

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27. NUMBER 53

PLAINVIEW, TEXAS, MONDAY, JULY 3, 1916

WHEAT YIELD IS GOOD; SUMMER FALLOW IS BEST

PRICE IS AS GOOD AS LAST YEAR; WEIGHT IS AROUND SIXTY POUNDS.

QUALITY BETTER THAN IN 1915

Throughout Section Yield is Better Than Expected—Twenty Cars Shipped.

Twenty carloads of the new wheat crop has been shipped from Plainview. Most of it was consigned to east Texas points. The yield has been much better in almost every section of the South Plains than was expected, and the test has been high. A. G. Hinn, of the Harvest Queen Mills, keeps closely in touch with the wheat crop of this territory, and states that the yield has been from ten to thirty bushels. He finds the quality better, the test being on an average between sixty and sixty-two pounds to the bushel. The price last year at the opening of the season was lower than this year. However, the prices now paid and those paid last year are practically on a parity.

L. F. Cobb states that the wheat he has been receiving is as fine as any he ever saw anywhere, and he has been handling grain all his life.

One thing which is noticeable is the difference in yields on adjoining plots of ground which are cultivated differently. The land which has been summer fallowed produces the best and the most grain. Many of the wheat farmers who planted last year to wheat and who attempted crops again this year on the same plots are planning to summer fallow. It has been shown conclusively by some of the best farmers in this section that summer fallowing of wheat pays.

Some yields from representative farms are given below. However, this resume does not include just summer-fallowed fields, the bulk of it being farms which were cropped last year.

Robert McGullin, candidate for sheriff of Lamb County, stated this morning that the wheat yield in that county is much better than had been expected. The quality of the grain is much better than that of last year.

On the Helen Temple Farm one sixty-acre field averaged twenty-two bushels to the acre. This was unirrigated wheat.

Captain T. J. Tilson says the average from his farms will be seventeen bushels.

Floyd County's yield is proving satisfactory, also, as the following story in the Floyd County Hesperian indicates:

"Early reports of wheat production, as determined from threshing figures, in Floyd County have a very optimistic tone. A dry period during maturing stage was expected to reduce the crop from normal to half a regular crop. It is now believed that the average over the county, if late crops produce proportionally, will be around eighteen bushels.

"A. J. Blackwell, who finished threshing this week, made a yield of twelve bushels per acre, after taking a half loss of forty-five per cent.

"J. W. Freeman's crop threshed out an average of twenty-three bushels testing 63 pounds per bushel.

"A. C. Krause, of the southwestern portion of the county, made an average of twenty bushels on one hundred and fifty acres.

"The samples from these crops indicate a high grade of grain in every instance."

The Herald's correspondent at Petersburg says: "The threshers have begun running, and wheat is turning out better than was expected."

Rev. Truitt Will Be With Baptists in August Meeting

Dr. Geo. W. Truitt, of Dallas, one of the most influential and powerful ministers in the Baptist Church in the South, will be in Plainview for ten days after the first of August and will assist Rev. I. E. Gates, pastor of the First Baptist Church, in a revival meeting. Dr. Truitt will conduct the meeting until his arrival, in the event that the official board of the church decides tonight to begin the meeting before that time. A. C. Hatchell will lead the singing.

ENTRY OF STUTZ BEARCAT CREATES INTEREST IN RACES

Concessions at Speedway Will Be Housed Tonight—New Entries Expected Tomorrow.

The entry this afternoon of a Stutz Bearcat in the auto races for tomorrow caused interest to become acute. William Anderson, of Estilline, has entered this car. Since the limit on entrance is tomorrow morning, many cars which will participate in the races have not yet been entered. Among those registered today are:

Pierce Arrow six, Hubbard Brothers, Plainview; Buick six, Don Wallen, Plainview; Stutz, William Anderson, Estilline; Spaulding, J. D. White, Matador. Mr. Garner, who has charge of the entry list, said that there was a Stutz out of Tulla and a Cadillac from Lubbock and numerous others to be entered in the morning.

In regard to the motorcycle race Mr. Garner said that as yet he had received no entries, but that he was expecting ten motorcycles to enter in the morning.

"The small cars," Mr. Garner said, have not been booked, but will be by tomorrow morning." No stock cars have been registered up to this time. The bandstand has been erected and will be ready for use tomorrow. The judges stand is being finished today. The lemonade stands and other concessions buildings are under construction. Everything possible is being done for the convenience and pleasure of those who will visit the race track, and all are assured of an enjoyable time.

WOULD BRING GOOD-ROADS ENTHUSIASTS TOGETHER.

O. M. Unger is in receipt of a letter from D. E. Colp, of San Antonio, relative to a meeting of all parties interested in good roads in Texas. It has been suggested that the meeting be held in August. The suggested place is Medina Dam, near San Antonio. In case the meeting is held, a sociability run will probably be made by a number of cars from Plainview. Mr. Unger has been actively interested in good roads, and has been of much assistance in getting the roads through Plainview on recognized and charted highway systems.

CAPT. TILSON WILL SPEAK BEFORE CHAMBER OF COMMERCE.

Tonight is the regular meeting time for the Chamber of Commerce. The secretary, Col. R. P. Smyth, announces that Capt. T. J. Tilson, representative from this district, will speak to the body tonight and will consult with them regarding needed legislation.

PIPKIN SUCCEEDS MYERS AS MANAGER T. L. D. CO.

Myers Becomes Superintendent of Cuban Railways—Will Be There July Fifteenth.

Effective July 15, C. F. Myers, general manager of the Texas Land and Development Company, has tendered his resignation. Mr. Myers is to become general superintendent of the Cuban Railways, and will leave soon, before the fifteenth, for his new home, in Cuba.

Mr. Myers has been manager of the T. L. & D. Co. for the past several months, and has made many friends in Plainview.

To succeed Mr. Myers, J. W. Pipkin has been selected. He assumes his new duties formally on July 15, and left Sunday for New York City to consult with H. I. Miller, president of the company, and other officials.

Mr. Pipkin is well known in Plainview, having lived here a number of years. He has been superintendent of farms.

Geo. B. Doubleday has been appointed auditor and treasurer. John F. Watson has been selected to succeed Mr. Pipkin as superintendent of farms.

DR. GIDNEY WILL VISIT IN STATE OF OREGON.

Dr. C. C. Gidney and his brother-in-law, Charles Kellehor, of Sherman, will leave this week for Oregon for a visit. Mr. Kellehor will arrive within the next few days.

The Flag.

Hats off!
Along the street there comes
A blare of bugles, a ruffle of drums,
A flash of color beneath the sky:
Hats off!
The flag is passing by!

Blue and crimson and white it shines,
Over the steel-tipped, ordered lines:
Hats off!
The colors before us fly;
But more than the flag is passing by.

Sea-fights and land-fights, grim and great,

Fought to make and to save the State;
Weary marches and sinking ships;
Cheers of victory on dying lips.

Days of plenty and years of peace,
March of a strong land's swift increase;

Equal justice, right and law,
Stately honor and reverend awe;

Sign of a nation great and strong
Toward her people from foreign wrong;

Pride and glory and honor—all
Live in the colors to stand or fall.

Hats off!
Along the street there comes
A blare of bugles, a ruffle of drums;
And loyal hearts are beating high:
Hats off!
The flag is passing by!

—Selected.

SHEEP MAKE HANDSOME PROFITS ON SOUTH PLAINS

ALEX ANDERSON'S SMALL FLOCK HAVE COST VERY LITTLE AND HAVE MADE GOOD PROFIT.

LAMBS WEIGHED 140 POUNDS

Wool Is Profitable By-Product—San-som & Sons Have Bought 22 Tons from Bledsoes.

An interesting story is told about the sheep of Alex Anderson, who lives seven miles west of Plainview. It is said that Mr. Anderson has told the story himself a few times, and expressions of surprise and else have caused him to tell it less often. But the facts of the story can be substantiated by affidavits from responsible men.

In 1915 Mr. Anderson bought 22 ewes which lambed in March and April. He saved 34 lambs. In December of the same year and the following January he saved 25 lambs from the same ewes, making a total of 59 lambs.

Lambs Weighed 140 Pounds.
On April 1, 1916, he sold 12 yearling lambs, averaging 140, pounds at \$10.00, netting him approximately \$159. He also sold thirteen wether springer lambs, averaging seventy-four pounds, at \$10.50, netting him approximately \$94.

Wool Valuable By-Product.
The clip off the wool of the original ewes and twelve yearlings amounted to 414 pounds, worth 25 cents per pound, or \$103.00.

He has left the original ewes, less one, which died. They are worth as much if not more now than when he purchased them, since ewes are worth more now than when these were bought. He has left twelve head of yearling ewes, worth conservatively \$10.00 per head, a total of \$120.00, and seventeen December and January ewe lambs worth \$5.00, or a total of \$85.

Over and above the original investment, Mr. Anderson has sold and now has on hand \$561 worth of sheep and wool. He estimates that \$1 per head for the ewes, \$22, is the cost of grain fed and interest on his investment. Pasturage of wheat was used.

W. E. Bledsoe and sons have contracted for their wether lambs to Chas. Schuler. There are about 1,300 head involved in this deal. They are worth \$4.50 per head, and are sold for November delivery.

Bledsoe and sons have also sold their 1915 wool clip, 44,000 pounds, to Sansom & Son.

Jordan & Cole have contracted for a large bunch of lambs

FREIGHT RATE DELEGATES TO MEET HERE SATURDAY

REPRESENTATIVES FROM TOWNS OF AFFECTED TERRITORY ARE EXPECTED.

HEARING AT AUSTIN IN AUGUST

Removal of Differential Will Mean Money in Pockets of Farmers and Merchants.

A meeting of representatives of all commercial organizations in the territory affected by differential rates on the Panhandle and Santa Fe Railway will be held Saturday morning at eleven o'clock. The delegates will meet in the Hotel Ware.

Representatives from Lubbock, Hale Center, Floydada, Lockney, Slaton, Post City, Tulla, Canyon, Happy, Kress and other cities affected are expected to attend.

The initiative in this move is being taken by the Young Men's Business League of Plainview, through a committee composed of A. G. Hinn, Judge J. E. Lancaster, P. J. Wooldridge and F. F. Harbin.

The railway commission of Texas has called a hearing for August 8, at which time the matter of removing differential rates on the territory from Fullerville to Amarillo and of combining the Panhandle and Santa Fe with the Gulf, Colorado and Santa Fe will be threshed out.

The local committee, as is everyone else interested, is anxious to have complete and full data to present, so that the side of the shippers will be fairly presented to the commission.

They are anxious to get action as speedily as possible, for the shipment of grain has begun and the differential rate is naturally borne by the farmers, who would receive a price twenty to forty dollars per car better for their grain.

IS CANDIDATE FOR TEXAS CONGRESSMAN-AT-LARGE.

H. L. Darwin, of Cooper, was in Plainview Saturday in the interest of his candidacy for Congressman-at-Large from Texas.

NURSERYMEN HELD SUCCESSFUL CONVENTION IN MILWAUKEE.

L. N. Dalmont returned Sunday morning from Milwaukee, where he has been attending the National Nurserymen's Association annual convention. Mr. Dalmont reports a successful meeting.

WILLIAMS' MOTHER HAS CHANCE FOR RECOVERY

Miss Goode Is Able to Continue Her Visit—Miss Williams' Injuries Not Considered Very Serious.

A letter from E. R. Williams to his family states that his mother, who was injured in an automobile accident in Dallas last week, has a fighting chance for recovery. Miss Mary Williams suffered severe burns, but her injuries are not considered serious. Miss Burr Goode is much bruised, but not seriously. She is now visiting in Glen Rose with her friend, Mrs. Mable Wayland Adams.

