

The Twice-a-Week Hale County Herald

PUBLISHED IN THE HEART OF THE IRRIGATION BELT OF THE SOUTH PLAINS

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, FRIDAY, AUGUST 29, 1913

NUMBER FORTY-EIGHT

FIRST SCHOLARSHIP TO MRS. GARDNER

Resident of Seth Ward Community
Contributes \$2,000 to Endowment
Fund of College.

MATRICULATION TUESDAY

Commissioner Regards Woman's Con-
tribution Good Omen—It Was
Same at Dallas.

Mrs. M. F. Gardner is the first per-
son to secure a scholarship in Seth
Ward College by contributing to the
endowment fund. She gave \$2,000. A
gift of \$2,000 entitles the donor to a
tuition scholarship; \$5,000 entitles the
donor to a scholarship covering both
board and tuition.

"We are particularly pleased that
the first large gift came from a
woman," said Rev. J. T. McClure yester-
day. "The first large gift in Dallas
for Southern Methodist University was
made by a woman; likewise the first
and largest gift outside of Dallas when
the campaign for \$500,000 started was
by a woman."

President Pearce says that they are
expecting as many as five gifts of
\$5,000 each in Plainview. With this
amount it will not be difficult to make
the total endowment reach \$75,000.
The work is progressing in a very en-
couraging manner, according to the
committee.

Five families from out of town vis-
ited Seth Ward Wednesday, and four
of them reserved rooms for students.
President Pearce says. He is expect-
ing a very large attendance this year.
Matriculation begins Tuesday morn-
ing. Thursday morning Dr. G. C.
Rankin will open the college with an
address in the chapel. Class work
starts Thursday afternoon.

The public schools open September
3. Wayland opens all departments
September 16.

AMARILLO EATS PLAINVIEW VEGETABLES.

Our Products Being Featured at the
Panhandle City as "The Vegetables
with a Flavor So Different."

Plainview products are becoming
the popular kind to buy. At least it
would seem that vegetables grown on
Plainview's shallow water soil are the
kind which are appealing most to the
Amarillo housewife just now. In the
Thursday issue of the Amarillo News
"Spot Cash" Seay, who has a branch
store in this city, had a large display
advertisement, in which he enumer-
ated the delicious qualities of Plain-
view vegetables, which he was offer-
ing the Amarillo residents.

Special space was given to calling
attention to the qualities of "the vege-
tables with a flavor so different."

Hale County fruits and vegetables
are coming more and more into de-
mand. Wherever markets have been
permitted to sample them they have
always wanted more than it was pos-
sible to ship them.

BAKING SCHOOL

ATTENDANCE GROWS.

The cooking school at Paxton & Os-
wald's furniture store, under the di-
rection of Mrs. E. M. Aldrich, con-
tinues to gain favor with the house-
wives of Plainview. More than one
hundred and fifty women and girls
heard the lectures and saw the demon-
strations this afternoon.

Mrs. Aldrich's "Lady Baltimore"
cake and angel food cake are deli-
cious. Every afternoon since the open-
ing of this baking school the house-
wives of Plainview have enjoyed the
"samples" of bakery goods, and hur-
ried back the next afternoon, that not
a "word" be lost.

REPORT ON FLIES.

The following is the report on flies
trapped the week ending Tuesday,
August 26. Herwin Gallaway is still
in the lead, having brought in 32
pint:

Ennis Crow	16 pints
Grady McClure	13 pints
Frank Daniels	6 pints
Edward Kerr	5 pints
Total	72 pints

VISITING DR. PICKETT.

R. N. Warren, of Burleson, is visit-
ing at the home of Dr. Pickett, on Re-
striction Street. Mr. Warren is very
much impressed with the Shallow
Water Belt.

FIRST NATIONAL BANK GETS SCHOOL FUNDS.

School District Valuations \$3,179,134
for 1913; Change in Plainview
Primary Department.

The First National Bank was
awarded the privilege of keeping pub-
lic school funds for the coming year.
Their bid was 8 1/2 per cent on daily
balances. Last year the First Nation-
al Bank paid only 5.6 per cent on daily
balances.

Property in the Plainview Independ-
ent School District for 1913 is valued
at \$3,179,134, as compared with \$2,-
915,295 last year. Income from taxes
will be, for maintenance, 1913, \$12,-
080; 1912, \$11,077.40; interest and
sinking fund, 1913, \$3,814.84; for 1912,
\$3,498.73. Total for 1913, \$15,895.26;
1912, \$14,576.13.

Approximately \$1,000 will be re-
ceived from lease on land.

The Board has appointed Miss Maxie
Spear teacher of primary work in-
stead of Miss Byrd Roebuck. Miss
Roebuck resigned because of illness
of her mother.

Professor Harrison is in receipt of
a letter from Thomas Fletcher com-
plimenting the personnel of the high
school faculty. School opens Septem-
ber 9.

KERLEY APPOINTED POST OFFICE INSPECTOR.

Today J. R. Kerley received notice
of his appointment as post office in-
spector. As soon as the bond is made
the appointment will become effective
and the district will be assigned.

Mr. Kerley has been assistant post-
master here for nearly five years. The
appointment is rather exclusive, there
being only three or four hundred post
office inspectors and thousands of ap-
licants.

ORDER FOR NEW BOOKS FOR LIBRARY DELAYED.

The purchasing committee for the
Plainview Library announce that the
recent order of books which has been
expected for the first of the month
has been delayed in Chicago, on ac-
count of the demand for the class of
books ordered.

The larger part of this order of
seventy-five books is for children,
and it is regretted by this com-
mittee that this unavoidable delay has
kept the books from them so long. A
message from the book concern in
Chicago states that the books will
reach Plainview by the first of Sep-
tember.

COMMERCIAL SECRETARIES WILL MEET IN NOVEMBER.

Fort Worth, Texas, Aug. 28.—The
Executive Committee of the Texas
Commercial Secretaries and Business
Men's Association at its recent meet-
ing, held in this city, selected Fort
Worth for the next Annual Conven-
tion of the organization and named
November 11th and 12th as the dates
for the meeting.

There was a lively discussion be-
tween the members attending the Ex-
ecutive Committee meeting of the
State's pending suit against the Mis-
souri, Kansas and Texas Railroad,
and the recent suit against the Mag-
nolia Petroleum Company. The gen-
eral opinion of the speakers, however,
was that it is not within the province
of the Association to criticize State
officials, but if the laws are such as
seem to permit proceedings such as
have been instituted, some effort
should be made to change such laws.

The opinion finally prevailed that
the question was of such serious and
far-reaching consequence that it
would be wise to defer action until the
annual meeting, in November, when
the subject could be considered by all
the members of the Association.

The Executive Committee voted
Peter Radford a resolution of thanks
for the able assistance he has ren-
dered the Manager of the Texas Farm
Life Commission, and commended the
series of articles he has given the
press on the farmers' problems.

BARTLEY FOR LAND COMMISSIONER.

Hon. T. M. Bartley, of Tahoka, rep-
resentative from Lynn County in the
State Legislature, was in Plainview
yesterday. Mr. Bartley's friends are
trying to persuade him to announce
for State Land Commissioner. "The
West is entitled to a place, and for
the benefit of the entire State we
ought to have a man who is familiar
with conditions in the West," Judge
L. C. Penry said.

\$2,500,000 TO AID TEXAS CROP SEASON

Secretary of U. S. Treasury Announces
Partial Apportionment of \$50,000,-
000; Money Available Now.

SOUTH GETS \$21,800,000

Special Government Representative
Will Serve with Clearing House
in Judging Securities.

Secretary of the Treasury McAdoo
announced Tuesday the apportion-
ment, as far as it has been completed,
of the \$50,000,000 to be deposited by
the Government in National banks of
the West and South to facilitate the
movement and marketing of crops.
The total amount allotted to date is
\$46,500,000, of which \$21,800,000 goes
to banks in the thirteen Southern
States and the District of Columbia
and \$24,700,000 to the fourteen West-
ern States.

The Southern banks have asked that
their share of the funds be deposited
in August and September, and those
in the West want the money apportion-
ed to them during September, Octo-
ber and November. The money will
be allowed to remain on deposit on an
average of four or five months. All of
it is to be returned not later than
next April, and the Southern bank-
ers, who get their money first, in
December will begin turning it
back into the treasury in monthly in-
stallments.

Statement by Secretary.

In a statement announcing the ap-
portionment, Secretary McAdoo said:
"The funds are deposited in the
banks of the West and South because
it is believed there is short demand
for the money to assist in marketing
the crops * * * but if in the East
or elsewhere it should be shown that
there is need for the temporary use
of funds for similar legitimate pur-
poses, the Government will be quite
as ready to extend similar aid."

Many factors are taken into con-
sideration in arriving at the apportion-
ment of deposits in the West and
South.

"Among these," the Secretary said,
"were the immediate needs of the lo-
calities as reported by the committees
of the clearing house in the confer-
ences held with them in Washington,
the capital of the different National
banks and the character of business
transacted by them. The amount of
money which these banks are at the
present time advancing to their coun-
try bank correspondents and the addi-
tional accommodations which they ex-
pect to extend to these correspond-
ents; their present condition as shown
by the last Comptroller's call; their
outstanding circulation and the amount
of rediscounts they may have made
in their efforts to meet the legiti-
mate demands upon them of custom-
ers and correspondents."

In each depository city the Govern-
ment has chosen a special representa-
(Continued on Page Eleven.)

WHAT COLQUITT ASKED.

Judge L. C. Penry is home from the
special session of the Legislature, in
Austin. Judge Penry says that the
Legislature appropriated for the State
educational and eleemosynary institu-
tions just what Governor Colquitt
asked. He does not understand why
the Governor vetoed the appropri-
ations for the second year.

FORT WORTH STOCK SHOW EXPECTS LARGE ATTENDANCE.

