

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 26, NUMBER 59

PLAINVIEW, TEXAS, FRIDAY, JULY 16, 1915

PRICE FIVE CENTS

## UNDERWOOD ISSUES PROGRAM PANHANDLE BANKERS MEETING

Two-Day Convention at Hereford Will Include Barbecue and Fish Fry.

R. A. Underwood, cashier of the Citizens' National Bank and secretary of the Panhandle Bankers' Association, has issued the program for the 1915 meeting, which will be held at Hereford, July 21 and 22.

Panhandle bankers who appear on the program are J. M. Oakes, cashier of the Third National Bank, Plainview, who will respond to the address of welcome; Julian M. Bassett, president of the First National Bank at Crosbyton, who will speak on "Financing Cattle Paper," and Ford Brandenburg, vice president of the First National Bank at Amarillo, whose subject is "Benefits to the Country Banker from Dealing With the Federal Reserve Bank."

## TOM FRAZIER, DUROC-JERSEY BREEDER, VISITS PLAINVIEW.

The man who painted the Texas hog red visited in Plainview this week. Tom Frazier, vice president of the Rhone-Farmer Commission Co., of Fort Worth, and one time owner of the famous Tom Frazier herd of Duroc-Jersey hogs, now owned by Dr. A. C. Scott at Plainview, is a Hale County booster as a result of his visit.

Mr. Frazier said to a Herald reporter Thursday: "Hale County ships more hogs and better hogs to the Fort Worth market than any other county in Texas. Plainview ships more hogs than any other town in Texas. When I see what you have here in the way of farms I no longer question why it is. It has been several years since my last visit, and I marvel at your progress."

Mr. Frazier expects to return for the registered sale of Duroc-Jerseys which Dr. Scott will hold August 28, and has promised to attend the Hale County Fair, in September.

## PANHANDLE MEDICAL SOCIETY MEETS HERE ON TUESDAY.

The semi-annual meeting of the Panhandle District Medical Society meets in Plainview Tuesday and Wednesday of next week.

A comprehensive and varied program has been arranged, on which appears the names of prominent physicians who live on the Plains.

Mayor Dorsett will deliver the address of welcome on behalf of Plainview; Judge L. S. Kinder on behalf of the citizens. Dr. Jas. Pickett will welcome the visiting doctors for the Hale and Swisher County Medical Society.

A banquet will be given Wednesday night, and an auto ride has been arranged.

## MAN FOUND DEAD NEAR TULLA.

C. E. Smith was found dead in Swisher County Monday morning. Mr. Smith was traveling with a man and his son on their way to New Mexico, and had camped eight miles east of Tulla. The man and son found the old gentleman dead on waking that morning. An examination shows that he had died from heart trouble.

Mr. Smith is supposed to have been from Blair, Okla. The authorities were unable to discover his relatives. The body was buried in Tulla.

## PARTY LEAVES FOR CALIFORNIA.

Mrs. F. P. Powell, Mr. C. D. Powell and Misses Margaret, Elizabeth and Frances Powell will leave tomorrow for a five or six weeks' tour of the Western States, including the two California expositions. At Amarillo Mrs. Powell will be joined by Miss Louise Green, of Amarillo, and Misses Mildred and Frances Burgess, of Amarillo, nieces of Mrs. O. Holland, of Plainview.

## FUNERAL OF MRS. McLAUGHLIN, MOTHER OF MRS. W. B. LEWIS.

The funeral of Mrs. A. B. McLaughlin, mother of Mrs. W. B. Lewis, took place Thursday afternoon at three-thirty o'clock at the Church of Christ. The services were conducted by Elder W. F. Ledlow, of Lockney.

A. A. Hatchell, undertaker for Paxton & Oswald, had charge of the interment.

## STATE HEALTH OFFICER ON PROGRAM TUESDAY NIGHT

Temple Physician Will Lecture on "The Gospel of Clean Living" at Methodist Church.

Local physicians and others interested in the health of the city have planned for Tuesday night a public health meeting, at which problems vital to every citizen of the community will be discussed. The meeting will be held at the Methodist Church at eight-thirty o'clock.

The principal speaker on the program will be Dr. W. B. Collins, of Austin. Doctor Collins is state health officer. His subject has not yet been announced. Dr. J. J. Terrell, of Temple, a forceful speaker and scientist of note, will speak on "The Gospel of Clean Living."

Rev. O. L. Hailey will offer the invocation and Rev. J. W. Story the benediction. A solo, duet and quartette will complete the program, to which no admission will be charged.

## SEPARATOR BURNED.

The separator belonging to J. G. Seipp was accidentally burned Tuesday afternoon at his farm, four miles north of the city. There was no insurance, and the origin of the fire is not known.

## FIRE DOES SLIGHT DAMAGE.

The residence of I. E. Ray, better known as the Jordan home, was slightly damaged by fire this morning. The blaze was caused by a defective flue in the kitchen. The loss was small and is covered by insurance.

## HARRY THAW DECLARED SANE.

After a nine years' fight, Harry Kendall Thaw was declared sane on Wednesday by a jury which for nearly three weeks listened to testimony given in the supreme court of New York before Justice Peter Hendrick. Forty-eight minutes were consumed and two ballots taken in reaching a verdict.

## ANOTHER PRIZE WINNER ADDED TO SCOTT HERD.

Geo. R. Quesenberry, manager of Helen Temple Farm, received recently a fine registered Duroc-Jersey boar, Mary's King, from Garrison, Kansas.

At fifteen months this hog weighed six hundred pounds, and won second in his class at the Kansas and Oklahoma state fairs.

## INSTALLATION OF OFFICERS OF ABERNATHY ODD FELLOWS.

A. J. Chambers, district deputy grand master, accompanied by twenty-three members of the Plainview lodge I. O. O. F. and five members of the Hale Center lodge, last night installed the new officers recently elected by the Abernathy lodge.

After the installation, the Abernathy lodge served refreshments.

Those in attendance from Plainview were W. E. Winfield, B. F. Moore, C. W. Sewell, A. E. Allen, R. J. Frye, F. B. Gouley, B. F. Johnson, John Winslow, J. J. Guyer, B. L. Spencer, A. A. Hatchell, Ed Carpenter, I. W. Elliott, Fred Gilley, H. D. Hyde, B. H. Towery, J. A. Young, O. B. Hill, A. B. Rosser, H. H. Rodgers, E. R. Anderson, J. C. King, and Ran Smith. Six autos carried the Plainview delegation.

Dr. S. J. Underwood, Joe Lee Ferguson, E. Horton, B. M. Johnson and S. O. Parker attended from Hale Center.

## BURLESONS PURCHASE CALVES.

Doc and Ed Burleson yesterday purchased through J. S. Hayden 170 head of calves from Nick Alley, 100 head from W. B. Armstrong and 78 head from other parties. This stock was all choice, and will be fed for late fall markets.

## DEATH OF MRS. McLAUGHLIN, MOTHER OF MRS. W. B. LEWIS.

Mrs. E. B. McLaughlin, mother of Mrs. W. B. Lewis and Mrs. S. J. Dendy, died Wednesday morning at her home, near Dickens. Judge Lewis and Mr. Dendy went down Tuesday night.

## Out Where the West Begins

Out where the hand-clasp is a little bit stronger,  
Out where the smile lasts a little bit longer—  
That's where the West begins.  
Out where the sun shines a trifle brighter,  
Out where the snow falls a trifle whiter,  
And the bonds of home are a wee bit tighter—  
That's where the West begins.

Out where the sky is a trifle bluer,  
Where friendships formed are a trifle truer—  
That's where the West begins.  
Out where a fresher breeze is blowing,  
Where there's laughter in every stream that's flowing,  
Where there's more of reaping and less of sowing—  
That's where the West begins.

Out where the world is in the making,  
Where fewer hearts with despair are breaking—  
That's where the West begins.  
Where there's more of singing and less of sighing,  
Where there's more of giving and less of buying,  
And a man makes friends without half trying—  
That's where the West begins.

Wilbur Chapman.

## FRED WEYL'S WHEAT AT 63.5 LBS. PER BUSHEL SETS RECORD

Many Fields Threshing Out 40 Bushels or More to the Acre; Tests Heavy.

With threshers busy in every section of the county, wheat yields are proving even more encouraging than first estimates.

Mr. Johnson, near Aiken, threshed 100 acres of wheat which produced 42 bushels to the acre and tested 63 pounds to the bushel.

Fred Weyl has 85 acres which ran 40 bushels to the acre, with a test of 63½ pounds.

J. I. Duncan reaped 26 bushels to the acre.

B. F. Cox is threshing 40 bushels to the acre from his best field.

W. F. Brooks has stored in his granary 1,800 bushels of No. 2 wheat which tests 60 pounds to the bushel. This grain was the product of 80 acres.

A Van Howling threshed 25 bushels to the acre from about 80 acres, which tests 61.5 pounds.

Jim Cox, on the Anderson place, is getting between 25 and 30 bushels to the acre.

L. A. Knight has threshed nearly 6,600 bushels from 400 acres of his total acreage of 2,000.

Joe Keliher is running 40 bushels to the acre on his best 40 acres out of several hundred acres in wheat.

## FORMER EMPLOYEE OF THE HERALD VISITS PLAINVIEW.

Shirley Brazile, an old-time printer and newspaper man of Plainview, is visiting his mother, Mrs. Kate Brazile, and his sister, Mrs. F. W. Clinkscales.

Mr. Brazile has been away from Plainview for twelve years. During those years he has been in China, Japan and the Philippines. For the last four months he has been in Tucson, Arizona, and claims that as his home.

Mr. Brazile says there have been so many changes in Plainview he can not find the old town at all. "The changes," said Mr. Brazile, "are all improvements."

## GIRLS' BISCUIT-BAKING CONTEST DURING HALE COUNTY FAIR.

The County Fair Association has decided to have a biscuit-baking contest during the fair for girls under sixteen years of age. The Plainview Hardware Company has agreed to furnish a stove and all cooking utensils necessary. The girl baking the best biscuits will receive a silk dress pattern.

In addition to this test, arrangements are being made for several school contests, harnessing and hitching contests, darning and buttonhole-making contests, a "Better-Baby" contest and a Sunday School rally. All of these features will be connected with the juvenile department.

## GEORGE SLAUGHTER DEAD AT HIS RANCH HOME

Son-in-Law of J. N. Donohoo Was Prominent in Early Development of South Plains.

News was received here Thursday afternoon of the sudden death of George Slaughter, a prominent cattleman of Roswell, N. M. Up to the time of going to press no particulars in regard to his death have been learned, because of the indirect telephone lines between Plainview and the Slaughter ranch, where Mr. Slaughter died. The message stated that he had only been sick ten minutes when the end came.

Mr. Slaughter was the eldest child of C. C. Slaughter, of Dallas, and the son-in-law of J. N. Donohoo, of Plainview.

Mr. and Mrs. Donohoo, Carl Donohoo and Dr. and Mrs. Everett Dye, of Tulla, left immediately for the ranch. Since then the only word received is that the remains will be taken to Roswell for burial.

No more popular man than George Slaughter ever lived on the Plains. He was a typical ranchman of the old regime—hospitable, free hearted and a warm friend. Many an old-timer will feel as if a part of the past, so dear to their hearts, has passed away.

The house now known as the Edwards boarding house was built by George Slaughter on the ranch he once owned near Plainview. It was afterwards moved to Plainview and placed on the lot where the Ellerd Building stands. Later it was moved to its present site. When occupied by George Slaughter and his family it was the scene of many hospitalities, and many pleasant memories linger within its walls for those who knew it in former days.

Mr. Slaughter is survived by his wife and three children.

## GEORGE GOULDY LOSES FINGERS IN MEAT GRINDER.

While grinding meat Wednesday afternoon, at the Jackson Market, George Gouldy caught his right hand in the chopper, resulting in the amputation of the first two fingers. He was taken to the office of Dr. Lindsay, where the hand was dressed. He is reported to be doing nicely this morning.

## AGAIN HALE COUNTY HOGS TOP FORT WORTH MARKET.

Morrison & Watson again topped the Fort Worth market yesterday, with two carloads of hogs. The porkers averaged about 225 pounds and sold for \$7.52½.

On Tuesday the same firm had three carloads of grass steers on the Kansas City market, for which they received \$7.25.

## PUGET SOUND TO GULF HIGHWAY MEETING AUGUST 13

O. M. Unger Anxious That Plainview Be Well Represented at Convention.

O. M. Unger, vice president of the Puget-Sound-to-Gulf Highway Association, is in receipt of a notice of the annual convention of the association to be held at Brady, Texas, on Friday, August 13th.

Large numbers of tourists have been traversing the road during the early part of this season, and it is hoped that many more will be attracted to it by reason of the fact that the association plans to complete plans for posting and logging the route at the meeting in August.

There seems to be little doubt that the highway will meet with popular approval if the road is given the attention which the convention this year expects to plan for its betterment. The tourists themselves will be the best boosters when the road is put in such shape that travel is made easy and pleasant for them.

Mr. Unger urges that all of those who have cars and can be present at the meeting at Brady advise him of their interest in keeping Plainview on a cross-continent highway.

## ELLERD REPRESENTED PLAINVIEW CHURCHES AT NATIONAL MEETING.

Prohibition Convention at Atlantic City Accomplished Much Toward Elimination of Liquor Traffic.

In a telegram sent by Reuben M. Ellerd from Atlantic City, he says, in speaking of the National Anti-Saloon Convention held recently in that city:

"This has been the greatest meeting of the workers for moral reform and civic righteousness, measured by attendance, work done and results accomplished, that has ever assembled."

Thousands of persons interested in the prohibition cause met to plan the extinction of the saloon all over the Nation.

A committee was sent to Washington to perfect plans to get the constitutional amendment submitted to the United States by the session of Congress that meets in December.

The prohibitionists all over the country are very enthusiastic over the work done by the convention.

Mr. Ellerd represented the Baptist and Methodist churches of Plainview at the Atlantic City meeting.

## MRS. JESSE BURSON, OF SILVERTON, DEAD.

Will Haynes, of Silverton, was in Plainview Wednesday to purchase a casket from Paxton & Oswald for Mrs. Jesse Burson. Mrs. Burson is survived by her husband and three children.

Interment was made in the Silverton cemetery.

## MRS. RUSSELL BURIED.

The remains of Mrs. E. E. Russell, who died at the sanitarium Thursday, were taken to Lockney, where interment was made under direction of Flake Garner.

## MAKES \$60,000 LAND DEAL.

Mrs. S. Wingo, a large property holder of Plainview, has recently sold to M. Taylor & Son, cattlemen of Gray and Wheeler counties, 6,000 acres of grazing land in Yoakum County at \$10 per acre.

The new owners of this land will make it the center of a large cattle ranch, with leased land grazing.

## DEMONSTRATION OF "WHITE CREST" FLOUR.

The demonstration at W. J. Dunaway's Saturday and Monday of "White Crest" flour was quite an attraction for the ladies of Plainview.

Visitors were invited to witness the baking during the morning hours, and in the afternoon dainty luncheons were served and "White Crest" cook books given away. The superlative qualities of "White Crest" flour were shown in the cakes and breads offered the public.

Miss Ola Moon was in Plainview Monday, from Lockney.

## GERMANS GAIN BY CHANGE OF PLANS ON EAST FRONT

VON HINDENBURG ABANDONS ATTACK ON WARSAW FROM SOUTH; STRIKES FROM NORTH.

## PACKERS DEMAND RELIEF

Austria Protests That United States Is Serving Allies With Munitions; Dual Alliance Cut Off.

LONDON, July 15.—Von Hindenburg sprung a great and disastrous surprise on the Russian front after the abandonment of his campaign against Warsaw from the south when he suddenly and fiercely attacked the positions of the enemy to the north of the city, retaking the fortified town of Przanysz, fifty miles north of Warsaw. He had promised a surprise, but the complete change of operations and point of attack was a greater surprise than was expected.