The first details of the automobile accident in which the mother of E. R. Williams, Misses Mary Williams and Burr Goode, teacher at Wayland Baptist College, and others were injured in Dallas, was received in The Dallas Morning News of Friday. Following is the account of the accident:

Eight persons were injured, several of them seriously, about 10 o'clock last night, when E. B. Guthrie, who lives at 4210 Junius Street, blinded by an out-going Bryan Street car, drove an automobile loaded with seven others besides himself in front of an in-coming Bryan Street car, on Bryan Street, between Fitzhugh Street and Prairie Avenue.

The automobile was turning into the driveway at the home of Mrs. E. M. Turner, 4811 Bryan Street, a relative of Mr. Guthrie, when the street car struck the rear of the machine. The automobile made a complete revolution as it turned bottom up across the curbing.

The injured were:
E. B. Guthrie, 4210 Junius Street.
Mrs. E. B. Guthrie, 4210 Junius Street.

Mrs. R. M. Williams, mother of Mrs. Guthrie.

Miss Mary Williams, daughter of Mrs. Williams, 4210 Junius Street.

Mrs. E. M. Turner, 4811 Bryan Street.

Miss Burr Goode, of Plainview, visiting Mr. and Mrs. Guthrie.

Donald Guthrie, 6 years old, son of Mr. and Mrs. Guthrie.

Gene Guthrie, 12 years old, son of Mr. and Mrs. Guthrie.

Mr. Guthrie was taking Mrs. Turner home after a visit at his home during the evening. He was driving a small machine, as his son, Roger Guthrie, a student in Southern Methodist University, was out at the time in his larger machine.

A. H. Garland, a jitney driver, who lives at 1718 Ripley Street, formerly a "motor cop," was one of the first men on the scene. He assisted in lifting the machine from the eight persons underneath and in carrying the injured into the house occupied by H. B. Criswell at 4807 Bryan Street. He said the street car stopped within fifty feet of where it struck the automobile.

Interne Kuykendall and his assistants at the Emergency Hospital were on the scene early and gave first aid. The injured were made comfortable at the home of Mr. Criswell until ambulances arrived to take them to the Baptist Sanitarium. Mrs. Turner was taken next door, to her home, and Mr. Guthrie and his two boys remained at Mr. Criswell's.

Mrs. R. M. Williams, aged 69 years, may be fatally injured. She received cerebral injuries, and it was thought by the attending physicians at the Baptist Sanitarium that her skull was probably fractured. She had hemorrhages from the back of her head. She was also very badly shocked. Mrs. Williams is the mother of Mrs. E. B. Guthrie.

Miss Mary Williams, daughter of Mrs. Williams, was badly shocked and received burns from the scalding water of the radiator. She was taken to the Baptist Sanitarium.

Mrs. E. B. Guthrie and Miss Burr Goode received a number of body contusions and complained of muscular soreness and pains in the back. They are at the Baptist Sanitarium.

E. B. Guthrie received injuries to his back and leg. He and his two boys were removed to the home.

Dr. M. P. Stone and Dr. E. M. Hacker attended the patients.

A large crowd soon gathered on the spot as the news of the accident was spread by passing jitney drivers and automobilists and by the noise of ambulances. The street car that struck the machine, driven by Motorman H. P. Vogel, remained at the corner of Bryan Street and Prairie Avenue for about forty-five minutes, the traffic on the line being tied up during that time.

FRENCH CAPTURE 3,500 GERMANS ON THE SOMME

BRITISH ARE UNABLE TO HOLD TERRITORY NORTH OF ANCRE VALLEY TAKEN EARLY IN DAY.

ALLIED DRIVE LASTED 7 DAYS

More Than a Million Shots Were Fired Daily—Thiaumont Work Recaptured.

LONDON, July 1.—The grand offensive on the western front begun by the British and French on both sides of the River Somme, sixty miles north of Paris, early this morning has already resulted in a great wedge being driven into the German lines along a sixteen-mile front, with its sharp point penetrating nearly five miles, including the capture of a German labyrinth of trenches on a front of seven miles to a depth of 1,000 yards. Two thousand Germans were captured by the British, including two regimental commanders and the whole of one regimental staff up to last reports from the front. The French had captured 3,500 Germans, according to reports from Paris. The official report of the battle says German casualties have been very severe, as shown by the number of enemy dead found on the field.

North of the Ancre Valley the British were unable to hold all the ground taken earlier in the day.

At 6 o'clock tonight the British had pushed from a short distance east of Albert as far as Montauban, more than five miles away, and had repulsed a German counter attack on that village.

Both to the north and the south a number of other villages, including Hebuterne, Serre, La Boisselle and Mametz, had been swept out of German hands, some of them only after determined resistance on the part of their defenders.

Fricourt, three miles east of Albert, was still in German possession in the early evening, but with the capture of Montauban and Mametz, to the east and southeast of it, and La Boisselle, to the northeast, the place was nearly surrounded, and its speedy surrender seemed inevitable.

The entente allied drive was begun against German trenches after a seven-day bombardment, in which more than 1,000,000 shots daily had been fired.

In co-operation with the British, the French initiated a strong offensive. South of the Somme they captured four villages, and north of that river they established themselves in the neighborhood of Hardecourt and Curlu. The number of unwounded German prisoners taken by the French had reached 3,500 up to the time of sending the last official report.

The recapture of the famous Thiaumont work by the French also has been effected. This important strategic point has changed hands several times, and around it probably thousands of men have fallen. On the left bank of the Meuse the fighting is most intense around Hill 304, Le Mort Homme and Avocourt.

Italians Continue Drive.

In the Trentino the Italians continue to advance along the entire Posina line and in the Arsa Valley. Artillery bombardments mark the action on the rest of the Austro-Italian front.

While the Russians report progress south of the Dniester River in Galicia, the Austro-Germans claim the capture of Russian works west and northwest of Lutsk, especially in the vicinity of Sokul, Volhynia.

Maintaining their drive against the Austrians in Galicia, in the region of Kolomea, the Russians have captured many villages. Northwest of Kimpolung, Bukovina, the Russians are in the mountains, and they report the seizure of several strong positions. Attacks of German troops in the region of the Lipa River were repulsed with heavy losses, Petrograd asserts.

Russians Take More Prisoners.

The German troops under General von Linsingen have taken Russian positions west of Kolki and southwest of Sokul. Fighting is in progress south-west of Lutsk. General von Linsingen's forces since June 16 have captured 26 officers and 3,165 men. Petrograd reports the number of prisoners taken from June 4 to 30, inclusive, as 217,000 officers and men.

O. E. Neal, of Lubbock, was in Plainview on business yesterday.

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Wheat yields in the Plainview country are surprisingly good. Nearly every farmer has found that his grain is threshing out more than he expected.

MUTUALLY LACK FAITH.

One of the difficulties in the way of a complete understanding between the United States and Mexico is lack of confidence. The citizens of the United States in general regard the inhabitants of Mexico as men without honor, men of treachery, and this is especially true in the Southwest, where the term "Mexican" carries with it implied insincerity and treacherousness. On the other hand, the Mexican is equally as void of confidence in any white man. From the fifteenth century, the time of Cortez, they have seen nothing but the baser side of the white man. Cortez, himself, the conqueror of Mexico, was forced from a university of the Old World because of his strong animal nature and unrestrained passion for the fairer sex. Greed prompted most of the adventurers who went into Mexico. The Church ruled by force and was little less avaricious. Despoiling the fruits of labor of the natives, suppressing what little ambition was inherent to be thrifty and economic, feigning religion and under its sheltering cloak despoiling fortunes and the primitive instinct of home and affection, the conquerors of Mexico outraged the natives. No wonder they lack confidence.

Smoldering on a base of centuries of wrong and oppression, is the fire of hatred. Whatever national unity there is in Mexico probably centers on the recollection of the humiliating wars of 1836 and of a decade later. That, we believe, as a nation, is Mexico's interpretation of American motives, of our national ideals. Yet they are prompted in their attitude in some degree by a national feeling; by national pride, in as much as they have it. Conditions in Mexico for centuries past have been conducive to revolution. Any lasting reform must be with the people, for in the hearts of the people lives the nation. For whatever force, for it must be force, which undertakes the reconstruction, or more properly the construction, of the Mexican nation there is a problem not merely of weeks' and months' duration, but of years' and generations'. It must be a process of education.

Mexico has some traditions, it has some little national unity, it has some pride, which has been kept intact by a dictator and has lived through revolution and internal dissension.

GREAT IS THE PRESS.

The members of the Texas Press Association went to El Paso, viewed the conditions as they were, came home and wrote about it. As soon as President Wilson heard just the exact truth of the matter he got busy, and now we have intervention on the way for the neighbor republic. Powerful is the press always, and more so that of the country press.—Richardson Echo.

The press is powerful. The country press is influential. It is one of the most potent factors in molding public opinion. But—we can't see the connection between President Wilson's taking aggressive action in the border problem and the visit of the Texas Press Association to El Paso and their pictures in the country press of Texas of the conditions existing. We wonder how many of the writeups the chief executive or his secretaries read. Of course, that publicity of conditions given by the rural press of Texas will have some influence, but owing to the restricted and local circulation of our Texas country papers we cannot believe that such quick returns are probable.

Editor Harben certainly must have been impressed with his visit to El Paso and with his and contemporary resulting articles on the Mexican situation.

PENALIZING INITIATIVE.

Some Panhandle papers are howling about "hoggish Amarillo." Of course, as a matter of fact, Amarillo is after anything good she can get—just like every other town on the Plains. But, as another matter of fact, Amarillo hasn't acted any more hoggish about some things than some other towns. To say that the people of the Panhandle will not support Judge Hall simply because he happens to have lived in Amarillo during the past few years is putting it in a very hoggish light from the people who make the assertion. Judge Hall's home is in Vernon, and he has lived in Amarillo only during his term of office in the Court of Civil Appeals, which happens to be in Amarillo. The trouble with some people is that they would like to see their town gobble up everything good that comes along, and then yell "hog" at the other fellow who beats them out of a piece of pie. Forget it, if you think Amarillo is hoggish. She has become a good town because she has gone after things worth while, which no doubt a majority of the other towns overlooked entirely.—Randall County News.

Food for Thought

Do not let the good things of life rob you of the best things.—Maltbie Davenport Babeock.

I wish we might have health enough to know virtue when we see it, and not cry "Madman!" when a hero passes.—Ralph Waldo Emerson.

It does not matter if the greatest thing for you to do be not in itself great. The best preparation for greatness comes in doing faithfully the little things that lie nearest. The nearest is the greatest in most human lives.—David Starr Jordan.

The way to fame is like the way to heaven—through much tribulation.—Laurence Sterne.

A rich and well stored mind is the only true philosopher's stone extracting pure gold from all the base material around. It can create its own beauty, wealth, power, happiness. It has no dreary solitudes. The past ages are its possession, and the long line of illustrious dead are its friends. Whatever the world has seen brave and noble, beautiful and good, it can command. It mingles in all the grand and solemn scenes of history, and is an actor in every great and stirring event. It is by the side of Bayard as he stands alone upon the bridge and saves the army. It weeps over the true heart of chivalry, the gallant Sydney, as with dying hand he puts away the cup from his parched and fevered lips. It leaps into the yawning gulf with Curtius; follows the white plume of Navarre at Ivry; rides with Hampden; mounts the scaffold with Russell, and catches the dying prayer of the noble Sir Harry Vane. It fights for the glory of Granicus, for fame at Avineourt, for empire at Waterloo, for power on the Ganges; for religion in Palestine, for country at Thermopylae, and for freedom at Bunker Hill. It marches with Alexander, reigns with Augustus, sings with Homer, teaches with Plato, pleads with Demosthenes, loves with Petrarch; is imprisoned with Paul, suffers with Stephen, and dies with Christ. It feels no tyranny, and knows no subjection. Misfortune cannot subdue it, power cannot crush it, unjust laws cannot oppress it. Ever steady, faithful and true, shining by night as by day, it abides with you always and everywhere.—George Davis, in a speech at the Greensboro College for Women, 1856.

