

BATTLING NELSON TO VISIT PLAINVIEW

FAMOUS BOXER IS BIG FEATURE
WITH THE YANKEE ROBIN-
SON SHOW.

Circus owners are forever on the lookout for real, worthy, attractive feature celebrities, big thrilling acts and meritorious added attractions, in addition to the regular arena program and an extensive menagerie that alone costs thousands of dollars and is only mentioned incidentally.

Expense is no consideration when the right circus headline can be secured. Fred Buchanan, manager of the Yankee Robinson 3-Ring Wild Animal Circus, announces for this season's tour the greatest added feature attraction that any tented organization has ever offered the generous patrons of any arena program in circus history.

Battling Nelson,

the champion light-weight of the prize ring, is a clean-cut, example of the sturdy youth, has always eschewed bad habits, for he has never chewed, smoked or used liquor or dissipated in any form.

The Great Dane has participated in over 300 ring battles during his twenty years as a professional fighter. Nelson is a wealthy man today, and a genuine credit to the scientific doctrine of clean living, a object lesson to all men and boys of the nation.

Outside of the largest cities, this will be the first appearance of the champion of the fistie arena whose clean record, both in his profession and in private life, never in his entire career implicated or involved in any shady or dishonest transaction, classes him as a man among men.

Battling Nelson, the greatest of all champions, with his sparring partners and company of trainers, is the prin-

cipal attraction at the big athletic show, and will appear twice daily in Plainview with the Yankee Robinson Wild Animal Circus on Thursday, September 20.

**IMPROVED IRRIGATED FARMS,
40, 80, 160 ACRES.**

Bargain No. 2.

Three and one-half miles to town of 1,500 population; fine schools. Forty acres in alfalfa, fenced and cross fenced, hog tight; balance plowed for wheat. One hog shed with partitions. 120 feet long and about 10 feet wide. One special brood-sow shed about 100 feet long. Water piped to pastures; day-

good barn, chicken house and dairy house. Fine new six-room house, large front porch, and large rear screened porch. Forty h. p. oil engine, Layne & Bowler pump. Terms: Small amount down, long time on balance at 6 per cent. See MR. WHITE, Room 28, Grant Building, Plainview, Texas. 11.

Mrs. L. P. Barker has returned from Temple, where she has been receiving treatment for her eyes. Jim Dougherty left Friday on a trip to St. Louis.

Miss Jo Helm of Venita, Okla., who has been visiting her aunt, Mrs. J. E. Hawley, returned to her home Friday. Water piped to pastures; day-

Attention, Music Lovers



Have you ever heard the wonderful new.

Edison Phonographs?

If not, come in and let us have the pleasure of demonstrating it to you.

Bargains in new and second-hand pianos. New stock of Player Rolls and Sheet Music.

Ryden & Son's Music Store

621 Ash Street Plainview, Texas

FARMERS.
At a cost of a nickle per acre you can increase the yield of your wheat from 2 to 5 bushels per acre, by planting only the choicest of the wheat seed. Bring it into us and we will grade it to your entire satisfaction. Don't plant machine run seed and expect a big crop, when you can make dollars from a nickle investment.
C. E. WHITE SEED COMPANY
Plainview, Texas. East side Square

*A Hearty Welcome to Every
Teacher Attending
The Institute,
---Especially The Ladies*

We want you to visit our shop and see our display of

FALL MILINERY

Monday's Express brought us a Shipment of

GAGE PATTERNS

That are wonderful, also an assortment of velours and clipped beavers—extremely smart.

If we haven't what you want we are glad to get it for you.

R. & H. Millinery Co.

"The Individual Hat Shop"

NEXT MONDAY

Yes sir, we are ready—

There are tablets, but some of them have more paper in them than others.