Fort Worth, Texas, Aug. 27.—The
management of the National Feeders
and Breeders' Show is working over-
time preparing for the Stock and
Horse Show to be held in November.
Already several exhibitors have re-
quested space, and arrangements will
be made to secure additional exhibit
ground in the stock yard.

FROM WAXAHACHIE IN FORD.

D. H. Stovall and family, from Wax-
ahachie, came in Wednesday and are
visiting W. L. Harrington, on Restriction
Street. They drove a Ford auto-
mobile.

ALFALFA AT GARWOOD.

J. F. Garrison is planting thirty
acres of Garwood to alfalfa. This land
was sown to wheat last fall. It pro-
duced a little more than 32 bushels
an acre, under irrigation.

Dr. E. M. Harp, of Abernathy, was
here this week.

"INTENSIVE STOCK GROWING BEST"

Expert Thinks the Silo and Forage
Crops Guarantee Large Profits
Under Irrigation.

FINE GRAPE COUNTRY

A. M. Kruger Gives Some Results on
Some Crops Grown on the Ex-
periment Farm.

Experiments being carried on by
the Texas Land and Development
Company on their farm east of Plain-
view, are giving interesting results.
A. M. Kruger is horticulturist in
charge of the work. Mr. Kruger urges
more co-operative action on the part
of farmers. He thinks, too, that in-
tensive stock farming offers unlimited
possibilities here. Mr. Kruger also
urges the keeping of bees for the pur-
pose of pollenizing early blooming
plants.

Mr. Kruger says:

"I would like to give your readers
some facts on irrigation on some
crops on our experiment farm that
have matured, or have about mat-
ured—those that in my estimation
would be a sure and paying crop. I
find that cantaloupes would pay well
if each one that grows them would
keep three or four stands of bees, for
the purpose of pollenization of the
first blossoms. The same idea applies
to early watermelons, fruits and
vegetables. As it is at present, we
have to depend on the numerous bugs
and insects, some of which are bene-
ficial while others do more harm than
good, and, as they do not begin to
work until about June 10th, all early
blossoms prior to that date would be
barren."

"To make the cantaloupe proposi-
tion pay we must have them ready for
market from July 20th to August 5th.
Tomatoes and beans would also be
a paying crop, even for canning pur-
poses. A cannery started on the co-
operative plan would be a paying
proposition."

"Sweet potatoes and onions are pay-
ing crops here. If the latter are
seeded in early fall and transplanted
in spring they would pay well. Cab-
bage and sweet corn are nearly a fail-
ure, as up to the present time we have
found no remedy for the insects af-
fecting them."

"You have the finest grape country
outside of California, and I think more
attention should be given to the plant-
ing of them."

"But the best impression I have
had so far is on the growing of forage
crops by irrigation. I have some
maize and kaffir corn that will crop
over 100 bushels to the acre; cane that
will crop 15 to 20 tons of fodder per
acre. By proper rotation and suffi-
cient moisture at the right time we
could make this one of the most pros-
perous truck-growing sections in the
Union. If good corn land in Kansas
or Illinois is worth from \$100 to \$200
per acre, I am sure it ought to be
worth that here for alfalfa, kaffir,
maize and cane."

"I firmly believe that the silo, alf-
alfa, maize, kaffir and cane fed here
and put into beef and hogs will be the
future industry for the Shallow Water
Belt. I would be the last man to dis-
courage any one having from 80 acres
of land or more from installing a good
pumping plant; it is as good an asset
as the land itself, and insures a posi-
tive return on investment and labor."

"I believe in large wells, and where
one man is not able to afford such a
plant, then co-operate with his neigh-
bors. Land that has the proper
gravity and with economical and prop-
er methods of irrigation, a 2,000 to
3,000-gallon well will take care of
300 to 400 acres. The latter plan
would also apply to a community of
small farms where fruit and truck
would be the main crop. Figures and
experiments on truck are not yet
available, but we are at present seed-
ing truck stuff on ground that has al-
ready produced one crop. Also study
of markets and what best class of
truck for same is at present not avail-
able."

"By the middle of November I shall
be able to give a more definite account
of our experiments, and also a more
accurate idea on adaptable crops for
next year's planting. If our sugar
beets prove up well on percentage,
we may be able to have a sugar fac-
tory here of our own."

"One thing I regret to say is, there
is so much lack of co-operation. I
firmly believe it is the future salva-
tion of the agriculturist and stock
raiser, and will also eventually be the
solution of the high cost of living."

TO ELECT PRESIDENT AT MONDAY NIGHT'S MEETING.

New By-Laws and Constitution Will
Recommend Welfare Committee
as Advisory Board.

The Executive Committee which was
appointed Monday night to draft con-
stitution and by-laws and recommend
the name of a man for President of the
Chamber of Commerce at the next
meeting of the club, did not meet
Wednesday morning, because of the
absence of several members. The
Committee will meet to-morrow.

At an informal discussion the com-
mittee decided to recommend a "wel-
fare committee" to act with the Presi-
dent and Secretary. A constitution
and by-laws will also be presented
at next meeting. It is the purpose of
the Chamber of Commerce to elect a
President Monday night, and matters
concerning exhibits for the various
fairs will come up.

"BUFFALO" JONES' PICTURES COMING TO THE AIRDOME.

Movies to Show the Capture of Wild
Animals in the African Jungles by
the Use of the Lasso.

Plainview is to see the wonderful
adventures of "Buffalo" Jones, the
man who went to Africa in 1910 and
captured alive, by means of the lasso,
all of the big African animals, includ-
ing giraffes, rhinoceroses, lions, ze-
bras, etc.

Manager Bonner of the Airdome has
arranged for a picture display and
lecture on the daring hunt at his local
resort on Monday and Tuesday of next
week, September 1 and 2.

Jones is a very noted character.
While in Africa he was for some days
in the company of Colonel Roosevelt,
the two traveling and hunting togeth-
er. He has lectured before the Na-
tional Geographic Society at Wash-
ington, and his pictures have been shown
in many of the best playhouses in
America. The writer saw these pic-
tures at the Belasco Theater in Wash-
ington, in which city they were ac-
claimed a splendid delineation of feats
of great daring.

This fall "Buffalo" Jones is under
contract to return to Africa, capture
and deliver alive to the Sells-Floto
circus an African gorilla, for which he
will receive \$250,000.

A CONTEST FOR FARM BABIES.

City Children Will Be Barred from
"Better Baby" Show at Guthrie.

Guthrie, Okla., Aug. 22.—John Golo-
bie, a confirmed bachelor and presi-
dent of the Cimarron Valley Fair As-
sociation of Guthrie, today established
a "better baby" contest as a feature of
the fair which opens here September
16. He will have personal charge.
He bars all babies except those direct
from the farm, believing the best
specimens thus will be obtained.

COMMITTEE REPORTS CONDITIONS IMPROVING.

The inspection committee from the
Civic League reports that sanitary
conditions in Plainview are improv-
ing. Nearly all the grocery stores,
markets and bakeries show a decided
advance in rating. Mrs. Heard re-
ports that the committee says "The
toilet rooms of public buildings are
in a bad condition, unsanitary to a
surprising degree."

Is Plainview as clean as her citizens
want it to be?

NEW BUILDINGS FOR COTTON PALACE.

Waco, Texas, August 27.—The Texas
Cotton Palace Association will soon
let contracts for a new poultry build-
ing, a large and spacious auto hall
and a modern motordrome. The de-
mand for space at this exposition has
outgrown the present accommoda-
tions, and the new structures have
become a necessity. The poultry
building will be equipped with every
up-to-date, sanitary feature, and will
house the fine fowls during the ex-
position period, November 1st to 16th.
A complete and comprehensive show-
ing of the latest in autos will be a
feature for 1913, and the motordrome
will bring thousands here to see the
most exciting and daring of sports.

A. M. Bailey, of Schuyler, Nebraska,
is visiting his brother, J. C. Bailey,
near Plainview.

That is a subject on which I will sub-
mit an article later on, as affecting
the farmer and wage earner."

LAKE PLAINVIEW TO BE LIGHTED

Sail Boats and Other Features Will
Add to Attractiveness of
Local Resort.

PLANTING ALFALFA

Bridge Placed Across Draw at Pioneer
Park Where Driveway Will Be
Constructed; New Well In.

Tonight, if all goes well, Lake
Plainview will be a "White City." The
Texas Land and Development Com-
pany has placed twenty-five 60-watt
electric lamps on high poles around
the lake. Seats are also being placed
over the ground.

A number of trees are being set out.
These are only an experiment, ac-
cording to R. S. Charles, Manager.
Mr. Charles thinks the evergreens
will grow all right; he says he should
not be surprised if the others do not
live—but it is an experiment.

The Company is planting 170 acres
of alfalfa at Pioneer Park. Dr. Pear-
son's well has been completed. This
well is fitted with a No. 6 engine. Mr.
Charles says that it is expected this
well will develop about 1,500 gallons
of water a minute.

A bridge has been placed across the
draw at Pioneer Park, and the drive-
way around the lake will be com-
pleted as quickly as material can be
placed.

Mr. Charles says that sail boats
have been ordered for Lake Plainview.
These will be put on in addition to
row and motor boats. Changes in the
wier pool are being made, to increase
the height of the water fall.

MONEY ON BOND ISSUE IN FIRST NATIONAL BANK.

\$11,435 Is Available for Street Im-
provements and \$9,529.16 for
Water Extension.

Money for street and water exten-
sion bonds was received Wednesday.
There is \$11,435 available for street
improvement and \$9,529.16 available
for sewer and water extension.

This money draws about \$4.50 a day
so long as it is in the bank. Interest
is paid on daily balances at the rate
of 7 1/2 per cent a year.

As soon as street crossings are put
in and sidewalks are connected up
Plainview is entitled to free mail de-
livery.