Often we look for the worst. It is well to be prepared for the worst, but there's no use crying before you are hit. Practically every farmer has made more wheat than he expected. Some of us feared the worst, talked the worst, and saw only the worst. "Hard times" is largely psychological. Often this condition exists only in the minds of the people. If you think you are "up against it" and the other fellow thinks he is in the same condition, hard times will come, for then the channels of trade will become congested. Most of our money panics have been psychological. Someone has said panics are always psychological, never logical. Don't howl until you are hit!

DO YOU KNOW THAT

- Better wages make better health?
- Better health makes better citizens?
- Better citizens make a better nation?
- The U. S. Public Health Service found 78 per cent of the rural homes in a certain county unprotected with sanitary conveniences of any kind?
- Cholera is spread in the same manner as typhoid fever?
- Scarlet fever kills over 10,000 Americans each year?
- Hookworm enters through the skin?
- He who builds up health lays up treasure in the Bank of Nature?

A DIVERSIFIED ANIMAL.

The Herald is firmly convinced that sheep offer the South Plains farmers a good means of turning their surplus sorghum grains into money. There are several farmers who have made good money with a few sheep, and many who have found large sheep herds profitable. Sheep are farm gleaners. They will clean the grass out of the growing field crops and the lanes and roadways. They might be well termed a by-product of the farm.—Plainview Herald.

The sheep used to be man's dependence for meat. Indeed, the sheep in ye ancient tyme was mankind's board and clothes, for the flesh of him was food and the hair of him apparel for his master. Then, on top of that, the sloop of the male persuasion supplied our primitive ancestors with their most popular musical instrument—the ram's horn cornet. Still other uses were made of the sheep, for his skin was valued by the diploma manufacturers, and many is the serious-minded graduate who has yielded to a graven sheepskin that our idolatrous forefathers granted to graven images. But latterly the sheep has become a comparatively small factor in the life of man. There are substitutes for wool that bring a lower price, there are meats that appeal to more tastes than does mutton, there are tin bugles and brass trombones and silver saxophones, not to mention reeds and woodwinds, which are rather to be chosen than rams' horns by musicians. Finally, there are parchments and textiles which serve the diploma-makers even better than the sheepskin serves them. Wherefore the sheep is not as important as once he was; but he is still important enough to make him a desirable assistant on many farms. He is as rich in mutton and in wool as when Abraham was ranching in Mesopotamia; and just as Abraham, with limited markets and without railroad facilities, made a good thing out of sheep-raising, so the modern shepherd can make a good thing out of it if he will. If there were more sheep in America there would be cheaper meat, and less subserviency to the packing trust.—State Press in Dallas News.

◆◆◆◆◆
DR. S. C. ROSS,
Veterinarian
and Livestock Inspector.
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Office: R. A. Long Drug Co.
Calls Answered Day or Night.
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THIRTEEN CARS LIVESTOCK WERE SHIPPED SATURDAY.

Six cars of hogs and two cars of cattle were shipped from Floyd County same market.

Saturday, Plainview shipped five additional cars of hogs, three billed out from H. W. Knapp to Fort Worth and two from W. A. Watson & Son to the same market.

MAKE COOKING A REAL PLEASURE

As soon as you have an Oil Stove cooking will be a real pleasure. They are always ready when you are. They save fuel, save health, save temper, save food, and save money for the owner. There should be an immense amount of satisfaction in the increased efficiency and the comfort in ownership of a modern appliance like a guaranteed oil stove. Wouldn't it be a boon to the housewife in your home if she could eliminate the heat and worry of the old fashioned method of cooking and have the advantage of the coolness, comfort and quickness of a real oil stove? The heat is right under (and hence goes up into) the "cooking" and not out into the room. The heat is always under perfect control.

You can keep one or four burners at an intensely hot flame, or at a mere simmer. To regulate the heat you turn a lever according to a dial.

Oil stoves are clean, safe, economical, reliable. No wicks to trim nor valves to leak. The oil supply is automatically constant.

Water heaters give you plenty of hot water—any time—without heating your kitchen.

Glass door ovens are perfect bakers, insulated with air space and asbestos, retaining heat for the cooking.

We sell The Florence and other high-grade makes of Oil Stoves and invite your careful inspection of their merits.

R. C. WARE HARDWARE COMPANY
Phone 178

A Hot, Dry 4th of July

Will make you anxious to find the most sanitary fountain in town. The one which serves the greatest variety of wholesome soft drinks. You will make no mistake by dropping in at The Rexall Store, where the fountain service is kept up to the usual Rexall standard.

DYE DRUG COMPANY
The Rexall Store
Phone 23



Prince Albert gives smokers such delight, because

- its flavor is so different and so delightfully good;
- it can't bite your tongue;
- it can't parch your throat;
- you can smoke it as long and as hard as you like without any comeback but real tobacco happiness!

On the reverse side of every Prince Albert package you will read: "PROCESS PATENTED JULY 30th, 1907" That means to you a lot of tobacco enjoyment. Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

PRINCE ALBERT

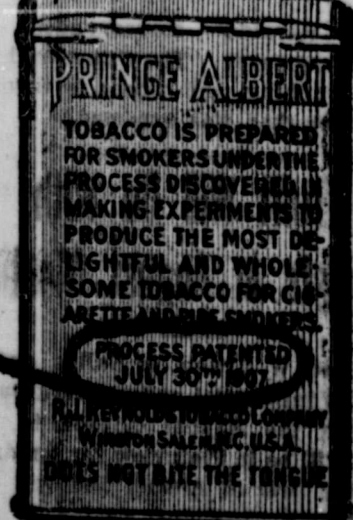
the national joy smoke

in goodness and in pipe satisfaction is all we or its enthusiastic friends ever claimed for it!

It answers every smoke desire you or any other man ever had! It is so cool and fragrant and appealing to your smokeappetite that you will get chummy with it in a mighty short time!

Will you invest 5c or 10c to prove out our say-so on the national joy smoke?

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.



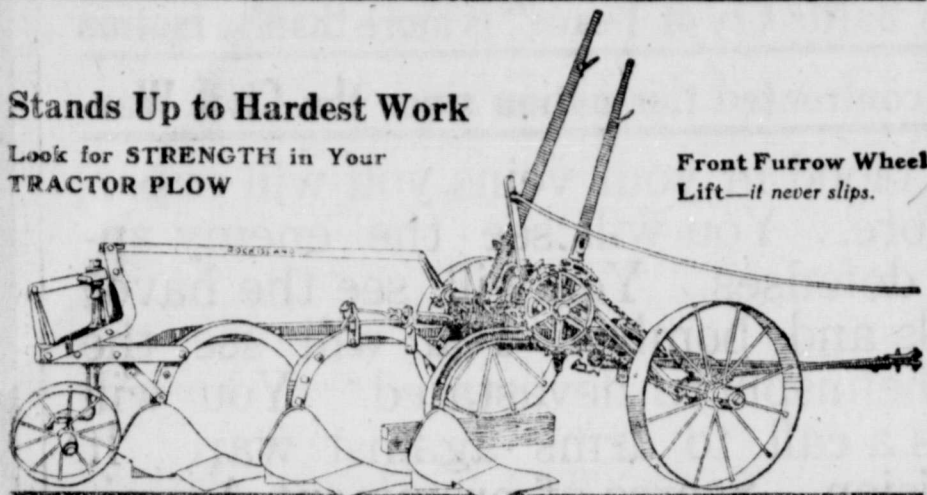
This is the reverse side of the Prince Albert tin. Read this "Patented Process" message and realize what it means in making Prince Albert so much to your liking.

Prompt Service Prompt Service
CALL
City Taxi Service
 "Never Misses a Train"
 Number 44 at J. W. Willis Drug Company
 Careful Driver Courteous Treatment

Stands Up to Hardest Work

Look for **STRENGTH** in Your **TRACTOR PLOW**

Front Furrow Wheel Lift—it never slips.



ROCK ISLAND TRACTOR PLOWS

for Any Size Tractor. All the latest improvements.
 Rock Island No. 11 Light Tractor Plow No. 12 Regular
 Both equipped with famous ROCK ISLAND Power Lift.

ROCK ISLAND NO. 11 LIGHT TRACTOR PLOW

THIS plow is a very strong but light plow, built for use with Light Tractors. Where the No. 12, 2 bottom plow weighs 1000 lbs, the No. 11 weighs only 700 lbs. The No. 11 is furnished with either 1, 2 or 3 bottoms, cutting 10, 12, 14 or 16 inches per bottom as ordered. It is built strong enough to stand all the hard work and strain ever required of it. The No. 11 has lots of clearance; will not clog or choke up. Rock Island Tractor Plows are designed right, built of the right material, and will do their work on your land the way you want it done.

ROCK ISLAND NO. 12 REGULAR TRACTOR PLOW

THIS plow is designed for the heaviest, hardest work behind any tractor. The same general construction as the No. 11 but heavier and larger. The power for the power lift on the No. 11 and 12 is obtained from the front furrow wheel. This wheel is always on solid ground. It never slips. This is an exclusive Rock Island feature. The No. 12 is built with 2, 3 or 4 bottoms cutting 14 and 16 inch furrows. Both the No. 11 and No. 12 are one man plows. The tractor operator handles both levers and the power lift from his place on the tractor.

Write for Tractor Plow Booklet giving full details of this wonderful light plow.
 Headquarters for Tractor Plows—Ask Us

ROCK ISLAND PLOW CO.
 SOUTHWESTERN DISTRIBUTORS DALLAS, TEXAS

Personal News

Miss Lillian Maben left Saturday for Dublin, where she will spend her vacation with her mother and father.

W. A. Todd went to Lubbock Saturday on business.

H. B. Cogdell went to Ralls Saturday for a few weeks' visit.

Miss Anna Joe DeWald, of Abernathy, is visiting here with Miss Dorothy Vanderpool.

Miss Lucile Bryan returned Saturday from Roswell, New Mexico. She was accompanied by Miss Una and Vera Blackwood, who will visit here for a few weeks.

Mr. and Mrs. R. L. Peters left Saturday for Denver, Colorado, for a visit with their daughter, Mrs. H. P. Swann.

Mrs. Lou Higgins went to Tulla Saturday for a visit.

Miss Kathlyn Polansky, manager of the Western Union Telegraph Company's Plainview office, who has been visiting in Chicago, returned home Saturday.

Miss Lena Baker, of Amarillo, arrived Saturday for a visit with Mrs. G. W. Bain.

Earl Vaughn left Saturday for Durant, Oklahoma, where he will visit with his sister.

Mrs. C. H. Sprester and son, Noble, returned to Abernathy Saturday, after visiting here.

Miss Leona McKinney went to Hale Center Saturday to visit with Miss Mildred Cox.

Mrs. Nannie Snell, accompanied by her son, William, left Saturday for Sherman and Denison, where they will make visits and then proceed to St. Louis to visit with Mrs. Snell's father.

Mrs. J. A. Snodgrass left Saturday for Hamlin, where she will visit with her sister for a month.

WHEAT AT PETERSBURG BETTER THAN EXPECTED.

PETERSBURG, Texas, June 27.—The threshers have begun running, and wheat is turning out better than was expected.

Marcus Gregory shipped two carloads of hogs this week. L. C. Claitor went with the shipment to Fort Worth. From there he goes to Lamar County to visit among his old friends.

Turner Moreland and family, from Lakeview, were pleasant visitors in the home of L. C. Claitor recently.

The Mothers' Club met June 23rd. Quite a nice crowd was in attendance. The picnic for July 15th was the topic for the afternoon. All arrangements have been completed, and we hope for a grand success. The proceeds from the stands and entertainment will be used for the school.

Miss Luella Moon is on the sick list this week. We hope she will soon recover.

We are glad to welcome Mr. and Mrs. Ed M. White back in our midst. They have been in Plainview for several months.

Clyde Martin and Dennis White have finished their commercial courses at Wayland College, and are now at their respective homes.

Miss Annie Hughes and Lilburn Claitor, Jr., attended the marriage of Miss Cora Hamilton and M. Herman Pauley, in Lockney, Sunday evening.