The Russian war office admits that the fortified positions north of Warsaw have been abandoned and that many Russians were taken prisoners. That this move by Von Hindenburg was entirely unexpected is proven by the opinions recently given out by all the leading war critics, who were unanimous in their belief that Von Mackensen, after strengthening his positions, would attempt to reach the Lubin-Cholim Railway, with the idea of thus forcing the evacuation of Warsaw. It is believed now that German offensive movements will be general and that they will extend from the Baltic around the entire eastern border of Prussia to the Vistula. This will be disastrous to the Russians, for it will compel the Czar to keep his troops on the jump to prevent the concentration of the Teutonic forces. By those who have followed the war in detail and who are competent to judge of the many military movements which have been made during the past ten months, this new move of Von Hindenburg is considered to be one of the most important moves made by the German army on the eastern front.

## West-Front Battle Indefinite.

PARIS, July 15.—Terrific battles are said to be in progress around Argonne, with victories being won and lost by both sides. Reports of fighting in the western portions are very contradictory, and it will be necessary to wait further news and developments before any definite information can be secured as to the gains and losses by either the Germans or the allied forces.

## U. S. Displeased With England.

WASHINGTON, July 15.—American packers are demanding of the State Department that England be held responsible for the delay of meat cargoes consigned to neutral ports. More than \$14,000,000 worth of packers' products are now being held up in prize courts.

This morning the Department is preparing a note to England seeking the early release of these cargoes.

## Reply to Germany Not Ready.

WASHINGTON, July 15.—While officials are at work setting down their views of the German note and the required reply, nothing definite is being done toward framing an answer. It is expected that upon the return of the President, next Tuesday, active work will be begun on the phrasology of the reply.

Count von Bernstorff, the German ambassador, is reported to have made representations to the State Department that the German note as worded implies that Germany would welcome the ministrations of the United States as mediator. He thinks Germany's willingness to work "hand in hand" with the United States for the establishment of the freedom of the seas indicates Germany's willingness to have the United States adjust the differences of the belligerents.

## Austria Makes Protest.

LONDON, July 15.—According to an Amsterdam dispatch to Reuter's Telegram Company, it is stated from Vienna that the Austro-Hungarian Minister of Foreign Affairs sent a note to the American Ambassador at Vienna on June 29 drawing attention to the

(Continued on Page Six.)

**WHO FIRST RANG OLD LIBERTY BELL? HISTORY IS SILENT.**

PHILADELPHIA, Penn., June 30.—The mystery of the old bell ringer is the most fascinating of the myths which have been revived by the trip of the Liberty Bell to San Francisco.

Who was the old man who rang the bell when it first pealed forth in celebration of the Declaration of Independence?

It is conceded that the story of the boy dashing into the street on July 4th, 1776, calling to the old caretaker in the belfry, "Ring, ring! They've signed it!" is fiction pure and simple. Wilfred Jordan, custodian of the museum in Independence Hall, and an authority on the history of the Liberty Bell, declares there is no record of such an event. The first authenticated ringing, after the signing of the Declaration of Independence was on July 8, when it called the citizens of Philadelphia together to hear the document read.

"Andrew McNair, doorkeeper at the time, may have been the first bell ringer, but this has not been established," says Custodian Jordan.

A story for which history will not vouch is that when the news of the surrender of Cornwallis reached Philadelphia, "the old bell ringer died of joy."

The history of the Philadelphia Pine Street Church contains the name of "William Hurry, bellman of the old state house." And on the ancient stone in the graveyard where Hurry lies buried are the words, "who departed life October 22, 1781." That day the news of the surrender of Cornwallis reached Philadelphia.

Was William Hurry really the old bell ringer who rang in the new year of American freedom on the day that the Declaration of Independence was approved, and did he really die of joy on hearing that the long war with England was over at last?

**RATIONS FOR BROOD SOWS.**

In speaking of rations for brood sows, John C. Burns, Professor of Animal Husbandry at the A. and M. College, says:

"One of the best rations that can be used for a sow sucking pigs is equal parts by weight of corn and wheat shorts made into a slop with skim milk, using 2 pounds of milk for every pound of the grain mixture. If the skim milk is not available, a good ration may be formed by using the proportions by weight of 3 parts wheat shorts and 1 part corn made into a thick slop with water. Another good ration may be formed by using the proportions by weight of 7 parts corn and 1 part tankage or meat meal. If available at lower prices, ground kaffir, maize, or feterita may be substituted for the corn in each of the rations. The same rations are also well suited for young pigs from the time they are old enough to eat until they are 4 or 5 months old, when such foods as shorts and tankage may be gradually reduced, though they should not be cut out entirely, unless some other feed relatively rich in protein is used to supplement the grain.

"Three or four weeks after farrowing, green pasture should constitute a portion of the ration for both sow and pigs if the best results are obtained."

Miss Margaret Powell, of Plainview, returned home Wednesday, after several months' visit with friends and relatives in Dallas and Waxahachie.



Children are interesting in each stage of their development.

Let pictures keep them as they are to-day—pictures full of unconscious, unaffected grace, and the individuality of the child.

Make an appointment for them to inspect our playroom.

**Cochrane's**

**TWILIGHT-SLEEP MOTHER TELLS OF CHILD'S BIRTH.**

NEW YORK, April 19.—Mary Sumner Boyd, twilight-sleep mother, and one of the campaign committee to give publicity to the method of painless childbirth, told of the various sensations accompanying the Freiburg method at the Women's University Club, Friday.

"When my baby was born," she said, "I awoke from a ten-hour sleep and told the head nurse that something must be wrong, for I felt no pain. She smiled and brought my baby to me. I had known absolutely nothing of what took place in those hours. I woke thinking my labor was still before me."

Mrs. Friend Hoar, another twilight-sleep mother, whose baby was born in the Jewish Maternity Hospital here ten weeks ago, gave similar testimony.

"I went to sleep that night as I did every night," she said, "and I woke next morning just as I do every morning. I did not know that anything had happened until they told me that my baby had been born."

"Twilight sleep itself has been a success. I know what a wonderful thing it is, since my baby was born without my ever knowing about it."

**Say U. S. Doctors Deny Treatment.**

Mrs. Boyd told how she first came to be interested in the painless treatment.

"When I first heard of it, about ten years ago," she said, "I asked a great many American obstetricians about it, but none of them knew anything about it. When Marguerite Tracy and I began our campaign of publicity, however, they all said that they had known about it all along, but they did not want to give it to us."

"All they would do was to refer us to their scientific articles on the subject. We had to dig these technical articles out of the medical journals in the University of Baden library."

**Save Nervous Wear and Tear.**

"It was a Freiburg physician who developed the method of the shockless operation by means of a preliminary anaesthetic so that the patient does not know that she is to undergo an operation and is saved all the nervous wear and tear, one of the most important and revolutionary of recent medical discoveries."

Mrs. Boyd also stated that she was a member of the Twilight Sleep committee which is trying to give it publicity with the object of establishing a twilight training school in America.

"It seems to me a monstrous thing that every woman should not know that she can have a painless childbirth."—Fort Worth Record.

**THE LITTLE TOWN OF LAUGHTER.**

The little town of Laughter Lies under yonder hill. With sunlight in the meadows And music in the rill. All day the little people Go by in dreams of youth. And from the tall church steeple The bells are ringing truth.

The little town of Laughter Is happy all the while. With all the flowers in blossom. And all the lips a-smile. It never knows a heartache, It never knows a care. And all the day it's singing When not engaged in prayer.

The sweetest little faces Are those you see go by. And there's a merry twinkle In every sparkling eye. There is no scorn and anger. No hate and greed and strife. To mar the golden beauty Of each day's happy life.

The little town of Laughter Is only known to those Who go with hearts of kindness To pluck its fragrant rose. And in the streets the children Look up to you to say 'If you have learned to love them Then you have found the way.' —The Bentztown Bard.

**MAP SHOWING NATIONALITY OF PRIZE-WINNING FARMERS.**

UNIVERSITY STATION, Texas, July 8.—During the four years, 1911-1914, the Texas Industrial Congress has awarded 429 cash prizes, aggregating \$10,000 for agricultural products, including corn, cotton, cowpeas, peanuts, kaffir, milo, feterita, hogs and baby beef. It is a singular fact that 82 of these prizes have been won by farmers with Bohemian names, according to a statement made by Mr. Wehrwein, of the Division of Home Welfare of the University of Texas. A map has been prepared by this division showing the location of farmers winning prizes and using differently colored dots to indicate the nationality of the farmers receiving the prizes. For instance, a green dot is used to indicate a prize-winning farmer of German name, a purple dot for prize-winning farmers of English, Scotch or

Irish names, and so on. The map is thus interesting as showing at a glance the location of the prize-winning farmers, with regard to counties and soil belts of the State, and also the nationality of the prize winners.

J. L. Gassaway, of Tahoka, arrived here Wednesday, where he will join his wife in several weeks' visit with Will Gassaway and family, of this city.

Miss Mila Crabtree was in Plainview Wednesday en route to her home in Olton. She has been visiting friends and relatives in Hale Center.

Mrs. A. J. Clark has returned to her home in Lomeat, Texas, after a week's visit with W. A. Miller and family.

**Cloves Are Dried Buds**

The buds of an East Indian tree are picked, dried and then graded according to the percentage of oil they contain—this oil is the source of the clove flavor.

But unless care is taken in grinding, even oily cloves lose much of their flavor. After grinding, the cloves must be protected from evaporation by most careful packing.

You see then that it is not only pure cloves you must insist on, but selected cloves which have been handled throughout the best way to keep them full of the oil which flavors.

That's why we suggest that you insist on White Swan Cloves. Selected from the best grade, ground by our "cool" process to retain flavor and strength and packed in air-tight tins. Your grocer sells White Swan Cloves—the cost is a little more, but the economy is greater because a tin lasts longer.



Waples-Platter Grocer Co. Wholesale Grocers TEXAS

**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

**1916 HUPMOBILE \$115 LOWER IN PRICE \$200 GREATER IN VALUE**

**These two facts about the 1916 hupmobile make this the most important announcement this company has ever made**

The 1916 Hupmobile is priced at \$1085—\$115 less than our 1915 model.

Yet we have gone to greater lengths than ever before to maintain the Hupmobile reputation for quality. The new Hupmobile has twenty per cent more power, giving a quicker pickup, an even stronger pull on hills and in sand, and slower running on high speed. Note these mechanical features: Tungsten steel valves, disc clutch with 17 hardened steel plates, bronze-shell motor bearings, spiral bevel gears in rear axle, nickel steel axle shafts, vanadium steel mainleaf in springs, tubular propeller shaft. Compare these features with any car on the market.

The 1916 Hupmobile maintains the reputation of earlier Hupmobiles for economy. It will probably reduce the Hupmobile repair cost record of less than 1/4 cent per mile. Though twenty per cent more powerful, it is a fit companion for our earlier models in gasoline mileage, tire service, and oil consumption.

We have been told countless times that the 1915 Hupmobile is the easiest riding car ever built. The 1916 Hupmobile is more comfortable. The upholstery is deeper. Genuine high-grade hair and improved cushion construction give the comfort of an old shoe. Springs are even more flexible and easy riding. Tires are large in proportion to weight. The 119-inch wheelbase cradles you over bumps and smooths rough roads.

The upholstery is genuine high-grade leather. The open bodies are lined, with no highly polished surface exposed to scratches or mars. Floor-boards and clear running-boards are best linoleum. The tonneau is richly carpeted.

The 1916 Hupmobile has the famous Bijur system for electric starting and lighting. This equipment is used on some of the highest priced cars. Latest improved battery ignition—surest and simplest built—is used. In our own shops we build the genuine Golde one-man top and Collins quick-acting curtains. Five demountable rims, complete electric lighting equipment, latest and best speedometer, an

exclusive design rain vision and ventilating windshield, Hupmobile patented tail light, genuine crown fenders, non-skid tires on the rear wheels, are regular equipment on the 1916 cars.

You get these many improvements at \$1085 for the five-passenger touring car or roadster. Compared with our previous cars the 1916 model is not only a bigger value, but it is offered to you at a reduction of \$115.

These two results have been accomplished—first, by a fifty per cent increase in production for 1916, which means better materials at lower cost and greatly reduced overhead cost per car; second, by an increase of factory facilities and improvement of factory methods—new machinery and new processes enable the company to build better at lower factory cost; third, we are confident that no car on the market is sold on a narrower margin of profit than the 1916 Hupmobile.

In considering this car, please remember that the Hup Motor Car Company is one of the few manufacturers in the United States that have never built a poor car or had an off year. Wherever you go you will hear the Hupmobile spoken of as a car of most unusual value at its price. That is why "we believe the Hupmobile to be the best car of its class in the world." That creed of ours is fact to Hupmobile owners.

The reputation of quality in our cars is the biggest asset of our business. And we guard it most jealously.

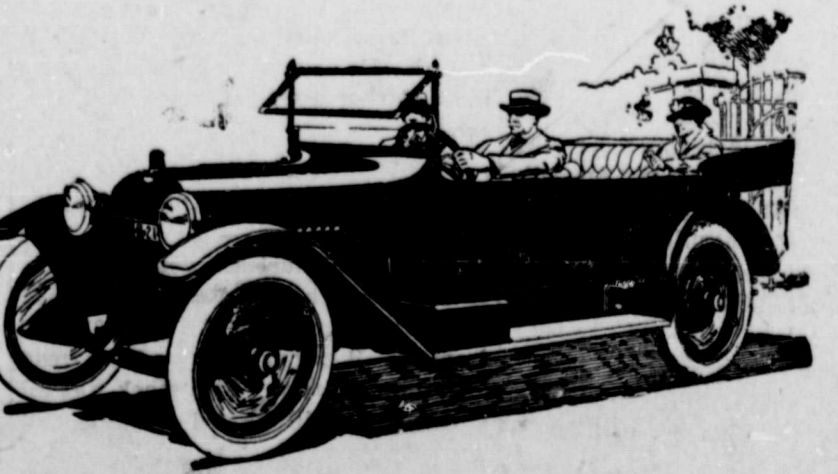
So when we tell you the 1916 Hupmobiles are the best cars this company has ever built, and when its best cars are offered at a reduction in price, you may well take our word for it that you will make no mistake in selecting a Hupmobile.

But we don't ask you to accept our word alone.

Please let us show you in an actual merit test that the 1916 Hupmobile is just what we say—truly "the best car of its class in the world."

**1916 HUPMOBILE PRICES**

- Five Passenger Touring Car, \$1085
- Roadster, \$1085      Sedan, \$1365
- Limousine, \$2365
- All-Year Touring Car, \$1185
- All-Year Coupe, \$1165
- Seven-passenger Touring Car, \$1225



**HUBBARD BROS., Panhandle Distributors PLAINVIEW, TEXAS, PHONE 113**

GET OUR  
PRICES

# Summer Clearance Sale

ON AT

## Carter-Houston's

GOODS THAT  
SPEAK FOR  
THEMSELVES

### CULTIVATION AND PRODUCTION OF SPRING WHEAT ON PLAINS.

#### In the Great Plains Area Climatic Conditions the Great Factor; Discard Corn Ground Best.

At the 10 more northern field stations of the Great Plains area spring wheat has been grown at a profit by at least one method of cultivation, but has shown an actual loss at the four southern field stations located at Hays and Garden City, Kansas; Dalhart and Amarillo, Texas.

Spring wheat as a commercial crop is important in the states of North Dakota, Minnesota, South Dakota, Washington, Nebraska, Montana, Iowa, Colorado, Idaho, Oregon, Wisconsin, Utah, Kansas, New Mexico, and Nevada, in the order named.

The Great Plains area, familiarly known as a semi-arid region, is, therefore, an important contributor to the spring-wheat acreage of this country. The results of experiments at 14 stations in this area are published in the new United States Department of Agriculture Bulletin No. 214, "Spring Wheat in the Great Plains Area, Relation of Cultural Methods to Production."

Extensive tests comparing the average yield at 14 stations for the same years show that there was practically no gain in yield on ground that was fall plowed, following corn and oats, over ground which was plowed in the spring. The small difference in cost of the two methods of preparing the land makes the relative profits and losses from them follow closely the difference in yields.

The greatest profit per acre at these stations where it has been possible to raise wheat at a profit was made on disc-disk corn ground.

Subsoiling has proved of doubtful utility as a means of increase in yields.