NATIONAL CORN EXPOSITION WILL STUDY MARKETING.

Dallas, Texas, Aug. 28.—The mar-
keting of crops so the farmer will get
more for his produce than he now re-
ceives will be given considerable at-
tention at the National Corn Ex-
position, to be held in this city February
10-24, 1914.

Marketing is the most-talked-of
phase of farming economics today,
and many agencies are at work for its
solution. Some co-operative associa-
tions are already successfully solving
the problem, and the recent announce-
ment that the Wells Fargo Express
Company had accepted a marketing
plan advocated by Peter Radford
seems to throw more light upon the
subject.

While the exposition is called a Na-
tional Corn Show, it nevertheless deals
with every phase of farming, and every
crop and species of farm animal will
be studied. There have been five of
these Expositions. The first was held
in Chicago, in 1908; the second and
third at Omaha, Nebraska, in 1909, and
1910; the fourth at Columbus, Ohio, in
1911, and the fifth at Columbia, S. C.,
in 1913.

The coming of the Sixth Exposition
to Dallas, Texas, is in keeping with
the original idea of the organizers,
who desire to carry the gospel of bet-
ter farming to various parts of the
country. The directors of the Texas
State Fair Association have generously
placed their buildings at the dis-
posal of the Corn Exposition.

Commercial and industrial organiza-
tions in every section of the State are
co-operating with the Corn Ex-
position, and it is predicted that the com-
ing exposition will be the greatest in
the history of the event. It is ex-
pected that several hundred thousand
farmers will visit the exposition
grounds, and indications point to a
large attendance from foreign coun-
tries.

A well-organized force is at work
arranging exhibits and making plans
for the housing of farm products.

Quality Job Printing;
Book and Pamphlet
Designing.

School Days Are Almost Here

Provide the Little Folks With the Proper Footwear



Don't Blame the Boy
Get Him a Pair of Honest Leather

TESS and TED SCHOOL SHOES

Then you won't have to "Fuss" at him for wearing out his shoes so quickly.

The Boy Isn't to Blame—It's the Shoes

Most shoes made for children contain paper soles, composition heels and counters, hidden where you can't see them.

You can't expect such shoes to stand the hard wear children give them.

"Tess and Ted" School Shoes are honestly made of good leather. No substitutes for leather are ever used. They are made to fit the growing foot. They look better and fit better than

ordinary shoes. Your girls and boys will like them.

Get "Tess and Ted" School Shoes for your girls and boys. You will save money because the cost per day of wear is less than when other shoes are worn.

"Tess and Ted" and 700 other styles of "Star Brand" Shoes are sold by 20,000 good dealers. Don't just go into any store, but look up the "Star Brand" dealer.

Be sure you get the genuine—with our name on the sole and our star on the heel. Then you'll know why

"Star Brand Shoes Are Better."

ROBERTS, JOHNSON & RAND
MANUFACTURERS Branch of International Shoe Co. ST. LOUIS

Plainview Mercantile Co.

PLAINVIEW COMPARED WITH THE REST OF THE WEST.

Shallow Water Belt of the Texas Plains Offers Many Advantages Over Irrigated Districts in Nine Western States.

By E. E. BLACK.

The writer recently enjoyed the privilege of making a 6,000-mile trip through nine states lying between Texas and the Pacific Coast. The most extensive development in the world is located in this territory. Since the Plainview country is vitally interested in irrigation, perhaps a brief account of this trip will prove readable.

The first irrigation district that we saw was around Deming, N. M. Here the pump is battling the desert. It is much warmer than in the Plainview

country. Cattle were seeking shade behind huge cañal. It costs from \$10 to \$15 per acre to clear the land of underbrush and level it for irrigation. It takes an acre foot more of water per acre per annum for crops here than it does at Plainview, owing to the sandy condition of the soil and the gravelly subsoil. The sand blows easily and is stacked in great drifts by the hot winds of the desert. The annual rainfall is 13 inches.

We rode the camel-like Southern Pacific on through the desert to Phoenix, Arizona. Here the Roosevelt Dam furnishes water sufficient for 150,000 acres. The cost of water is \$45 per acre for the right and about \$1.50 per acre foot for the water. Clearing and leveling land runs from \$15 to \$20 per acre. We found that the owners of many irrigated farms had gone to the seashore or the mountains to avoid the heat, leaving the hired men to attend to the alfalfa harvesting. The writer thought of the advantages the Plainview country offers, in that we are able to live here in comfort the year around, and the temperature in the coastless town of Phoenix led me to believe the story of the Arizonan who "complained of a draft when he died and went down to the Other Place." The alfalfa hay in this section is coarse and woody, and does not cure with the pea-green color and delightful scent that it does in the Plainview district.

The temperature at Gila was only 115 degrees in the shade. The conductor told us that "It sometimes gets hot in this part of the United States."

The Secretary of the Commercial Club at Yuma spoke of the heat being "dry," and said his people did not mind it. Later he admitted that almost half the population, who were able, spent their summers in the mountains or by the seashore. The Colorado River is infamous for its infidelity to its basin, and its mosquitoes. Every one sleeps—or attempts to sleep—under mosquito netting out on sleeping porches. This is claimed to be the only frostless region in the United States, and we will testify that it did not frost the night we were there! The irrigation system is elaborate, water being taken from the Colorado River at a distance of some 15 miles above the city, where it is conducted in a syphon under the river, coming out on the east side to irrigate the Yuma Valley. Valley farmers told us that eight cuttings was the minimum on their land, but, as one man said who left Yuma in disgust, "If gold nuggets grew on trees, they would be too hot to pick."

127 Degrees in the Shade.

We rolled through the edge of the Imperial Valley into Southern California. The weird phantasmagoria of the desert was on one side and the Salton Sea on the other. The air was sickening with the smell of the varnish scorching on the sides of the train. I held a handkerchief soaked in ice water out of the train window, and the hot wind dried it perfectly in three minutes. The depression was about 200 feet below sea level. The Imperial Valley irrigation project along the Colorado River is attracting

Lumpkin - Thomas Hospital

606 Tyler Street, Amarillo, Texas

A modern brick building, especially equipped for the care of gynecological and surgical patients. Pathological and X-ray laboratory. Graduate nurses only.

Drs. Lumpkin and Thomas, Attending Surgeons.
Mrs. N. H. Tudor, Matron.

immigration, but the writer will never vote in the town of El Centro. At 2 o'clock, July 1, it was 127 degrees in the shade at Ogilby, California!

We found a wonderfully beautiful irrigation district at San Bernadino, California. We also ascertained that improved land sells from \$350 to \$2,000 per acre. The orange groves bring the highest prices. However, alfalfa holds its own with citrus fruits here, and farmers told us that they would not trade 25 acres of alfalfa for a 25-acre orange grove. Alfalfa yields from 6 to 9 tons per acre, sells at \$10, and costs about \$6 per ton to water and market. The water supply is mainly from artesian wells, a large number of which are requiring pumping, with lifts ranging from 50 to 90 feet. But little land is turning here, the country being as yet in a dazed condition because the freeze last winter played havoc with their orange and eucalyptus trees, etc.

At Riverside we found the most expensive irrigation on our trip. The water alone costs \$8 per acre per annum, and that, with other expenses, makes the cost of irrigation many times the total cost in the Plainview district. Improved land prices run from \$400 to \$2,000 per acre. Taxes range from \$10 to \$15 per acre.

At Pomona and Chino we found pumped irrigation exclusively. The land prices run from \$400 to \$2,000 per acre. The lift of water ranges from 20 to 200 feet. The average size well was about 600 gallons. The hay is much inferior to that of the Plainview district. Taxes are as high as at Riverside. Alfalfa and fruit are the leading crops, the former yielding 9 or 10 tons to the acre, but selling below the price Plainview gets for her hay.

Dairying is Profitable.

After spending a few days in Los Angeles, we went to Fresno. The elevation is 291 feet. The heat is almost as disagreeable as in the desert being of a humid nature, and untempered by ocean breezes. Alkali has caused many farms to be abandoned near this town and Tulare. Dairying is a leading industry. This is a great grape country, but it has been costing about 2 1/4 cents to produce raisins, while the market price was only 2 1/4

cents. The growers think they have their organization so perfected now that there will be a better margin in their favor. However, the Jap has a way of destroying organizations. All Californians get red in the face when you speak of the treacherous Jap, but they like the Chinese. The cost of pumping for irrigation at Fresno is about \$6 per acre per annum. At Fresno we ran across the new State Highway which California has bonded herself to the extent of \$18,000,000 to construct. It has a concrete base, runs the entire length of the State (about 700 miles), and every county is building laterals to connect with this huge artery.

The average rainfall at Merced is 12 inches. But the rainfall at this town and, in fact, all over California has been practically a negligible quantity for the past two years. The snow also has been very light, affecting the huge gravity projects disastrously. In all Central and Northern California the people are endeavoring to secure irrigation from wells wherever dimly possible. Merced has 3,500 people and paved streets, a characteristic of small California towns. It believes in advertising, supporting a costly-housed Chamber of Commerce, employing two men for all their time. It is now raising a fund of \$5,000 for an exhibit at the Panama-Pacific Exposition, at San Francisco. We never ran across a single town in California, no matter how small, that did not have a well-organized Chamber of Commerce. Merced is in the central plains of the State, a section as naturally treeless as the Plains of Texas. And yet there is no lack of trees now, and is quite an inspiration as to what the Plainview country can be developed into. The altitude at Merced is 171 feet, and they have both hot days and nights. Improved irrigated land brings from \$250 to \$500 per acre. A large percentage of dry farming is being tried, but it has been almost a total failure the past two years.