Wm. Britt, accompanied by his family and Miss Annie Hegl, were in Plainview Wednesday, shopping.

The stork has been very kind to two of our families this week, leaving dainty little girl babies in the homes of John Allen, Jr., and Ed Carmicle.

Quite a crowd from here attended the picnic at Lorenzo Wednesday.

Mrs. R. I. Moon entertained her Sunday School class Thursday evening. Ice cream and cake were served to the little folks. Such a jolly, good time as they did have!

The members of the basketball team are playing on their new grounds now. They are practicing to play a match game at the picnic.

The Needlework Club met with Mrs. Herman Wise, June 29th. Music and conversation were the chief diversions. Cake and punch were served to the club members and guests. Mrs. Wise

was assisted in entertaining by her sister, Miss Martha Ersland, from Chickasha, Okla. The guests were Mrs. Roy Allen, from Texico; Miss Martin Ray, from Weatherford; Miss Lena Daiby, from Lubbock, and Mrs. A. E. Bailey, town.

Cecil White, who now resides in Kirk, New Mexico, is visiting his parents, Rev. and Mrs. Henry White, near town.

Herald, you must not forget to come to our picnic, and tell every one you see to come. Remember the date, July 15th. All the candidates are invited. We promise a good dinner.

ALFALFA THE BEST GREEN FEED.
 The very best green feed for hens

is alfalfa—green alfalfa in the warm months and alfalfa leaves in the winter. Alfalfa leaves are richer in body and egg-making material than oil meal. Alfalfa is palatable; it keeps the bowels in just the right condition for promoting good digestion and health. It is rich in both protein and mineral matter—the two essential materials for growth and for eggs.

Clover is next to alfalfa in feed value, and the grasses follow. Cabbage is good. Many poultrymen raise lettuce just for hen feed. Lawn clippings are relished. Beets and mangels are relished for a variety. A hen should have all the green feed she will eat every day of her life.—Chicago Livestock World.

Hotpoint Week July 3 to 8

Hotpoint week has become a permanent annual institution. Six years ago we started with one day in the year devoted to the sale at an introductory price, of a new Hotpoint Appliance. The purchasing public was so in harmony with the idea that we have found it necessary to extend the sale from one day to a week.

See the Mechanical Hotpoint Maid demonstrating the sweeper in our window.



This year Hotpoint week will be devoted to making, and dedicated to, brighter, cleaner homes.

A Pressed Steel Case Hotpoint Vacuum Cleaner

is the article that will be on sale this year, July 3rd to 8th.

Special Price \$19.50

FEATURES TO REMEMBER

Pressed Steel Case—Permitting a high nickle finish, has smooth interior, offering no resistance to air current and having no projections to which particles of thread, lint, etc., may adhere. Affords great durability and sturdiness in addition to graceful lines.

Air-Cooled Motor—Cooled by air drawn thru the motor case by special construction—lengthens motor life, keeps contact brushes free from carbon and eliminates lubrication troubles.

Superior Oiling System—Oilless wheel bearings and all motor bearings running in oil reservoirs. No chance for oil to drip on the floor.

Suction Shoe—Standard 12-inch, giving great capacity.

Bayonet Lock Dust Bag—Double lined, easily and quickly detachable.

Comfort Grip Handle—(Fits your hand)—Most easily manipulated.

Improved Handle Lock—Simple and sure locking device, holding handle firmly in desired position.

Push Button Control—Within easy reach of thumb or forefinger of operator.

Swivel Rear Caster—A new and novel arrangement, permitting ease of operations.

Light Weight—Combines lightness and durability.

Vibrationless Motor—The manner in which the motor is mounted makes it almost entirely free from vibration.



GARRISON-CONNOR ELECTRIC CO.

119 West Sixth Street

HOME OF HOTPOINT APPLIANCES

Hotpoint Week July 3 to 8

Now Comes the Great Day of Patriotism

It's the one day when everyone takes the day off from labor for recreation and celebration. Plainview is to have a day of amusement for all who visit here.

Now then, the idea is this, you won't want to lug a big basket of dinner all over town during the motning so why bother with the matter of eats. Most of the visitors will want to lunch in the shade of the court house lawn. Our store is located at the northeast corner of the square and we are prepared to furnish you with

All Kinds of Lunch Goods for Your Party

The duality of our groceries will please you and you will be glad that you left that old lunch basket at home.

The policy of this store is to give every customer on a big or little order honest groceries at honest prices. You will do well to let us serve you during July and learn more of our service.

L. J. WARREN GROCERY CO.

233 and 234

Phones

233 and 234

If You Stay In Town

You will be too busy with the festivities of tomorrow to bother with cooking over a hot stove. You will have to miss the big doings or miss the dinner—unless you come here and select fresh fruit and an assortment from our big stock of lunch delicacies. These lines include Heinz, Beech Nut, and other products from the best food preparation concerns in the country.

If You Go Into the Country

Some of you will want to get away from the crowds and into the cool of the country on a camping or fishing trip with your own little bunch of friends. If these are your plans we will fit out your commissary department with everything you will need to make eating a pleasure.

Any way you plan the day we are ready to serve and have the good eats to make the service possible. Phone your orders early as we will want to see a little of the show ourselves.

Bennett Grocery Company

Phone 35

"The Battle Cry of Peace"

AT THE MAE I JULY 11TH AND 12TH.

will be shown the most noteworthy achievement in the history of motion pictures. But "The Battle Cry of Peace" is more than a motion picture. It is a great national propaganda dealing with the most important problem that has confronted this nation since the Civil War—

—the problem of America's unpreparedness. If you have a drop of red blood in your veins you will experience in witnessing this production a thrill such as you have never known before. You will see the enemy approaching, the powerlessness of New York, the weakness of its forts and defenses. You will see the havoc wrought by the enemy's howitzers, submarines, airships; by its shells, shrapnels and bombs. You will see the most beautiful sky line in the world in flames, the metropolis of the western hemisphere devastated. You will see New York fall, the desecration that follows. "The Battle Cry of Peace" is a call to arms against war. It was written by J. Stuart Blackton and vitagraphed under his personal supervision. Scores of prominent Americans in the army and navy and administrative circles have contributed to its preparation. Mr. Charles Richman, the distinguished actor, heads a cast of eminent Vitagraph stars—a cast containing twenty-five thousand National Guardsmen, five thousand hoases, eight thousand supernumeraries.

THE MAE I THEATRE

Schedule of Shows---1:00 p. m., 3:15 p. m., 5:30 p. m., 7:45 p. m., 10:00 p. m.

ALL TICKETS 50c.

ALL TICKETS 50c.

ALL TICKETS 50c.

The Herald's Review of the Movies

Thursday at The Ruby there is a program of variety. "Pansy's Paps," with Mary Anderson, Otto Lederer, Webster Campbell, Jack Weatherly and Jack Mower, is a one-reel comedy. The reel is an amusing one and the acting adequate. The humor is centered around Otto Lederer and his new auto. "Billie's Revenge" is a one-reel comedy, featuring William Reeves. He is made the victim of a practical joke by a number of his club friends, one of whom passes himself off as Billie's aunt. The comedy is quite laughable. Thursday's program is completed

with a three-reel Essanay, "The Despoiler." There are many tense and dramatic scenes throughout. The picture. Bryant Washburn takes the leading role, assisted by Warda Howard. The "Clarb" is a strong one, and well out of the beaten track. A woman who rejects riches and marries for love is the heroine. Later her life becomes strangely entangled with the wealthy discarded suitor and his dissolute son.

Saturday The Ruby will present "The Switchman's Story," one of the Kalem railroad thrillers, featuring the

versatile and daring actress Helen Rose Gibson. This is one of Miss Gibson's most thrilling pictures.

"Freddy Versus Hamlet" is a Ralph Ince one-reel farce production. The scenario centers around a village belle who falls in love with a fly-by-night thespian. The plot is mildly amusing, but William Dangman and a remarkably active old cab horse put unexpected vim into the picture. Tod Talford and Daisy DeVere are also of service in helping on the good work.

"The Road of Many Turnings" is a three-reel Vitagraph featuring Leah

Baird, the author of the play. The attention is held from the start, and has many commendable qualities. The machinery by which the innocent wife is trapped is a little complicated, and it occasionally creaks at the joints, but the climax is well handled. Miss Baird is admirable in the dual role of the twin sisters. Van Dyke, Louise Beaudet and others of the cast give the star adequate support.

Friday, at The Ruby, "Ham and Bud," in "Winning the Widow," will be laugh producers for the day.

"The Bankruptcy of Boggs and Shultz" is another knockabout comedy number, featuring Dick Smith, Ray Griffith and Alice Howell.

Vernon Bailey's "Sketch Book of London" is an interesting reel, showing scenes of London and winter sports at Quebec.

Friday's program at The Ruby will close with a novel two-reel offering, "The Girl Who Feared Daylight." Mary Fuller takes the leading role, supported by Wm. Welsh. The story is developed in a mountain cabin where a wounded hunter comes for relief.

"A Wife at Bay," a two-part domestic comedy-drama, will be shown at The Olympic Thursday. Ben Wilson and Dorothy Phillips make it a very entertaining offering.

"He's a Devil," with Eddie Lyons and Lee Moran, is a hilarious comedy. Eddie dreams that he has a visit from the devil, and some masquerade visitors help the situation to be very amusing.

"Beyond Recall," a two-part feature, with Anna Nilsson and Tom Moore, will also be shown Thursday. The scenario deals with two young men who go to foreign lands to seek their fortunes. The many tense and dramatic scenes that follow will keep the audience in wonder and suspense.

Friday "David Garrick," a Pallas production, featuring Dustin Farnum, will be shown at The Olympic. Of the acting of Dustin Farnum one cannot speak too highly. He is masterly. Mr. Farnum has a very fine conception of the character of the great tragedian, and he portrays it perfectly.



DUSTIN FARNUM

In "David Garrick," at The Olympic Friday.

ly. Considerable pains have been taken by the director in securing the proper atmosphere, and his success has been complete. The furniture and

dress of the period are reproduced with rare fidelity. The story, which, of course, is well known, has stood the test of the speaking stage, and loses none of the essential merits on the screen.

"Stars and Stripes in Mexico," a timely and interesting one-reel number, will be shown Saturday at The Olympic.

"The Strange Case of Mary Page," number twelve, will also be shown Saturday. The subject of this episode is "The Slums." The plot in this number thickens and proves to be of great interest. The trial is still on, and it looks bad for Mary.

"The Capital Prize" will close the program at The Olympic for Saturday. This is an interesting little comedy-drama, featuring Harry Benham, Tina Marshall and Joseph Granby. The opening of a vault with a piano key is only one of the many unique and unusual features.

J. P. Crawford is planning the erection of a fine new home which will cost approximately \$10,000. It will be located on Ninth and Baltimore Streets.

The Commissioners' Court is in session today completing the property renditions for the year.

J. E. Penick has been awarded the contract for building the new school building at Olton. The cost is approximately \$13,000.

We will be open tomorrow, July 4th, until noon. We are located across the street to the east from the Court House grounds, where you will eat your picnic dinner. We have everything for that dinner. Let us serve you, but you must get in your orders early. PEOPLES SUPPLY STORE. Phone 337.

FOR SALE—106 head good two-year-old steers. \$43.00 for quick sale. J. R. WILSON, Redland, New Mex. 5t-pd.

Our June Clearance SALE

WAS the most successful event we have ever experienced in Plainview. We attribute our success to the confidence which we have instilled into our customers by having everything represented exactly as advertised.

It has been and always will be our policy to offer only the best merchandise at the most popular prices. We are ever

striving to keep our stock new and in our endeavor to do this we are constantly replenishing with new goods and marking them at prices which are lower.

JULY SPECIALS

Men's Suits and Pants

Our entire stock of fancy and work pants are at your disposal at greatly reduced prices. Blue serges included at the same reductions. We will also continue the sale on all suits, which include Palm Beach, Mohairs, Fancy Wool, Cool Cloth, and Serges.

