# THE FLAINVIEW EVENING HERALD 

## GEEERAL PERSHNG IS

NOW IN GREAT BRTIAN
CHEERING CROWDS IN LONDON
GREET AMERCAN ARMY
LEABER AND STAFF.

IOO U. S. AVMITORS LANO





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## Engilish Capture $5,000 \mathrm{Men}$.

 sued by the war ofice ofGorerment "Our operations south of $Y$ pres have been continued methodically through out the day, and have been attended by
complete success. Which for over two and a hall years has dominated our positions in the Ypres salient, was stormed by our
troops this morning. In this attack troops this morning. In this attack
we captured the villages of Messines fense systems, including many strong ities on Dove brook to north of Mont Sorrel "Later in the day our troops again plan, and cord, in accordance with the village on a tront of over five miles.
"In the course of this advance an attempted counter-attack against tes
southern portion of our new positions was completely broken up by our ar tillery fire.
"The ene

## ighting were heavy

Ge German prisoners passed through
the collecting stations. Others ar tured a number of guns, We also cap mortars and machine guns which hav
not been counted

## Miss Blancte Coston, of Brownwoo

yon.


CHILD'S PIAGGROUND PLAN LIBERTY LOAN BOND FUND
IS SEI ON DEFNIIE BASIS CONINUUSS TO GROW H:RE



## $\$ 60.00$ From Sale of Flags for Use of Red Cross Work

Various ComenVestignte and Organize Loeal
Conditions.
On Thursday afternoon more than
filty patriotic women of Hale County
met at the Court House, in response to
a call by Juge Clements, to organiza a call by Judge Clemenents, $\begin{aligned} & \text { to organzze } \\ & \text { the Hale County unit of the Natotnal }\end{aligned}$
Woman's Serviee

| Community |
| :---: |
|  |  | PETERSBURG, June 5.-Everything

moves in "in the even tenor of its way"
here. We would welcome a good rain
now. We hope it is coming this way now.
soon.
Amarar Patterson left Sunday for army.
Miss Gladys Britt left last weel with her parents for Geary, Oklahoma
where she will be treated for appendicltis. We hope she may have a speedy recovery.
We failed to report the marriage of Roy Sells and Miss Jalle McDuff last
week. The happy event took place
May 26th. We hope we are not to week. 26 th. We hope we are no
Mayy
late in offering congratulations. Miss Margie Lyon is attending
Summer Normal at Canyon. She quite a deserving young lady, and wish her success with her school work
Charlle White has returned
Clovis, New Mexico, after a few days visit to his parents, near town.
Wm. Britt and son, Jessie, ba turned from Geary, Oklahoma. beautiful now with their thick green beaiage, but they are minus any fruit.
follage, Cherries are ripe now, and are de-
Hicious. few have registered here, and we can scripted from our midst. Today w are conscious that the United States
ts at war. Peace has been our slogan Is at war. Peace has been our slogan
for so long, wehad hoped that Ger many would cease her threats against human rights, but she continues to execute them, and as a Nation we mus
protect the Stars and Stripes. W protect the Stars and Stripes. W trust that ere long demacracy be es tablished over the entire world and the poet's dream be realized when he wrote these lines: "The war drum throbbed no longer,
And the battle-flags were furled In the Parliament of Man, in the Pariiament of Man,
The Federation or the World. HALFWAY NEWS. Halpway, June 6 .- Continued dry
weaher has given some of the farmers in our community the blues.
The Mothers' C hearsals for thetr play which will be stiven in the near future.
The Misees Malzie Wilson and Edna Stowart gave a party at the home of Mre. F. A. Nye on last Fiday night. very enjoyabie ume is reported. Mrs. D, F. Morgan yisited the mem appreclate hier interest in our work and shall be very glad to have her The Critchffeld young folks will give a party next Friday night.
Invitations are already out

