# THE PLAINVIEW EVENING HERALD <br> TWICE-A-WEEK 

| COMMISSIONERS FAVOR FARM DEMONSTRATOR <br>  | Isp1 |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | the Benefit to Be Derived From |  |  |
|  |  | Herald's Advertised Goods Week |  | S TO BE FIREPPROF |
|  |  |  |  | ${ }_{\text {Hor }}^{\text {Oir }}$ |
| FIOYD ṪO DECOE THURSDAY |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| cher come |  |  |  |  |
|  |  |  |  |  |
|  | - |  |  |  |
|  | "'1 |  |  |  |
|  |  |  |  |  |
|  |  |  | Ueo be |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | (ex |  |  |  |
|  |  |  |  |  |
|  |  |  | Mumm. |  |
|  |  |  |  |  |
|  |  | The male woper mary |  |  |
|  | \% | denme mem |  |  |
|  |  |  |  |  |
|  | me |  | noment crame sema |  |
|  | p |  | rexain |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  | milt, nuse |
|  |  | U. S. Accepts Carran |  |  |
|  |  | tryof American Troops is N | Nopere seime |  |
|  |  | tion---May Use |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | , |  |  |
|  |  | and | lemen |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | Jom |  |  |  |
|  |  |  |  |  |
|  |  |  |  | Tmun |
|  |  | ¢ |  |  |
|  | Renvad at mit wimy |  |  |  |
|  | Reme |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| missioners of Floyd County will pass favorably on the proposition of a farm demonstrator to serve the two counties |  |  |  |  |
| NO MONEY NOW FOR SCALPS. |  |  |  |  |
|  |  | ate |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

TIE PLANTETE BVEMING ETMALD

HEREIN FAIL NOT, but have you Soash purchased of ce c. Slaughter

## First Annual San Jacinto

 CelebrationAT Wayland College, Plainview, April 22

## Holiday, Picnic, Declamation Contest, Basket Dinner, Track Meet, Basket Ball, Base Ball <br> EVERYBODY INVITED

The program will be an inter-scholastic meet for declamation and athletic contests in which all public schools of the South Plains and ad joining territory may participate.

On the basis of scholastic census and population of the town or district, the schools are divided into two classes. Any school may be transferred to the other class by offering sufficient reason.

CLASS A includes-Canyon, Crosbyton, Floydada, Hale Center, Hereford, Lockney, Lubbock, ${ }^{\text {M Matador, Plainview, Silverton, Tulia. }}$

CLASS B includes,all other towns and rural schools of this section. Scholastics not attending school are considered a part of the school in their district.

In the declamation contest only one from each school may enter, and the time is limited to ten minutes. In the track events each school may enter as many as they please, provided that not more than three try in any particular contest.

For each class there will be a declamation contest in the morning, and high jump, broad jump, fifty yard dash, one hundred yard dash 220 yard dash, and girls basket ball in the afternoon. The winner in each case will be awarded a nice pennant and the school winning the most points will be awarded a special pennant. Toward this pennant 1 place counts 10 , second 5 , third 1

In addition to the above there will be a sack race for boys not over 14 years old, and potato race for girls not over 15. Each boy who en ters the sack race should bring his sack with him.

All students of the Plains may enter the essay contest. The subject is to be some phase of "Cowboy Life on the Plains", and the essay is limited to 2500 words. The winner will receive $\$ 2.50$ in gold.

Late in the afternoon Wayland and Seth Ward will play base ball. To cover expenses an admission fee of 25 c will be charged each person and this includes the entire program of the day-all inter-scholas tic contests and the base ball game between Wayland and Seth Ward.