We found San Francisco already making gigantic preparations for the exposition. Texas, by all means, should have an exhibit at this world's fair. It will probably be the biggest foregathering of homeseekers in his-

DR. E. O. NICHOLS,
Specialist in Diseases of the Ear, Eye, Nose and Throat.
Glasses Fitted.
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Next Door to Third Nat'l Bank,
Plainview, Texas.

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DRIVING CARDS MODERATE PRICES SUPERB MEALS

In a comparative sense
COOL COLORADO
with its numerous incomparable attractions and refreshing breezes and those healing health-giving influences, is but a few steps away and the Fast Double-Daily Through Trains of the
The Ft. Worth & Denver City Railway
Including through sleepers between Denver and points on the T. & P., the T. & A. P., and M. K. & T. Rys., so indicated hereon—eliminate travel-handicaps and inconvenience and ensure unbroken comfort and pleasure in both directions. If in doubt, let me send you some Colorados, in booklet form, free!

A. A. GLISSON, G. P. A.
Ft. Worth, Texas

For Weakness and Loss of Appetite
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria and builds up the system. A true tonic and sure Appetizer. For adults and children. 50c.

Some Exceptional Bargains in Land

5120 acre ranch of good smooth land just being put on the market at a price that is worth investigation, is located just right to cut up and sell out in smaller tracts.

640 acres is just four miles from a railroad town, is joined on three sides by Land purchased by the Syndicate, it lays just right, is all good smooth Land, and right now can be purchased below the market.

160 acres improved farm six

miles from good town, has an eight room house, well and windmill, barn sheds and other out buildings. 100 acres in cultivation. Is all fenced and cross fenced, one-half mile to good school, is an ideal location and the price is right.

Come and see us, or write or wire us just what you want. We have other lands and it might be we have just what you are looking for. Correspondence solicited and promptly attended to.

E. E. WINN REALTY COMPANY
Plainview, Texas



In Planning Your Education

Don't overlook Good Music. A musical education is expensive—trips to the cities and opera tickets are expensive. But the Columbia installment plan brings the best musicians and the greatest opera stars directly into your own home where you can enjoy their music when and as you like it.

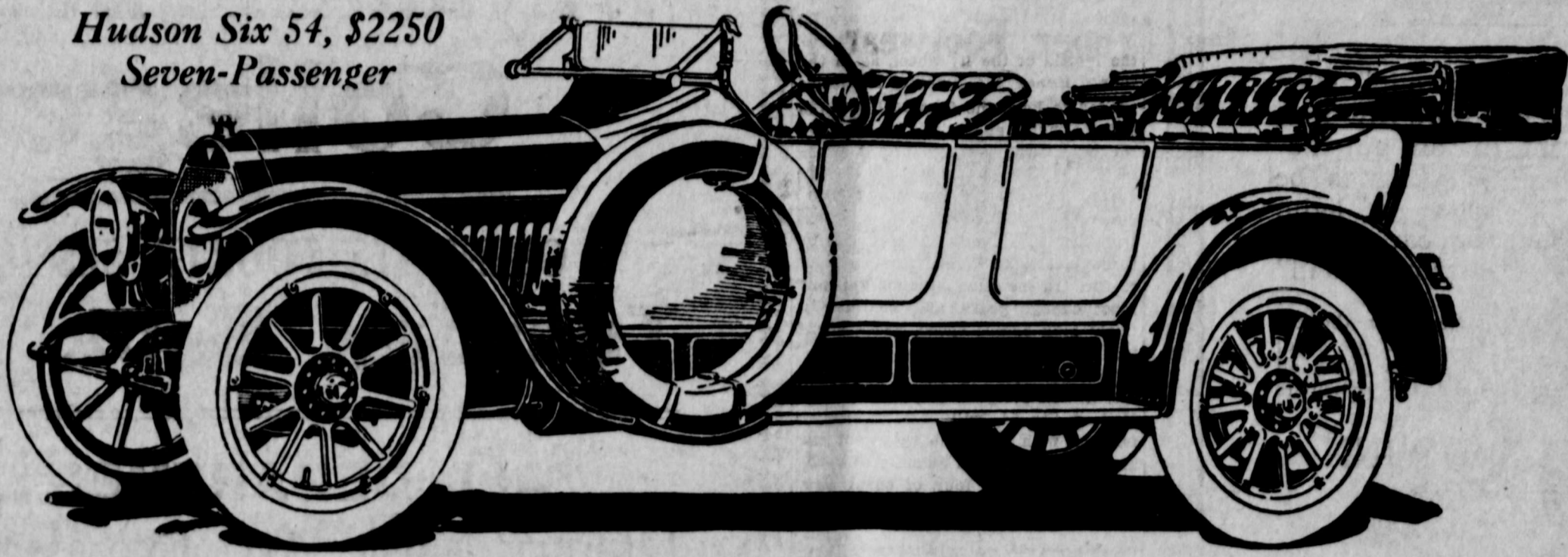
Ask us about the plan.



R. A. LONG DRUG COMPANY

The New Ideal of a Distinguished Car

Hudson Six 54, \$2250
Seven-Passenger



HERE now is a car which typifies the ideals of the time. This streamline body—this long, sloping hood—this absence of angle at the dash—this low-hung chassis—these crowned fenders—this placing of extra tires so the front doors are left clear—these things belong to the car of today.

The consensus of the world's best opinion is that this type of car marks the coming ideal car. These are radical changes but they are coming as surely as foredooms came—and as suddenly.

All the best foreign cars—English, French and German—will this year exhibit exclusively this new streamline body. And all men know that what they adopt in body design becomes the world-wide vogue.

Our designers have added a hundred minor effects. They have Americanized—have Hudsonized—the type. So the car is distinctive. There will be no other just like it. But it embodies what we regard as the highest conception of the modern trend in bodies.

And we believe that every connoisseur will consider this new HUDSON Six the handsomest car exhibited.

Engineering Pauses

We can claim in this car no great advance as regards fine engineering and no HUDSON

owner expects it. Fine engineering has limits. For the past four years Howard E. Coffin and his able engineers have given their best to the HUDSON. Last year they brought Sixes pretty close to perfection. So close that the HUDSON Six jumped in one year into the foremost rank among Sixes.

These men have worked out in this new-model car a vast number of minor engineering improvements. They have added scores of new mechanical features—some of them quite important. But we never expect to build a much better chassis than we built in our last year's Six.

This year's advances lie mainly in beauty, in comfort, in conveniences, in room. We have combined the best in lines, finish and equipment with the best in engineering. We have succeeded in making the HUDSON Six the masterpiece it is.

Now the Ideal Car

We now feel that this HUDSON 54 offers the utmost in every wanted feature. It has the staunchness of steel Pullmans. It has the comfort of Turkish lounging chairs. It has the speed of express trains. It is free from all the troubles which annoy the inexpert.

No man knows how to build a car more

handsome and impressive. No conveniences are absent, no modern features lacking.

And all these things are here included in a Six 54, with seven-passenger body, at the record price of \$2250 (f.o.b. Detroit, Michigan).

The New Features

These are among the new features we bring out in this model. No mention is here made of the countless features in previous HUDSON models which we still retain.

- Seven-passenger body.
- 135-inch wheelbase.
- Left side drive. Right hand control.
- 36 x 4 1/2-inch tires.
- Extra tires carried—as never before—ahead of the front door. This leaves both front doors clear.
- Four forward speeds.
- Pure streamline body.
- Low-hung body.
- No angles at the dash.
- Wide tonneau doors.
- Gasoline tank in dash.
- Electric self-cranking, with the rapid type of the Delco system built especially for this car.

Powerful electric lights with dimming attachment for city driving. They also act as ordinance lights.

Extra seats in tonneau fold into back of front seat, entirely out of the way.

Jeweled magnetic speedometer in dash, with new concealed noiseless gears.

Every operation and control placed within reach of the driver's hand. Gasoline and oil control, lights and starter.

Individual Yale lock and ignition control, prevents theft of car.

Rain-vision windshield built as part of the car.

Genuine Pantasote top. Curtains that are carried in the top can be instantly adjusted.

Electric horn—trunk rack—tire holders—license carriers—everything.

Come See It—Come Today

Come to our showrooms and see this new achievement. It is not merely an improved car—it's a real innovation. It will display to you all the best thought of the day in automobile designing.

Come see it while it's new. Catalog on request.

BROWN MOTOR COMPANY
Plainview, Texas

Chug! Chug! Chug! Chug! Purr-r-r-r-r-r-r-r-r-r-r! One is a Four! The other a SIX!

tory, for the world is getting crowded, and many people will include prospecting with pleasure. One of the largest and most beautiful parks in the world is in San Francisco. Golden Gate Park is a fitting tribute to man's ingenuity and the magic of water, for its site was barren sand not so many years ago.

60 Acres Rents for \$1,400.

At Sacramento we noticed an irrigated alfalfa farm of 60 acres which rents for \$1,400 per annum. The principal crops are wheat and fruits. Improved irrigated land ranges from \$200 to \$1,000 per acre. It costs heavily to place land under irrigation here. Alkali is troublesome. Rock on or under the surface makes nearly valueless large areas. The lack of cheap labor is a grave problem in California. We were told that the Sacramento country needed 15,000 Chinese.

Salem, Oregon, is about 5 days out of Chicago with its crops. The marketing problem is a disadvantage that Washington and Oregon will always be troubled with. For instance, they raise fine cherries in Oregon, but while we were up that way 100 tons of cherries were cremated at Portland to prevent them from rotting and polluting the atmosphere. The strike was on at the packeries (a common occurrence), and the strikers usually get what they call for, as perishable fruit often cannot be shipped away to advantage. We saw many, many "FOR SALE" signs in Oregon. The water requirements around Salem are considerably less than the rainfall, which is around 44 inches. Therefore, drainage is necessitated. Such disadvan-

tages hold the improved land at from \$150 to \$500 per acre in the vicinity of Salem.