Although summer tillage has given the highest average yields of any

method under trial, it requires the use of land two years to produce a crop, and an extra amount of cultivation to keep it free from weeds in the fallow year. Consequently, it has cost more to grow wheat under the summer-tillage method than any other method on trial except green manuring.

Furrowing with a lister, and leaving the surface ridged through the winter has resulted in a small increase in yield over plowing at seven of the eight stations where it was tried. This is a somewhat cheaper method of preparing the land for plowing, and has therefore been more profitable.

Some soils, even in regions where spring wheat has been produced with a profit, show little response to cultural methods. It has been only in those seasons when the rainfall deficit is so small that it can be overcome by the moisture stored in the soil that the cultural methods under investigation have showed important effects upon the yields. It indicates that the soil and climate conditions are not favorable to the production of this one crop. At the southern stations, for example, the grain sorghums have done well, and should be considered the main crops.

The experimental work with spring wheat was uniform at each of the fourteen stations. The wheat was drilled in rows from 6 to 8 inches apart, and in the more humid sections the seeding was lighter than in the more arid regions. The rate of seeding varied from 2 to 4 pecks per acre.

In arriving at the cost of producing wheat under the various methods adopted, a fixed wage of \$2 per day for a man and \$1 per day for a horse was adopted. As these figures are considered rather high, no deterioration was charged to farm equipment. Seed was charged at the rate of 85 cents per acre, interest and taxes on the land investment calculated at 8

per cent on a valuation of \$20 per acre, and the deterioration and repairs of the binder at 15 cents per acre.

The average farm price of spring wheat on December 1 for the past 10 years, in round numbers, is 80 cents per bushel, and, as it costs 10 cents per bushel to take the grain from the shock, thresh it, and put it in the granary on the farm, it is obvious that in the shock it would be worth 70 cents. Applying this price, it is seen that disc-disk corn land, according to the average of the data from 8 stations in the Great Plains area, must produce 6.8 bushels of spring wheat per acre to pay for the cost of production. Wheat land prepared by listing must produce 7.9 bushels, etc.

### HELLEBORE FOR FLIES.

#### New and Effective Method of Destroying Larvae.

A safe and effective method against the typhoid or house fly has been found in powdered hellebore by scientists of the United States Department of Agriculture. Flies lay their eggs chiefly in stable manure. Powdered hellebore mixed with water and sprinkled over the manure will destroy the larvae which are hatched from the eggs. Since powdered hellebore is readily obtainable, this puts in the hands of everyone a remedy for one of the pests that has been found dangerous as well as troublesome. Powdered hellebore, however, will not kill adult flies, which must be swatted or trapped.

It has long been known that flies breed in manure, but previous methods of destroying the larvae there by the use of strong chemicals have been open to the objection that the treatment under some conditions lessened the fertilizing value of the manure or actually injured vegetation. This is not true of powdered hellebore. Government experiments have shown that the hellebore is entirely decomposed in the course of the fermentation of the manure, and that even in excessive quantities it does no harm except to the larvae it is intended to destroy. Chickens picking in manure treated with it suffer no ill effects.

One-half pound of powdered hellebore mixed with 10 gallons of water is sufficient to kill the larvae in 8 bushels, or 10 cubic feet, of manure. The mixture should be sprinkled carefully over the pile, especial attention being paid to the outer edges. In most places hellebore is obtainable in 100-pound lots at a cost of 11 cents a pound. This makes the cost of the treatment a little less than seven-tenths of a cent per bushel of manure. A liberal estimate of the output of manure is 2 bushels a day per horse. The money involved is, therefore, trifling in comparison with the benefits to the individual and the community from the practical elimination of the disease-spreading fly.

Although fresh manure is the favorite breeding spot, flies lay their eggs in other places as well, such as out-houses, refuse piles, etc. In these places, from which no manure is taken to spread on the fields, considerable saving may be effected through the substitution of borax for powdered hellebore. Applied at the rate of 0.62 pounds per 8 bushels of manure, borax is as effective as powdered hellebore in killing the larvae, but costs less than half a cent for each bushel of manure treated. In larger quantities, however, or when the manure itself is spread at a greater rate than 15 tons to the acre, some damage to crops may result. Large quantities of manure are often used by market gardeners and others, and there is always danger of carelessness in applying the borax. The use of the more expensive but safer hellebore is therefore recommended for the treatment of manure. Borax is recommended for all other refuse in which flies may lay eggs.

Scientists who have been working for years to eliminate the fly are convinced that the use of one or the other of these simple measures is a public duty wherever manure and refuse exist. Sanitarians, however, strongly advise the removal of refuse heaps or other unnecessary rubbish or breeding places for flies. In breeding

places which can not be thus disposed of, such as manure or stables, the daily use of powdered hellebore will keep the flies from breeding in these favorite breeding grounds. The best results are obtainable in a community where everyone cleans up his premises, traps or kills the flies, and systematically treats the manure and other breeding places with powdered hellebore.

The fly is not only a nuisance to human beings and live stock; it spreads disease and filth and is a menace to public health which can not be tolerated in the fact of a demonstrated remedy.

### DISPOSAL OF WASTE IN RURAL DISTRICTS.

The sanitary disposal of human waste is recognized as one of the most important problems confronting the modern municipality, the successful solution of which has required the exercise of much engineering skill and ingenuity. But for the rural community, the isolated farmhouse, the small settlement, where sewers and unlimited water are as yet unattainable, what device is there that is practicable that is at the same time cheap, simple, and easily constructed and operated, that is fly and germ proof, that is adapted to the conditions of rural life, and that farmers and dwellers in small towns can be urged to provide with some chance of success? These conditions are all essential, but they are by no means easily complied with. That existing methods or lack of methods of waste disposal in rural districts constitute a real and serious danger has been demonstrated beyond question. Hookworm, typhoid, dysen-

tery, tuberculosis, as well as many forms of intestinal parasites are all spread largely through defective methods of disposing of human waste. Any real or lasting improvement in rural sanitary conditions must be preceded by a radical and permanent reform on this subject. This problem, always urgent, is becoming and will continue to become more important as our rural districts become more densely populated. Bearing on the problem is the United States Public Health Service bulletin, recently issued, on "Safe Disposal of Human Excreta," by Lumsden, Stiles and Freeman. After a general discussion of the problem and its importance, the various types of sanitary privies so far devised are discussed, the manner of construction, advantages and disadvantages, cost, etc., being considered in each case, with illustrations and working plans for their construction. Directions are also given for converting an ordinary insanitary privy into a safe one, as well as directions for cleaning and for final disposition of the contents. This pamphlet, says The Journal of the American Medical Association, should be widely circulated among rural homes. The problem is the same in all parts of the country.

Miss Ethel Mitchell, of New Albany, Miss., is visiting Miss Patty Dalton.

Mrs. J. A. Wade spent the week-end in Floydada visiting relatives.

W. S. Hall, of Spring Lake, was in town Thursday on business.

Miss Annie Maude Davidson left this week to visit relatives near New Orleans, La.

Mrs. H. M. Packard, of Spring Lake, was shopping in Plainview yesterday.

Mr. and Mrs. W. R. Tilson, of White Flat, Motley County, and Mrs. Percy Merrick, of Childress, came in yesterday in Mr. Tilson's car to visit their brother, C. S. Williams, and family.

Dr. Bruce Catto, of El Reno, Okla., visited his mother, Mrs. F. N. Catto, this week.

James Whittington, of Briscoe County, and his brother-in-law, Oscar Christian, of Central Texas, were in Plainview Wednesday.

Mrs. Frank Harp and children, of Fort Worth, are here visiting Mr. Harp's mother, Mrs. Elizabeth Harp, and the families of R. G. and A. E. Harp.

H. N. Trunnell and John Dunnitt, of Tulia, were here yesterday.

Born, July 14, a girl to Mr. and Mrs. Guy Ivey, of Plainview.

Judge C. H. Curl and family were shopping in Plainview yesterday.

Mrs. J. R. Kerley, of Amarillo, is expected tomorrow to visit her parents, Mr. and Mrs. G. C. Keek.

Mrs. J. J. Bromley won the sack of flour Monday given by the manufacturers of White Crest flour.

T. A. Miller and George Doubleday left Thursday, accompanied by their sons, George Miller and Bob Doubleday, for a trip to the El Paso country.

Miss Tena Burgess, of Amarillo, will join Mrs. F. P. Powell's party Saturday morning and go with them to the California expositions.

Cecil Warren left Thursday for Houston, where he will attend to business for several weeks.

RHUBARB for canning, 4c per pound, delivered to your town. 2t.

Friendship Links at CARTER-HOUSTON'S. 1t.

### SPRUCE UP A BIT

Do you realize that South Plains crops are far better this year than are those of many of the middle western states about which you hear so much? It means that the big yields will sell at good prices.

There is nothing so potent as for a community to look prosperous. There is nothing more indicative of prosperity than well dressed people. Now it may be that you want to put off buying new clothes and still look prosperous; there is a solution in

## THE Waller Tailoring Co. WAY

Bring us the old clothes, if there is life in them we will "bring them back."

Tailors Dry Cleaners  
Phone 188

"TRADE IN PLAINVIEW"

We Pay Return Charges  
on All Parcel Post  
Packages

Buy It at the

## CASH GROCERY CO.

A Complete Line of Pure Food Products

Beginning today and lasting all next week the following prices will be offered.

PICNIC HAMS—PER POUND	15C
MAJESTIC HAMS—PER POUND	19C
LAUREL BREAKFAST BACON PER POUND	23C
GET YOUR BACON SLICED, NO EXTRA CHARGE.	
1 DOZ. NICE LEMONS	20C
OLIVES STUFFED OR PLAIN, DISTINCTLY INDIVIDUAL	10C
PICKLES—THE MOST COMPLETE LINE OF PICKLES IN TOWN. OUR PRICES WILL NOT FAIL TO ATTRACT YOUR ATTENTION REGULAR 50C	
SIZES FOR	25C
SALAD DRESSING—DURKEES THE VERY BEST	30C
GRAPE JUICE—WHITE SWAN FULL PINT	23C
QUART	45C
CATSUP—FORBES CROWN BRAND—REGULAR 25C SIZE NOW	19C
Mushrooms—Fancy Imported	20c
Pineapple—Large size Sun-kist	19c
Small size	12c
Peas—Early June per can	10c
Tomatoes—Large size extra good	10c
Kraut—Van Camps, extra good	10c
Hominy—Van Camps extra good 3 for	25c
10 lbs. Calumet Baking Powder	\$1.50
10 lbs. Arm & Hammer Soda	60c
10 lbs. Compound any kind	99c
10 lbs. new spuds	25c
5 lbs. Fancy dried Peaches	25c
14 lbs. Sugar per hundred	\$1.00 \$6.85

## CASH GROCERY CO.

Phone 101

We deliver \$2.50 worth free. All orders under \$2.50, a 5c extra charge will be added

**"YANKEE DOODLE GUARD YOUR COAST," OLD RALLYING CRY.**

That the only way to keep off war is to be well prepared is the theme of an ancient version of "Yankee Doodle," written under the presidency of John Adams, when European powers threatened the existence of the infant republic. "Yankee Doodle, guard your coast," is the rallying cry which its stirring stanzas send down to the present generation over the span of the century and more that has elapsed since it was first uttered.

M. L. Ridgway, of 235 West One Hundred and Thirty-sixth Street, New York, who sent a copy of the old war song to the New York Herald, says: "The inclosed version of 'Yankee Doodle' is copied from an old book of music, some of whose selections bear dates early in the previous century. Evidently the words were written during the presidency of John Adams."

The old version of the song follows:

**Yankee Doodle,  
A National Air.**

(Philadelphia: Published by Klemm & Brother.)

Columbians all, the present hour  
As brothers should unite us;  
Union at home's the only way  
To make each nation right us.  
Yankee Doodle, guard your coast,  
Yankee Doodle Dandy,  
Fear not then nor threat nor boast,  
Yankee Doodle Dandy.

The only way to keep off war  
And guard 'gainst persecution  
Is always to be well prepar'd,  
With hearts of resolution.  
Yankee Doodle, let's unite,  
Yankee Doodle Dandy,  
As patriots still maintain our right,  
Yankee Doodle Dandy.

Great Washington, who led us on,  
And liberty effected,  
Shall see we'll die or else be free;  
We will not be subjected.  
Yankee Doodle, guard your coast,  
Yankee Doodle Dandy,  
Fear not then nor threat nor boast,  
Yankee Doodle Dandy.

A band of brothers let us be,  
While Adams guides the Nation,  
And still our dear-bought freedom  
guard,  
In every situation.  
Yankee Doodle, guard your coast,  
Yankee Doodle Dandy,  
Fear not then nor threat nor boast,  
Yankee Doodle Dandy.

May soon the wish'd-for hour arrive,  
When peace shall rule the nations,  
And commerce free from fetters prove  
Mankind all relations.  
Then, Yankee Doodle, be divine,  
Yankee Doodle Dandy,  
Beneath the fig tree and the vine  
Sing Yankee Doodle Dandy.

**BLINDNESS IN THE WORLD.**

The blind population of the United States in 1910 numbered 57,272, or 62.3 to each 100,000 of the total population in that year. Blindness is less common in America than in most other countries; it has apparently decreased among the youngest classes of the population in the last half century; it is more prevalent among men than among women; it is very much more prevalent among Indians, and considerably more prevalent among Negroes than among whites. Trades taught in schools or workshops for the blind have equipped more than 1,500 blind persons for total or partial self-support.

These are some of the facts brought out in a bulletin, "The Blind Population of the United States, 1910," recently issued by the Bureau of the Census, Department of Commerce. Anyone desiring a copy can obtain it by addressing the Director of the Census, Wash-

ington, D. C.

The total number of blind persons in the world is roughly estimated at 2,390,000. The total number enumerated at the most recent censuses of the blind in all countries in which such censuses have been taken is 1,194,346. These countries represent all of Australia, nearly all of Europe and North America, and portions of South America, Africa, and Asia, together with certain of the insular possessions of European and American countries. The only countries and provinces in which the ratios of the blind to the total population are lower than that for the United States (62.3 per 100,000) are Canada, where the ratio was 44.9 per 100,000 in 1911; Belgium, where it was 43.5 in 1910; Denmark, 52.7 in 1911; Germany, 60.9 in 1900; Netherlands, 46.3 in 1909; New South Wales, 61.4 in 1911; Western Australia, 59.3 in 1911; and New Zealand, 47.8 in 1911.

**"WHY SALESMEN LEAVE HOME—AND COME BACK."**

When Willie Winkle left his home he kissed his folks good-bye,  
And grasped his grip and sallied forth,  
Afar his luck to try.  
He traveled straight the narrow path,  
and didn't do or say  
The many things most salesmen do to pass the time away.

He never slept till ten o'clock in any town or state;  
He never complained in boisterous tones about a broken plate.  
He never shirked his business for theatre or ball game;  
He always ordered milk, and never said "I'll take the same."

He never made a date with any lady on the train;  
He never got in trouble, so he ne'er had to explain.  
He never borrowed money, and he never joined a game;  
He never did a thing to spoil his family's good name.

He never stuffed expense accounts; he wrote home every day.  
He always called a spade a spade; he saved most all his pay.  
He never knocked a fellow pal while onward he did roam,

**BUT**

He never took an order, so the factory called him home.

**NEWS IN THE "ADS."**

A well written advertisement is always also a news item. It tells what, where and for how much. It is the advertiser who speaks and it is the reader who gets the message. It is glad news for both. There is pleasure in knowing that you can part with something to supply another's need, just as it is a pleasure to know where you can get something that is much desired.

The news in the advertisements is good all the year around. If there is any difference at Christmas time, it lies in the fact that the service is rendered to a greater number of persons, many of whom do comparatively little buying of the sort at other seasons of the year. Mothers, wives, daughters, sisters and sweethearts have to be bought for at Christmas time. And where is the man who knows how to shop? Really, he doesn't exist. The merchants have to write advertisements to tell him how to behave, what to choose and where to get it. They have to pave the way for him to save him from sinking, at the first obstacle, into a quagmire of embarrassment and defeat. They are doing it well, this year.—Columbus Dispatch.

27-inch Percale at 5c at CARTER-HOUSTON'S. 1t.