## sck with the children are s

sick with the whooping cough.
Registration day was celebrated
Haltway by a baseball game betwee
Runningwater and Halfway home team lost by a score of 7 The familles of E. A. Gilbert and
Nine McComas were entertained on tast Sunday at the home of Mr. and Mrs. Wm. Barrett, in honor of Miss
Almira MeComas, who left Almira McComas, who left Tuesday
for Canyon to resume her work at the Sor Canyon to resume her work at the
Normal.
Rev. G. I. Britain filled his regulat appointment here last Sunday aftery noon at $3: 30$.
Our Sunday
arar sunday school is making prepeighth enniversary, on Sunday, Jup 17. Program begins at $1: 30$ p. m. A $1 /$
are cordially invited. are cordially invited.
FIBER DEMINDS FOR ABSORBEVT and medicated cotton

According to a statement issued by
the United States Bureau of the Centhe United States Bureau of the Cencotton fiber were consumed in the United States in the manufacture of
absorbent and medicated cotton dur. Ing the three months ended March 31 1917. This quantity was equivalent to
7.156 bales of 5000 pound 7,156 bales of 500 pounds, which com-
pares with 12.868 bales for the corresponding quarter of 1916, ..-d 8,016
bales for the quarter bales for the quarter ended December
31, 1916. The total for the quarter ended March 31,1917 , includes 2.826 and 859 bales of IInters. The quantity of unbleached cotton fiber held in establishments engaged in this manufacture on March 31
amounted to 5.620 .615 pounds, equivaamounted to $5.620,615$ pounds, equiva-
lent to 11,341 bales, made up of 7.260 bales of cotton, 2,224 bales of waste,
and 1,757 bales of linters. Walle formerly staple cotton was generally used in the manufarture of surgical
cotton, comber waste is now being used to a considerable extent. This fiber has been found to be very satisfactory, because all dirt and trash has ben removed from it and the loss in working is iens tate for cotion whicul sacturfing proctis.


We are getting all paved up in front of our place but the back door is open and there is a good driveway to the back so that you need not be inconvenienced in the least. Just drive in the back and tell us what your tires need.

Our Free Tire Service continues in force and we invite you to make full use of it.

## Announcement to Motorists

We handle the only standard make tire cover on the market, The Miller Add-On-A-Tread. See us before you have your tires retreaded or recovered.

## McGlasson- Armstrong Rubber Company <br> Phone 73



Our sale on men's and boy's suits enables you to save from $\$ 5.00$ to $\$ 10.00$ on a suit.

Let us show you them.
Jacobs Bros. Company
The One Price Cash Store


## Paint Shabby House

Shabbiness means deterioration and decay. Good paint will increase the value of your property and add many years to its life by protecting it from rain, snow, sunshine and the influence of the elements.

## ACME QUALITY <br> HOUSE PAINT

protects your property better, because it lasts longr. It costs less because each callon of Acme QualiAsk at our store for a free copy of the Acme Quality Painting Guide Book. It tells all about paint and painting, what to use, how much will be

> A. G. MCADAMS LUMBER CO. $\frac{712 \text { BROADWAY. PHONE E5s. PLAINVIBW, TEXAS }}{=\text { Have modern five room stuceo house located west part town, own- }}$ Have modern five room stucco house located west part town, own-
er will sell and take tin residence out a distance, at two thousand dollars, take one thousand in cash, ,itve terms on balance.
Have five room house, well and windmill, located five blocks of square, 81500.00, , $\$ 250.00$ cash, balance $\$ 25.00$ monthiy like rent.
Have seren room residence in west part Plainview owner wishes Have seven room residence in west part Plainview owner wishes
to trade for twenty of forty acre tract in edge of town.
Have 160 aeres improved and Have 100 aeres improved and every foot tillable, most all in culti-
vation, located ten miles Plainview, owner would consider an exvation, located ten miles Plainview, owner would consider a
change for land in Haskell county, near Rule, Texas, preferred.
Have Have 320 acres improved farm ten miles from railiroad, owner will
take in good town property as first payment, give six years time on take in
balance. Have 240 acre improved fram near Abernaty, Texas, owner will
Hell and take in some town property in Plainview and give terms on balance.
Have two modern houses for rent furnished, 835.00 monthly.
Have 640 acres of land six miles Kress Have 640 acres of land six miles Krese, will consider exchange Have 5280 acre ranch in shallow water belt, two fine sets improve-
ments, one smanl set improvements, ranch is fenced in six different
pastures, elghten miles railroad ments, one small set improvements, ranch is fenced in six different
pastures, elghten miles railradi, 99 per cent tillable. Owner will take
$\$ 30.00$ an acre, would accept fifty thousand dollars in clear proper
worth the mone worth the money, thirty thousand tousand dollars in in clear property if
$\$ 7840$ annually for ten years, first payment and the balance frou annually for ten years, first payment beginning three yalance
from date of sale, 7 per cent interest, interest payable annually. Own-
er would consider good farm in J. J. LASH