We have the biggest one to be found to sell at 5c

The 10c one is a "Jumbo." That 5c ink tablet is also some class. I'm anxious to part with 10c envelopes at a package of 25 for 5c

Nickel Rubber-tipped Lead Pencils four for 5c

When it comes to a 5c pencil we sell you a REAL NICKEL number for . . . 5c

Rubber, Cork and Metal Grip Pen Holders, all styles, each 5c

Red, Black, Green, Blue, and Purple Writing Ink and Black Fountain Pen Ink per bottle 5c

Long, strong Web Book Straps 5c & 10c

Leather Book Straps 10c and 15c

Plain and Folding Lunch Boxes . . . 15c

Lunch Baskets, 25c, 35c and 50c

Slates, 10c, 20c and 35c

Scissors 10c and 15c

Lock and Key Pencil Boxes 5c

Filled Cholera's Companions, 10c

Water Color Paints, box 12 colors, 10c

Painting Books 5c and 10c

Scissors 10c and 15c

Rubber Printing Outfits 15c

Book Satchels, water proof . . . 25c and 50c

Crayolas, 6 in box 5c. 14 in box 10c

Cap Pistols, automatic 10c

Pistol Caps, 250 shots for 5c

Rubber Rattles, 5c and 10c

Collapsible Drinking Cups 5c and 10c

Yes sir, we are ready.

Extra good Gingham and Outings at yard 15c

Have a bunch of short lengths in White Goods, Carded crepe, etc. The value is up to 25c a yard, while it lasts only 10c yd.

A big special in laces. Lots of it is 10c quality. You will not see such a bargain soon. While we have it the price will be 8 yards for 25c

Figure that for a saving

HEADQUARTERS FOR HOUSE-KEEPERS.

Dishes, tinware, Enameled ware, aluminum ware.

That reminds me that I have something extra good to tell you about aluminum ware SOON.

It will pay you well to spend an hour looking over our hardware counter.

Fruit Jar Rubbers, 2 dozen for . . . 15c

Fruit Jar Caps, 2 dozen for 25c

Clothes Pins per dozen 5c

Tin Cups, Paper Napkins, Pie Plates and Notions.

BOYS' AND GIRLS' SCHOOL HOSE

I've told you about them before. They are the same quality hose you always bought at this price . . . 25c Just a few dozen. It will be mighty poor judgement to let these pass.

CANDY! CANDY!!

When you taste it you'll understand. Why we sell it by the ton Your favorite kind is here, chocolates on display in short time. Also sugar wafers. It is always fresh because it sells so fast.

Poultry Poultry

We will load a car of live chickens in Plainview this week and will pay you the following prices in cash for poultry delivered to our ware house just east of Flour Mill Mill during the week

Hens, per pound	13c
Friers, per pound	15c
Old Cocks, per pound	6c
Stags, per pound	8c
Ducks, per pound	8c

*Remember this price is good for one week only
At the present price of feed it don't pay to feed hens that are not producers
We Want the Opportunity to Buy Your Eggs.*

Merchants Produce Co.

Just east of Flour Mill

Plainview, Texas

CANNON BALL

HANG THIS CALENDAR UP

**\$5.00
FREE**

**You May
Get It**

READ! READ! READ!

A REPRESENTATIVE OF THE PLAINVIEW EVENING HERALD WILL CALL AT SOME HOME IN PLAINVIEW'S TRADE TERRITORY ON SOME DAY OF THE MONTH. IF HE FINDS THIS CALENDAR HANGING ON THE WALL IN FULL VIEW, AND YOU CAN TELL HIM WHOSE ADVERTISEMENT IS UNDER THAT DATE, HE WILL PRESENT YOU WITH A BRIGHT, SHINEY \$5.00 GOLD PIECE. HANG THE CALENDAR UP—GET UP EACH MORNING AND READ THE ADVERTISEMENT UNDER THAT DATE—FORTIFY YOURSELF AGAINST THE COMING OF THE HERALD MAN. YOU CAN'T TELL WHEN HE IS COMING OR WHERE HE WILL GO—IT MAY BE 30 MILES IN THE COUNTRY OR IT MAY BE IN THE TOWN OF PLAINVIEW—SO BE READY! HE MAY COME TO YOUR HOME ON THE 6TH OR HE MAY NOT GET THERE UNTIL THE 23RD OR THE 30TH.