RHUBARB for canning, 4c per pound, delivered to your town. 2t.

**FOR BETTER ROADS.**

**Ways in Which the Department Offers Assistance to Communities.**

Communities interested in the improvement of roads are recommended by the U. S. Department of Agriculture to apply for a lecturer on the subject. Lecturers will be sent at the Government expense wherever there is reason to believe that audiences will be large enough to make the expenditure of time and money worth while. Whenever possible, it is, of course, desirable for a number of communities in the same vicinity to make arrangements for lectures at the same time, since in this way the traveling expenses for each stop made by the lecturer are materially reduced.

The number of lecturers at the disposal of the department is limited, and it is not always possible, therefore, to comply with every request. When a lecturer can not be sent, however, the department will loan a set of suitable lantern slides to any responsible local association or individual who will pay the express charges. The only requirement is that the slides be made of active and practical use in the community and that they be returned in good condition in 90 days. In addition, a brief outline of a lecture to accompany the slides will be forwarded on request.

In addition to this educational work, the department is always ready to respond to requests for practical assistance, which may take the form of special advice and inspection, superintendence of county roads, road surveys, experimental road work, bridge work, or the development of a system of highways for a county. To obtain such assistance local authorities should secure a blank form from the Office of Public Roads on which to make applications. Requests from corporate villages or cities can not be met, however.

**PANHANDLE CALF SALE OPENS HIGH.**

The Texas Panhandle spring calf sale opened this season at \$30 per head, an advance of \$5 over the first offering of last year.

This is ascribed to three facts: first, the current improved breeding; second, that the calf mothers were full fed and strong, with abundant milk and corresponding calves, and, third, a more or less pronounced inclination on the part of owners to either hold their calves until later in the season or perhaps not sell them at all.

Calves have already sold as high as \$35, and then the buyer appears to be hunting the calf instead of the calf the buyer.—Fort Worth Live Stock Reporter.

Mrs. B. F. Smith and son, of Lockney, were in Plainview Wednesday.

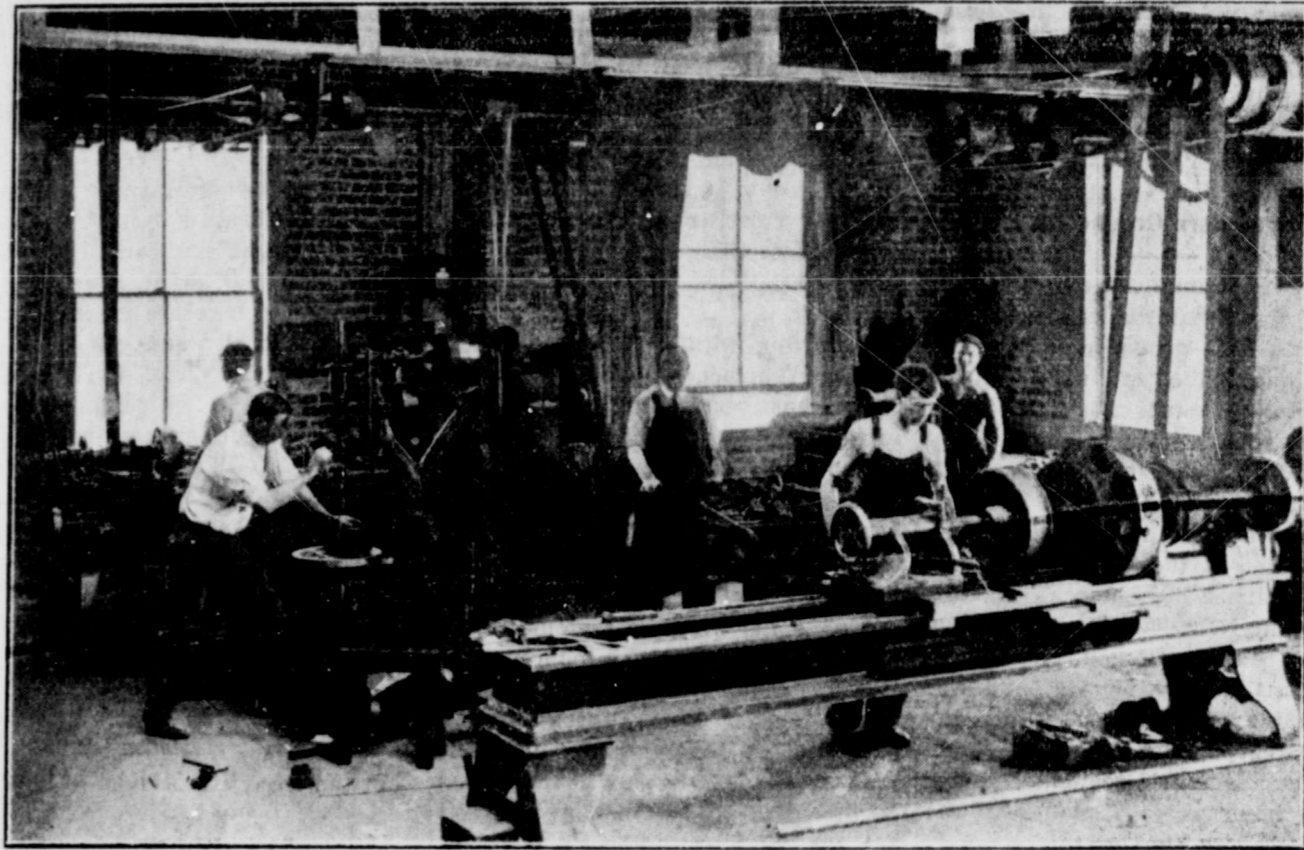
RHUBARB for canning, 4c per pound, delivered to your town. 2t.

FOR SALE—Thresher, 32-inch Case, second-hand, with Ruth feeder, all complete. Apply to J. G. SEIPP. 2t-pd.

**If You Expect to Build Come and See Us**

At the time you are planning that new home you naturally desire helpful suggestions. We are well equipped to render you a service in this regard and we invite you to use us and our facilities.

**PLAINVIEW LUMBER CO.**



**Our Well Equipped Work Shop**

**W**HERE we repair any make automobile, do electric welding, repair engines, and in fact do all sorts of high grade machine and auto work.

We have secured the services of J. W. Peoples of Beaver Dam, Wisc., who is an expert all around man and we have also increased our force to eight men and are in position to take all work and turn it out without any delay what-so-ever.

**Plainview Machine & Auto Shop**

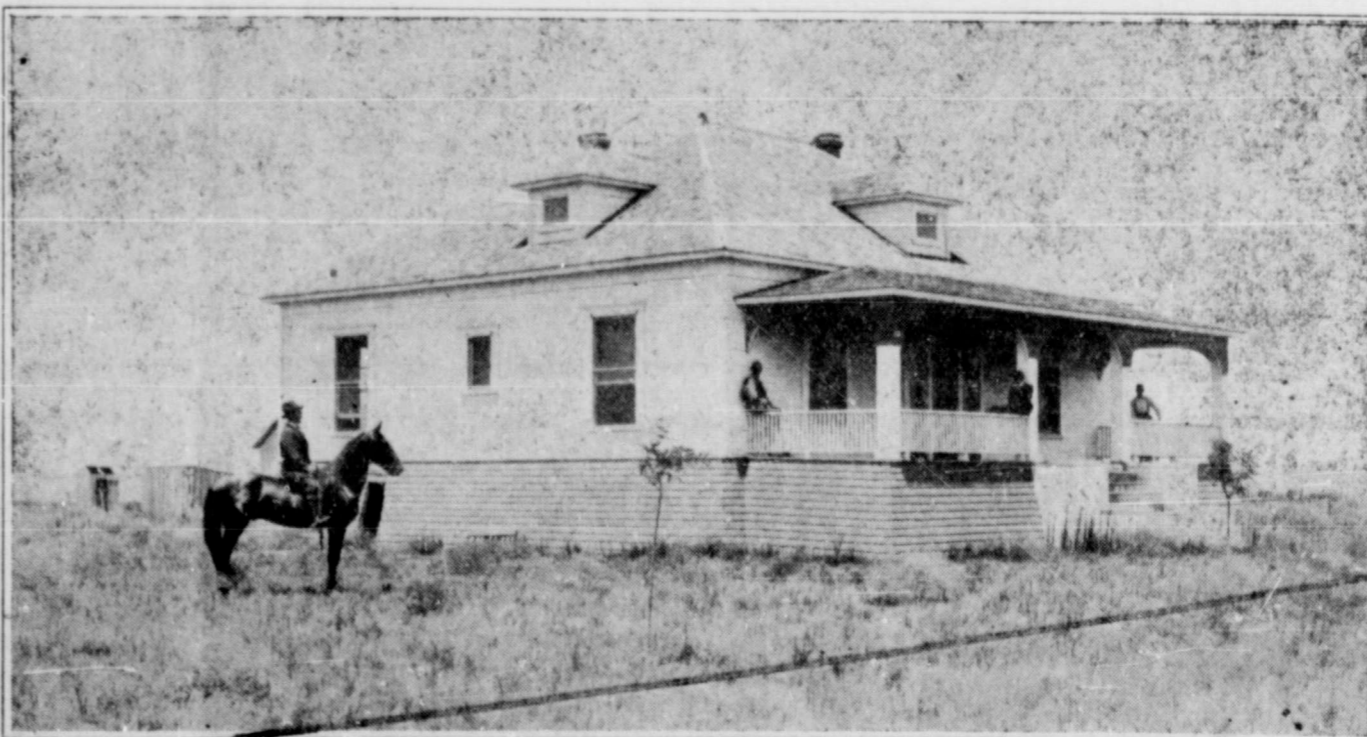
E. E. ROOS, Proprietor

**YOUR FAIR HANGS IN THE BALANCE**

**I**F you will do your part in filling the exhibit halls of the Hale County Fair you will be doing a service to your community and still have a mighty good chance to win one or more of the splendid prizes which will be announced soon.

Bring the family this year prepared to spend all week at the fair. There will be something to do or see every minute.

Ask Questions of E. B. Miller, Secretary



DR. WHITE'S IRRIGATED FARMS  
4 1-2 miles of Plainview. I can save you some dollars.  
See me.

**DAN WHITE**

Sales Manager

Wofford Bldg.

**MY IMPRESSIONS OF THE GREAT PLAINS COUNTRY.**

Reports are sent out and a general line of advertising or boosting done, by a few, for this great section, but all this can give one no conception of this great section and its possibilities. After traveling over most of the eastern portion of this section extending from Lubbock to Plainview on a line with the Santa Fe, I am frank to admit that there is no greater farming section in Texas, irrigated or not irrigated. The soil is of the greatest productive quality and not of the kind that you call "porous" or "drouthy." Every variety of crop common to West Texas is grown with much success. Much of this section produces this year 30 or more bushels of wheat per acre; and "old-timers" tell me that the average yield of cotton is more than half a bale and more often a bale per acre. The best farm homes; abundance of field crops—Indian corn, maize, alfalfa, wheat, oats, sorghum, etc.; plenty of hogs and cattle and mules and horses everywhere; beautiful orchards and shade trees; public roads unsurpassed in the world—all combine to make this the very garden spot of all the Great Lone Star State.

I am now fifty years old, and spent forty-three of that in Texas. I have been over every portion of the State except this great section. I always regarded it as the "section where it seldom rains, and where the earth parches and burns and smokes." I believe I have seen most every state bordering and east of the Mississippi River. I am sure that I have visited no section that surpasses this section of country in its great possibilities of crop productions. There is a section adjacent to the beautiful city of Plainview that, when fully developed, will support a population far greater than any living man can now imagine. It only waits to be developed that the world may know.

When I considered coming to this section to make it my home, I began to wonder what the future would be of this section for a greater population. Some told me that there is nothing to it; some said it would sustain a scanty population; few told me that it offers great things. Now that I have gone over some of it and studied its present outlook and its possible future, I am convinced that this is—all in all—the best section of our great State. Soil, water, climate, health, rainfall, progressive citizenship, opportunities for the wide-awake—all combine to make this the one section for the man who wants to live happy and easy.

Since seeing some of this section, I am definitely convinced that this, the city of Plainview, is the ideal place for an educational center. With a public school system developed equal to any in Texas and two good junior colleges, Plainview offers educational opportunities not to be found in any section of the West. Her people are of the wide-awake and progressive kind that really does things. They are the "big-hearted Westerner" who knows how to meet and make happy the stranger; not to fleece him—no, not that; but to extend to him a real Christian spirit of love and good will.

Now that the Board of Trustees of Seth Ward College have seen fit to elect me President of that institution, I assure the people of this section and those who patronize the school that Seth Ward shall stand for the best that the junior college can give in character and culture. Not that only, my friends, but if you stand by us—and you will if we are worthy—you shall give to this country an example of a really great junior college. Your Domestic Arts and your Manual Training departments shall have special attention in the near future. In this school an ideal garden and farm and household economics should be furnished this great section. Then the farmer and the university would alike receive the portion coming to them.

Our present prices for students in Seth Ward are as low as can be found in any school of like class—board, room, lights and fuel, \$15 per month; tuition about the same as other like institutions. Our facilities are equal to the work, and will not only touch the life of our student body for a better living, but will prepare them for an university they wish to attend. Our location is ideal, and we shall soon develop the campus into an ideal home for young life. We shall try to prove ourselves worthy the great section we are trying to reach, and meet her demands as far as we can.

We are not hot-air boosters, if by that you mean duping people, but we know some things when we meet them face to face; and we are sure that this is the SECTION OF TEXAS. It is our educational duty to meet the demand and deliver the goods called for, and this is what we shall do.

We are your humble servant educationally and morally.  
I. B. JOHNSON, President,  
Seth Ward College.

WANTED—A woman to care for the small children. Apply at MIS-SOURI HOTEL.

**SPECIAL CENSUS TAKEN OF HAMTRAMCK, MICHIGAN.**

A special census of the village of Hamtramck, Michigan, made at local request and expense, shows the population of that village on June 25, 1915, to have been 21,520. The increase since 1910, when the population was 3,559, has been 504 per cent. The present population comprises 21,242 whites and 278 negroes. The census was taken by local enumerators, under the supervision of an official of the Bureau of the Census, Mr. Eugene F. Hartley.

Hamtramck is a suburb of Detroit, lying just to the northeast of that city. Its remarkable growth is due in great measure to the presence of large automobile factories within and near its borders.

The Census Committee of the Young Men's Business League is planning a similar census for Plainview.



**As sure to rise as the Sun**

You can't always make everything "just so." Sometimes you will get in more shortening than usual; or make the batter a little thin; or it may not be convenient to put a cake in the oven the moment it is mixed; or your oven may not bake evenly and it is necessary to turn the pan around—none of these little uncertainties make the slightest difference in results if you use

**K.C. BAKING POWDER**

This modern, double-raise baking powder has unusual strength and is absolutely certain to raise your biscuits, cakes and pastry light and feathery. It generates an abundance of leavening gas both in the mixing bowl and in the oven. The raising is sustained until the dough is cooked through.

Housewives who use K.C. never have "bad luck" with their baking. Try K.C. at our risk. Your grocer will refund your money if you are not pleased in every way.

**BIG DOUBLE ATTRACTION**

Next week the big general sale will be in full force. This alone should bring you to Plainview to buy the necessities and save money, but better still there will be a carnival company in town all week as an added inducement for you to come. Surely you can spare a day or two for the two big events in one.

*We Have Some Big Specials Awaiting You*

100 lbs. sugar	\$6.75	2 1-2 lbs. Golden Gate Coffee	\$1.00
Potatoes by the sack	\$2.25	3 lbs. Folgers Alhambra Coffee	\$1.00
50 lbs. Compound	\$4.25	4 lb. buckets Fancy Blend Coffee	90c
Smoked Bacon by the side		2 lb. cans Tomatoes, 3 cans for	25c
Laurel or Rex Brands, lb.	22c	3 lb cans Tomatoes, per can	10c
Farmer Jones Syrup, per gallon	55c		

Every other article in our big stock of staple and fancy groceries is reduced in price during the sale. No matter where you live, whether you have ever visited our store before or not we want to see you while we are offering such exceptional prices on groceries.