a POPULAR scout.
A POFLAR sCoUT. ing companies busy from early mornPlans for a national monument to $\overline{\mathrm{ing}}$ until late at night to satisfy their the memory of Col. Wililam F. Cody, rather extravagant taste at an enorthe memory of Col. Wililam F. Cody, mous expense.
snown the worid over as "Bufalo Bill," $\mid$ The Motion pleture is a business
have been facilitated by official action of the city of Denver, which has dedi- based on supply and demand. Ther cated a most appropriate site for the is little demand for Shakespeare; conlest resting place and monument of pequently only a pew shakespearean the popular plainsman and army scout. The site selected is on Lookout Moun- gent reader. What would you rather
tain, near Denver, and 2,000 feet high- do after a hard day's work-see a or than that cty, from which the pro- 'shakespearean Tragedy in 6 or 7 long, posed equestrian statue will be visible. drawn-out acts or a clean, snappy, up-
Territory lyling in four States-Colo- to-date dramatization of novels by our Territory lying in four states
rado, Wyoming, Nebreska, and Kan- own leading American writers of the
 great scout's famous exploits, may be If you had a family of young ones,
ceen from Lcokout Mountain, and a would you take them to a Shakepainting which depicts Colonel Cody spearean play, that they could not un-
loanig forward in the sadde in typical derstand, where one or more characwestern scouting attitude, has been ters dye in every act? Or would you
chosen as a model for the monument. take them to see Charlie Chaplin-and chosen as a model for the monument. take them to see charne Chapin-an is the Lariat Trail, one of the most hear the hearty laugh enjoying the Amectacular

Charlie chaplinized bruins. \begin{tabular}{c|c|c|}
\hline The average movie-loving American <br>
Public has a chance to see Chaplin

 

(Continued from Page Four.) \& $\begin{array}{l}\text { not more than once a month. Do you } \\
\text { begrudge the kiddies and your neigh- }\end{array}$ <br>
\hline
\end{tabular} Unless the public sees a Shake- ness? apearean play in a blg city, with a a The entire balance of the month the strong cast and a Robert Mantell or Moving-picture show devotes its time

actors of his quality, the audience for instructive, educatoinal and enteractors of his quality, the audience for instructive, educatoinal and enter-

sees an inferior play nine times out of taining features-including a ShakeIt takes actors of quality like the $\begin{gathered}\text { spearean play from time to time. } \\ \text { There }!s \text { so much good in the }\end{gathered}$ late Robert Mantell that mate There is so much good in the wors success of a Shakespearean play. We can count these actors on our one of us to speak ill of the rest of us. | ringers- and would not need to use | Not casting any reflections on the |
| :--- | :--- | :--- |
| more than one hand |  | mand an enormous salary. The price ions, he could and would do a good deal of admission is not within the reach better by leaving things unsaid that of the poor. the show for the Moving picture show, by being more consistent with his own the show for the rich and the poor, views, and undoubtediy he could im-

that employs the best Shakespearean prove the effect of his lecture 100 per talent in the country to give the poor cent by a little les sarcasm and a little
a chance to get acquainted with the more patriotism. chance to get acquainted with the
soal Shakespeare for 5 and 10 cents. ronl Shakespeare for 5 and 10 cents.
Shakespearean plays are too somto som- working nobody. He is not trying to An English audience could stand $\begin{aligned} & \text { make himself conspicuous, and he } \\ & \text { not conceited enough to think that his }\end{aligned}$ Cor a Shakespearean play once a week. own personal opinton could possibly The American private and public life change the future lectures of Mr. of a little brighter color, with lighter ebaracters; yet the American public inconsistency and Grand-stand plays, domands Quality in every pleture. and he sincerely hopes that his poor The American poop are the best efforts wil bet setter peopie, some