THE NAME OF THE PARTY GETTING THE \$5.00 WILL BE PUBLISHED EACH MONTH. HANG ME UP—PASTE ME UP—TACK ME UP—PIN ME UP!

--- I MAY BE WORTH \$5.00 TO YOU. ---

FOR
SEPT.
1917

Read This Aloud to All the Family

THIS CALENDAR CARRIES WITH IT A LIST OF ADVERTISEMENTS FROM PLAINVIEW'S MOST AGGRESSIVE AND PROGRESSIVE BUSINESS CONCERNS, MEN WHO BELIEVE IN THE POWER OF TRUTHFUL ADVERTISING. BY ADVERTISING THEIR RESPECTIVE LINES THEY ARE ENABLED TO GIVE YOU JUST A LITTLE BETTER VALUE OR A LITTLE BETTER SERVICE—BECAUSE THEY NATURALLY ENJOY A LARGER TRADE THAN THE MAN WHO DOES NOT ADVERTISE. THEY WANT YOUR BUSINESS AND ARE SEEKING IT ON THE BASIS OF "SERVICE AND VALUE."

DO YOU TRADE WITH THEM? IF NOT, WHY NOT?

WATCH FOR YOUR NEW CALENDAR NEXT MONTH.

SUN.	MON.	TUES.	WED.	THU.	FRI.	SAT.
Read The Herald Every Day Every issue brings you the live news of the day as well as the many messages of economy as expressed thru the advertisements of Plainview's live merchants \$2.00 A YEAR AND ITS WORTH IT			Use Herald Want Ads for Results One Cent a Word	PASTE ME UP  \$5.00 IN GOLD	100,000 SECOND SHEETS All Kinds for All Pur- poses at THE HERALD	1 THE NEW SUMMER GOODS for Men, Women and Chil- dren are arriving daily. We are receiving daily shipments of the season's latest. -- JACOBS BROS. CO.
2 If U are looking for goods of high quality at low prices U can find them at FRANK'S NECESSITY STORE Phone 18 North Side Square	3 Start RIGHT This Month! Make arrangements to enjoy the summer with a NATIONAL or HUPP CAR CONNELL MOTOR CO. Phone 113. Donohoo-Ware Bldg.	4 WE WANT YOUR CREAM. No matter what amount you are able to deliver, we want Fresh Cream at all times. We pay top market prices. PLAINVIEW CREAMERY. J. N. Morrison, Prop. Phone 361.	5 EVERY ARTICLE OF FURNITURE in your house that you do not need has an exchange value here. -- W. E. WINFIELD. Phone 95.	6 Tel. 161. -- When You Buy DRUGS, Buy Them Right. -- THAT'S THE WAY WE SELL. -- LONG-HARP DRUG CO. Bring us your Prescrip- tions.	7 ON THIS DAY If you cut me out and take me to this store and make a purchase in any depart- ment for any amount, we will give you a Ten-Dollar Premium Ticket FREE. -- G. E. LEWIS. Everything You Eat and Wear. Phone 116. Wayland Bldg.	8 Use PRIDE OF THE PLAINS FLOUR This month and every other month, and be sure of the success of your baking. -- At All Grocers. -- HARVEST QUEEN MILLS. A. G. Hinn, Prop.
9 IT PAYS U to trade at FRANK'S NECESSITY STORE Phone 18 North Side Square	10 VAN, The Square Jeweler, --with-- Long-Harp Drug Company, Plainview, Texas. -- You don't have to be a judge of Jewellery to get a SQUARE DEAL here.	11 OUR \$15.00 AND \$20.00 GUARANTEED SUITS Biggest Bargains in America. -- AND SHOE STORE. REINKEN'S CLOTHING	12 READ THIS! GARNER BROS., HOME OUTFITTERS. We Always SAVE YOU MONEY. Everything for the Home. Come in any day. GARNER BROS.	13 Bring Your CHICKENS, EGGS AND TURKEYS --to-- MERCHANTS PRODUCE COMPANY. and you will get the Highest Market Prices.	