Prices

No Approvals No Re-
turns During This
Sale

Lots of Goods
at One-half
Price

VISIT OUR \$1.00 DE-
PARTMENT FOR BAR-
GAINS

Read Our Ad
In Next Issue