Dresses, Suits and Coats

We will continue to offer the remaining stock of ladies' ready-to-wear at marked reductions. We direct special attention to this department and it will be to your advantage, both in price and style to buy from us.

New Waists

Our New York buyer has expressed us a shipment of beautiful Voile Waists in various designs—We have marked these at especially low prices—Come and see them. Prices, \$1.20, \$1.35, \$1.75, \$2.65, and \$2.95.

Jacobs Bros
THE ONE PRICE SPOT CASH STORE

RUBY

"ALWAYS A GOOD SHOW"

THURSDAY.

"THE DESPOILER."

A three-part emotional drama, with Bryant Washburn and Warda Howard.

"Pansy's Paps"

Mary Anderson in a Vitagraph comedy.

"BILL'S REVENGE."

Billy Reeves in a Lubin comedy.

FRIDAY.

"Ham and Bud" Comedy Day.

"WINNING THE WIDOW." "Ham and Bud" brought the laugh to town. Come out and see them.

"THE GIRL WHO FEARED DAYLIGHT." Mary Fuller in a two-part novelty.

"THE BANKRUPTCY OF BOGGS AND SCHULTZ." One of those funny L. K. comedies.

"VERNON HOWE'S SKETCH-BOOK OF LONDON." A cartoon number of interest.

SATURDAY.

"Hazards of Helen" Day.

"THE SWITCHMAN'S STORY." Helen Rose Gibson in her latest railroad thriller.

"THE ROAD OF MANY TURNINGS."

Leah Baird in a three-part Broadway Star Feature. Extra good.

"FREDDY VERSUS HAMLET." Wm. Dangman in a Vitagraph comedy.

OLYMPIC

"YOU KNOW THE PLACE"

THURSDAY.

"Who's Guilty?" Day.

"BEYOND RECALL."

The latest number of this great series of life dramas.

"A WIFE AT BAY."

Dorothy Phillips in a two-part Rex drama.

"HE'S A DEVIL."

Lyons and Moran in a Nestor comedy.

FRIDAY.

Paramount Day.

We offer

"THE IDOL OF MILLIONS."

Dustin Farnum

in the famous old costume play

"DAVID GARRICK."

in Five Great Acts.

(Note—"DUSTY" is great in this number. Don't miss it.)

SATURDAY.

Mary Page Day.

"THE SLUMS."

The interest is certainly intense in this chapter of this splendid serial of an unconquerable love.

"THE CAPITAL PRIZE."

Harry Benham in a two-part detective story.

"STARS AND STRIPES IN MEXICO."

A timely and interesting reel of actual happenings at the front with Pershing expedition.

SOCIETY

Telephone Number 72

TO CHICAGO TO STUDY.

Miss Nell Sansom will leave Thursday for Chicago, where she will study music during the summer.

ON THE CANYONS.

Dr. and Mrs. J. C. Anderson, Mr. and Mrs. W. L. Harrington and family, Mr. and Mrs. R. E. Burch, Mrs. J. O. Wyckoff, Misses Madge May and Kathryn Powell and Austin Anderson spent Saturday and Sunday on an outing in the Canyons.

CAMPFIRE GIRLS ON OUTING.

At sunrise Friday morning the Camp Fire Girls met at Lake Plainview and had breakfast together. After breakfast they spent the cool of the morning rowing on the lake.

Joseph and Ray Jennings, of the Jennings Ranch, near Muleshoe, are here this week the guests of Dr. and Mrs. J. C. Anderson.

Miss Floy Aikin, of Clarksville, Texas, is visiting in Plainview.

Mr. and Mrs. E. M. Eldins and son, Jess, of Marlin, passed through Plainview Monday morning on their way to Amarillo. Mr. Eldins said that Plainview looked good to him.

Mr. and Mrs. C. W. Terry, of Portales, N. M., passed through this morning on their way to Paris, Texas.

Mr. and Mrs. Burl Johnson and family made a short stop over in Plainview this morning. Mr. Johnson is en route to McKinney, Texas.

Mrs. Joe M. Barnhart, Miss Margaret Barnhart and Messrs. Bird Barnhart, Howard Newby and Raymond Coffee, of Childress, came over today to attend the Elk dance, and are the guests of Dr. C. C. Gidney and family.

W. T. Gilliam, of Canyon, is visiting in the home of E. R. Williams.

Fred Cole Pearce left this morning for Lubbock on business.

Miss Claire Bell Wilson is up from the Tom Wilson farm in Floyd County to spend the Fourth. She is the guest of her sister, Mrs. Byron Brown.

Rev. R. E. L. Farmer returned this morning from Post City, where he preached Sunday.

A. L. Maupin left this morning for Post City, where he will visit with relatives on the Fourth.

Mrs. L. W. Jordan and daughters, Misses Irene and Lillie, came down from Tulla this morning to spend the Fourth in Plainview. They are the guests of Mr. and Mrs. C. G. Jordan.

Judge L. S. Kinder left this morning for Lubbock, where he has business.

Geo. W. Briggs and family, of Lubbock, were here Sunday.

R. Q. Anderson and R. R. Russell, of Estillene, were here Sunday.

Miss Pearl Spires, of Roscoe, is in Plainview for a short visit.

W. T. Williams, of Austin, is in Plainview today on business.

Mr. and Mrs. Wm. Jesse, of Amarillo, are in Plainview to furnish music for the B. P. O. E. dance.

Mr. and Mrs. Wm. Gearce, of Dallas, were business visitors in Plainview Saturday.

S. D. Cobbs and wife motored to Amarillo yesterday, where they spent the day with L. M. Cobbs and family.

T. H. Moore, of Saint Louis, was among the business visitors in Plainview Saturday.

W. B. Barrow and N. E. Lester, of Paducah, were here Saturday on business.

T. J. Moore, of Tulla, was a business visitor in Plainview Saturday.

Mr. and Mrs. H. R. Jack, of Amarillo, were visitors in Plainview Saturday.

Ross Henry, of Floydada, was here Saturday on business.

Misses Camille Rookmore and Felice and Daphne Stennette and Messrs. Horace Lindsay and Arthur Ware, of Amarillo, came in today to attend the Elk dance. They are the guests of Mr. and Mrs. Joe McKee.

Mrs. Etta Ballew, of Kress, who has been visiting in the home of A. J. Crager, returned home yesterday.

Judge Geo. L. Mayfield returned today from a business trip to Floydada, Lockney and Petersburg.

Hubbard L. Gifford, of Enid, Okla., came in yesterday to join his wife, who is visiting her mother, Mrs. Dick Hatchell, and other relatives.

Misses Ethel and Allie Ashland, of Fort Worth, are expected to arrive in a few days for a visit with Mr. and Mrs. G. E. Lewis.

Harry Hoag, of Fort Worth, is here today on business.

W. D. Cooper, of Amarillo was here today on business.

G. C. Elder, of Amarillo, was in Plainview today on business.

Mrs. A. E. Herring, of Tahoka, was in Plainview today.

E. R. Lupton, of Kansas City, was here today.

Judge W. D. Crump, formerly county judge of Lubbock County, is here visiting the family of Geo. L. Mayfield.

METHODISTS WILL NOT HOLD SERVICES ON THE FOURTH.

Rev. J. W. Story, pastor of the First Methodist Church, has announced that no services will be held on July Fourth. Interest in the revival at this church continues and is growing. The pastor is doing some effective preaching.

The meeting will continue through the week.

"TURN TEXAS LOOSE."

Say, Mr. Wilson, what you waitin' for? Are you scared of Mexico? Lemme tell you, if you are, Texas is anxious to show her hand, And no greaser can cross the Rio Grande If you'll just turn Texas loose.

Now, Mr. Wilson, lemme give it to you straight.

We've got to lick Mexico; So what's the use to wait? Texas is no quitter; When she goes for Mexico she'll git her.

Say, just turn Texas loose.

Here, Mr. Wilson, we've monkeyed long enough!

You just say to Texas, "Call Carranza's bluff."

And we'll say, "Mr. Carranza, don't you know

That Texan's remember the Alamo?"

And the lickin' will be some fun, And he'll not have time to run—

If you'll only turn Texas loose!

—Mrs. Hattie Quisenberry.

Judge Geo. W. Riddle, of Dallas, candidate for Congress from this district, will speak in Plainview Thursday morning in the interest of his candidacy. The hour is eleven o'clock, and the place will be announced later.

Judge W. D. Fisher and son, C. E. Fisher, of Canadian, were in Plainview today in the interests of Judge Fisher's candidacy for Associate Justice of the Court of Civil Appeals of the Seventh Supreme Judicial District.

W. T. Williams, of Austin, is in Plainview in the interest of the candidacy of Judge A. J. Harper, of Limestone County, who is a candidate for re-election as Judge of the Court of Criminal Appeals.

Vernon Ellen Hewett, six-weeks-old daughter of Mr. and Mrs. E. H. Hewett, died Saturday at the residence of Mr. Hewett's father, in West Plainview. Mr. and Mrs. Hewett live five miles south of Hale Center.

Hulen Barron suffered a painful injury Saturday afternoon, when he fell from the house occupied by Professor A. G. Harrison, his uncle. Both bones of one of his arms were fractured.

The nineteen-months-old son of Mr. and Mrs. W. H. Gunn died Saturday morning at the Nichols Sanitarium. The funeral services were held at the home of Mr. Gunn's father, in Lockney. Interment was made in the Lockney cemetery. Mr. and Mrs. Gunn reside at Flomont, Texas.

We will be open tomorrow, July 4th, until noon. We are located across the street to the east from the Court House grounds, where you will eat your picnic dinner. We have everything for that dinner. Let us serve you, but you must get in your orders early. PEOPLES SUPPLY STORE. Phone 337.

THE THREE "C'S" OF CARING FOR MILK IN THE HOME.

WASHINGTON, D. C., June 26.—The three "C's" for the proper care of milk in the home, according to the dairy specialists of the U. S. Department of Agriculture, are:

- (Clean)
- Keep milk (Cold)
- (Covered)

Milk is a highly perishable food, and the length of time it will remain sweet and safe, especially for children, depends, the specialists say, almost entirely upon the constant care it receives from cow to consumer. Milk passes through three agencies—the producer, the dealer, and the consumer. If the first two have done their part, clean milk will be delivered, thoroughly chilled, to the consumer. The consumer's responsibility begins the moment the milk is delivered at his doortstep.

Because milk poured from vessel to vessel on the street is very liable to contamination from dust, manure particles and germs, milk is best delivered in capped bottles. If bottled milk can not be obtained, the housewife should try to have someone in the family receive the milk in a clean, scalded utensil, cover it instantly, and put it without delay into the refrigerator, or the coldest available place. Under no circumstances should an uncovered pitcher, bowl or pan be left out on the porch to receive bulk milk. The vessel, both before and after the milk is poured into it, is accessible to flies and collects particles of dust and dirt.

Even in the case of bottled milk, however, the consumer must see that the bottle is not left out in the heat for a moment longer than is necessary. Milk should be delivered and kept at a temperature of 50 degrees F. or lower—the colder the better. At such temperatures bacteria develop very slowly and milk undergoes little change until consumed. A slight rise in temperature above this point, however, permits bacteria to multiply rapidly and brings about rapid deterioration of the milk, which may render it unfit for ordinary use and make it highly dangerous for babies and little children. For this reason, bottled or other milk should not be allowed to remain in a warm place, as on a sunny porch or in a hot kitchen, for a moment longer than is necessary.

Delivery of Milk in Hot Weather.

In hot weather the best plan is to have the milkman put the milk directly into the refrigerator, because at that time of year milk can not be kept properly without ice. If a refrigerator is not available, provide a small box containing ice, and if ice is unobtainable, provide some tight container with insulated walls that keep the heat from getting rapidly to the cold milk. A home-made fireless cooler is admirable for this purpose, especially if partially filled with ice. In the absence of any of these devices, arrange with the milkman not to leave the milk in the sunlight, but to put it in the coolest, shadiest place around the house.