All schools that expect to enter should send names of their contestants and the contest they are to enter to J. C. Stephens, Dean of Wayland College, Plainview, Texas before April 22. All contestants whose names are sent in before April 15 th will be exempt from the 25 cent admission fee.
For further information write to J. C. STEPHENS, Dean


## SEEDS <br> The purest. cleanest, best



"In Baby's Garden'

"Drifting"

FRIDAY, 17 th
THEDEATHLOCK'

The World's Champion Baseball Series SATURDAY, 18th
"THE NEW ADAM AND EVE"
"Hannah's Henpecked Husband"
MAE I. THEATRE

## "Eating for Health"

consists in selecting food that will surely rebuild the tissue cells of brain, nerve and muscle. In this daily rebuilding certain elements richly stored in the field grains are all-important.

## Grape-Nuts

made of whole wheat and malted barley, supplies in splendid proportion all the rich nutriment of the grains, including their vital mineral salts, phosphate of potash, etc., lacking in the usual dietary of many, but necessary for buildng and storing up reserve energy.

Grape-Nuts comes in sealed packagesresh, crisp and ready to eat. It has a decious nut like flavour, is easily and quickly igested and, with cream or good milk, is n ideal ration for health.

"There's a Reason"

Sold by Grocers everywhere.


CATTLE FOR SALE

'Across the Rio Grande' A Mexican war drama in three
thrilling parts. Extra good.
'Two Daughters of Eve' A one-reel comedy-drama with
Lillian and Dorothy Gish. Extra
"Pathe News"
=mon Sees all-Knows all.

## RUBY

"ALWAYS A GOOD SH

Mr. Darwin Karr
'The Losing Game' EXTRA TODAY

## FRIDAY

Miss Constance Johnson
"The Inner Soul"
"Saving Wealth"
'TheTramp Telegrapher'











# BRING SAFETY INTO YOUR BUYING 

## HALLMARK

You can depend on this. 476 of the the best jewelers in the United States are back of it with their reputations.



| Nationally Advertised Goods Implies Standarized Goods <br> The manufacturers of these goods spend millions annually in conducting their advertising ampaigns in order to get the public to associate their brand for the article in question. By using persistency they get results. of Black Cat when you think of a hat Stetson bobs up, so it is with Selz for shoes, McCalls for patterns, etc <br> The consumer is doubly protected-first in buying goods that have been tried and repeated, and in having a double guarantee. |
| :---: |
|  |  |

JACOBS BROS. CO.<br>one price spot cash

 who has faith in his own goods. You as a buyer are protected by his faith and his
advertised assertions. He must live up to his advertising and he knows it. A
and manufacturer who is offering for sale a product as good as it can be nede wuct does
publicity and pays big sums to obtain it. The nationally advertised produt
not cost more because of heavy advertising appropriations-rather does thoughtful not cost more because of heavy advertising appropriations-rather does thoughtfu ad vertising
selling costs.

NATIONALLY ADVERTISED GOODS

J. W. Willis Drug Co.

Phone 44 New Grant Building, opposite Elk's Home

Nationally Advertised?
Yes
The best lines in the United states are to be found only at
REINKEN'S -memem

Amongthe well known brands we carry are the follwing; they need no further introduction as te names alone stand for all that is ood an desirable
Kuppqheimer and Stadium Suits for Men Steadfast Shoes Stetson Hats Lion Shirts and Collars Palmer Coats and Suits Mitchell Dresses Gossard Corsets Quen Quality Shoes for Women
Plainview Mercantile Company

Garrison-Connor Electric Co. PLainview, texas

NO line of Guaranteed Drugs and Drug Sundries so widely advertised or so well known as the famous

## REXALL

We have an exceptional stock.
DYE DRUGE COMPANY
Whas yer palord
Who first comes to mind when you thing of Tailored-toMeasure Clothes? None advertised so extensively or give such universal satisfaction as

> ED. V. PRICE \& CO.
> Bring us your orders.

WALLER TAILORING COMPANY

\$25
The Herald offers $\$ 25$ for the best window display of Nationally Advertised Goods shown during Special Display Week, March 20th to 25th. All firms entering this contest must register at The Herald office not later than noon, March 17th. This contest is open to every firm in the city and is limited to one window. The Herald will select one judge, the contestants a second and these two a third.