We saw Portland, Tacoma and Seattle, and then came on to the North Yakima irrigation valley, in Washington. The rainfall is eight inches, and the diversion system of irrigation is used. Improved orchard lands range from \$400 to \$2,000 per acre. The growing season is about seven months. The farmers get little profit from their operations.

Spokane is too big for its trade territory. Most of the land was bought at boom and not actual values, and the owners do not want to turn loose at a loss. Prospectors are few and sales are fewer. The water pumped from wells around Spokane is injurious to some crops, on account of its exceedingly low temperature. The orchards are gravel beds, but produce good fruit. A little burg near Spokane is named "Opportunity." This was a travesty on the name, for orchard land was valued at about \$2,000 per acre. Spokane and, in fact, the entire State are not holding their own in population.

Irrigated Land at \$1,000 Per Acre.

At Umatillo and Pendleton the heat was almost as oppressive as in any portion of California that we visited. None of this northwestern country is particularly "live." Some big irrigation projects are being installed along the Snake River. Irrigated land around Boise brings from \$250 to \$1,000 per acre, and that is certainly all it is worth.

Around Salt Lake City and Provo, Utah, the growing season admits only

three cuttings of alfalfa, running better than four tons per acre per annum. California and Oregon have already quarantined against alfalfa hay and seed from this district, for the reason that it is infested with the alfalfa weevil. This is the only portion of the United States where this pest, imported from Europe, exists. It is a small, striped bug with a hard shell. As soon as the alfalfa plant gets from 6 to 10 inches high it bores into the base of the plant and sucks the life from the stem. The Government and State have numbers of men here studying it, but so far no remedy has been discovered. When the weevil and alkali are both considered, it is easy to see why irrigated land in Utah is no higher—\$150 to \$250 per acre. Practically all Utah is permeated with alkali ranging from .001 per cent to 4 per cent. Most of the lower lands have been entirely ruined by the salt. Farmers last year lost rather than made money on fruit in many localities, owing to poor marketing conditions. There are some 300,000 people in Utah, nearly half of whom are Mormons—good workers and thrifty. They have to be thrifty in order to pay the church one of every ten dollars they make, and so be permitted to worship in the Mormon Temple. The tourist is the best crop at Salt Lake, and he is intensively farmed.

Traveling through Wyoming to Cheyenne, we were almost continuously in an altitude ranging from 7,000 to 8,000 feet. We were told that the wind blew a car off the U. P. track near Cheyenne a few winters ago. The weather was cooler in the morning

than at San Francisco, where overcoats are kept to rent out to shivering tourists the year around. But few people live in Wyoming. It is said that the thermometer sometimes gets as low as 50 below in winter. Cattle cannot stand the winter months advantageously, and in most of the State the season is too short to attract farmers.

Greeley, Colorado, was named after that famous person who said, "Go West, young man." They started irrigation here 50 years ago, and it is fully appreciated. There are about 90,000 acres of alfalfa in Weld County, producing three crops per annum, and bringing an average price of \$6 per ton. But we saw no hogs in their alfalfa fields. Irish potatoes is one of the principal crops. We were told that some years it does not pay to raise them—low market, long haul. Last year and this year the "spud" blight has played havoc with the crop. They have frost until the first of June, and cannot raise fruit to advantage. The gravity water supply at Greeley appears to be insufficient for the available land, and there are many delays to the users. Improved irrigated land brings from \$125 to \$300 per acre.

From a point near the town of Fort Collins six beet sugar factories can be counted. We were advised not to raise sugar beets here in the Plainview district, for it means a rotation of crops, a continuous labor problem, and the importation of an undesirable class of labor. They raise beets for three years, and then bring the soil back to its original condition with

crops of alfalfa and wheat. The average yield of sugar beets is about 17 tons, bringing a little better than \$5 per ton. The beets contain 17 per cent sugar. They grow even in the alkali flats. Alfalfa finds a poor market—\$6 per ton—but it has to be raised to alternate with beets. The fields are filled with two-year-old stacks of the hay. The quality is below that of the Plainview district. Four tons to the acre is the average annual crop. Sweet clover has almost taken some of the alfalfa fields, and is very bothersome. Fruit land around this town brings as high as \$1,000 per acre. Some varieties of fruit cannot be grown. Truck does well, but there is a poor market for some. We were told that there is a poison weed here on the range that kills cattle and sheep. We saw excellent public school buildings in the rural districts—brick structures, with beautiful grounds.

Some Pithy Comparisons.

The low duty of water for crops and the 22-inch rainfall considered, it costs less to irrigate at Plainview than in any section we visited.

We found no irrigated district that would grow as many kinds of crops profitably as the Plainview country can.

With but few exceptions, we everywhere found alkali present in the soil or water. There is absolutely none in the Plainview district.

We found no climate that is as equable the year around as this of the Plainview country, save near Los Angeles. The only "knock" we heard on Texas was, "Don't the heat bother

you down there?" They have the cool Plains confused with other sections of Texas. Except in San Francisco, Wyoming, and the mountains and the seashore, we experienced warmer weather the entire trip than the temperature at Plainview. In many localities we were told of extremes of cold in winter.

We found no richer nor more productive soil than that of the Shallow Water Belt of the Plains.

We found no irrigation district that has anything like as good markets as those enjoyed by the Plainview district, here on the edge of the big cotton belt of the world. We are four or five days and a thousand or so miles nearer the big markets of the United States than are the irrigated districts of the Pacific Coast country.

We found no general stock raising country as good as the Plainview district. We saw only about a half-dozen silos on the trip. We saw only a few hundred hogs, altogether. Probably we overlooked a few thousand, but it is a fact that the Far West is short on hogs. If they can raise them, then they are overlooking a great opportunity. If they cannot, then they should move to the Plainview country.

We found no section that would grow more kinds of fruit than the Plainview irrigator district.

We found no section where more varieties of vegetables flourish than here on the South Plains.

We found no country where the crops were less bothered by insect pests than they are here.

We found no soil that could be placed under irrigation at less ex-

Oscar Graham and Company
Presenting the Great Society Drama

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Schick Opera House TUESDAY SEPT. 2nd

No Advance in Prices

35c
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"They're all coming to it!" Ten years ago, Henry Ford saw that excess weight in an automobile was the one thing to be avoided. He made a light, strong and steady car. And today--"they're all coming to it!"

Think what these prices mean—for the car that has stood the tests: Runabout \$500; Touring Car \$550—f. o. b. Detroit, with all equipment. Get catalog and all particulars from

BARKER & WINN
Plainview, Texas

pense, as regards clearing, leveling, ditching, etc.

We found no healthier climate and no lower death rate than that of Plainview.

We found no lower taxes, crop-producing value of the land considered.

We found litigation over water rights and delays to water users—conditions not found in the Plainview pumped irrigation district.

We believe that when the world discovers the Plainview district as it has discovered the California irrigated country, land here will advance to at least \$500 per acre. This is a logical conclusion, and we believe that it will coincide with the opinion of any man who makes the same trip that we did.

BY COMPARATIVE CONDITIONS WITH ANY IRRIGATED DISTRICT VISITED, WE BELIEVE THAT THE MAN WHO BUYS IRRIGATED LAND IN THE PLAINVIEW COUNTRY AT ITS PRESENT PRICES IS GETTING \$3 VALUE FOR EVERY DOLLAR INVESTED.

Just a word about pumped irrigation from wells: If any man doubts the value of pumped irrigation, let him go to California, where they have been successfully pumping for many

years. He will find that they think just as much of it as they do of the diversion system. Some have quit the gravity ditch for the pump. The highest-priced land in California is watered by the centrifugal pump.

ARGUES ECONOMY OF SIX CYLINDERS. Plainview Dealer Tells Why Added Explosions Should Cost Less Money.

"A great deal of misconception exists as to the relative amounts of gasoline and oil consumed by a six-cylinder motor and by a four-cylinder," says Byron Brown, local Hudson dealer. "The popular impression that because a motor has six cylinders it must necessarily burn more gas and use more oil than a four is probably erroneous. Were the cylinders of the six as large as in the four, and were other conditions alike, this might be true. But, as a matter of fact, the cylinders of a six can be made much smaller than in a four of corresponding horse power.

"It is the total displacement area of the pistons, or, in other words, the

cubic contents of the combustion space, that determines the amount of power produced and the quantity of fuel burned. Other conditions also materially affect the fuel question. The constant torque, or turning power of a six-cylinder motor makes for economical application of power. The fly-wheel of a six is lighter than in a four. In the six there are no 'dead centers' to be bridged over by the inertia of the fly-wheel, as in the four. Hence the amount of power needed to keep the fly-wheel turning, and the motor at work, is less than in the four. The six also proves economical in use of gasoline by reason of the fact that it can be throttled down to a slow speed of the engine, with the car traveling at only two or three miles an hour, in congested traffic. In the same situation the four must change gears and continue a fairly high engine speed, hence burning more fuel.

"More than all this, in actual service, a well-designed six, such as the Hudson Six 54, will show a greater mileage with the same weight of car and load on a stated quantity of gasoline than will a four of equal size, weight and power."

ESSENTIALS IN BREAD MAKING.

Liquid must be lukewarm when added to the yeast cake.

Bread must be thoroughly kneaded. The dough should double in size before cut down or kneaded again.

Best flavor of bread is produced by long, slow rising. The temperature of the room at about 60 or 65 degrees produces such bread.

Quicker bread is made by the addition of more yeast and a higher temperature for rising.

Too high a temperature kills the yeast plant and sours the bread.

Medium-sized loaves should bake one hour in a moderate oven. This length of time is necessary to bake the bread to the center and produce a thick, nutty crust. The temperature of the oven should be kept low enough to permit the bread to remain in the oven for this length of time without becoming too brown or burned in spots.—Woman's World.