**Pierson & Smith**

PHONE 348

**Plainview Hardware Co.**

**O**FFERS 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.**

We wish to introduce into your home a

**SEALY Tuftless Mattress**



the construction of which is such that it invites absolute relaxation and gives to the body the real rest re-

quired if you would have the full benefit of a night's sleep. It is true economy to own a "Sealy," because it is a life-time investment, paying splendid dividends in health and happiness. Under a guarantee of twenty years, it retains its life and buoyancy, giving the most sanitary and restful bed possible to buy.

**Easy \$1 Down Payment \$1 a Week Plan**

**E. R. Williams**  
Phone 105

**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**

**REGISTERED DUROC-JERSEY HOGS FOR SALE AT AUCTION AT HELEN TEMPLE FARM, Plainview, Tex.**

Three years ago we started raising Duroc-Jersey Hogs by purchasing the celebrated herd of Mr. Tom Frazier of Morgan, Texas. To this herd we have added some of the very finest Durocs found in the prize-winning herds of Texas, Oklahoma, Kansas and Illinois, and by careful selection have produced some of the finest breeders to be had anywhere. We have stocked the Texas Experimental Stations at College Station and Temple, and the State's representative, who made the selection, declared publicly that our herd of brood sows was the finest he had ever seen.

**On Saturday Afternoon, August 28th, 1915**

we will sell at auction 25 fine young boars ranging in age from five months to two years.

It pays to raise the best, and now is your opportunity to head your herd with a fine registered boar.

The sale will be at the Farm near Plainview, and will begin at 2 o'clock p. m., Saturday, August 28th, 1915.

**THE HELEN-TEMPLE FARM, PLAINVIEW, TEXAS**  
Lafe Burger, Auctioneer Geo. R. Quesenberry, Manager

# The Plainview Evening Herald

TWICE-A-WEEK

—Published Every Tuesday and Friday Evening by—

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

HERBERT 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.

## THE PRESIDENT OVER ALL.

In spite of President Wilson's notes, Germany still maintains that she is not responsible for the loss of American lives on the Lusitania. She promises safety to our citizens only on American vessels, or on such vessels as fly the American flag, on the condition that the United States sees that such ships do not carry contraband of war.

When considered from the standpoint of the Germans, this seems fair. When considered from our point of view it is unsatisfactory. It is a question that will take time.

We are not in a position to dictate terms to the Imperial Government, nor are we willing for dictation.

Germany is fighting for existence. We are contending for our national rights.

What can we do? Must we sever our diplomatic relations, and thereby endanger our whole commerce, or must we accept Germany's terms?

Let the President of these United States settle the matter, despite the howls of the "war dogs" and the criticism of the pessimists.

## DEATH IN THE DRINKING CUP.

Much is written and read on the subject of hygiene.

It is taught in the public schools.

It echoes from the lecture platform.

But—is it practiced? Scores of persons every hour of the day violate the most flagrant rules of right living.

There are no butter knives in many of our homes and boarding houses; and, horrible to relate, there are those who use their own knives, spoons, and sometimes forks, as a medium for helping themselves to various dishes that others wish to share.

Thus diseases are spread and doctors grow rich.

Cases have been known in which the same dipper was used for a case of typhoid fever that was used by the other members of the family. The consequences may be imagined.

Contagious diseases are on the increase in our own town—not alarmingly so, perhaps; not an epidemic by any means; but enough to make us inquire the cause.

Why should there be any?

Let each person confine himself to his own knives, forks and spoons.

The railroads enforce the use of individual drinking cups. Most of the department stores and schools have individual drinking fountains.

In some of the offices and smaller stores they still cling to the old-fashioned water bucket, with the ever-ready dipper floating on top. And these, strange to say, are better patronized, because they offer water along the lines of least resistance, and—because of the ignorance of those who are too dense to learn or to know the danger that lurks from the common use of cups or anything that touches the lips of another.

## Germans Gain By Change of Plans On East Front

(Continued from Page One.)

fact that commercial business in war material on a great scale is proceeding between the United States and Great Britain and her allies, while Austria-Hungary and Germany are completely cut off from the American market.

It is set forth in the note that this subject has occupied the government of the dual monarchy from the very beginning and, although the government is convinced that the American attitude arises from no other international agreements, yet the question arises whether conditions, as they have developed during the course of the war, certainly independent of the wish of the American Government, are not of such a kind as in their effect to turn the intentions of the Washington cabinet in a contrary direction.

## REAL ESTATE EXCHANGES.

W. B. McGuire and wife to E. L. Cameron: East ½ of northwest ¼ of survey 19, block D-5. Consideration, \$2,200.

J. M. Carter and T. B. Carter and wife to E. M. Carter: Lot No. 9 and north ¾ of lot No. 8, block 31, Plainview. Consideration, \$10.

Mr. and Mrs. W. E. Risser left this morning for Onarga, Ill., in response to a message stating that Mr. Risser's mother was very low again.

Mrs. Harold Branham arrived Wednesday morning from Post City to visit her mother, Mrs. S. Wingo. Mrs. Branham will return to her home Sunday.

Prof. J. D. Rankin, of Wayland College faculty, left for Wellington, to attend business, Friday morning.

Mrs. A. H. Lindsay spent last week in Amarillo visiting her mother and other relatives.

Ross Wingo went to McLean yesterday to look after farm interests of his mother, Mrs. S. Wingo.

Miss Katherine Abraham, of Houston, and Miss Louise Miller, of Amarillo, are the guests of Miss Lucile Abraham.

Tom Jeffus, of Deport, Texas, is here to visit his brother, W. M. Jeffus, and family.

Mrs. Adie Hill (nee Miss Viola Bryant) will arrive Sunday to visit Mrs. G. C. Keck.

## SWEEPER BRIGADE IN CLEANUP DAY.



Photo by American Press Association.

New York youngsters took a hand in cleaning up when the city organized a tidying campaign recently.

W. E. Boyd left Tuesday morning for Post City, Texas, where he will open a grocery store.

Miss Fern Winn has gone to Burlington, Kansas, where she will visit relatives during the remainder of the summer.

Miss Frances Campbell returned to her home, in Dallas, Tuesday.

Mrs. Robt. Malone, mother of J. M. Malone, was operated on this week at the sanitarium, and is doing well.

Mrs. Robt. Alley, Mrs. W. N. Claxton, Mrs. J. J. Roberts and little Margaret Alley, of Hale Center, were Plainview visitors yesterday.

Marguerite Willis is visiting at the R. F. Alley home, in Hale Center.

## FOR SALE.

60 h. p. gas engine, "Charter." Only been used about one month; at a bargain. Address BOX 63, Tullia, Texas, Aug. 15. Pd.

LOST—Bunch of keys. Return to J. P. HOUSTON. Suitable reward. It.

## WATCH FOR ANNOUNCEMENT OF THE

# 1916

## OVERLAND

# Knight Auto Co.

TELEPHONE NUMBER 237

## Further Reductions on Men's, Women's and Childrens

# OXFORDS

All Men's \$6.50 and \$7.00 Edwin Clapp Oxfords now \$5.00  
All Men's \$5.00 Howard & Foster Oxfords now \$4.00  
All Men's \$4.50 Howard & Foster Oxfords now \$3.60  
All Men's \$4.00 Howard & Foster Oxfords now \$3.20  
All Men's \$3.50 Oxfords now \$2.80

All Women's \$4.00 Oxfords and Slippers \$3.20  
All Women's \$3.50 Oxfords and Slippers \$2.80  
All Women's \$3.00 Oxfords and Slippers \$2.40  
All Women's \$2.50 Oxfords and Slippers \$2.00  
All Women's \$2.00 " and Slippers \$1.60

All Children's \$3.00 Oxfords and Slippers \$2.40  
All Children's \$2.50 Oxfords and Slippers \$2.00  
All Children's \$1.50 Oxfords and Slippers \$1.20  
All Children's \$1.00 Oxfords and Slippers \$ .80

## Carter-Houston's

"Goods That Speak For Themselves"

## Something Entirely New

During Trades Week We Offer 2 for One of the Articles Below in This Way

IF THE FIRST PACKAGE COSTS \$1.00 THE SECOND PACKAGE COSTS 1c  
IF THE FIRST PACKAGE COSTS 50c, THE SECOND PACKAGE COSTS 1c  
IF THE FIRST PACKAGE COSTS 25c, THE SECOND PACKAGE COSTS 1c

These are first class standard articles made by good reliable manufacturers. These articles will be sold only in lots of two and only one sale to each customer. These prices will be withdrawn after Trades Week.

## Dike's Remedies

Tonic Compound, for women	\$1.00	Tonic Hypophosphites	\$1.00
Blackberry Compound	.25c and .50	Cod Liver Extract	1.00
Rheumatic Liniment	.25c and .50	Catarrh Remedy	.50c and 1.00
Straw Hat Cleaner	.25	Syrup White Pine and Tar	.25c and .50
Herb Tea	.25	Horse and Cattle Liniment	.50
Foot Powder	.25	Nervine	1.00
Kidney Pills	.50	Delphin Lotion	.25
Extract of Buchu	.50c and 1.00	Kidney and Liver Remedy	1.00
Baby Cough Syrup	.25c and .50	Laxative Fig Syrup	.50
Eczema Lotion	.50c and 1.00	Cherry Cough Syrup	.25c and .50
Liver Regulator	.25	Combination Treatment	1.00
Liver Investigator	.50	Worm Syrup	.25
Dyspepsia Remedy	.50	Soothing Tablets	.25
Emulsion of Cod Liver Oil	1.00	Foot Tablets	.25
Headache Wafers	.10	Dyspepsia Tablets	.25
Sore Throat Remedy	.25	Catarrhine	.25c and .50

## OTHER ARTICLES

Lax-Ana 50c Kin-Lax 50  
Aladdin Incandescent Kerosene Mantle Lamps \$5.00; two for \$5.01

# R. A. Long Drug Store

# SOCIETY

Telephone Number 72

## TRIP TO THE SAIGLING AND "PEERLESS HEREFORD" RANCHES

Mrs. C. C. Gidney, Mrs. Harry Davis, and Misses Marie and Daisy Gidney and Lucile Kinder spent Wednesday night at the Saigling ranch.

The next morning Mrs. Saigling joined the party and they continued their trip into Lubbock County, and visited Mrs. Geo. Boles on the famous "Peerless Hereford" ranch.

## TO MEET MRS. J. S. WICKS.

The members of the Women's Auxiliary of St. Mark's Episcopal Church were invited Tuesday afternoon by Miss Edna Mayhugh to meet Mrs. J. S. Wicks, the bride of the rector.

After an hour of informality and pleasure, Miss Mayhugh served cream and a variety of cake to the honoree and Mesdames J. O. Rountree, R. B. Hulien, E. H. Humphreys, R. W. Brahan, W. H. Mason, J. C. Anderson, Sr., J. O. Wyckoff, J. J. Bromley, J. C. Anderson, Jr., P. D. Hunsaker and A. G. Hinn.

## SUNRISE BREAKFAST FOR CANYON GUEST.

Honoring her guest, Miss Ruby Ballard, of Canyon, Miss Ruth Harder was hostess Tuesday morning at a sunrise breakfast at Pioneer Park. It narrowly escaped being a "rain-drop breakfast," but fortunately the sun soon smiled on the happy crowd, chaperoned by Mrs. Barney Rushing.

The hostess and her guests left town about five o'clock. Upon arrival, a fire was built, coffee made and bacon broiled. This, with fruit and other dainty breakfast dishes, formed a tempting menu.

Included in the party were the hostess, Misses Ruby Ballard, Lorene Boswell, Laura Knapp, Ida McGlasson, and Callie Glenn, and Messrs. H. W. Stone, Reynolds Shofner, Robert Smith, Olin Brashears, Tom Blakemore and Carroll Harder.

## MRS. HARREL ENTERTAINS WITH BRIDGE AND FIVE HUNDRED.

Assisted by Mrs. C. W. Tandy and Miss Mildred Buchheimer, Mrs. H. W. Harrel, 309 Archer Street, entertained Thursday afternoon with Five Hundred and Auction Bridge. Mrs. C. C. Gidney won high score in the former and Mrs. J. O. Wyckoff in the latter game.

Punch was offered during the game and an ice course at the close.

Those present were Mesdames L. C. Penry, T. P. Whitis, R. W. Brahan, W. H. Mason, F. W. Clinkscales, J. O. Wyckoff, D. F. Sansom, Chas. McCormack, C. C. Gidney, J. J. Bromley, O. M. Unger, J. W. Longstreth, D. H. Collier, J. H. McKee, J. C. Anderson, W. S. Fife, T. C. Shepard, Chas. Saigling, R. E. Burch, G. C. Keck, J. R. Kerley, Jos. Buchheimer and C. W. Tandy, and Miss Mildred Buchheimer.

## SERVICES AT CATHOLIC CHURCH.

Father Bender, of Amarillo, will hold services at the Catholic Church Sunday morning at ten o'clock.

## H. M. S. MEETING.

The Woman's Missionary Society of the M. E. Church met Monday afternoon in regular session. The meeting was very interesting, with Mrs. Shackelford as leader of the missionary lesson. The topic was "The Opportunities and Schools in South America."

Next Monday will be the Bible lesson, with Mrs. Whitis as leader. The customs and manner of living in Palestine and the Holy Land will be discussed. Everyone is invited to attend the meeting.

MRS. O. B. JACKSON,  
Correspondent.

## B. F. CLUB.

The B. F. Club met with Mrs. J. Bates Tuesday afternoon, with Mrs. J. W. Patterson as their guest. After a very busy afternoon, crocheting, the hostess served dainty refreshments of ice cream and cakes.

They will meet again Tuesday, July 27, with Mrs. F. W. Vanderpoel, 301 Walnut Street.  
REPORTER.

## L. G. S. CLUB.

The Little Girls' Sewing Club met in pleasant social session Wednesday afternoon, with Miss Roberta Tudor, 215 East Sixth Street. At the close of the industrial hour play time was in evidence. During the latter, ice cream and cake were served.

Sarah Wayland will be the next hostess.

## FISHING PARTY RETURNS FROM TRIP TO CONCHO.

J. W. Ray and family and W. C. Wright and family returned Wednesday evening from a ten days' fishing trip in the Concho country. They report that the stream is pretty well fished out, but that they caught all that they could eat. The party drove cross country in a Ford and Pilot.

Mr. Ray reports that the crops are beginning to suffer for water in the lower country and that the closer he got to Plainview the better the fields looked.

## HONORING GUESTS FROM HOUSTON AND AMARILLO.

Honoring her cousin, Miss Katherine Abraham, of Houston, and her friend, Miss Louise Miller, of Amarillo, Miss Lucille Abraham gave a party Thursday afternoon at her home, on Boswell Heights.

The home was decked with summer flowers. Tables were placed for Progressive Forty-two, on which later was served home-made candy, grape fruit ice and cakes.

Those who enjoyed this pretty party were the honor guests and Misses Maurine Baggarty, Electra Hammond, Zepha Brown, Alma Armstrong, Lucy Glenn and Burr. Lula and Mollie Goode.

Mr. and Mrs. T. A. Miller and B. L. Miller of Dublin, and Mrs. George Doubleday went to Amarillo last Thursday, overland.

## PERSONNEL OF BAYLOR CLUB.

The recently organized Baylor Club is composed of the following ladies, who have attended Baylor University, at Waco, and Baylor Female College, at Belton: Mesdames H. C. McIntyre, J. W. Boswell, J. F. Garrison, E. R. Williams, Eva L. Barnes, Ben O. Sanford, Byron Brown, J. M. Adams, D. L. Lipscomb, J. F. Duncan, Harry Long, D. H. Stovall, Julia Collins and John Bates, and Misses Sallie, Mary and Lula Howell, Susie and Amy Glenn, Virginia Dalton, Ida McGlasson, Mabel Wayland, Pauline Gates and Blanche Maggard.

## CONFIRMATION IN LUTHERAN CHURCH AT PROVIDENCE.

In an interview this afternoon with a Herald reporter, Rev. A. L. E. Weber, Lutheran pastor of the Synod of Iowa and other states, stated that his church was on the increase in this part of the Plains country.