Read any magazine-they all tell you why you should "Let the Children Kodak" with the

## Eastman

'Get It Where They Have It and Guarantee the Quality"
THE R. A. LONG DRUG STO $B$ Phones 327 and 400

## J.I. Case Implement

Made famous by advertising and quality will mee your every requirement. If you will give us th opportunity to demonstrate them you will be cor vinced of their superiority.

## Plainview Hardware 1

 ${ }_{\text {Prone }} 3$Farm Implements, Stoves and Ranges, Aluminum Ware, Cream Separators, Cutlery, Sporting Goods, Scales, Table Ware, China, Glass Ware. Harness, Tools, and all kinds of Farm, Garden and Home Hardware in those lines most generally advertised.

> We guarantee the manufacturer's guarantee

DONOHOO-WARE HDW. CO.

## RICHELIEU CANNED GOODS WHITE CREST FLOUR

[^0] lutely bank on

Hardly a piece of goods in our stock which is not nationally advertised.
Boyd Grocery Co.
Phone 205

If You Need Anything in the Drug Line Phone Us
Mr . Chambers delivers for us on his motorcycle and will
LONG-HARP DRUG CO. Phone 161
Much of Our Success
We consider to be the result of our co-operation with the jobber and and manufacturer in pushing well known brands. We know we are safe in doing so and you are safe in buying them.

We have the exclusive sale of
CHASE \& SANBORN COFFEES
SEWELL GROCERY CO.
of course youve often rtad the advertising of STAR WINDMILLS JOHN DEERE IMPLEMENTS FLORENCE BLUE FLAME WICKLESS OLL STOVES
As well as that of many other of our lines in the leading Farm Journals and Magazines. We stand back of the goods.
R. C. WARE HARDWARE COMPANY

The Most Widely Adve Product in the Worl

KNICHT AUTO
Phone 237

We have always stood bel goods which the manufactu afraid to advertise-result: $N$ ed grocery customers and tr tion to us of selling good gor prices

Distributors Heliotrope
PIERSON \&
Phone 348



## Our Stock of Hats Now on Display Includes the Best Prevailing Ideas Adapted to the Discriminating Taste of the Ladies of the Plains

We have the smart tailored and semidress hats, each one possessing an individual style and charm.
We want you to look through our line whether you are ready to buy or not.

New hats arriving daily.

## R. \& H. MILLINERY CO.

AT HAMNER'S DRY GOODS STORE

## The General <br> Concensus of Opinion

Is that the merchant who sells better merchandise at lower prices is entitled to the business. We not only make the assertion but are practicing it daily that we are not only in position to give you more for your dollar, but at the same time make your shopping much easier.

Your child is entitled to the samejust and courteous treatment as yourself, and with the One Price System, together with our efficient and courteous salesforce make it perfectly safe for you to send your chilren to our store.

If at any time after you make your purchase you are not entirely satisfied please do not hesitate to return same and have it adjusted, as we are concentrating all our efforts in giving perfect satisfaction.

Most merchants say that the price is the thing, we say Price and Quality is the Thing. The two are synonymous-one cannot exist without the other at a store where satisfaction predominates.

## SPRING COATS AND COAT SUITS

Another shipment arrived Saturday, and included are some of the most nobby and attractive designs that we have ever seen. You cannot possibly do your self justice without inspecting these dainty garments. You will not only look pretty, but stunning, in one of these new suits. And the price, oh! well if you like the garment the sale is easy, as they are marked well within the reach of all.

## DRESSES

Received just as our ad goes to press an assortment of dresses which are the prettiest and newest selections you can find anywhere.

These dresses are creations of the best makers and we have a price on them that speak for themselves. Come in and inspect them.
 Dorsett says he believes
In MUNICTPAL PREP In MUNICIPAL PREPAREDNESs.
Sees Need for Increased Sewage Dis.
posal Plant and Septic Tanks
for City.