THE WISEST SAYINGS OF THE WISEST MAN.

The ministers of Chicago were asked recently by The Tribune to compile what they considered the ten wisest sayings of King Solomon. The vote in the order named was for the following ten proverbs:

"He that is slow to anger is better than the mighty; and he that taketh a city."—Proverbs 6:32.

"Go to the ant, thou sluggard; consider her ways, and be wise."—Proverbs 6:6.

"Wine is a mocker, strong drink is raging; and whosoever is deceived thereby is not wise."—Proverbs 20:1.

"A soft answer turneth away wrath; but grievous words stir up anger."—Proverbs 15:1.

"There are three things which are too wonderful for me, yea four; which I know not: The way of an eagle in the air; the way of a serpent upon a rock; the way of a ship in the midst of the sea; and the way of a man with a maid."—Proverbs 30:18, 19.

"Train up a child in the way he should go; and when he is old, he will not depart from it."—Proverbs 22:6.

"A good name is rather to be chosen than great riches, and loving favor rather than silver or gold."—Proverbs 22:1.

"The fear of the Lord is the beginning of knowledge; but fools despise wisdom and instruction."—Proverbs 1:7.

"Righteousness exalteth a nation; but sin is a reproach to any people."—Proverbs 14:34.

"Trust in the Lord with all thine heart; and lean not upon thine own understanding."—Proverbs 3:5.

BUTTER AND LARD ARE FED MACHINE.

Automobile Makes Run of 25 Miles with Farm Products for Lubrication.

A road trip of general interest to all motorists is reported by T. K. Magruder, of Brownsville, Texas. Mr. Magruder is the possessor of a Buick, model 16, which has been running since 1910. A few days ago he left Brownsville for San Antonio, an overland trip a good many have tried to make and but few have ever finished—covering, as it does, 375 miles of some of the worst roads in the country, says the San Antonio Express. Two hundred miles of this is sand, none of it being shallower than will cover a good sided tire. The trip was made in twenty-two and one-half hours running time.

An interesting situation arose when, at one of the worst places in the road, where it was impossible to get supplies, it was found the motor was out of oil. Not to be delayed by such a

trivial incident, Mr. Magruder remembered that his stock of supplies contained five pounds of ordinary lard and a pound of butter. Naturally, at this time of year, this was found to be almost liquid, and forthwith it was poured into the crank case, the motor cranked up and the journey resumed.

It was twenty-five miles to the next point of supplies, and it was made on nothing but the lard and butter for lubrication. Arriving, they found nothing in the way of cylinder oil to be had, and were forced to make another substitution. This time it was black axle oil, and a run of forty-five miles was made before reaching the next source of supply.

As if these were not enough, Mr. Magruder reports that at another time on a trip along the river border between United States territory and battle-torn Mexico he made a run of about twenty-five miles on Neatsfoot oil for cylinder lubrication.

The old "sixteen" shows no ill effects whatever from her varied assortment of food, and is chugging along as if nothing out of the ordinary had happened. Mr. Magruder says that if he ever buys another auto-

mobile, which he does not now think will be necessary, it will be nothing but a Buick.

DON'T YOU OWE YOURSELF SOMETHING!

For beautifully illustrated literature descriptive of the numerous splendid, pensive resorts throughout Wonderful Colorado and along the Pacific Coast, including the Great Colorado Chautauqua at "Boulder the Beautiful," address A. A. GLISSON, General Passenger Agent, "The Denver Road," Fort Worth, Texas.

Little vacations in those directions are always worth more than they cost! —Adv. of

LUMBER DIRECT FROM MILLS.

Lumber direct from Mills to consumer; wholesale price. Lumber, shingles, doors and windows. Write for Price List.

KOUNTZE LUMBER CO., —Adv. of. Kountze, Texas. Call The Herald for Business Cards.

We Have Moved

We have the room formerly occupied by the Busy Bee Cafe. We have yet quite a stock of staple and fancy groceries. Some items are selling 50 per cent less than wholesale cost.

Health Club Baking Powder 25c size	\$.18	Arbuckle Coffee per package	.20
1 Doz. Hominy worth \$1.35 our price only	.95	Mocha and Java Blend Coffee, 2 pound cans worth 90c	.65
1 Doz. Salmon worth \$1.50 our price only	1.10	Very Fancy Ceylon and India Teas worth \$1	.50
Hippo Washing Powder 5c size	.03	Gold Dust Washing Powder, 25c size	.18
A few cases of California Fruits, worth \$3 Doz. per dozen	2.00	Rub-No-More Washing Powder, 5c size	.03

Our entire stock for sale in Bulk or Retail, including fixtures, mules, wagons, etc. Phone us orders and save 50 per cent on your grocery bill.

Vickery-Hancock Gro. Co.
JOSEPH FOWLER, Assignee

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ALL DEPARTMENTS

Literary, Music, Art, Expression, and Commercial—in charge of teachers who have studied in the best schools of America.

Our elegant College Building is being finished inside. The plasterers and the painters are now busy completing their work.

"A South Plains College Where South Plains Boys and Girls May Receive the Best"

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Vehicles which last a life time and give continuous good service.

We have a complete assortment in stock.

R. C. Ware Hardware Co.
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THE 1914 BUICK

No line of motor cars at any price can show more value than will be found in the Buick for 1914.

Every time tried feature is retained and such new ones as have demonstrated their worth have been added.

The famous Overhead Valve Motor will continue to demonstrate itself as the greatest power producer ever used in an automobile.

The same economy of fuel consumption, same durability and consistent service coupled with the old recognized go-ability insures the same reliable Buicks.

The Delco System for starting, lighting and ignition is recognized as the very best apparatus of its kind and its installation in every model proves our contention that nothing is too good for the Buick.

All equipment will be in keeping with our standard and permits the assertion that more than ever will the past leadership of Buick cars be maintained and strengthened for 1914.

The Buick family for 1914 will consist of the following models:

B24 and B25—The Wonderful motor that has been such a consistent performer for years is still used in these models, and every detail that has become such a part of it remains unchanged. Small refinements have been made and such additions as might enhance its efficiency. The roadster (B24) is a beautiful job with deep roomy seat, lots of leg room and a general air of comfort about it. The Touring Car (B25) is large and roomy, with wide seats, beautifully trimmed and refined in every single line and detail.

Models B36, B37 and B38

These models retain all of the valuable features of their predecessors and combine with them such new ones which have been thoroughly demonstrated by engineering tests as being in keeping with the necessities of a general purpose all around reliable car. No car at any price can give better service and no car will produce for its owner more miles at less cost. The Roadster (B36), a car of rare beauty, rich lines and handsome appointments, carries everything that goes toward making it an ideal roadster.

The Touring car (B37) has a beautiful body built on the latest lines with deep gracefully curved cowl and wide deep seats. Nothing has been left off that is required to make it the Buick's Best Buy.

The New Buick Six

B54 and B55—Something new in the Buick family but as it is built on those Buick principles of proven merit, which have been demonstrated by years of experience as being right, there can be no question as to its quality or performances. The same characteristics which made the Buick two and four cylinder cars leaders in their class, will make for the six a position equally as enviable. The Six Roadster (B54) is a big powerful car built on the most approved lines and especially for the owner who has a desire for exclusiveness in design and great possibilities for speed and power. The Six Touring Car (B55) carries with it the very latest and most approved ideas in body construction and comfortable equipment, extra deep cushions and wide seats, liberal tonneau space, ample leg room, convenient driving position, and in fact everything an up-to-the-minute six cylinder car should have.

Plainview Machine and Auto Shop

E. E. ROOS, Prop.

BRAINS AND MUSCLE NECESSARY, SAYS JUDGE LANCASTER.

Comparison with California Districts Shows Up Well for Hale County Irrigation Projects.

To The Hale County Herald: In compliance with my promise to complete my article on irrigation, appearing in your issue of the 22nd inst., I submit the following.

The readers of the other article will remember that the land in the Los Angeles and Pomona districts in California, in its original state, was practically a barren desert covered with rocks, brush, etc., and that the cost of preparing the land for irrigation was enormous. However, this was not the least of their difficulties.

In talking with the people residing in these districts and some of the people engaged in drilling wells and installing machinery, we found that the average lift of the water ranges from 150 to 300 feet. We also found from the same source that the water was found only in veins or streaks, and hence persons drilling often failed to strike water at all, and that the average wells in these districts produced from 350 to 400 gallons per minute.

Now, in order that the reader may better draw his own conclusions as to advantages and disadvantages of the Los Angeles and Pomona districts in comparison with the Plainview District, we will parallel the two:

Los Angeles and Pomona District.

1st. Land in natural state very uneven surface and covered with rocks, brush and grubs.

2nd. Average lift of the water from 150 to 300 feet.

3rd. Average quantity of water obtained ranges from 350 to 400 gallons per minute.

4th. The water is not uniform under this land, and many fail to get water at all.

5th. The raw lands where it is known that water can be had sells at from \$75 to \$150 per acre.

6th. Improved lands set to orchard, vineyards, alfalfa, etc., sell at prices ranging from \$500 to \$2,000 per acre.

Plainview District.

1st. Land in natural state smooth and gently rolling; no rocks, no grubs.

2nd. Average lift of water from 40 to 85 feet.

3rd. Average amount of water produced from 500 to 3,000 gallons per minute, the amount obtained being governed only by the size of pump and engine.

4th. The water is uniform under this land. Not a single dry well has yet been drilled in the Plainview District.

5th. The raw lands here, with assurance of abundance of water, sells at \$20 to \$60 per acre, owing to distance from market, roads, schools, etc. Improved lands with pumping plant complete, etc., at prices ranging from \$100 to \$125 per acre.

It is true, they can raise oranges and lemons in California, while we can not raise them here. It is also true that we can grow on the Plains finer grapes, peaches and plums than they can raise in California.