Handling Milk in the Home.

In handling milk around the home, do not pour it from one vessel to another until it is to be consumed. Do not let the bottle of milk remain out of the refrigerator a moment longer than is necessary. Keep the milk covered, using paper caps or an inverted tumbler on bottles, or storing it in covered utensils. Any household utensil that is to be used as a vessel for keeping milk should first be cleaned thoroughly and scalded.

Before opening a bottle of milk, wash and wipe the neck and outside of the cap with water and a clean cloth. The little depression on the top of the cap may collect dust or water and any milk that leaks out may attract flies. Lift out the cap with a pointed instrument, so that the outside

Price Reductions

are many at the

Big Store This Week

Men's Suits, Men's, Women's and Children's Shoes

Ladies' Dresses at one-half regular value. Suits at Half Price

Another shipment of those \$1.00 White Skirts, lots of style, and service. Easily Laundered.

30 Silk, Crepe de Chine, Georgette, and Chiffon Waists, worth \$3.00 to \$3.50

for \$1.75

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

of the cap, which may be contaminated, will not be pushed down into the milk. Each time the milk is to be poured from the bottle it is a wise precaution to wash the neck as described.

Milk in a Refrigerator.

The refrigerator where milk is stored should be cleaned regularly, especial care being given to keeping the drip pie free and clean. The ice rack also should be cleaned and any place where food is kept or milk stored should be scalded occasionally with sal-soda solution. The refrigerator, even though cold, may quickly be contaminated by a few drops of spilled milk, or by small particles of food. No matter how clean the refrigerator, milk should never be kept in an open vessel. As milk absorbs odors easily, such food as fish, cabbage, or onions should not be kept in proximity to it.

Clean Empty Bottles.

As soon as a milk bottle is emptied, rinse it thoroughly with cold water. Do not return dirty bottles and do not use milk bottles except to hold milk. Returning dirty bottles to the milkman may mean that a few days later either you or your neighbors will get contaminated milk. Milk bottles should never be taken into a sick room. In case of infectious or contagious disease, all bottles should be boiled thoroughly and should not be returned to the dealer without the express permission of the attending physician. Such diseases easily can be made epidemic through disregard of this precaution.

Where There Are Children.

Care of milk, important for all, is a vital necessity in a home where there are children. It is absolutely essential to the safety of babies. No intelligent mother will leave to an ordinary servant the task of caring for or preparing the milk for her baby. Mothers of small children should get, from their own physician, explicit directions for the proper handling of milk and for cleaning and sterilizing nursing bottles. Pamphlets on infant feeding may be obtained from the municipal milk stations or health officers. Milk for

babies can not be kept too cold, and too much care cannot be given to keeping it clean and covered.

Further information on this subject may be had by writing to the U. S. Department of Agriculture, Washington, D. C., for Farmers' Bulletin 413, "Care of Milk and Its Use in the Home."

Mrs. Mae McCollough, of Dallas, is visiting in Plainview.



You need never worry

about results in baking if you use

KC BAKING POWDER

It has been a standard for a quarter of a century. Guaranteed under all pure food laws.

25 Ounces for 25¢

Colored Wash Materials Special All This Week

We are showing a splendid assortment of summer dress goods in quality wash materials; Voiles, Marquisettes and other wanted materials, in the desired satin stripes, embroidered patterns, embroidered shot voiles, lace cloth, at special prices which will effect a material saving in the midsummer swing.

All 65c Values, special this week at, the yard 43c

All 50c Values, special this week at, the yard 38c

All 35c Values, special this week at, the yard 23c

All 25c Values, special this week at, the yard 18c

You will benefit by an early selection for these PRICES WILL MOVE THE GOODS

CARTER-HOUSTONS'

"Goods That Speak for Themselves"

Hot Weather Laundry Problems

Of course the average member of the family wants to appear fresh and clean during the sultry days of summer and yet what a terrible task for the woman in the home who is required to do the heavy washing to make this possible. Home washing is hard enough at any time, more especially when the heat and heavy washing combine to wear out the one who washes.

Save doctor's bills and the happiness of the home, and keep clean too by having us do the family washing as cheaply as it can be done in the city.

PLAINVIEW LAUNDRY

REX LINDSAY, Manager

CITATION BY PUBLICATION.

THE STATE OF TEXAS,
To the Sheriff or any Constable of Hale County—GREETING:
YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Hale, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial District; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 64th Judicial District, for four weeks previous to the return day hereof, T. H. Davis, whose residence is unknown, to be and appear before the Honorable District Court, at the next regular term thereof, to be holden in the County of Hale, at the Court House thereof, in Plainview, Texas, on the 7th day of August, 1916, then and there to answer a Petition filed in said Court, on the 24th day of January, A. D. 1916, in a suit numbered on the docket of said Court No. 1206, wherein Annie May Davis is plaintiff and T. H. Davis is defendant. The nature of the plaintiff's demand being as follows, to-wit:

THE STATE OF TEXAS,
COUNTY OF HALE,
IN THE DISTRICT COURT OF HALE COUNTY, TEXAS, AUGUST TERM, A. D. 1916.
To the Honorable District Court of said County:
Now comes Mrs. Annie May Davis, hereinafter called plaintiff, who resides in the said Hale County, Texas, complaining of T. H. Davis, hereinafter called defendant, who resides in Hale County, Texas, and, praying for a divorce, for grounds, says:
1. That on or about the 24th day of November, A. D. 1907, plaintiff was duly and legally married to defendant in the County of Oklahoma, State of Oklahoma, and continued to live with him as his wife until about the 27th day of November, A. D. 1915.
2. That plaintiff has been an actual bona fide inhabitant of the State of Texas for a period of twelve months, and has resided in said County of Hale, where this suit is filed, a period of six months next preceding the filing thereof, having become an inhabitant of said State in the year of our Lord 1909, and a resident of said County on the 16th day of April, A. D. 1915.
3. That at all times, while married to the defendant, plaintiff has con-

ducted herself with propriety, doing her duty as a wife, has at all times treated defendant with kindness and forbearance, and has been guilty of no act bringing about or causing the hereinafter described acts, omissions and conditions on defendant's part.
4. That defendant disregarded the solemnity of his marriage vow, and his obligation to treat plaintiff with kindness and attention, within about a year after their said marriage, commenced a course of unkind, harsh and tyrannical conduct toward her, which continued, with very slight intermission, until she finally separated from him, on or about the 27th day of November, A. D. 1915. That on divers occasions, while plaintiff lived with defendant as aforesaid, he was guilty of excesses, cruel treatment and outrages toward her, of such a nature as to render their living together insupportable.
5. That on or about the 1st day of February, A. D. 1913, at Newsome, Camp County, Texas, when plaintiff's and defendant's oldest child was sick, defendant, in a harsh and brutal manner, told plaintiff to bring him some medicine. That plaintiff was so hurt and shocked by said conduct of defendant that she hesitated or paused in going for said medicine and stopped by a window. That defendant became so enraged at plaintiff that he approached her in a very threatening manner and took hold of plaintiff's person in a cruel and brutal manner and addressed to her most opprobrious epithets and made threats of personal violence, saying "G—damn you, I've a great notion to kill you," under circumstances which showed utter disregard for plaintiff's health, if not her life, and plaintiff was greatly frightened.
6. That, in Vernon, Wilbarger County, Texas, in the month of December, A. D. 1913, defendant made arrangements with one Professor Gilley for defendant and plaintiff to live in the house with said Prof. Gilley which was at that time occupied by said Gilley. Defendant had agreed that he would furnish groceries for the common table and that plaintiff would cook and keep house for them, and that said Gilley would furnish the house and its furnishings. That plaintiff's wishes were not consulted in regard to said arrangement before said arrangement was made, and that plaintiff, upon learning of same, objected to agreement on the ground that said house was too dirty to live in. Defendant, without just cause or provocation, became angry at plaintiff and addressed to her such opprobrious epithets, saying "You G—damn whore," etc., and threats of personal violence as to put her in great fear of her health if not her life. That plaintiff, always solicitous of the welfare of defendant's financial interest, agreed and did accept with defendant said proposition of said Gilley, and moved into said house occupied by said Gilley. That sometime afterwards, the plaintiff being unable to fix the exact date thereof, the wife of said Gilley returned to live with him in said house. That, although plaintiff endeavored to be compatible with said Mrs. Gilley, their association together in the same house became unbearable to plaintiff, and plaintiff told defendant that she could no longer live under the existing arrangement. Defendant said that that was the best that he could do at that time. Plaintiff then suggested that she would go to visit her sister, who resided in Wichita Falls, Texas, until defendant could make other arrangements for a house, and thereby relieve him of the expense of paying hotel fare for that time. That defendant did not want plaintiff to go to Wichita Falls, and said that he would not let her have the money to pay her railroad fare. That defendant, for no reason known to plaintiff, became angry at plaintiff, and addressed to her such opprobrious epithets and threats of violence, saying "G—damn you, I have a good notion to cut your G—damn throat," all of which put plaintiff in great fear of her life.
7. That defendant, within a year after their said marriage, commenced cruel, harsh and indifferent course of conduct toward plaintiff, which continued throughout the time that she lived with him as his wife. That defendant, utterly disregarding plaintiff and unmindful of plaintiff's refined nature and her social position, continually, upon leaving home on business, or for other reasons, would leave plaintiff without funds with which to purchase the daily necessities for herself and children. That such treatment was not only embarrassing to the extent of cruelty, but it often left plaintiff without food sufficient for her absolute needs, and as a result of such treatment plaintiff's health was damaged and plaintiff was made to suffer needlessly therefrom.
8. That on or about the 27th day of November, A. D. 1915, plaintiff tried to talk over long distance telephone to defendant, who was at that time in Amarillo, Texas. That defendant, after being told who wanted to talk to him, denied that he had a wife and that any such person wanting to talk to him was an impostor and a fake. That such denial of marriage was of a most cruel and inhuman character, and that plaintiff suffered great mental agony therefrom, being destitute and among strangers.
9. That in consequence of the cruel and inhuman treatment above mentioned, together with the threats aforesaid, and such brutal and outrageous conduct towards her as rendered it unsafe for her to live with him or remain within the reach of his violence, she was, on or about the 27th day of November, A. D. 1915, obliged to leave, and did leave, the house of said defendant and go to her friends, since which time she has not dared to return to his said house or to live with him.
10. That during the marriage of plaintiff and defendant, they have had born to them as issue of such marriage, two children, both female; Feraby Mae, age 7 years, and Neva E'Lois, age two years, who are still living that plaintiff is able to bring up and educate said children properly in that plaintiff has relatives who are provided with means and who have expressed assurance that they will assist plaintiff in bringing up and educating said children; that defendant is not able to bring up or educate said children properly, because his business takes him from place to place, and he would not be able to care for said children if he was so inclined; that

plaintiff is and would be prudent toward such children, but defendant would not because he often becomes intoxicated and remains so for days at a time, and is not therefore morally fit to be custodian of the persons and education of such children; that it would be right and proper to award the custody and education of said children to plaintiff instead of to defendant because of the sex of said children.
11. Wherefore plaintiff prays that defendant be cited to answer this petition; that on final hearing plaintiff have judgment dissolving the marriage between plaintiff and defendant; that plaintiff have the care, custody and education of the said children of said marriage, and for such other and further relief as the court shall think proper to grant, or as plaintiff may be entitled to, either at law or in equity, and for costs of this suit.
AUSTIN F. ANDERSON,
Attorney for Plaintiff.
HEREIN FAIL NOT, And have you before said Court on the said first day of the next term thereof, this writ, with your endorsement thereon, showing how you have executed the same.
Given under my hand and seal of said Court, at office in Plainview, this, the 26th day of June, A. D. 1916.
B. H. TOWERY,
Clerk District Court,
Hale County, Texas.