Sunday morning at Providence school house, twelve miles northeast of Plainview, seven children received the rite of confirmation. Four of these, Robert Ratjen, Fritz Sammann and Albert and Alma Lindermann, live near Providence. Henry and Willie Meyer live at Gasoline, and Selma Ditt-derner at Panhandle.

Rev. Weber stated further that on May 16th he organized a church of thirteen members at Slaton, with an outlook for an increase in membership.

On the 25th inst. Rev. Weber expects to go to Gasoline and administer confirmation to Bernhardt and Anita Heeren, both of whom live at that place.

## NEEDLECRAFT CLUB FOR YOUNG LADIES.

A group of industrious maidens of our city have organized themselves into a club to practice the gentle art of needlecraft. The personnel of the club includes Misses Myrtle Wade, Sybil Roberts, Leona Carter, Ida Leach, Eunice and Pearl Burkhead and Ruth, Lucile and Beatrice Story.

The club met yesterday afternoon with the Misses Story, at the Methodist parsonage. Needles and thimbles were in evidence for an hour or more, after which an ice course was served. The next meeting will be with Misses Pearl and Eunice Burkhead.

## GUESTS AT GRAHAM HOME.

Col. A. M. Rooks, of Dallas, State deputy for the Woodmen of the World, and George W. Riley, of Illinois, national lecturer, were guests Monday and Tuesday of Mr. and Mrs. Gamaliel Graham, on Wayland Boulevard.

## PALMS AND FLOWERS WELCOME MISSISSIPPI GUEST.

Honoring their guest, Miss Ethel Mitchell, of New Albany, Miss., Misses Party and Virginia Dalton entertained last night with a perfectly appointed lawn party.

Softly lighted with Japanese lanterns, set with stately palms, and sweet with flowers of summer, the lawn of the Dalton home, 491 South Pacific Street, presented a lovely background for the bevy of guests who honored the hostesses and their friend.

Upon arriving, the guests were ushered into the home and registered in a book presented by Miss Georgia Brashears at a table decked with sweet peas of varied beauty.

In a vine-wreathed bower, Miss Lucy Dalton served nectar luscious with the fruits of mid-summer.

Indoors and out the guests wandered at their will, chatting gaily on one of the many seats provided on the lawn or listening to the improvised orchestra in the living room.

The rustic motif was carried out in the serving of ices and angel food cake, which were daintily served on grape leaves, fresh and dewy, by the hostesses, assisted by Miss Georgia Brashears and little Miss Blanche Taylor.

The names inscribed on the guest book were Mr. and Mrs. W. H. Mason, Misses Ethel Mitchell, Eleanor Brice, Mary Howell, Lula Goode, Grace Murray, Leona Carter, Blanche Taylor, Dorothy Bolton, Blanche Griffin, Louise Donohoo, Olive Wheeler, Allene Hall, Marie and Daisy Gidney, Madge May, Florence Keys, Margaret Gardner, Lucile Kinder, Georgia Brashears, Flora Mae Scudder, and Lucy Dalton; Messrs. Morey McGlasson, Maple Wilson, Earl Gray Owens, Lawrence Gray, Hal Jackson, Creed Hancock, Ernest Fowler, Olin Brashears, Orville Coan, Prentice Rosson, Robert Halley, Paul Barker, Liston Dunaway, Charlie Spencer, Casey Hughes, Horace Lindsay, Marvin Hillborn, Myrton Milstead, Ural Armstrong, Harold Hughes, W. J. Anderson, Z. E. Jenkins, Jennings Anderson, Jack Matthews and C. S. Wilson.

## MRS. HARREL ENTERTAINS WITH PROGRESSIVE FORTY-TWO.

For her friends who play Forty-two, Mrs. H. W. Harrel was cordial hostess Wednesday afternoon from four to six. Vases and bowls of golden coreopsis, Shasta daisies, poppies, sweet peas and roses were grouped in fragrance and beauty in the three rooms open to the guests.

Colonial punch was served during the games. Later, handsome embroidered linens, the handiwork of the hostess, were spread and brick cream and white and devil's food cake were served by Mrs. Harrel, assisted by Mesdames G. C. Keck and R. E. Burch. Those accepting the invitations were Mesdames H. C. McIntyre, H. C. Randolph, J. L. Vaughn, S. I. Newton, J. P. Crawford, J. O. Rountree, C. W. Tandy, A. B. Martin, T. P. Whitis, J. W. Willis, R. W. O'Keefe, W. W. Underwood, Robert Underwood, J. W. Ryan, C. A. Malone, E. T. Coleman, R. E. Meyers and W. E. Armstrong and Miss Effie Casey. The out-of-town guests were Mrs. John Randolph, of Mission, and Mrs. J. W. Goodwin, of Brownwood.

## THE BAPTIST MEETING.

The Baptist Church has made arrangements for a great meeting. Sid Williams, the noted evangelist, aided by "The Harp Singer," J. A. Brown, is to begin a great campaign on the second Sunday in August. The church will build a large tabernacle on the lot just east of the church house, and make room for the thousands that are expected to attend. They will send out a general invitation to all the people round about to attend the meeting. If some people wish to come and camp, pasturage will be supplied for their stock, and water for the families.

Much interest is already manifested on the part of the congregation and by the people generally. All Christian people will be invited to enjoy the meeting and help in its success.  
O. L. HAILEY, Pastor.

## HOTEL ARRIVALS.

**Hotel Plainview.**  
Jacob Strasser, Peoria, Ill.  
F. M. Bedingfield, Ralls, Texas.  
J. A. Bedingfield, Ralls, Texas.  
Mrs. M. Lyndie, Union, Neb.  
W. E. Bledsoe, Abernathy, Texas.

## Ware Hotel.

Lawrence Pyle, Dallas, Texas.  
H. D. Haskins, Dallas, Texas.  
J. S. Colaway, Oklahoma City, Okla.  
Ex-Governor Stubbs and son, Lawrence, Kansas.  
W. J. Gardner, Dallas, Texas.

## MARRIAGE LICENSES.

J. C. Fletcher and Mildred Gibson, both of Hale Center, July 19.

Miss Willie Farmer is spending the week in Amarillo.

M. D. Henderson returned from a business trip to Kansas City last Saturday.

George Abbott visited in Plainview Friday. His home is near Dimmitt. Mrs. Frank Harp and children, of Fort Worth, are here visiting Mrs. Harp's mother, Mrs. Elizabeth Harp, and the families of R. G. and A. E. Harp.

Mrs. James B. Gilliland and daughter Mabel have returned from an extended visit with friends and relatives on the Pacific Coast. They also visited the expositions.

Mr. and Mrs. Alf Oxford, of Stephenville, Texas, and Mrs. Andrew Hill, of Merkel, Texas, came in today to visit their niece, Mrs. T. E. Richards.

The Rich-Lier Store

## Summer Rates on Suits are Reduced

Men's \$25.00 Suits are \$17.50  
Men's \$20.00 Suits are \$14.50  
Men's \$15.00 Suits are \$10.50  
Men's \$12.50 Suits are \$8.50

\$5.00, \$6.00 and \$6.50 Panama Hats for \$3.50

\$3.00 Straw Sailors now \$1.00

Get the Habit of buying all your Toggery in our

Men's Store Next to The Post Office

Richards Bros. & Collier  
WHERE PEOPLE WHO DRESS BEST TRADE

102 N. Pacific St.

107 W. Main St.

Miss Lucy Dalton has returned from a several weeks' visit with friends and relatives in Clarendon.

Miss Lottie Holeman is here visiting friends.

George C. Keck is here from Roswell, N. M., visiting his family.

Mrs. J. E. Green has returned from Hale Center, where she was visiting relatives.

Mrs. E. R. Robinson, of Dumas, Arkansas, and Mrs. Jack Carvet, of Tulsa, returned to their homes Friday morning, after a week's visit with Dr. Geo. J. Williams and family.

Miss Maurine Richards returned home Wednesday from several days' stay in Hale Center.

Mr. and Mrs. E. A. Rogers and child spent the week-end on a camping and fishing trip.

Harry Davis, of Childress, was in Plainview this week, the guest of Dr. C. C. Gidney and family.

James Willis returned home Thursday, after several weeks' visit on the North Plains.

B. L. Miller, of Dublin, is spending several weeks with his brother at 1300 Restriction Street.

Miss Carrie Ruth Buntin returned Sunday from a visit with relatives at Amarillo, Clarendon and Hedley.

B. H. Towery was in Amarillo Thursday on business.

Mrs. J. M. Hamley and son have returned to their home, in Madisonville, Texas, after several weeks' visit with friends and relatives in Plainview.

Mr. and Mrs. Harry Davis have returned to their home, in Childress, after an extended visit with C. C. Gidney and family.

T. E. Wells went to Hale Center Thursday on business. He is considering locating there.

Miss Gertrude Overall went to Tulsa Thursday.

James Whittington, of Briscoe County, and his brother-in-law, Oscar Christian, of Central Texas, were in Plainview Wednesday.

Mrs. Fred C. Pearce has gone to Amarillo to visit with friends for several weeks.

Miss Katherine Swann, of Tyler, who spent last summer in Plainview, came in Friday to stay during the remainder of the summer.

Miss Claire Bell Wilson returned Thursday morning, after several weeks' visit with relatives and friends in Amarillo and Canyon.

Miss Martha Mae Harris, of Fort Worth; Miss Kathleen Cade and Miss Natalee Simpson, of Caldwell, and Miss Etta Jess Graham, of Hillsboro, are expected today to be the guests of Miss Mabel Wayland, on Wayland Heights.

Mrs. L. A. Knight and Mrs. Robert Malone returned from Canyon today.

Mr. and Mrs. M. K. Nash, who have just returned from touring California, and Mrs. Nash's mother, Mrs. William Head, of Spring Lake, are guests at the Shafer House.

Mrs. S. H. Adams and children, of Slaton, are visiting her parents, Mr. and Mrs. W. Y. Price.

Miss Rebecca Ansley  
Spirella Corsetiere  
Phone 304

# REINKEN'S CLOTHING STORE

MID-SUMMER UNLOADING SALE OF

FOR MEN AND BOYS

SUITS  
PANTS  
HATS  
SHIRTS  
UNDERWEAR  
OXFORDS  
SHOES

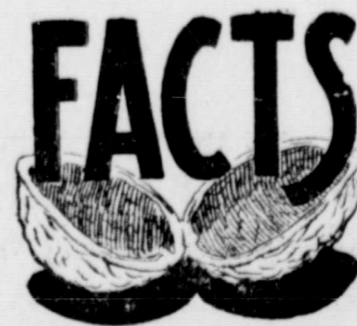
DISCOUNTS of 20 per cent to 40 per cent

ENABLES MEN AND BOYS TO BUY RELIABLE WEARING APPAREL AT PRICES TO FIT ANY PURSE  
PRICE OUR GOODS BEFORE YOU BUY

# REINKEN'S

WE DO AS WE ADVERTISE

Take In the Carnival On Your Trip To Plainview



## Facts In a Nut-Shell

- (1) THESE are the days of co-operation, organization, team-work.
- (2) MAN can no longer succeed all alone, unhelped and unhelping - nor does he wish to.
- (3) REAL SUCCESS now means INCREASED USEFULNESS. A BANK ACCOUNT will make you MORE USEFUL.

TRADE IN PLAINVIEW

THIRD NATIONAL BANK  
PLAINVIEW, TEXAS

**HOW TO MAKE AND KEEP THE ROADS SMOOTH.**

The traffic on earth and gravel roads has a constant tendency to develop ruts, chuck holes, and depressions. The chief aim and purpose of road maintenance is to prevent and remedy this destructive action. To be successful and efficient, road maintenance must be systematic and continuous. Haphazard work is expensive and unsatisfactory.

If the road is very rough and uneven or the crown very low the road machine or grader is very efficient for placing it in shape. One must guard, however, against the all too common practice of scraping the sod and other vegetable matter and refuse from the sides and ditches onto the road. In general, on the clay and heavy soil roads all vegetable or spongy material should be carefully excluded. Such materials absorb moisture readily and furnish but little resistance against wear. The road surface should be built up with the best material possible—material which will pack and consolidate under traffic and which will be as nearly water-proof as possible and will wear uniformly.

In general, the road machine or grader should be used in the spring of the year while the ground is moist and in such condition that it will work easily and at the same time pack well under passing traffic. Considerable skill and judgment is required to use the road grader to the best advantage. An unskilled and careless operator will sometimes actually leave the road in a worse condition than when he began work. Do not scrape sod and refuse into the road. Good earth is far better, as it will not decay nor absorb moisture so readily. Do not be guilty of the too common practice of leaving a windrow of clods or loose earth along the middle of your road, to impede traffic and absorb water at the first rain. Leave the roads smooth over the entire surface, and traffic will spread and be less likely to produce ruts. Always use the grader in such a way as to make the road better and not worse for the passing traffic.

When the road has been placed in good condition as to crown and smoothness, the road drag is the best tool for maintaining it in that condition. Drag the road after each rain while the surface is still moist, but not sticky. Use a light drag and move only a very little earth—just sufficient to fill the ruts and depressions and

leave a slight surplus if the crown is low. Ride on the drag and shift your position according to the amount of earth necessary to be moved. If the rain has been of long duration it may be advisable to drag the road twice—first very soon after the rain, and again when the clay is drying out or beginning to set.

Do not drag a dry road. Successful dragging is dependent on a certain amount of water or moisture in the road surface. Practically all clays and moist soils, if not too sandy, will puddle if worked when wet, and on drying out will set very hard. The drag in connection with traffic is essentially a puddling machine, which, when properly used, leaves the road surface crowned and covered with a smooth layer of puddled and densely packed soil. This layer is as nearly impervious to water as it is possible to make it. Following rains find little or no place for lodgment, as the water quickly runs off to the side ditches. Unless the rain is long continued the

road surface is not softened to any great depth. The prompt use of the drag after each rain leaves the surface smooth and ready to withstand the next storm.

Therefore, to make your road smooth, use a road machine or grader to put it in proper shape in the spring of the year. To keep your road smooth, use the road drag judiciously after each rain. This will keep an earth or gravel road in the best shape in which it is possible to maintain it throughout the year.

**LOCKNEY WOMAN DIES AT AMARILLO SANITARIUM.**

Mrs. Ella B. Dillard, of Lockney, aged 44 years, died Tuesday at an Amarillo sanitarium. She was the wife of I. N. Dillard and mother of V. N. Dillard.

Her husband and daughter were with her at the time of her death. The body was shipped to Lockney for interment.

\*\*\*\*\*  
**DR. W. R. FERGASON,**  
 Veterinarian.  
 Calls answered day or night on short notice.  
 Hale Center.  
 Office Phone ..... No. 15  
 Residence Phone No. 40  
 Office at Plainview, Duncan's  
 Pharmacy—Phone 161.  
 \*\*\*\*\*

**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.

**Ship Your Live Stock**  
 TO  
**RHOMES-FARMER COMMISSION CO.**  
 FORT WORTH, TEXAS  
 "We Sell 'em Ourselves"  
**Tom Frazier Sells the Hogs**  
**No Better Service Anywhere**  
 Write or Wire for Market Information

**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**

**R. C. Ware Hardware Co.**  
 is offering attractive summer prices on  
*Canning Outfits and Cans,*  
*Buggies and Surries, Coal Stoves,*  
*Table Ware, Washing Machines,*  
*Tubs, Refrigerators, Lawn Mowers, Tents, Garden Hose.*  
 You cannot afford to miss the bargains during  
**Plainview's Great Sales Week**

**SPECIAL ANNOUNCEMENT**

Farmer's Business College is now permanently located in its handsome new quarters over the Olympic Theatre in the Sharp Building. Many new features have been added to its already modern equipment. Every modern appliance for the training of young men and women for high-salaried positions will be found in Farmers Business College.

**SPECIAL RATE**

We will sell six scholarships to the first who make application for enrollment at a reduced rate. If you cannot enter now secure a scholarship at a reduced rate and enter later. Remember a scholarship in Farmers Business College of Plainview is also good in the Ft. Worth school. When you enroll in Farmers Business College you are assured the solid backing of this well known business institution. EVERY STATE AND NATIONAL BANK IN FORT WORTH ON OUR BOARD OF REFERENCE. Over 1,000 successful graduates are now holding high salaried positions in Ft. Worth alone.