A Serious Mistake

## When you do not get our prices before buy-

 ing.We have a nice assortment of pretty dishes that we are going to give away absolutely free. Come and see.

| SPECIALS |  |  |
| :---: | :---: | :---: |
|  |  | Reg. Special |
|  |  | Price Price |
| Men's shoes |  | . 87.50 . . . $\$ 5.50$ |
| Men's shoes |  | . \$6.50 . . . \$4.50 |
| Men's shoes |  | . $\$ 3.50$. . . \$2.50 |
| Men's shirts |  | . $\$ 1.25$. . . $\$ 1.00$ |
| Men's shirts |  | \$1.00 ... \$ 75 |
| Men's shirts |  | \$ . $90 \ldots .$. . . 65 |
| Ladies' hats |  | \$3.50 ... \$2.65 |
| Ladies' hats |  | \$3.00.... \$2.15 |
| Misses hats |  | . $\$ 2.75$.... $\$ 1.50$ |

GROCERIES AND MEATS
Reg. Special
2 cans corn
2 cans tomatoes
16 ounce jar pickles.
1 gallon jar pickles. .
Plainview's Best Flour
Cream meal
10 pounds sugar.
2 boxes Post Toasties
6 boxes matches
\$ 45 \$. 25
times when you have a merchant carrying every thing you eat and wear that is able to and willing to take care of you.

A limited amount to every customer.
G. E. LEWIS

Phone 116
Wayland Bldg.
the Moving Plicture.
If Mr. Fletcher had utes of $h$
of five; of five;
If he If he hed patriotism-instead ing with patriotism
fending Mr. Bryan If he mad. Bryan; STAR-SPANGLED Bis lecture with the STAR-SPANGLED BANNER" instead ally and shake hands;
If he had invited representatives of
our local banks on the stage to accept pplications for War Bonds instead of
rying to create a greater personal rying to create a greater personal
popularity for himself-
The writer of this The writer of this article could and gladly would have forgotten his in-
consistency and his unjust judgment consistency and his unjust judgment
of the Moving Picture. of the Moving Picture.
Respectíly,

Respectiully,
GEORGE wOO
Plainview, Texas.

## Rass clippings for

THE POCLTRY FLOCK. Grass clippings are an excellent
green feed for chickens. greend poed for chickens. The back-
yard of o family often
lacks sufficient green feed, with a con lacks sufficient green feed, with a con-
sequent reduction of egg and meat prosequent reduction of egg and meat pro
duction. With the easy availability of lawn clippings, the city poultry man
can always have green feed through can always have green feed through
the summer for his chickens. The
flock can be fed daily as mult flock can be fed daily as much of the
green clippings as they will eat. continued bowel trouble shows, the
conting
amount should be amount should be reduced. The re-
mainder of the clippings can be almainder of the clippings can be al-
lowed to dry and be fed moistened during the time between lawn cuttings. Amounts in excess can be dried for winter use. Dried grass clippings are
a good green feed for winter. They a good green feed for winter. They
can be dried and stored in sacks. These can be dried and stored in sacks. These
dried clippings, moistened and fed to the flock, are a very fair substitute for
the succulent green feeds of the succulent green feeds of summer.
Food
wasted.

```
wasted.
He is
He is farthorest from market who
has nothing to
```

Call Telephone No. 73 for FREE Quick Tire Service

## Equipped for Efficiency

Waller Tailoring Company's service is fine, And gives satisfaction in clothes cleaning line, Leading plant on the Plains-equipment complete, Latest methods and knowledge making clothes neat. $\boldsymbol{E}$ fficient workmanship here will be found, $\boldsymbol{R e n o v a t i o n}$ with record in counties around.

## TAILORING

Clothes made-to-measure, of woolens select, Of style, fit and finish strictly correct, Made by best tailors the nation contains, Produced by artists of taste, skill and brains, And value for money the buyer obtains. Northwest Texas' best place in tailoring way, $\boldsymbol{Y}$ ou get proper service day after day.