14 ARE YOU INSURED? Better see us today and attend to it. We are prepared to serve your best interests. -- Office, Grant Building. MALONE & JACKSON.	15 OLYMPIC "Quality Did It." TIME TABLE. Afternoon, 2:30 and 4:30. Evening, 7:00 and 9:00. -- Admission Prices. Afternoon - - 5 and 10c Evening - - - 10 and 15c WORTH IT! Special Music Every Day. Every Day a Feature Day.
16 -- ALLEN & BONNER. Phone 162. PHONE US YOUR COAL OR GAS Today or any other day. They will receive our prompt attention.	17 Tel. 677. MAXWELL CARS, VELIE CARS, UNITED STATES --and-- DIAMOND TIRES. MAXWELL SERVICE STATION. All Parts in Stock. SOUTH PLAINS MOTOR COMPANY. J. M. Lipscomb and T. D. Lipscomb.	18 NASH HOTEL. European Plan. -- 40 Clean, Cool Rooms, 25c, 35c, 50c. W. A. WASH Proprietor. Phone 444. -- W. A. NASH, Auctioneer. STOCK AND FARM SALES A SPECIALTY. Plainview, Texas.	19 SATISFACTION is a big word, and it is a bigger thing to give—but We Give It! Let US do your BARBER WORK. Send the Children to us. C. L. LARGENT'S BARBER SHOP.	20 For every illness there is a remedy in the Rexall Line and our Prescription Department can fix you up. -- DYE DRUG CO., The Rexall Store. Phone 23. West Side Square.	21 LOOK! A man said—"I like to eat where it is clean!"— and he eats here! He is never lonesome. Hun- dreds eat here every day. Bring your family. -- CRYSTAL CAFE. Everything Spotlessly Clean. Located in the Middle of Plainview.	22 EVERYBODY TRADES --at-- EVERYBODY'S CONFECTIONERY. -- Cigars, Tobacco, Candies, Sheet Music. -- Finest Ice Cream Parlor Anywhere. Better Cold Drinks. H. E. Jobe, Prop.
23 30 YOU'LL BE A WINNER EVERY DAY If you will always look to the ALFALFA LUMBER CO. To Supply Your Needs.	24 Call Telephone 119. -- CORN FOR SALE. -- COBB GRAIN CO. -- We buy and sell Grain of all kinds. Connections with largest Northern and Eastern houses. -- Feed Stuffs and Field Seeds.	25 TRY IT THIS MONTH! Have your Clothes cleaned and pressed in THE WALLER TAILORING CO. WAY. We handle Ed V. Price Made-to-Measure Clothes. Tailors. Dry Cleaners. Phone 188.	26 DAIRY BARN AND SHEDS. -- This month is a good time to make your plans for dairy buildings. We will be pleased to show plans and sell you your supplies. -- ALFALFA LUMBER CO. Phone 163.	27 THE PLAINVIEW MERCANTILE CO., The Big Department Store. -- BIG SEMI- ANNUAL CLEARANCE SALE THIS MONTH -- The House with the Goods.	28 PLAINVIEW TRANSFER AND TAXI COMPANY. -- We Meet All Trains. No job of hauling too small for us, and will con- tract to move anything that is loose at both ends. Tel. 44—Day or Night. KNIGHT AUTO CO.	29 We RE-GRIND CYLIN- DERS and MAKE NEW PISTONS. Weld all kinds of Castings. -- Goodyear Tires and Tubes. -- E. N. EGGE AUTO CO. Phone 646. Plainview, Texas.