## The Worst Will Soon Be Over

BY SA TURDAY MORNING
The new floors will have been complated (except windows and vestibute) and

## Rich lies

will be displaying merchandise in all departments.

Cases and packages of merchandise that have remained unpacked will be opened and the new goods placed on sale.

You'll find the newest styles at


## Greater Car Value Lower Price

Despite a Lower Price, We GUARANTEE That 1916 BUICKS Contain More Drop Forgings, Better Up holstry, Better Tone and Finish-GREATER QUALITY THROUGHOUT Than Any Previous Model.


Forty-five Horsepower, Five Passenger, 115 - In ch Wheelbase, Full Floating Rear Axle, Cantilever Springs, Vacuum Gasoline Feed, Delco Electric SelfStarter and Lighting System, Speedometer, One-Man
Top, Extra Rim without Tire.

No Motor Car at Any Price Insures Its Owner As Great Value, Dollar for Dollar, As the BUICK VALVE-IN-HEAD SIX

[^1]Plainview Machine and Auto Shop Almost ideal summer weather prevails

 Tom Shelton Builiding Good House on MT. VERNON, Texas, March | Place Sonth of Helen Temple | The school is progressing nicely und |
| :--- | :--- | :--- |
| the artive |  |

here. Cattle on the range are doing
splendidy. J. M. Gist received a car
splendidly. J. M. Gist received a car
of extra fine registered Hereford bulls
and cows from Kansas City thiseweek.
They will be carried to his ranch, 25
miles west of Littlefield. A handsome
miles west of Littlefield. A handsome
price was paid for these splendid ani-
price was paid for these splendid ani-
mals.
The following families moved in this


| WOODENWATER, March | 13-The | $\begin{array}{l}\text { esting meeting on March 3. }\end{array}$ |
| :---: | :---: | :---: |
| pesky tax assersor stiped |  |  |


| on us last week. |  |
| :--- | :--- |
| If you have lost any of your sandhil1 | Sunday. |
| The young people met at the school |  |


Carmody, wife and eight children, from
Soume.
South Dakot. The emigrant cars of
The social at Woodrow School Fri- Fown.

eral other families in the Dakotas and
Oklahoma are arranging
Littlefield at an early date.
community news from our
LONE STAR CORRESPONDEN
LONE STAR, March 14-- Our seh
puplls are doirg fine, and work seems
Chas. Merrick and Miss Mary Apple
We have church three Sundays
the month and Sunday School each
Sunday afternoon, with
Sunday afternoon, with good attend-
ance.
Mr. Fite has nearly completed his
new five-room

Mr. Hamilton and a Mr. Phillips
both have new houses both have new houses, Mr. Phillips Our farmers are quite busy these days. There has been a good deal of Adam Savage and wife have move into their new home.
Joel Nance and his new bride will
move soon to move soon
Whitfleld.
The singing at E. G. Foster's Sunday evening was well atténded, and all
report a splendid time.
Several of the men of our community
have been attending court at Floydada the past two weeks.
E. G. Foster and family visited rela-
tives in Tulia Saturday
tives in Tulia Saturday. Mr. Foster
has a daughter attending school
Tulia this winter.
sas City a few days ago, where he has
been to dispose of his steers he has
been feeding, and we are glad to know
that Mr. Hatch
on his steers.
I. H. Fowler, wife and two sons, Mrs. R. W. Smith and Mrs. E. C. Dodson er's new Imperial car, returning Sunday. They were visiting relatives who are attending school in Ca Mrs. Oliver Savage has sick, but is up again at this writing. Chas. Merrick was a visitor in Lockney Monday.
Many of our farn
denling these days.
dening these day Success
torial staff.