## Waller Tailoring Company PLAINVIEW, TEXAS



The above iliustration portrays one of the two entrances to our cemetery. This contract has been let to the Texas Anchor Fence Co., of Fort Worth, who is to erect not only the entranceways and gates, but about 1500 feet of their highest grade ornamental cemetery fence.

While their expert fence constructors are in Plainview prospective customers for ornamental lawn fences can make purchases at factory prices if orders are placed by mail now.

The Texas Anchor Fence Co. has agreed to allow the Plainview Cemetery Association a 5 per cent commission on all orders received from the Plainview citizenship while their fence crew is in Plainview, so it can erect the work without additional railroad fare.

Now is the time to make your fence purchase. Save money and help in a financial way, the Cemetery Association.

Write the Texas Anchor Fence Co. now for designs and prices before it is too late.

## Plainview Cemetery Association

## Mrs. L. Lee Dye, President Mrs. J. N. Donohoo, Chrmn. Executive Committee

The Texas Anchor Fence Co. are also manufacturers of all classes of ornamental iron and wire work, such as teller cages, counter railings, window guards, bank wickets, money guards, skylight guards, area railings, balcony railings, iron stairs, fire escapes, steel settees, wire signs, tree guards, fire fenders, stove fenders, flower trellises, trash burners, flag poles, etc.
"Buy it Made in Texas"

# ANNOUNCEMENT 

The Burton-Frye Sales Company wish to announce to the motoring public of Plainview and vicinity the fact that they have purchased the entire business of the Wilson Motor Company, Saxon dealers for Plainview, located on Ash Street.

All Saxon owners are requested to report at the Burton-Frye Sales Co's. establishment for an inspection of their cars at their earliest convenience.

The organization will be managed by H. F. Burton and R. J. Frye who will put forth their best efforts to satisfy.
J. E. Patterson, an expert mechanic, will have charge of the service department.

PHONE FOR DEMONSTRATION

## The Burton-Frye Sales Co.



## Uses LittleGasoline

The Maxwell will go further on a gallon of gasoline than any other car made.

Thousands of Maxwell owners run their cars on $\$ 6$ to $\$ 8$ a month.

Utility-dependability-economythese are what practical men want in an automobile.

## Touring Car \$665 Roadster -. 650

The Maxwell beyond question is the
"world's greatest motor car value" today.

## South Plains Motor Co.

 Vickery-Hancock Bldg. Telephone 677
EERBERT S. HILBURN, Editur E. MILLER, Busin
Entered as second chass mail muitter July 1, 1914, at the Post
Plainview, Teras, under the act of Mareh $3,1872$.
0.00 a Year; $\$ 1.006$ Months. Advertising Rates on Application
The United States now has a food dietator. The real food dictat
ors this year will be the eitizens that get out and dig "taters.
The Kaiser is to learn now what it means to be up against the
Soon as the people begin to raise flags, the flag makers began to
saise prices. Life is getting to be one raise after another.
ITICLE SAM IS NOT TOO PROUD TO FIGHT.
As the wires flash the news to Washington in regard to the
patriotic response of youthful Ameriea in response and co-operation
patriotic response of youthfuf Ameriea in response and co-operation
and all other nations engaged in this great World War are certain
that Uusle Sam is going into battle with hat off and sleeves tueked up.
that Uusle Sam is going into battle with hat off and sleeves tueked up.
We have called the Kaiser's bluff. Our Ameriean men are not too
proud to fight when the prineiples of a free world are at stake. The
UIIVERSAL TRAINING THE ONLY WAY
who first touched his finger to a key only the week before? Would
you choose to operate on your limb or body a medical student in his
freshman year 9 Would you want to ride on a railroad train behind
an engineer who had previously been only a chauffeur- Or do your
Lanking with a popeorn wagon? None of these possibilities is a bit
more illogical or absurd than to expect raw, pntrained troops in
whatever numbers, either to safeguard us against threatened invasion
or defeild us when one is made. These words will be read by more
than que man who at some time was a vietim on stagecoach or pass-
enger train where a single bandit, armed only with a mask and re-
volver, held up and robbed the entire party, and simply because they
enger train where a single bandit, armed only with a mask and re-
volver, held up and robbed the entire party, and simply because they
were unprepared.
It is not surprising that our people hesitated when universal
military training was proposed. It seemed to savor too much of Prus
sianism to the Simon-pure American; and to the son born here of
foreign parents it appeared as one of the chief reasons why his parents
left their fatheriand and crossed an ocean to find liberty. However,
left their fatheriand and crossed an ocean to find liberty. However,
an unpleasant duty has rarely been fully met by volunteers-suppose
only volunteers paid the taxes, for instance! : To rely on volunters
puts a penalty on patriotism and rewards the unpatriotic; there is
nothing fair or just in it. We are not a warlike people; we have no
desire to add to our territory unless by friendly purchase ; and it is
desire to add to our territory unless by friendly purchase; and it i
hardly believable that any congress would declare war with an over-
hardly believable that any congress would declare war with an over-
whelming majority of the people set against the undertaking. The
raining of our future armies should begin in the high school and con-
service.
I have no patience with the weaklings who cry "disgrace to b
drafted." Is there any disgrace or only honor when the family
drafted." Is there any disgrace, or only honor, when, the family
come to his assistance in, this father calls all his sons who are fit to
come to his assistall in his defense When Uncle Sam calls, all the
boys should respond.-Popular Mechanics.
my country is caling.
By George h. Givan
Preaiding Elder of
Presiding Elder of
M. E. Church, South
(In Aubuquerque Journal.)
My co