**COURSE OF STUDY**

- |             |                   |              |             |                     |
|-------------|-------------------|--------------|-------------|---------------------|
| BOOKKEEPING | ARITHMETIC        | SALESMANSHIP | TYPEWRITING | CIVIL SERVICE       |
| BANKING     | COMMERCIAL LAW    | ADVERTISING  | SPELLING    | COURT REPORTING     |
| PENMANSHIP  | RAPID CALCULATION | SHORTHAND    | ENGLISH     | BUSINESS PSYCHOLOGY |
- TEACHERS TRAINING COURSE**

Farmer's Business College will be the largest school in West Texas in September. Enroll with us now while you may secure a scholarship at a reduced rate. Let Plainview be the home of the largest business college in West Texas. All we ask is your cooperation. For particulars call on, or write

**FARMERS BUSINESS COLLEGE**  
 Plainview, Texas  
**THE SCHOOL THAT'S KNOWN EVERYWHERE**  
 The first person residing outside of Plainview bringing or mailing this ad to our office will be given a scholarship free.



## Dangerous Diseases of Childhood

WASHINGTON, D. C., July 15.—The latest report on mortality in the "registration area" of the United States, relating to the calendar year 1913, issued not long ago by the Bureau of the Census, Department of Commerce, contains some interesting and significant figures with reference to various children's diseases, some of which are far more deadly than is commonly supposed.

### Diphtheria.

Among epidemic diseases the most prolific cause of child mortality is diphtheria. In 1913 this malady resulted in 11,920 deaths throughout the registration area—the population of which in that year was about 65 per cent of the total for the country—and of this number 10,513, or 88 per cent, were deaths of children under ten. Infants appear to be much less susceptible to diphtheria before the first year of life is complete than during the next few years. The number of deaths due to this cause in 1913 were, for children under 1, 913; between 1 and 2, 1,857; between 2 and 3, 1,781; between 3 and 4, 1,498; and between 4 and 5, 1,293.

The death rate (for all ages) from diphtheria in 1913 was 18.8 per 100,000 population for the entire registration area. This represents a very great decrease as compared with the corresponding death rate in 1900—43.3 per 100,000—when the Census Bureau made its first annual collection of mortality statistics. While the death rates from diphtheria vary greatly in different states, in general they are higher in the East than in the Northern Central and Western states. They are especially low in Washington and Montana, where, in 1913, they were 3.1 and 5.5 per 100,000 population, respectively. The rates in cities of 10,000 and over were about 50 per cent higher than in smaller places. The mortality among colored persons from diphtheria is decidedly lower than among whites, the rates for the two classes in 1913 being 11 per 100,000 for the former and 19.3 for the latter.

### Measles.

It will surprise many to learn that measles—often thought of as a necessary but comparatively unimportant malady of childhood—claimed a greater number of victims in 1913, and, for that matter, in a number of earlier years, including 1910, 1911, and 1912, than the more dreaded scarlet fever. The total mortality from measles in the registration area in 1913 was 8,108. Of this number, 2,011 deaths, or about one-fourth, were of infants under 1 year of age; 4,573, or 56 per cent, were of children under 2; and 7,236, or 89 per cent, were of children under 19. It is a peculiarity of this disease that the deaths due to it are more numerous in the second year of age rather than in the first. Among children of 2 and over, however, the mortality from measles decreases rapidly with each added year; and after a child has passed the age of 10 the prospect of his succumbing to this disease is very slight indeed.

The death rate from measles fluctuated violently between 1900 and 1913, reaching its lowest point, 7 per 100,000, in 1912 and its highest, 12.8 per 100,000, in 1913. The rate in 1900, however, differed but slightly from that in 1913. In the latter year there was almost a general epidemic of measles throughout the United States, and some of the states showed remarkably high mortality rates from this cause. The highest, 31.6, was that of Utah, while Colorado, a neighboring state, reported the lowest, 4.

Colored persons, whose death rate from all causes combined is about 60 per cent greater than that of whites, for some reason are slightly less susceptible to measles. In 1913 the death rate among the white population from this disease was 12.9 per 100,000, while

among the colored it was 11.6.

The importance and seriousness of this hitherto lightly considered malady, and of the complications that may result from it, are now being more widely recognized by health authorities, with the result that in most cities cases of measles among school children are quarantined in an effective manner.

### Whooping Cough.

Whooping cough, like measles, takes a greater toll of child life than is generally supposed. This troublesome ailment caused a total of 6,332 deaths throughout the registration area in 1913. The deaths of infants under 1 year of age numbered 3,442, or 54 per cent of the total; of children under 2, 4,958, or 78 per cent; and of children under 10, 6,253, or 99 per cent.

The death rate from whooping cough, 10 per 100,000, was materially lower in 1913 than in 1900, when it was 12.1, but fluctuated violently during the intervening years, its highest and lowest points being 15.8 in 1903 and 6.5 in 1904. In 1911, 1912, and 1913, as well as in several earlier years, whooping cough caused more deaths than scarlet fever.

The mortality rate from this disease varies widely in different states, but in general is rather higher in southern than in northern and western localities. The lowest rate, 4.4 per 100,000, was found in California, while the second and third lowest, 5.1 and 6.6, were reported by Maine and Minnesota, respectively. The highest three rates, 23.3, 15.4, and 13.7, were those of Kentucky, Maryland, and Ohio, respectively.

Whooping cough is considerably more prevalent in rural than in urban localities, although the reverse is true in the case of most causes of death. The rate for this disease in cities of 10,000 and over in 1913 was 8.9 per 100,000, while in smaller places it was 11.3.

The death rate from whooping cough among the colored population of the registration area, 21.9 per 100,000, was about two and one-third times as great as that for the whites.

### Scarlet Fever.

Scarlet fever was the cause of 5,498 deaths in the registration area in 1913, of which number 4,521, or 82 per cent, were of children under 10. Unlike measles and whooping cough, however, scarlet fever is responsible for comparatively fewer deaths of very young children. For infants under 1 year of age the mortality from this disease was 255, compared with 2,011 for measles and 3,442 for whooping cough; for children of 1 to 2 it was 618, compared with 2,562 for measles and 1,516 for whooping cough; and for children between 2 and 3 it was 798, compared with 1,117 for measles and 596 for whooping cough. After the age of 3 is passed, however, the danger of death from scarlet fever, while it becomes less with each added year of life, is still greater than the danger from measles or whooping cough. In other words, measles is especially to be dreaded in the case of children under 3, and whooping cough in the case of those under 2, while the death rate from scarlet fever is more nearly uniform at the various ages of childhood, being greatest for children between 2 and 3 and smallest for those under 1.

The death rate (for all ages) from scarlet fever in 1913, 8.7 per 100,000, was somewhat less than in 1900, when it was 10.2. In the intervening years it fluctuated, its highest point, 13.1, being reached in 1901, and its lowest, 6.7, in 1905 and again in 1912. The rate varies greatly in different states, but the unusually high and unusually low rates do not seem to be confined to any particular section of the country. The mortality from this malady, however, is about twice as high in places of 10,000 and over as in smaller

places. Colored persons, while not entirely immune from scarlet fever, are far less susceptible to it than are whites, the death rate of the former in 1913 being less than one-third as high as that of the latter.

### Other Causes of Death.

These epidemic diseases, however, are not the most potent causes of infant mortality. Among children under 10, 51,398 deaths in 1913 were due to diarrhea and enteritis, 36,099 to the several forms of pneumonia, 8,325 to tuberculosis in its various forms, and 4,952 to acute bronchitis. Of the deaths resulting from diarrhea and enteritis, 47,605 were of children under 2. The mortality rates from these and a number of other important causes, however, have shown very encouraging declines in recent years—so much so, in fact, that the infant of today has materially better prospects of reaching manhood or womanhood than one born 10 or 15 years ago.

### THE "SAMPSON PLAN" IN RURAL COMMUNITIES.

A recent issue of Progressive Farmer tells of community organization in the South. The article is by Clarence Poe.

Thomas Jefferson, a hundred years ago, declared that "As long as I have breath in my body I will fight for two things—first, education; second, provision for organizing rural communities."

His idea was to organize, all over America, rural communities about six miles square into forceful, capable rural democracy-republics.

The Jeffersonian idea has been carried out by action of the North Carolina Legislature in thus organizing The Ingold Farm Community in Sampson County.

The Ingold "Community League" was organized in August of last year, and had one advantage of Salemburg, in that a good public school was already at work, Ingold having been the first community in the county to vote for a special school tax and possibly the first in the state to vote against whiskey. Here are some of the achievements of the Ingold League in the few months it has been running:

1. A week before Christmas a highly successful "Community Fair" was held, and everybody says that the crops and livestock the farmers and farm boys brought out, the exhibits of canned goods, cakes, breads, fancy work, sewing, poultry, etc., the women and girls brought out, would have done credit to a county fair. About \$50 worth of prizes were offered.

2. The people have joined together and built a fine stretch of sand-clay road—a form of co-operation which has also been practiced in Salemburg.

3. A community center hall is practically ready for occupancy, and will serve as a meeting place for the Community League, Farmers' Union, United Farm Women, Corn Clubs, Canning Clubs, etc.

4. Plans are making for adding agriculture and domestic science instruction in the schools and for improving the school building.

5. The Farms' Union is promoting business co-operation among farmers, and a regular revival of interest in hog raising is on. "We have ten pigs of improved breeds for every one we had a year ago," I was told.

6. The farm women's clubs are doing notable work, the Ingold Club being the first rural club to join the State Federation of Women's Clubs. And in canning club work, Mrs. W. B. Lamb's nine girls last year put up 6,077 cans of tomatoes, peaches and huckleberries.

New Middy Blouses at CARTER-HOUSTON'S.

RHUBARB for canning, 4c per pound, delivered to your town.

## All New Buick 1915 Models

# AT COST

## DURING TRADES WEEK

One Case 40---Thoroughly overhauled and painted. This car is only eight months old. Will sell for \$750 cash.

One Model 81 Overland---Overhauled. Will sell for \$280.

One Ton Marathon Truck---Will sell for \$450.

One Buick 37---Run only 1500 miles. Will sell for \$950.

## Plainview Machine and Auto Shop

E. E. ROOS, Proprietor

Specials for Trade Week Beginning June 17th.

# FOR SPOT CASH ONLY

We are making these prices for trade week only, just to show that we want to co-operate with the other merchants by inducing more people to come to Plainview to trade, and we are willing to let our profits go to you during this sale.

Cane Sugar, per cwt.	\$6.75	Gallon Blackberries	50c
10 lbs. Cottolene for	\$1.25	Gallon Apples	35c
Del Monte, Catsup, Gal.	55c	Jewel, Advance or White	
Gallon Peaches	40c	Cloud, 50 lbs. for	\$4.25
Gallon Apricots	40c	10 lbs. for	\$1.00
Gallon Pears	50c	2 Gal. Stone Jar Pickles	\$1.10
Gallon Plums	40c	3 Gal. Keg Pickles	\$1.15
Gallon Loganberries	50c	Lots of other goods at reduced prices.	

We will not charge to anyone at these prices. **Must be Spot Cash.** All goods charged at regular prices.

**It Will Pay You Thresher Men To Buy Your Big Bills Here**

# SEWELL GROCERY COMPANY

## Announcement

I have purchased the Palace News Stand in Ben's Barber Shop and will appreciate your continued patronage.

Chewing Gum Cigars Magazines  
Newspapers Pipes Tobacco

# Frank Hill

# Summer Clearance Sale

ON AT

## Carter-Houston's

GET OUR  
PRICES

GOODS THAT  
SPEAK FOR  
THEMSELVES

### KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, July 12.—Cattle advanced 25 to 40 cents last week, beef steers getting the full advance, butcher grades showing the least gain. Stockers and feeders were in light supply, although shipments out were larger than recently, at 6,500 head, prices steady to firm on the best feeders, weak on medium-class stuff.

Receipts today are 13,000 cattle, market steady on the best steers (beef), butcher grades and stockers and feeders, but weak to 15 cents lower on middle-class fed steers showing grass. Missouri corn and blue grass steers sold at \$9.90 and \$10.00 today, Nebraska dry lot steers \$9.85, and Greenwood County, Kansas, wintered steers, grazed since about May 1st, sold at \$8.75 to \$9.60. Bulk of the native steers sell at \$8.60 to \$9.75. Eastern order buyers complain that cattle prices are too high on the market here, and some of them are trying to pick up cattle in the country cheaper.

In the quarantine division 165 carloads arrived, and sold slowly, and when the steer trade opened up sales were at steady to 15 cents lower prices, top \$9.00, fed steers \$7.75 to \$9.00, grass steers \$6.50 to \$8.25. Some Osage wintered steers, from territory that was in quarantine last year, sold at \$8.50, 1,170 pounds average.

Market authorities insist that we are on the verge of a cattle famine, particularly in view of the demands of European countries, now existing and apt to develop in the future. Local packers exhibit an extraordinary capacity to dispose of beef, and weak spots in the market are not regarded as threatening to its generally stable condition.

The hog market is erratic, order buyers paying strong prices for all the good hogs, \$7.30 to \$7.50 today, but packers bidding lower, bulk of sales \$7.10 to \$7.35. Receipts were light at 6,000 head, the slim market being a rebuke to buyers for the shabby way they have been supporting the market for a week past. Rough heavy sows are slow sale, a considerable accumulation of such selling late last week around \$6.90. Receipts last week were 41,000 head, nine thousand less than previous week, but almost double the supply a year ago same week.

Sheep are holding up well, but lambs are subject to violent reductions. The supply today is 6,000 head, including 9 cars of Arizona spring lambs. Seven loads of the Arizonas, and some native springers, sold early at \$9.25 to \$9.35, but the late market flattened out, and the same class of lambs sold at \$8.75. Top lambs in Chicago today sold around \$9.25, showing that weak markets are general. Fat ewes are worth \$5.25 to \$6.00, feeding stock very scarce, feeding lambs worth around \$7.25.

J. A. RICKART,  
Market Correspondent.

### KRESS.

KRESS, Texas, July 15.—Several separators and engines are in Kress this week, getting ready for the season's run.

Fay Kerr and wife have recently moved to the Kress Hotel.

W. W. Browning was in Plainview and Lockney on business for a day or two last week.

H. C. Keating was in Plainview last Thursday on business.

Mrs. T. R. Boney left one day last week in response to a telegram stating that her daughter in Rogers, Texas, was seriously ill. At last reports the sick lady was improving.

Messrs. Crouch and Houston, the insurance men, were here from Plainview last Friday.

Mrs. Smith, of Artesia, N. M., is spending a week with her sister, Mrs. Jim Skipworth.

Rev. Sharp, a Presbyterian minister of Tulla, who has been preaching in Kress for the past several months, has given up the work here on account of duties elsewhere, and has had Rev. Bone, of Hale Center, appointed to succeed him here.

FOR SALE—Piano-organ suitable for church or school. Phone 155.—Adv. 3t.

Typewriter Paper at The Herald.

### ABERNATHY.

ABERNATHY, Texas, July 14.—The corn crops are needing rain in this part. Other crops are looking fine. The hail some days ago did much damage to the fruit crop east, west, north and south of Abernathy.

Mrs. McGee has been quite sick the last few days, but is now about well.

Our new doctor, Dr. Hannah, is making good in his profession, and is highly pleased with this country.

Mrs. D. J. Vanderslice, of Turkey, is visiting her son, J. H. Vanderslice. She will likely remain here till fall.

R. M. Hester and family left last Saturday for Cleburne, at which place Mr. Hester will go into the grain business.

Uncle John Gunyon has been on the sick list the last few days, but is upplying his trade again at the carpenter's bench.

Mrs. Legg recently returned from an extended visit among relatives and friends. Her brother and wife came home with her to visit a while.

Appropriate services were held at Bartonsite, Pierce's Chapel and Center school house July 1st and 2nd Sundays commemorating the martyrdom of John Huss, who was burned at the stake in Constance, Germany, on July 6th 500 years ago for his avowed belief in the principles of Protestantism and his advocacy of religious liberty.

Mrs. Hale, sister of Mrs. C. E. Stout, with her daughter and son, were recent visitors with Mrs. C. E. Stout and family.