Economics Club met June 22, with twelve present, and June 29, with fifteen present.
It seems that some of our girls are not interested. Twelve and fifteen of the seventy enrolled is a small percentage.
We will continue to meet every Thursday afternoon at four o'clock, in the school building. So come, girls, every one of you. We want to make our club one of the best.

Garage Men
We can supply you Willard storage batteries at factory prices. We are distributing from large factory stocks in Amarillo. You will find we quote you genuine "Willard" batteries at less than many imitations are sold. We exchange, repair, recharge. Write for quotations.
THE T. M. CALDWELL COMPANY
Willard Service Station
114 W. 5th Street AMARILLO, TEXAS
Willard STORAGE BATTERY



We are showing today on the floor of our commodious new building the most expensive stock of all grades of house furnishings to be found on the South Plains. The range of prices and qualities are extensive. We have a splendid second hand stock and repair department in addition to our big stock of new goods.

"If It Isn't Good We Make It Good"

Phone 95 **W. E. Winfield Co.** Phone 95

Are YOU
ARE YOU establishing yourself in the World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.
THIRD NATIONAL BANK

PETERSBURG GIRLS WANT THEIR CLUB TO BE BEST.
The girls of the Petersburg Home

Special Hot Weather Reminders
Heat produces mental disturbances which make most folks a bit cross and irritable. In other words they seldom know just what they want themselves so it is hard for us to suggest. But we believe that we have a few items of interest for them here.

<p>For 15c a Genuine Durham-Duplex Safety Razor With handle and blade complete. This is the biggest little thing for the price you ever bought.</p>	<p>Kodak Supplies and Ansco Cameras Are as necessary to the vacation trip as any article which you will take with you. Our supplies are fresh and we have all sizes of cameras at all kinds of prices.</p>
<p>Johnston's Chocolates Kept fresh on ice, are the truly "appreciated" kind on any front porch these warm evenings.</p>	<p>We have a big assortment of Purses Made especially to hold the money every farmer will have when he gets his grain sold.</p>
<p>Then These June Weddings—Of course you will want to remember your friends who are starting housekeeping. We can serve your needs splendidly with rich Cut Glass, Silverware, and Jewelry.</p>	

That isn't all—we have everything a well appointed drug store is supposed to have. Let us serve you.
Long-Harp Drug Co.
Telephone 161

As Pure and Cold as the Frozen North
and as delicious as pure fruit flavors and rich, pure cream can make it—that's
"Delicious" Ice Cream
It's smooth as velvet and has a taste that lingers, to eat Delicious ice cream once is to want it always. To improve your Sunday dinner or as a wholesome desert any day, order some today.
All flavors in any quantity every day.
Please place your orders as early as possible. This will enable us to give you the service you have the right to expect.
PLAINVIEW CREAMERY
Phone 361

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

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

LOST—Diamond stud. Reward if returned to E. E. ROQS, at Plainview Machine and Auto Shop. tf.

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

Place your order with VICKERY-HANCOCK if you want good, fresh groceries and want them delivered promptly. Phone 17. tf.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

FOR SALE OR TRADE: One five-passenger automobile. SOUTH PLAINS MARBLE CO. tf.

FOR RENT—Furnished front room. Close in. Prefer young men. Phone 210. tf.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

WANTED—Good second-hand windmill, tower and tank. J. C. COOK, P. O. Box 833. 3t.

FOR SALE—20 young male Poland-China hogs, from 4 to 6 months old, and 20 young Hereford bulls, from 3 months to a year old. Can be seen at my Hale County farm two miles south of Hale Center. J. J. ELLERD. tf.

FOR SALE—House, well located; small payment down; balance easy monthly payments, like paying rent. Phone 166. Adjoining Herald Office. WYATT JOHNSON. tf.

FOR SALE—Slightly used Birdseye Maple Dresser, Dressing Table, Shifrobe, 2 Chairs, Axminster Art Square 9x12. Perfection Oil Stove, complete with Robinett. Will be sold at a bargain. Can be seen first door south of Plainview News office, or see EWELL WRIGHT. tf.

STORE ROOM FOR RENT. Building formerly occupied by Plainview Buggy Co., next to Public Scales, for rent. 36x100 feet. J. L. DORSETT. tf.

FOR SALE OR TRADE—Buggy, hack and surrey. Sell on terms. See OSCAR HILL, Elk Barber Shop. tf.

FOUND: Friendship bracelet. Call at HERALD OFFICE. tf.

WANTED—Pasturage—100 sheep. Stubble preferred. SANSON & SON, Plainview. 6t.

RENT YOUR EXTRA ROOMS

Madam, why don't you make the extra rooms in your house help pay your rent? There are a lot of fine young people in Plainview who would be delighted to take them at a good price. Do not depend upon the unsightly window signs bringing the desirable class of people you want. Such people do not walk the street looking for rooms—they read the newspaper.

If you have a room to rent Don't be afraid to spend a cent; The best way it is evident. Is a "Want Ad" in The Herald.

A 24-cent want ad in the Herald costs less than a quarter. To rent one room a week sooner will pay for more than a month of advertising. You can't afford to wait.

USE HERALD WANT ADS Phone 72

WANTED—Listings of farm and city properties. First door north of Herald Office. FARMERS' LAND LEAGUE. WYATT JOHNSON, Manager. tf.

NICE HOME FOR SALE. Low price; good terms. House, well and windmill. Plenty of trees and shrubbery. Will take some trade. For particulars, address P. O. BOX 44, Plainview, Texas. tf.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO.'S. tf.

FOR SALE—A BARGAIN. Good furnished house and lot three blocks from post office. Easy terms—like paying rent. Also nice building lots in Highland Addition. See A. B. BELLIS, Ellerd Building. d-tf.

FOUND—On Covington Street, an ironing board. Owner may have same by calling at the Herald office and paying for this ad. tf.

WANTED—To clean, press and color ladies' and children's clothing. MRS. N. L. GRAHAM. 4t-pd.

WEST SIDE HEREFORD FARM. Breeding Stock for sale. Pure-Bred and Registered. Priced to sell. Come and see them. T. A. DOUTHIT, Runningwater, Texas. July 7, Fri-pd.

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

FOR SALE—Good driving and work horse; for cash or trade, at a bargain. For information, call 72. tf.

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

FOR RENT—Two nice rooms for light housekeeping. Phone, lights and bath; hot and cold water. No children. Phone 148. tf.

WANTED: Live agents to sell Ford Tractors in this county. Answer quick. PANHANDLE FORD TRACTOR CO., Amarillo, Texas. 3t-pd.

500 ewes and 400 lambs for sale. H. D. ROSSER, Abernathy, Tex. tf.

WHITE LEGHORN COCKRELS for sale; from trap-nested hens with 212-egg record. BOX 421, Plainview, Texas. 3t-pd.

WANTED—Woman or girl to do housework. C. S. WILLIAMS. 3t.

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

MOTOR-CAR MARKET HASN'T YET BEEN OVER-SUPPLIED.

"Some years are yet to come before the market will be saturated with automobiles, just as it took some years to attain the top output of the shoe industry," said a representative of the Saxon Motor Car Company, in discussing the big demand for motor cars that is characteristic of this season.

ANNOUNCEMENTS

The Herald is authorized to announce the candidacy of the following men for the political offices designated, subject to the action of the Democratic Primaries, July 22, 1916:

- For Representative: T. J. TILSON.
For District Attorney: AUSTIN C. HATCHILL, GEO. L. MAYFIELD, KENNETH BAIN.
For District and County Clerk: B. H. TOWERY, J. P. HOWARD, W. M. JEFFUS, JO. W. WAYLAND, JAS. F. DUNCAN, JR.
For County Judge: CHARLES CLEMENTS, AUSTIN E. ANDERSON, J. E. LANCASTER.
For County Attorney: L. D. GRIFFIN, L. R. PEARSON.
For County Treasurer: JNO. G. HAMILTON.
For County Tax Assessor: ROY IRICK, M. E. BURCH, W. H. MURPHY.
For Public Weigher, Precinct No. 1: J. L. OVERALL, TOM THOMPSON, T. P. BUSSELL.
For Sheriff: J. C. HOOPER, J. C. TERRY.
County Surveyor: L. O. SHROPSHIRE.
For County Commissioner, Precinct No. 1: J. T. (DADDY) PHELPS, W. J. ESPY.
For County Commissioner, Precinct No. 2: J. W. ROBERSON, M. W. CROSS.
For County Commissioner, Precinct No. 4: M. C. CORNELIUS, C. E. LOCK, M. T. BARBEE.
Justice of Peace, Precinct 1—MARLE C. KECK.

pinnacle until shoes were on every foot in the country and extra pairs for every foot were in the family closets. And the shoe business continues to grow as the country grows. In the same way, I believe, the automobile market will never be saturated with cars until every family owns at least one.

"Today everyone either owns or wants to own an automobile. Most of them have hopes of at some time having a car, because they can see the number of motor cars that are now on the market at a lost cost and the trend of the motor-car industry to produce high-grade cars at low prices. That gives the hope that the coming years will bring perhaps even lower motor-car prices, or at least that they will be able to reach and obtain a high-class automobile at the present cost.

"What can be offered the public at a low cost and without any deduction from the qualities that make for good service is clearly demonstrated, to my way of thinking, in the new series Saxons. Here are two cars, one a roadster of strength and power, and the other a six-cylinder touring car, light in weight, with a mighty motor and all the other features of a costly car, which can be purchased at a low price.

"The Saxon 'Six' has everything that can be found on the costly cars which makes for efficient work and comfortable driving. It has the lightness, the power, the durability and the fixtures to insure the best service. There is a low cost of operation included in its merits, and a minimum danger of wear and the consequential necessary replacements.

"But the big thing that makes it the popular car it is, is the fact that all these desirable things come along with a price which places a motor car within the reach of a large class of people who have been unable to afford an automobile under old conditions."

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

UGH! CALOMEL MAKES YOU DEATHLY SICK Stop Using Dangerous Drug Before It Salvates You! It's Horrible!

You're bilious, sluggish, constipated and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money. Take calomel today, and tomorrow and believe you need vile, dangerous calomel to start your liver and clean your bowels. Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards. -Adv.

WANT ADS BRING THEM RESULTS TRY THEM FROM WANT ADS

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.

BACKACHE IS A WARNING.

Plainview People Should Not Neglect Their Kidneys.

Backache is often nature's most frequent signal of weakened kidneys. To cure the pains and aches, to remove the lameness when it arises from weakened kidneys, you must reach the cause—the kidneys. If you have pain through the small of your back, urinary disorders, headaches, dizzy spells, or are nervous and depressed, start treating the kidneys with a tested kidney remedy.

Doan's Kidney Pills have been proved good and are especially for weak kidneys. Doan's have been used in kidney trouble for over 50 years. Read Plainview testimony.

John Pendley, Covington Ave., Plainview, says: "I had bladder trouble and pains across my back and kidneys. I could hardly get up from a chair. I procured Doan's Kidney Pills at the Long Drug Co., and they did me a world of good."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Pendley had. Foster-Milburn Co., Props., Buffalo, N. Y. -Adv.

Hemo Is More Than Malted Milk

Just the right nourishment for the nervous and anaemic. It is nutritious, readily assimilated. That is why it strengthens and invigorates. HEMO can be readily digested when other foods distress. That's why it gives 100% nourishment. That's why it aids in giving strength health and rounded bodies. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co., Plainview.

The Quinine That Does Not Affect the Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 165 and 876.

L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. Home Phone 423.

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. Home Phones, 828 and 423.

DR. R. L. RAMSDELL, Physician and Surgeon. Office: Smyth Building. Phone 605. Home Phone 458.