We also raise a finer grade of alfalfa than they grow anywhere in the West. What I mean by saying finer alfalfa is that the stems of the Plains-grown product are not as large and long as the stems of the alfalfa grown in the West, and for this reason sells in competing markets at a premium over the Western-grown alfalfa.

In addition to the above, we can produce successfully all the staple crops, such as Indian corn, wheat, oats, millet, etc. After all, it is the staple crops that always find a ready market.

In the light of these facts, who can question the fact that the Plainview district is destined in the near future

to become one of the finest irrigated districts in the entire West? We have a climate without the extreme severity of the Northern Winters and without the enervating heat of Southern summers. Our climate is always healthful and invigorating.

We have soils probably unexcelled by those of any other state in their fertility. Our water is abundant, cool, pure and, according to the Government experts, is lasting.

With all these God-given advantages, it is only necessary for man to intelligently apply this water to the land and he will reap golden harvests beyond the dreams of avarice. To do this, however, means the use of both gray matter and muscle. The lazy man can no more successfully farm by irrigation than he can by any other mode of farming. It takes both CULTIVATOR and IRRIGATION to get the best results. California has proven this statement beyond doubt. They say follow each irrigation with the Campbell system of crating the dust mulch, and they get the following results:

1st. The cultivator keeps the land from baking; 2nd, it kills the weeds; 3rd, it conserves the moisture, so the plant gets practically all of it; 4th, by this mode it takes from one-fourth to one-third less water and saves the expense of pumping to that extent; 5th, they make more and better crops by this method.

The question is often asked if a man can make a living on 160 acres of this land in this country. I answer that by stating that, in my judgment, a man can make a living on five acres. He can support and educate a family on 40 acres, and ought to get rich on 80 acres, provided, of course, he is willing to work and does his work intelligently. To the man who is not willing to work, I would advise him never to undertake to raise a crop by irrigation.

It is the men with brain and brawn that this country is now most in need of, and fortunes are in store for all of this class of people who will come and seize the opportunity now available in the Plainview irrigation district.

In conclusion, I desire to suggest one other thought, and that is, we all have the idea of irrigating nothing less than a half section, or at least 160 acres. Nothing is more erroneous. It will be a blessing to the country when our people will realize that 40 acres well cared for will produce more than 80 acres half cared for; and 80 acres well cared for will produce more than 640 acres half cared for. Let us always extend a helping and glad hand to the newcomers who want from 5 to 80 acres. They will make a success when the larger ones fail—and plenty of successful small home-builders will make the country blossom like a rose, and Plainview will become the Queen City of the Plains.

Respectfully,
J. E. LANCASTER.

LITTLEFIELD.

August 27.—Dr. J. D. Davis reports the birth of two babies in Littlefield Sunday night—a boy to Mr. and Mrs. W. B. Gwyn, and a boy to Mr. and Mrs. J. N. York. These make a total of five babies born in the new town to date.

Rev. J. P. Word, pastor of the First Presbyterian Church of Lubbock, was in Littlefield Sunday, and preached at the 11 o'clock hour and in the evening. This was the first Presbyterian minister represented in the town, the Baptists having had a minister here twice and the Methodists having been the first to organize a church organization.

FOR SALE.

1913 Indian Motorcycle; almost new. Apply to L. N. DALMONT, Plainview Nursery. —Adv. 49

About Oil Burners

Since the discovery of oil in the West, many devices claiming to burn crude oil in cookstoves have been offered for sale and purchased in small numbers, with almost uniformly unfavorable results, because inventors failed to take care of the foreign matter (soot and asphaltum) which, on account of only partial combustion of the oil, accumulated in such quantities as rendered the burners useless, and they were soon cast aside and other fuel resorted to.

Again, some inventors who were also financiers have turned the public interest in OIL BURNERS into cash, by the sale of patent rights, territory, contracts, etc., so that people with no commercial training or ability purchased these rights expecting to "get rich quick," with the result that after a few days of spasmodic effort they dropped the thing, and their investment was, to them, a total loss.

These are facts known of most people, hence the words "OIL BURNER" have a significantly unpleasant sound and the entire proposition seems to have resolved itself into an unpleasant memory.

BUT, all success is the result of failure; no great utility is the result of one experiment (witness Thos. A. Edison). "Necessity is the mother of invention;" and OIL, being good and cheap fuel, MUST come into use until something better is available.

Some three years ago Mr. W. E. Robertson invented and patented an OIL BURNER based upon a new principle, that of down draft, since which time many thousands of his invention, "THE SUCCESS OIL BURNER," have been sold in the North and Northwest. The Company, pursuing uniformly conservative business practice, has built up a business which continues to widen as their product becomes known.

This Company is not selling patent rights, has no territory for sale, and uses none of those questionable methods so familiar to the people, but, having entered Texas, will distribute their product through only legitimate channels (details upon application) and back up all claims, set forth by them with "your money back if not satisfied."

We claim for "SUCCESS OIL BURNER":

It can be attached to any cook or heating stove, using coal or wood, without disturbing the stove.

It will burn successfully and economically any fuel oil from crude to kerosene.

It will furnish heat for cooking or stove heating at less cost than is possible with coal or wood.

It will heat the oven of the average stove ready to bake within eight minutes from lighting the fire, and will maintain any desired degree of heat for any length of time, in either cook or heating stove.

No coal to carry in or ashes to carry out. Eliminates all stove dust and odors, absolutely safe, cannot explode and will last as long as your stove.

OUR PROPOSITION: If you purchase a "SUCCESS OIL BURNER" and, after 30 days' trial, it fails to make good these claims, or any of them, we will remove the burner and refund your money without question. Fair, isn't it? But that's the only way we sell it. Call at No. 111 North Covington St., Plainview, and see it in operation.

Success Oil Burner Co.

MOTORIZING COMFORT

Comes from easy riding, from tire reliability and from a light, easy managed car. FRANKLIN easy riding is proverbial. Four full-elliptic springs and a wood chassis frame absorb the jars and jolts. The wood frame deadens jars the same as a wood handle does in a hammer. You drive the car right along smoothly and easily over all roads without fatigue and without straining and racking the car.

Since with a light car there is less weight to move, a smaller and more economical engine gives maximum speed and hill climbing.

THE SIROCCO FAN IS A WORRY-KILLER

Applying the patent Sirocco Fan to engine cooling is one of the most important improvements ever made in automobiles. The fan is built into the flywheel. As soon as the motor begins to run the flywheel-fan starts a steady suction of air. This exhausts the air below the cylinders and causes fresh air to rush in through the front of the hood over and down through the sleeves that surround the cylinders with their radiating fans. This vigorous air current literally wipes the heat right off the cylinders. The belted fan, the air-cooled radiator and other heavy parts are dispensed with. The Franklin is the only car that can be operated with consistent success in hot and cold climates, in mountainous and sandy sections. There is no water to limit efficiency, nothing in the cooling system to get out of order, nothing to oil or fill up. The cooling takes care of itself no matter how cold or how hot the day.

J. J. ELLERD

Ellerd Building

Phone 60

Plainview, Texas

The Twice-a-Week Hale County Herald

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NOTICE

All announcements of any church pertaining to services... welcome to the columns of The Herald FREE; but any announcement of a bazaar, ice cream supper, or any plan to get money, is looked upon as a business proposition, and will be charged for accordingly.

Subscription Price... \$1.50 per year (Invariably in advance)

A VIEWPOINT.

A Plainview boy refused to testify against his mother in a murder trial and was sent to jail for contempt. A son's first duty is to his mother. Men who revere the law will applaud the boy. It is human nature; that's all.—Fort Worth Record.

MEXICO TODAY AND YESTERDAY.

A writer in Leslies' says it might take the United States five years to put down an insurrection in Mexico, as the vast country spreads over 760,000 square miles. Mexico has a population of 15,000,000 people, of which only 3,000,000 are white. In 1846 it took Uncle Sam two years to subdue the Mexicans. There are peace-loving Texans who sincerely believe that two weeks' time will be necessary to subdue Huerta, Carranza, Zapata and their guerrilla followers. In 1846 Uncle Sam did not have Richard Pearson Hobson nor Captain Bill McDonald. It's different now.—Fort Worth Record.

A RAY OF HOPE.

It seems to be taken for granted by those bankers who see only gloom in the Currency Bill in its existing form that, once enacted into law, its provisions can never be changed. If there should prove to be defects in the measure, they assume that these defects would go on forever.

But the fact is that another session of Congress is to come right on the heels of the present session, and then there is to be a third session, and still other sessions are to follow.

Congress hasn't the least desire in the world to do any legitimate business any harm. If it finds that the Currency Law as enacted is hindering trade or is proving unworkable in any of its details, it can be depended on to make the necessary changes.

For the gloomiest financier there is at least this ray of hope in the situation at Washington.—Kansas City Star.

NEW YORK BANKERS HURT!

New York Bankers, if such papers as the Journal of Commerce and the Wall Street Journal voice their mood, are still nagging at Secretary McAdoo for having distributed fifty million dollars in the South and West for crop-moving purposes. Since that decision he has announced that he stands equally ready to come to the

assistance of the East if it should need such assistance, but this evidence that he is not prompted by any sectional considerations or by any spirit of hostility to New York is not likely to mollify his critics. In principle there is very little in any innovation in this proceeding. It has become a fixed custom of Treasury policy to release some part of the Government's surplus for service in commerce during the crop-moving season. The course of Secretary McAdoo is distinguished by only two small circumstances—one that he accepts "prime commercial paper" as one of the securities for these loans, and the other that he has made the deposits in the sections where the money is needed, instead of depositing it with the New York banks and allowing them to direct the distribution of it, as well as to determine what part of the whole shall be used for crop-moving purposes. It is not the acceptance of commercial paper as security that offends the New York bankers, but the fact that Mr. McAdoo has dealt directly with the sections in need of funds. New York bankers are jealous of their leadership, evidently, and just as evidently they are resentful of any act that curtails the power they have been accustomed to exercise.—Dallas News.