|  | Stocks of hog product showed a considerable decrease during May. There seems nothing in the situation to warrant bear predictions on hog prices. <br> Sheep and Lambs. <br> Big decilines continue to be in order |
| :---: | :---: |
| CROPS TO FOLLOW SMALL GRAIN. <br> A committee composed of representatives of the Extension Service and the United Staes Department of Agriculture, after careful study and thorough defiberation, have made the following recommendations on crops to follow grain stabble: <br> The crops suggested to follow small grain in the Panhandle and West Texas, including all that part of the State west of a line drawn north and south of Wichita County, are Sudan grass, red top sorghum for hay and feterita for grain. For all territory east of the above line, June corn, sorghum, Sudan grass, black-eyed and cow peas are recommended. <br> Moisture is the limiting factor in producing a crop anywhere; therefore, it is necessary to follow, immediately behind the binder, between the rows of shocks of grain, with a dise harrow, preferably double discing, and then plant the seed, using a lister. If the stubble cannot be disced before planting, the seed should be put in the ground at once behind the binder. Either of these two ways of planting will ald considerably in conserving the moisture. <br> It is the opinion of mest of the successful farmers in the grain belt of Texas that the best yield of follow crops on stabble are made in rows not less than four feet wide. Where peas are to be planted in alternate rows, the rows should be seven feet apart. This width of rows aids in better cultivation for the conservation of molsture. <br> The committee making the above recommendation was composed of Mr. Wm. Ganzer, District Agent; Mr. G. M. Garren, Agronomist, and E. Gentry, District Agent, Extension service and U. S. Department of Agriculture, A. and M. Colloge of Texas. <br> Makc- the depth of plowing accordIng to the character of the soil. |  |
|  |  |
|  |  |
|  | at the sheep house. A few prime native |
|  | spring lambs sold at 817.75 today, anoutside price, Arizona spring lambs at |
|  |  |
|  | pped yearling lamb |
|  | $\$ 11.25$. There was a fair run of goats, |
|  | all of them the browsing kind, salesaround 88.00 . A good many orders |
|  |  |
|  | for browsing goats are held here, and |
|  | many inquiries are coming in, and |
|  |  |
|  |  |
|  | be a short one. <br> J. A. RICKART, Market Correspondent. |
|  |  |
|  | R BUTTONS PRESENTEDTO REJECTED VOLUNTE |
|  |  |
|  |  |
|  | condict, prompt steps were |
|  |  |
|  | to protect men of patriotic motives |
|  | from Seing confused with spinelessslackers because of their civilian at- |
|  |  |
|  | slackers because of their civilian at- tire. Buttons bearing the inscription: |
|  |  |
|  | who aplied for enlitsment but, becauseof physical imperfections, could not |
|  |  |
|  | be accepted. When presented, the |
|  | badge is accompanied by which establishes the holder |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | Figher |
|  |  |
|  |  |
|  |  |
|  | "Made in Piainview" |
|  |  |

Ing to the character of the soil.