Pure Bred Duroc Jersey Hogs. We have a few choice young boars and gilts. Helen Temple Farm, Plainview, Tex.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

L. V. DAWSON, M. D. Physician and Surgeon. Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m. Office 150—Phones—Residence 232

W. A. TODD, Agent All Kinds of Insurance. Office No. 14, First National Bank Building. Phone 129.

How's This? We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. E. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by him. NAT. BANK OF COMMERCE, Toledo, Ohio. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 50 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

The Strong Withstand the Heat of Summer Better Than the Weak. Old people who are feeble, and younger people who are weak, will be strengthened and enabled to go through the depressing heat of summer by taking regularly Grove's Tasteless Chill Tonic. It purifies and enriches the blood and builds up the whole system. 50c.

Y. W. HOLMES and W. W. KIRK, LAWYERS. Office over Third National Bank, Plainview, Texas.



The Telephone "S. O. S." Saved the Farm

"One day last fall my wife and I started for a drive, leaving the house deserted. A short while after we'd passed Jones' place, Mrs. Jones saw smoke coming from our roof. She ran to the telephone—got Mrs. Reed who operates the switchboard located in her home. Mrs. Reed called all the nearby people on the line (two long rings—the emergency signal,) and they put the fire out with little damage. A Telephone on the Farm connected with the Bell System is a protection and safe-guard in all emergencies. Southwestern Tel. & Tel. Co. 4-14.

H. A. PRESTON City Scavenger. Telephone Number 545. Prices for Hauling Trash: Sacks of cans, 10c; 15c for barrels; ashes, etc., 40c to 50c for half load, 80c for double wagon-box load. All kinds of trash hauled off.

8 per cent Farm Loans 8 per cent Long time; best terms. See M. F. YOUNG at Third National Bank.

SEE ME FOR FARM LOANS I also buy vendors lien notes. Money Ready in One Week Promptest of service. J. C. Rawlings 3rd National Bank Bldg. PLAINVIEW, TEXAS

FARM AND RANCH LOANS -:- R. A. UNDERWOOD -:-

8 Per Cent Farm Loans 8 Per Cent We are again in the market with EIGHT PER CENT money, on first-class Farms in Hale and adjoining counties. See us at once, or write giving full description of land and improvements. A Clean, Square Cut Proposition WOFFORD & MORTER North Side Square Plainview, Texas

"ON AGAIN" AND GOES IN FULL MOTION 8TH SATURDAY, JULY THE

800 PAIRS OF SHOES AT \$1

This collection consists of one or two pairs of a kind that range in price at from \$2 to \$5 per pair, and if you are not particular about the style this is a shoe bargain that you can't afford to miss. This lot of shoes will be on counters with price and size marked in plain figures at \$1 each pair.

Newest 1916 styles in Queen Quality Oxfords at

CLEARANCE SALE

Kuppenheimer 1916 Style Spring Suits

With Crowd Impelling Bargains Throughout the House in this

OUR GREATEST

34 MEN'S PALM BEACH SUITS \$5.95

Here is your opportunity to dress in a cool summer suit at a very small price. They are not cheap suits, but every one of them is made by KUPPENHEIMER and will hold its shape. Plenty of stouts, regulars and slims, but it is against our policy to carry suits over, regular \$8.50 suits at only \$5.95.

\$2.95

Newest styles in colors of bronze, soap kid patent, white kid and grey kid. Regular \$5 values at \$2.95 the pair.

These are regular \$4.25 1916 Spring styles, **\$2.65**

Queen Quality at only \$4 Value, late style, French heel pumps, only **\$2.35**

Newest style \$3 value low heel pumps, sale price only **\$1.95**



Over 300 pairs of men's, women's and children's shoes and oxfords **50c**

These shoes are odd lots of all kind. Some of them formerly sold as high as five dollars per pair, so the quality is splendid but they are not new styles. Don't fail to visit the 50c shoe counters, all shoes marked in plain figures.

\$60,000 Stock

Of Stylish Merchandise at Prices that will amaze the shrewdest of buyers.

While it is our intention to avoid the sensational in both selling and advertising,

but we could not term this sale anything else but sensational for every possible effort has been put forth to make it the Greatest Clearance Sale in the history of our store.

We want to drive every word in this ad as straight as a rifle ball and impress, upon you that the goods offered in this sale (unless otherwise specified) are new and up-to-date stylish merchandise and that every article is genuine and generously reduced in price.

These sales are inaugurated twice each year for the simple reason that it is against the policies of this progressive establishment to allow any merchandise to grow old in style or to be carried over from one season to the other, therefore to carry out this policy we now offer you bonafide price reductions on every article in this store that you can't afford to turn your back on. We invite you to attend this the most overwhelming value giving event of the season.

\$11.75

buys a regular \$15 suit fully guaranteed. 54 of these suits in all.

\$20 Suits, newest styles, good selections, on sale at only **\$14.75**

Men's \$25 Kuppenheimer summer suits, now **\$18.75**

Regular 25c Paris Hose Supporters. Get a pair for **19c**

Latest styles in Men's regular \$1.50 Straw Hats on sale at **50c**



Men's 1916 style \$4 John B. Stetson Hats, now **\$2.85**

Regular \$5 Silk Shirts, Lion brand, fast colors, choice **\$3.55**

Lion brand \$1 values, summer styles. We want to clean them up. **81c**

About 200 bad style Hats \$2.00 to \$5.00 values, some good selections at **59c**

Men's \$1.50 Sport Shirts **73c**

6 dozen in all, summer weights, well made and finished.

Men's 50c Neckties **35c**

In all colors and a complete stock of the latest patterns.

Men's 15c Collars **10c**

Lion brand all of the latest shapes and styles to select from.

25c Talcum Powder **18c**

Standard brand air float. Well perfumed.

25c Corset Covers **19c**

Fancy embroidered and lace trimmed. Well made and finished

\$1 00 Middies only **63c**

6 dozen of these beautiful little middies to select from, all sizes.

Corsets for **73c**

Odd lots, some slightly soiled, but extra good values at sale price

Ladies 10c Vests **7c**

5 Dozen all to select from, new styles, good patterns.

10c Gingham Only **8c**

5000 yards of the latest spring patterns goes on sale at 8c per yard.

25c Toweling Only **19c**

size 19x24 Turkish and huck brands

1 Paper Pins **3c**

these are high grade brass pins. All you want of them at only 3c.

20 inch 15c Linen **11c**

1000 of this beautiful fabric on sale at only 11c per yard



Dress Goods Department Spring 1916 Silks and Wash Goods

- 500 yards of 36-inch Messaline. In colors of white, blue, rose, Nile, maze, pink and pongee. Regular \$1 grade **73c**
- 385 yards \$1 grade silk faille which go basically a poplin. Good range of colors. **69c**
- 200 yards of regular \$1.25 taffeta in the newest spring patterns. All 24 inches wide, at only per yard **89c**
- 300 yards of 50-inch fancy serge. This is a splendid value. Black, brown and blue mixtures. \$2 grade at per yard **\$1.55**
- 700 yards of 65c novelty marquisette, 36 inches wide. Others in fancy voiles, etc., at per yard **45c**
- 500 yards of 36 to 40 inch white skirtings. Regular price is 40c per yard, sale price per yard **29c**
- 4000 yards of choice spring patterns in gingham, regular 10c grade goes on sale at only per yard **8c**
- 5000 of bleached and unbleached sheeting, regular 32 1/2c value on sale at per yard **27c**

House Furnishings—Beautiful and Splendid

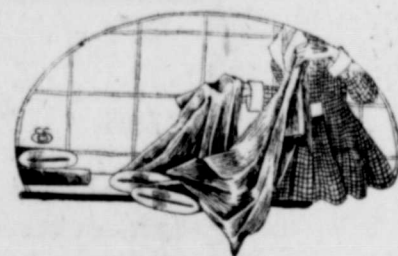
- 75c grade of German bleached table linen, 72 inches wide, per yard 55c **55c**
- Regular 17 1/2c crash toweling at per yard 10c. **10c**
- 10c grade of toweling, 8c.
- 72-inch pure imported linen, \$1.75 grade at per yard **\$1.39**



Bed Quilts
Regular \$1.25 value 95c.
Regular 2.25 value \$1.60
Regular 2.50 value 1.75
Regular 3.50 value 2.65

Curtain Scrim and Swiss
Regular 15c grade at per yard 10c.
Regular 25c grade at per yard 19c.
Regular 50c grade at per yard 35c.
Regular 75c grade at per yard 55c.

POSITIVELY no approvals, no returns, no goods charged at these prices. Premiums for your cash tickets.



Ladies' Ready-to-Wear

- 13 { of the very latest creations in ladies spring petticoats, regular \$3.75 and \$4.00 values on sale at \$2.95 each. } **\$2.95**
- One lot of old style dresses that formerly sold at \$12.50 to \$28 each, now go on sale at very low offer of only **\$3.75**
- One special lot of ladies dress skirts, these are splendid values ranging in price at from \$9.75 to 12.50 each, they are not the latest styles but extra bargains at the low price of only **\$3.95**
- 25 { Ladies spring loose dresses, the very newest materials and trimmings, regular \$1.25 and \$1.50 values, to close out at } **95c**

Spring Dresses

- \$2.50 dresses at only \$1.85.
- \$6.75 dresses at only \$4.75.
- \$12.50 dresses at only \$8.95.
- \$25.00 dresses at only \$17.50.

Gossard Corsets

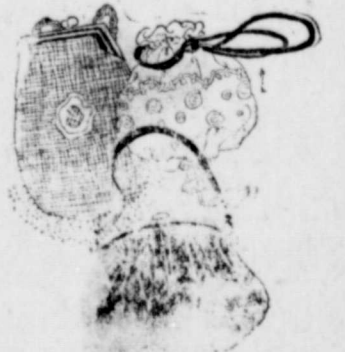
- \$2.00 Gossard corsets \$1.55.
- \$2.50 Gossard corsets \$1.95.
- \$5.00 Gossard corsets \$3.95.
- \$6.50 Gossard corsets \$4.95.

Spring Blouses

Newest spring style silk blouses, regular \$6.50 and \$7.00 values trimmed in laces and newest touches at only 4.95

Ladies' Newest Style Handbags

- Regular 75c values, newest shape, at, each **40c**
- A regular \$1.25 Handbag, newest shape and trimmings **55c**
- A splendid \$3.75 value, latest shape and trimming, at **\$1.95**
- \$6.75 value, newest shape, on sale at **\$3.95**



Ladies' Spring Weight Underwear

- Ladies' 50c Nansook and Muslin Petticoats **37c**
- Ladies' \$3.50 Crepe de Chine Teddies and Gowns at **\$1.95**
- Ladies' 25c summer-weight Vests, sale price **19c**
- Ladies' \$6.50 Crepe de Chine Teddies and Gowns **\$3.95**
- Ladies' \$1.00 Nansook and Muslin Drawers, lace and embroidery trimmed, now **68c**
- Ladies' 75c Corset Covers, lace and embroidery trimmed, at **55c**
- Ladies' \$1.25 Silk Vests and Unions, now **95c**

203 Boys Stylish Suits

Well-Tailored and Fully Guaranteed

- 28 Suits, latest styles and colors, regular price \$5.00, sale price **\$3.85**
- 21 Suits, greys and browns and mixtures, formerly sold for \$6.50 now **\$4.95**
- 27 the formerly sold for \$8.50 each, now on sale at **\$6.45**
- 23 regular \$10 value serges, greys, browns, and mixtures, on sale now at **\$7.45**
- 38 regular \$13.50 values, all new styles on sale at **\$8.75**



48c Pairs of Boys' Pants
42 pairs of boy's 50c pants at 37c
95 pairs of boy's \$1 pants at 67c.
59 pairs of boy's \$1.50 pants at 95c.
63 pairs of boy's \$2.00 pants at \$1.33.
48 pairs of \$2.50 pants at \$1.67.

312 Pairs of Men's Pants
48 pairs of men's \$3.50 pants at \$2.65.
53 pairs of men's \$4.00 pants at \$2.95.
51 pairs of men's \$5.00 pants at \$3.75.
35 pairs of men's \$5.50 pants at \$4.38.
31 pairs of men's \$6.00 pants at \$4.50.

Plainview Mercantile Co.