## ANTHRACITE COALS

Pennsylvania Lyken Valley - . $\$ 15.50$
Arkansas
New Mexico

## SOFT COALS

Simon Pure Nigger Head Lump - - $\$ 8.00$
Simon Pure Nigger Head Nut
Peerless Egg
Peerless Chestnut
$\$ 5.50$ 50c per ton extra for delivery
E. T. COLEMAN, Coal and Grain
1.50
2.00
2.00

## Get a Fresh Start!

For men who got away to a false start on a pipe or home-made cigarettes Prince Albert has a word or two for what ails their smokeappetites! Forget you ever tried to smoke, for Prince Albert is so different, such a fine fiavor, so cool and cheerful and
friendly, you'll get a new idea of smoke joy! The patented process fixes that - and cuts out bite and parch! And this little preachment is also for men who thin they're on the right track. All to be said is that the sooner you lay out a nickel or a dime for a supply of Prince Albert, the sooner you'li make a discovery that ll be



WE HAVE ADDED TO OUR SHOP A

## Battery Service Station

and are in a position to do all kinds of battery work.
We have in charge of this work an expert electrician who knows all kinds of batteries.

Plainview Machine \& Auto Shop

RATES
ONE CENT PER WORD EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS
their compa
home. BOX
FRESH
FRESH FI
Monday and
BARTSCH
We are in
Green Hides
BONNER


##  <br> We will make Farm or Ranch Loan In Castro, Swisher, Brisco, Floy Hala, Lamb, Hockley, Lubbock an Crobs Countles. See us it you want <br>  <br> Grant Bldg. Plainview, Texas. tt. For sate-Two span good, gentle work mules. For particulars see otus <br> $\underset{\text { REEVES REA }}{\text { mork mules. }}$ <br> LOST-Betwe $\substack{\text { mill, automobile } \\ \text { to HARVEST } \\ \text { cetve reward }}$





RAIN CAT taken by mistake at one Red Polled Angus, one two years,
Mitchell Sale is at Herald office. Iden-

For sale Good driving horse and
phateton. Inquire JAS. R. DeLAY.


## ANNOUNCE MENTS CALOMEL DYNAMITES



Choice patented section of land in 8 miles of Plainview for $\$ 21$ per Plainview for $\$ 21$ per
acre, to settle an estate. acre, to settle an estate.
Public road on three sides of this land. Water 40 feet from surface.

Shallow Water Land \& Loan Company Ware Hotel planview, texas

"BELL"
Connection Brightens Farm Lite
A Aletephone on al line


THE SOUTHWESTERM TELEGRAPH \& TELEPHONE COMPANY.


FARM LOANS

Walter:IDarlington ${ }^{\circ} \mathrm{C}_{0}$
Rawlings \& Brown
Stephens Building plainview. texas

Prompt Service


IT IS EASY TO TELEPHONE

The R. A. Long Drug Store

## Electricity

Will take the drudgery out of housekeeping. If you have, never looked into the matter, ${ }^{\text {F }}$ you will be surprised how economically you can make it your servant, to do the

## Cooking, Washing, Ironing,

 Sewing and SweepingYour local electrical contractors will be glad to explain this without obligation on your part to buy, or

Write Phone-See
TEXAS UTILITIES CO.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

$$
\begin{aligned}
& \text { DIDATE FOR CONGRES } \\
& \text { 13TH DISTRICT }
\end{aligned}
$$



## PROTECTION

is necessary in these STRENUOUS TIMES.
The PROTECTION offered by a BANK ACCOUNT, combined with a little "BULLDOG tenacity" will make you winner in the fight no matter what the odds.

PROTECT YOUR FUTURE by putting your money in OUR BANK.


are the kind that are now on display in our men's suit departnent.

They Fully Demonstrate Our Preparedness to Serve You Profitably in Men's Fine Clothing for Spring at

## $\$ 15 \$ 20 \$ 25 \$ 30$

In styles that are new and prices that are really reasonable


All of the other things in men's fixings such as hats, shirts, neckties and underwear are on display in the newest spring styles.


[^0]:    Advertised brands which we abso-

[^1]:    Nor Nineteen Sixteen, made in two chassis, 45 horsepower, with seven passenger bodies. The 1916 Buicks eliminate the jolts and jars of the rough roads.