## A Cool Place

to meet your friends but a warm reception always at the fount at Dye's.

Service-Quality-Appreciation
DYE DRUG CO.
THE REXALL STORE

"Goods That Speak for Themselves"


## Black Squeebee Tread. Red Side Walls <br>  <br> "MLring aboll Non-Shid Tires'

It seems to me that some tire manufacturers just cut out the raised tread pattern on their just cut out the raised tread pattern on their figure out the tread formation as common sense directs.
The Diamond "Squeegee Tread" is surely a "reason why"' tread. Look at the cross bars When the weight of the car rests on them they just naturally get a TOE HOLD the pavement and stop forward slide.
Then look at the longitudinal bars. They are continually in contact with ${ }^{\text {the }}$ e pavement and not only stop side skid ALL THE TIME but roll along as smoothly as a plain tread tire.
So if you want a real non-skid tire, we'll sell
"Better put Squeegees all around Every Diamond Tire must deliver full value in ser.
Tire fif ever and Dianmend vice. If ever a Diamond
Tire fails, a cheerful, willing adiustment will be
promptly made. you a Diamond at its "FaircList" Price
C. G. Electric Co.

Plainview, Texas

## SOCIETY <br> Telephone Number 72



## Some People Are Getting the Cart Before the Horse

A few shortsighted, hysterieal folks, who see nothing to a doughnut but the bole, interpret the order "Don't Waste" to mean "Don"t spend a cent,", when as a matter of fact it means nothing of the sort. It means conserva. tion of time, energy, materials. It means Efficiency

Seven billions of dollars are about to be poured into the laps of the American people. Times have been good the last few years, but they're going to be a Efficieney that's needed -not hoarding up, bưt spending wisely -not hanging on to every dollar, but making both


 I have the cheapest and best loan proposition on
Slains lands. South Plains lands.
See me and $I$ w
J. F. GARRISON plainview



## VALUABLE PRIZES

First Grand Prize-Famous Bungalow Player Piano. Second Grand Prize - Late Model Talking Machine. Third Grand Prize-Lady's Thin Model Gold Watch. Fourth Grand Prize - Gentleman's Gold Watch. Fifth Grand Prize-Silverware Set.

This is a great contest for getting acquainted with more customers and having them acquainted with our goods and our service. We are willing to offer you these premiums to help us to this end.

This contest is simple. Get the particulars from us.
Long-Harp Drug Co. Phone 161
 Natan



sows on account of the high price of
corn and also because of the attractive
price offered for them."-Wichita Daily

## price offere Stockman.

$\square$
A dolla
nine.
Irregularity is a big leak in the

Ripen cream uniformly. Souring is $\mid$ Plant deep in dry weather, shallow


A postal card to me will place one of these oilers in your lot free of charge for thirty days.

W. W. THOMPSON<br>Agent

##  <br> SAFETY FIRST-BUY YOUR COAL NOW

The outlook is for high priced coal. Railway freights increase 60 cents per ton is a certainty Mines have withdrawn summer prices and advanced present prices 50 cents per ton. This means the retail coal dealer must advance his prices. I have a limited stock on hand, and will maintain present prices as long as it lasts. Better invest a little money in coal now, and don't blame me if you have to pay higher for coal in the near future.

Full Line of Feedstuffs Bought and Sold

## E. T. COLEMAN COAL AND GRAIN DEALER

Phone 176
Between Depots
*

|  | Nitchell |  |
| :---: | :---: | :---: |

## Our New $\$ 1150$ Six

Thousands who wanted Mitchells wanted a smaller car. So this year we show Mitchell Junior.
Not too small. The wheelbase is 120 inches -the motor is 40 -horsepower. That's way beyond the usual in a car for five.
You have never seen a fine car with such amazing value.