Uncle John Arnett was visiting in Abernathy a few days ago.

Mrs. Darden, mother of Henry Darden, is visiting in Abernathy.

Red Tutor has lately installed a garage, and is ready to accommodate auto people.

The grain crop of last year is still coming in and being loaded in cars for shipment.

James McGee is putting up quite an imposing residence in Abernathy.

Miss Richter is also building quite a handsome residence in Abernathy.

### THIS AND THAT.

LOST—3 or 4 yards of crochet between E. M. Carter's residence and Carter-Houston's. Return to CARTER-HOUSTON'S.

FOR SALE—Some Plums and Freestone Peaches, delivered when wanted.

Address MRS. H. V. TULL, or phone 9024.—Adv. 1t.

### HALE CENTER.

HALE CENTER, Texas, July 15.—A good rain would be appreciated by the farmers.

There is lots of sickness in the country.

Mrs. Tally is not so well at this writing.

Miss Emma Eubanks is recovering from an attack of typhoid.

The protracted meeting which has been going on at the Methodist Church closed Monday night.

Rev. Sweeney and family, from Lockney, are here visiting friends for a few days.

Wayne Bridges is working on the T. E. Boyd farm this week.

Corey Shepard left Wednesday morning for Lockney to work on the Malone electric light line.

Misses Myrtle Foster and Margaret Alley gave a party to a crowd of their friends Tuesday night.

There was a broncho-riding show in town Monday afternoon.

The Needlework Club met with Mrs. Elliott at her home, west of town, Wednesday afternoon.

A protracted meeting commences at the Baptist Church Sunday morning, conducted by Rev. I. E. Gates, of Plainview.

### BELLEVIEW.

BELLEVIEW, Texas, July 14.—The hot weather has been fine for growing crops, but rain is needed now.

A number of new granaries have been built and old ones remodeled in preparation for the wheat harvest.

Wilburn, the little son of Mr. and Mrs. W. W. Kurfue, is quite sick with tonsillitis.

Otto Borchardt and family attended preaching at a German church near Plainview Sunday.

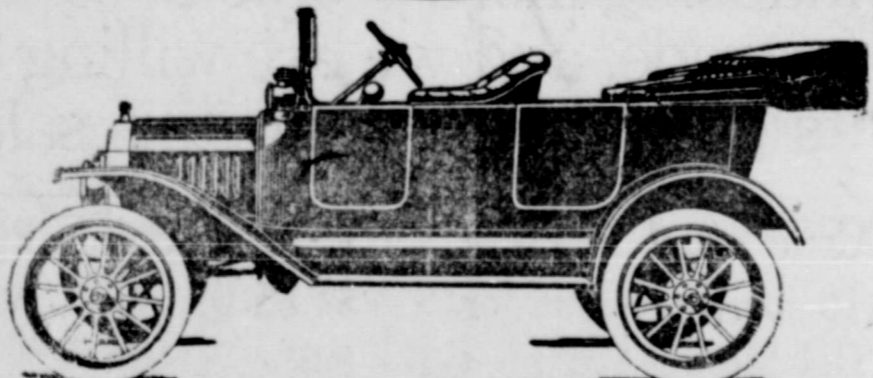
Mr. Letsinger, of Plainview, is drilling a well on Col. T. J. Tilson's place.

Kay Terrell had his right arm broken Tuesday, when his team became frightened at a car near Plainview.

Mr. and Mrs. Tom Magness and a number of friends from Petersburg were visiting in the community Sunday.

Miss Edna Christler, of Childress, is expected Friday to visit Miss Lucile Kinder and Misses Marie and Daisy Gidney.

Prof. J. D. Rankin, of the Wayland College faculty, arrived this morning, after a visit of several weeks in Ralls.



Barring the unforeseen, each retail buyer of a new Ford car, between August 1914 and August 1915, will receive from \$40 to \$60 as a share of the Ford Motor Company's profits.

For strength, light weight and dependable power, the Ford car is without a peer. Economical, too, averaging two cents a mile for operation and maintenance.

Touring Car \$490; Runabout \$440; Town Car \$690; Coupelet \$750; Sedan \$975; f. o. b. Detroit with all equipment. On display and sale at

**BARKER & WINN, Agents**  
Plainview, Texas

## To Lovers of Dainty Toilet Articles

We have recently added to our Toilet Department a complete line of Hudnuts toilet articles so dear to the hearts of women who want the very best, yet demand a just equivalent for the money spent.

When contemplating purchasing anything in Face Powders, Rouges, Creams, Manicuring Necessities such as genuine Orange Wood Stick, Emery Boards, Lusters, Cuticle Acids, etc., Perfumes and Toilet Waters. We insist that you should see our line before you buy.

We recommend and guarantee Nyals Face Cream (with Peroxide) for the preservation of a smooth, desirable complexion.

## DUNCAN'S PHARMACY

## Nothing Should Appeal More

Than the news that it will be possible to buy the famous

### Rev-O-Noc Oil Stoves

During the big general sale right when the weather is so hot at

### Specially Reduced Prices

It is foolish to swelter over a red hot cook stove or range even though the Rev-O-Noc Oil stove was presented to you at our regular prices but now that you have the additional inducement of the extra special price you will be unfair to yourself if you won't let us sell you one of these **fuel, back and temper savers.**

There are many other seasonable articles in our large stock that you will do yourself a favor to inspect while on your bargain hunting trading trip.

Remember the dates of the big sales, July 14th to July 26th.

## Donohoo-Ware Hdw. Co.

Phone 80

**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.**

BOARD AND ROOM at old PIPPIN HOTEL—\$5.00 per week.

We are in the market for Dry and Green Hides in any quantity. RUCKEN PRODUCE COMPANY. —Adv. tf.

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. tf.

OLD PUBLISHING CO. —Adv. tf. OLD PAPERS FOR SALE. HER-

FOR SALE OR TRADE—Good eight-room residence for sale at a bargain and on splendid terms or will trade for good notes. Address BOX 308, Plainview, Texas.

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

**WANTED—FOR CASH.**

Wanted, for cash, 25 or 40 acres of improved land in a radius of 5 or 6 miles of Plainview. Address W. H. BRUNNELL, Hale Center, Texas. tf.

LOST—Between Lockney and Plainview, nickel-plated Elgin adjustable alligator wrench, with die in one end. Return to Herald. 2t-pd.

Get Tungsten Lamps with a guarantee from BELLIS & FRANCISCO. Phone 492. tf.

Get your Sandwich Lunch at the KASH KANDY KITCHEN. tf.

Manuscript Covers at THE HERALD. —Adv. tf.

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

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

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

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. tf.

See BELLIS & FRANCISCO about Plumbing and Wiring. Phone 492. tf.

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

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

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

**NOTICE OF DISSOLUTION.**

Drs. Guyton and Nichols have dissolved partnership. Dr. Guyton has associated with him now Dr. F. V. Gowen, of Philadelphia, former resident physician of St. Joseph's Hospital there, and a graduate of the Jefferson Medical College. Dr. Gowen will be the resident physician at the Guyton Sanitarium, and is an X-Ray expert. 3t. DR. J. V. GUYTON.

FOR SALE—Cheap terms, will trade for cattle, good three-room house, cellar and barn; nice lawn and trees; east front; one lot; well located. GENE WILLIAMS, Plainview, Texas. Would sell on installment plan. 1t-pd.

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

**FOR SALE.**

Sixty-horsepower "Charter" Gas Engine, only been used one month, at a bargain. Address BOX 63, Tulla, Texas. Aug. 13-pd.

LOST—Lady's gold watch with blue chain. Finder return to MISS CASEY. Reward. 1t.

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

WANT ADS BRING RESULTS SURE FROM WANT ADS

**Santa Fe**  
**Special Excursion to Hereford, Texas**  
Account of Panhandle Bankers Association to be held July 21-22. Round trip tickets on sale, July 20-21st good for return limit July 24th at fare of \$3.40. For further information phone 224.  
**R. F. BAYLESS, Agent**

**Phone 612**  
**For Special Orders On Roses, Bouquets, etc., Also Fresh Vegetables**  
**D. C. Aylesworth**

"You can't get away from the law of averages, any more than you can escape the first of the month."  
—Mister Squeegie

Now and then even a tail-end baseball team will play a wonderful game. The pitcher will have everything on the ball, everybody will bat well and field faultlessly, and luck will break right all the way. But the good games that come once or twice a month are not the ones on which the standing of the cellar champions is figured. The team that stays up in the first division must play well day after day. So it is with tires. Their excellence is not based on the extraordinary mileage that the occasional one gives. It is the general average of service that must be considered in estimating tire values. Diamond Squeegie Tread Tires are in favor, not because of the performance of an occasional one, but because of the superior merits of more than 99% of them.

Buy Diamond Squeegie Tread Tires at these "FAIR-LIST" PRICES:

Size	Diamond Squeegie	Size	Diamond Squeegie
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

**PAY NO MORE**

For Automobiles, Bicycles, Put on For Cyclecars, Motorcycles  
**Diamond Squeegie Tread**  
**Barker & Winn, Jobbers**  
**Plainview, Texas**

**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. tf.

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

**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. tf.

Cherry Chic at the KASH KANDY KITCHEN. tf.

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. tf.

**FOR SALE.**  
Variety of fruit fresh from orchard. MRS. L. W. DALTON. tf.

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. tf.

**\$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 much to boast 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. CENEY & CO., Toledo, O. Sold by all Druggists, Etc. Take Hall's Family Pills for constipation.

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 & true tonic. For adults and children. 50c.

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

Dated this June 16th, 1915, at Crosbyton, Texas.  
W. R. LOTSPEICH,  
Secretary.

**"Bell" Connection Valuable to You**  
From seed time to harvest and all the year through, every farmer occasionally has business to transact in distant towns. Letters go slow and traveling is expensive. Why not let the Long Distance Bell Telephone lines carry your message? Have you a Telephone connected to the Bell System?  
**THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY.** 12-R-14

**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 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

**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

**DR. NORMAN B. MAYHUGH, OSTEOPATH**  
Office, 22 Grant Building  
Office, Phone 487; House, Phone 171.

**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.

**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 Donohoe Building, First Door South of Olympe Theatre—Upstairs. Telephone 58.

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

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

**Cures Old Sores, Other Remedies Won't Cure.**  
The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00

**A STRAIGHT FORWARD STATEMENT:** Twice each year, January and July Plainview Mercantile Co. has its semi-annual clearance sale for which increased thousands wait each year. We are now entering into the 2nd week of our great July Sale and kindled by the splendid success of the first great week and determined we are going to make the 2nd week a week of mighty keen values.

Our 1st weeks announcement brought thousands of purse wise buyers for a share in the bargains made possible by this twice yearly sale. It seemed really that every man and woman in Plainview and vicinity has visited us this week. We have battled from 9 a. m. until 6 p. m. every day to keep abreast with the ever increasing crowds, serving thousands of purchasers from this great \$50,000 stock of cut priced merchandise during our July

# SEMI-ANNUAL CLEARANCE SALE

Test the store that stands the test. Money cheerfully refunded to anyone dissatisfied with their purchases.

## LADIES READY-TO-WEAR

We are showing a splendid line of house dresses, separate skirts and etc., the price is reduced from 20 per cent to one half price on all of them.

Please be impressed that every article in this immense stock is reduced in price. Lots of goods for one half price.



You should be sure of your stores reliability first. You have that assurance in trading with Plainview Mercantile Co.

## SILKS! WASH GOODS!

Our line is complete. Lots of them just received and the prices are generously reduced but we haven't the space to give you a list of these.

If you are going to travel we have a complete line of trunks, suit cases and hand bags at a discount of twenty five per cent.

### LADIES' GLOVES.

50c Gloves now ..... 35c  
\$1.00 Gloves now ..... 85c  
\$1.50 Gloves now ..... \$1.25

### LADIES' HOSE.

50c Hose now ..... 35c  
\$1.00 Hose now ..... 75c  
\$1.50 Hose now ..... \$1.20

### MEN'S STETSON HATS.

\$7.00 Hats now ..... \$5.00  
\$6.00 Hats now ..... \$4.50  
\$4.00 Hats now ..... \$3.00

### MEN'S SHIRTS.

\$1.00 Shirts now ..... 85c  
\$1.50 Shirts now ..... \$1.20  
\$2.00 Shirts now ..... \$1.50

**20 % OFF**

On all LADIES' "QUEEN QUALITY" SHOES. \$3.50 Shoes now \$2.80; or a \$4.00 cloth back, French heel dress Shoe now \$3.20; \$5.00 Shoe

**\$4.00**

**1/2 PRICE.**

See our BARGAIN SHOE COUNTERS. There are lots of good values in Ladies and Children's Shoes at

**1/2 PRICE.**

\$1.00	Infants' or Children's Shoes	80c
\$1.25	Infants' or Children's Shoes	\$1.00
\$2.00	Infants' or Children's Shoes	\$1.60
\$3.00	Children's Shoes now	\$2.40
\$1.00	Ladies' Muslin Underwear	85c
\$1.50	Ladies' Muslin Underwear	\$1.20
\$2.00	Grade of Ladies' Underwear	\$1.40
15c	Kind of Ladies' Vests now	10c
50c	Kind Knit Vests	35c

### LADIES' SEPARATE SKIRTS.

\$8.50	Skirt, this season's style	\$6.00
\$8.50	Splendid value now	\$4.25
\$8.00	Dress Skirt now	\$4.00

### LADIES' "W. B." CORSETS.

\$1.00	Corsets now	85c
\$1.50	Corsets now	\$1.20
\$2.00	Corsets now	\$1.50

### "GOSSARD" CORSETS.

\$2.00	Gossard Corsets now	\$1.50
\$3.00	Gossard Corsets now	\$2.40
\$5.00	Gossard Corsets now	\$3.75
\$6.50	Gossard Corsets now	\$4.00

### Economy Notes To The House Wife

You can buy any 5c article in the house 3 for 10c, except Thread; it's 6 spools for 25c. Or you can buy good O'Keefe Domestic, the 10c kind, for 5c per yard, or a good Pepperel Sheeting that sold for 25c a yard for 20c, and good Pillow Tubing, 20c per yard, is now 15c. "Red Seal" Gingham, the 12 1/2c kind, none better the world over, now 10c; or a nice grade of Figured Lawn that sold for 15c, now 10c per yard. Nice German Damask Table Linen, for illustration, the \$1.50 grade now \$1.20. A good grade of sheeting, \$1 by 90, that sold for \$1.00, now 85c; or napkins that were \$4.00 per dozen, now 3.00 per dozen. 15c Ribbons now 10c per yard. Lace that sold for 15c now 10c per yard. Stern's Almond Oil Bath Soap, 10c kind, now 2 cakes for 15c. Boys' Suits, for example a \$4.00 Suit is only \$3.00, or 3/4 off. 20 per cent off on all Ladies' Shoes; lots at 1/2 price.

**1/4 OFF**

On all Palm Beach Suits. Overalls and Jumpers

**80c**

**1/4 OFF**

MEN'S SUITS.—A large selection of our special \$15 line of men's suits, all this season's styles and guaranteed

**\$11.25**

**1/4 OFF**

KUPPENHEIMER SUITS.—This is our high-grade line of suits, and not one of them is 6 months old. For example, a \$20 suit now

**\$15**

**1/4 OFF**

### MEN'S ODD PANTS.

A \$4.00 pant, good style ..... \$3.00  
A \$5.00, same as above, now ..... \$3.25  
Or a \$6.00 pair of pants now ..... \$4.50

**ANY 50C ARTICLE**

In the house, ties, belts, shirts, underwear, hose, caps, etc., any one, your choice

**35c**

**20 % OFF**

On all MEN'S SHOES. Whether you want an Oxford or a high shoe, you can buy them at a discount of

**20 % OFF.**

**1/4 OFF**

### BOYS' SUITS.

\$4.00 Suits now ..... \$3.00  
\$5.00 Suits now ..... \$3.25  
\$6.00 Suits now ..... \$4.50

# PLAINVIEW MERCANTILE CO.

BIGGEST, BUSIEST AND BEST DRY GOODS STORE IN PLAINVIEW