## Unique Things

The Mitchell is famous for its hundreds of extra values.

31 Unique Featares-
100 Per Cent Added Luxury-
These were all paid for by factory sevings,
due to John W. Bate. He has spent mil lions to attain them. This whole plant has been built and equipped by him to build this one type economically
The result is a great car, built at far lower cost than anyone else could build it. And

## See the Result

See the 31 features which nearly all cart
omit. See this year's added luxury, paid for by savings in year's added luxury, paid spend 24 per cent more on beauty than last

But the greatest Mitchell extra is this double strength in every vital part. Our margins of safety-once 50 per cent-have been doubled in three years.
Over 440 parts are built of toughened steel. All safety parts are vastly oversize. All parts which get a major strain are built of Chrome-Vanadium.
The object is a lifetime car, and tests show that we have it, Cars still in good condition have been run over 200,000 miles.

## Cost $\$ 4,000,000$

The Mitchells extras on this year's output will cost us $\$ 4,000,000$. They cost you nothing, because our factory methods save them.
Compare the Mitchell with cars without these extras. We will abide by your judgment on which car you want.

Plainview Machine and Auto Co.
Phone 16
D. Brown, Prop.


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

## Found-Bunch or keys. Owner may obtain same at <br> OH YOU BARGAIN!

OUR FLOURS cost you fust a little
Tous and are fust a He ittle better than in market for Dry and
Green Hides in any quantity. RUCK-








$\qquad$
The Tle of the
Iomeless
Spidal
(S)





 Whod
Phone 475.

## Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it grices health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and we will do the rest.

## ALLEN \& BONNER

## Nassau Tires

are almighty tough
T. B. CARTER


| with April, 1917, amounted to 666 mil- |
| :--- |
| lion dollars in 1917, again 274 mil- |
| lions in 1916, an increase of 392 million |
| dollars. |
| J. B. DOWNS LAND \& CATTLE C0. |




$\underset{\substack{\text { Ba } \\ \text { ane } \\ \text { in }}}{\substack{\text { in }}}$

$\left\lvert\, \begin{aligned} & \text { children under the age of two years } \\ & \text { living in that country. War under- army is sapped. }\end{aligned}\right.$ living in that country. War under- army is sapped.
writes the statement that the dairy
The farmer who enlists his cows in writes the statement that the dairy
cow is the foster mother of humanity. $\begin{gathered}\text { The farmer who enlists his cows in } \\ \text { milk production renders a service the }\end{gathered}$ cow is the foster mother of humanity. milk production renders a service the
Keep on the farm every cow that
power of which extends to the first Keep on the farm every cow that
produces a calf and milk. To send produces a calf and milk. To send
her to the shambles is to play the part $\begin{gathered}\text { Farming is an occupation for task } \\ \text { masters only, and calls for a long, }\end{gathered}$ her to the shambles is to play the part
of a slacker in the army of proders only, and calls for a a long,
mard day. But the present hour does
tion Feed her so that of a slacker in the army of produc-
tion. Feed her so that she can pro-
hard day. But the present hour does
not recognize the task. It knows only
 dirty and inefficient separator; do ont the Nation's needs. The volunteer
discount her production by allowing
system has been discarded and condiscount her production by allowing system has been discarded and con-
her milk to rot because of exposure to
scription has been adopted. That

farmer who will not voluntarily enlist | her milk to rot because of exposure to | farmer who will not voluntarily enlist |
| :--- | :--- | :--- |
| heat, flies and dirty utensilis. | his cows in the army of production |
| If fars |  | heat, fies and dirty utensils.

If farmers imagine that the work of his cows in the army of production cannon, bayonet, and Red Cross is
important in the prosecution of the important in the prosecution of the
war, they should consider that milk war, they should consider that milk
production is vital, for without milk $\begin{aligned} & \text { Less fencing, large fields and long }\end{aligned}$


It is Proper That America's Best Looking Car is Also the Best Bred
NEVER has machinery been brought to a higher Twelve cylinder cars-the inspiration and pattern for the ruvtorioivic induatry. It is inevitable that National,