Your money back if you do not like "White Lilac." C. E. WHITE SEED COMPANY. —Adv. tf.

Silks

There's a variety of popular silks for the coming season. Some of the splendid new silks are here. Our line should be quite complete by Monday. You will be delighted with the rich colors we are showing in Terra Cotta, Mahogany, Pigeon Blue, Etc.

Ladies Suits

An Advance exhibit of the Latest Fall Models can now be seen in our Pacific Street window and in the Ready-to-Wear Department. The RICH-LIER Suits are a specially selected line from the leading shops of New York City showing the favorite style conceptions of a number of style designers.



Millinery

We ask all women who are interested in Smart Fashions--and who is not?--to call and see our New Fall Models for present wear, between Seasons and Early Fall. Our soft Draped hand make hats of Velvet, Peau de Peche and Plush with simple but conspicuous trimmings of Bulgarian and Oriental Bands and Novelty feathers, Fancy Ostrich, etc. will be found especially interesting from a view point of both fashion and special value.

Laces

A profusion of lace will be used in waists and dresses for fall. Our new line of Oriental, Shadow, Crackly and Chantilly Laces will do admirable service for Frill Drapes, Corset Covers, Etc. Prices 10c to \$2.50 per yard.

Shoes

Just off the Last—Our first showing of Ladies footwear for the Fall Season is ready. A most comprehensive line of the popular materials and shapes await your inspection. Those low heel, broad shank, English Styles so much in demand are here in a variety of combinations. Our personal guarantee of quality is back of all our shoes.



101 North Pacific Street

Plainview, Texas

107 West Main Street

TEST OF WISDOM.

Here is the test of wisdom. Wisdom is not finally tested in schools. Wisdom cannot be pass'd from one having it to another not having it. Wisdom is of the soul, is not susceptible of proof, is its own proof, Applies to all stages and objects and qualities and is content. Is the certainty of the reality and immortality of things, and the excellence of things; Something there is in the float of the sight of things that provokes it out of the soul. —Walt Whitman.

SOMETHING LEFT UNDONE.

Labor with what zeal we will. Something still remains undone; Something uncompleted still Waits the rising of the sun.

By the bedside, on the stair, At the threshold, near the gates, With its menace or its prayer, Like a mendicant it waits;

Waits, and will not go away; Waits, and will not be gainsaid; By the cares of yesterday Each today is heavier made;

Till at length the burden seems Greater than our strength can bear; Heavy as the weight of dreams, Pressing on us everywhere.

And we stand from day to day, Like the dwarfs of times gone by, Who, as Northern legends say, On their shoulders held the sky. —Longfellow.

PLAINVIEW SCHOOLS TO HAVE A SINGLE LYCEUM COURSE.

Wayland College, Seth Ward College and the Plainview High School have arranged with the Dixie Lyceum Bureau for a Lyceum Course, the first number of which will appear October 4th. The initial number is the Chicago Ladies' Orchestra, composed of seven people.

The second number is Miss Wilmer, reader. She will be here November 3rd.

On November 20th Booth Lowrey, lecturer and humorist, will entertain. The fourth number, The University Girls, musicians and entertainers, will come December 9th.

January 7th the Le Barge Co., also musicians and entertainers, will be here.

The Hawkeye Glee Club will be here January 28th. Mr. Brush, a magician and lecturer, will close the Lyceum Course, March 11th.

WATER UNDER HIS FARM.

None Coming from Above, Farmer Went Down for Moisture.

"Drouth does not necessarily mean hard times for Kansas," said C. W. Seymour, of Liberal Kansas, at the Hotel White yesterday. "There is plenty of water beneath the surface, and this can be put to good use in irrigating the land. I bought one hundred acres of land that was good for cattle grazing. An engineer from Cornell University came out my way and stopped with me a while. His name was J. W. Himerlinck. Himerlinck began to experiment around the place, and struck water. I bought pumps, and in a short while I had raised a fairly good crop of corn."—Kansas City Star.

Miss Rada Bayless, who has visited Mrs. Ed Dunaway the past two weeks, returned to her home, at Dallas, yesterday. While in Plainview Miss Bayless received many social courtesies. Among them was the platform dance given by Mrs. Ed Dunaway.

FOR SALE.

No. 1. Four sections: unimproved, choice, level farm land in a solid body in Swisher County; 12 miles of Tulla and Kress; all fenced; one good well and windmill; plenty of water. All first-class farm land, near 100 per cent tillable, and lies perfect for irrigation. Abundance of water 40 to 50 feet of the surface. Without question the most desirable tract in all the Shallow Water Belt. Suitable for subdividing, and worth near double our price.

No. 2. 160 acres, unimproved, best farm land in Swisher County; 7 miles east of Kress. Soil black or chocolate loam. Shallow water, about 45 feet of the surface. Will sell cheap or trade for Plainview city property or live stock.

No. 3. Some very desirable 20-, 30-, 40-, 50-, 60- and 80-acre unimproved tracts of choice farm land well located on public road near Plainview; 100 per cent tillable and nothing better located or more desirable, and it lies perfect for irrigation.

Numerous other lands for sale in the Shallow Water Belt. See us before you buy. For further particulars, descriptive literature, etc., address OTUS REEVES REALTY CO., —Adv. tf. Plainview, Texas.

FOR SALE.

4-room modern house, with 3 lots, 150 by 185 feet; nice young orchard, and outbuildings. Located in Seth Ward Addition. Price and inspection on application. J. A. FAWVER, Box 321. —Adv. tf.

BUSINESS PERSONALS THAT WILL SAVE YOU MONEY.

Think of It! "Our Home," \$1.30 per sack. C. E. WHITE SEED CO. Ad. tf.

Cooking Oil, the best grade, 90c, at PEOPLE'S SUPPLY STORE. Ad. tf.

See DICK'S TIN SHOP for Tower and Stock Tanks. —Adv. tf.

My loan proposition is a clean one. Let me explain it to you. H. A. WOFFORD. —Adv. tf.

Why pay some one a commission to loan you money at 8 per cent, when I will lend it to you at 8 per cent without commission? H. A. WOFFORD. —Adv. tf.

My loan proposition is not a scheme to get Life Insurance, nor a commission from the people who borrow the money through me. H. A. WOFFORD.

"Our Home" is the highest-grade hard wheat flour milled. Sold and guaranteed by C. E. WHITE. Adv. tf.

I write Life Insurance, but don't require a life insurance policy from any one in order that they may borrow money from me. H. A. WOFFORD. —Adv. tf.

SHEEP FOR SALE: Herd of young stock sheep and registered Shropshire bucks. Address "OWNER, Box 62." —Adv. tf.

Highest Patent Hard Wheat Flour, \$1.30 per sack. PEOPLE'S SUPPLY STORE. —Adv. tf.

There will be no advance in prices for the opening of the Schick Opera House Sept. 3, when the Oscar Graham Co. will appear in "The Higher Law." —Adv. tf.

C. E. WHITE will sell you "White Lilac" for \$1.50 per sack and refund your money if it is not satisfactory. tf.

FOR SALE—1,000 ewes for October delivery. W. B. HALE, Tulla, Texas. 46-48-50-52 —Adv. tf.

If you do not want to be disappointed when you bake a cake, use "White Lilac." C. E. WHITE SEED COMPANY. —Adv. tf.

FOR SALE: Two 5-room cottages; one at 426 Alexander St., with 1 1/2 lots; one near Methodist College, with 3 lots. Cash or easy terms. See owner: 204 Prairie St., or phone 240 for particulars. MRS. PICTAR-RINEHART, Owner. —Adv. tf.

Phone 337 for Fresh Apples. PEOPLE'S SUPPLY STORE. —Adv. tf.

C. E. White sells and guarantees "White Lilac." C. E. WHITE SEED COMPANY. —Adv. tf.

FOR SALE.

Some 20 head of hogs, all sizes. See T. J. ELLERD, Plainview. Ad. tf.

WANTED—A YOUNG LADY

Who can play, to take charge of music parlor at Duncan's Pharmacy. Good commission. Apply at MUSIC PARLOR. —Adv. tf.

FOR SALE OR TRADE.

Good farm: one Pope-Hartford Automobile. Will trade Nursery Stock for second-hand sacks, peach seed or stock. L. N. DALMONT, Plainview, Texas. —Adv. tf.

FOR SALE.

On easy terms, 11-room house, barn and fine young orchard, with 3 1/2 lots. Call Phone 270. —Adv. tf.

FOR SALE.

Located in Abernathy, modern, up-to-date residence, five rooms and bath; three lots; enclosed with nice iron fence; shade trees and young orchards. Price, \$1,600; one-third cash; balance to suit purchaser. Address C. E. STOUT, —Adv. 51-pd. Abernathy, Texas.

TO TRADE FOR CATTLE.

320 acres fine land, clear of incumbrance, 2 miles from Floydada, to trade for cattle.

BROWN MOTOR CO., —Adv. tf. Plainview, Texas.

NOTICE.

I hereby direct the attention of the public to the fact that trash and paper are being carelessly thrown in the streets and alleys in violation of the law, civic pride, and common decency. You, as a citizen, are requested to refrain from this practice. J. F. WATSON, City Marshal.

FOR SALE.

1913 Model Motor Cycles and Motor Boats at bargain prices, all makes, brand new machines, on easy monthly payment plan. Get our proposition before buying, or you will regret it; also bargains in used Motor Cycles. Write us today. Enclose stamp for reply. Address LOCK BOX 11, —Adv. 55-1 Trenton, Michigan.

TWENTY-FIVE CENTS

TWENTY-FIVE CENTS

Shave Yourself

With a "CROWD-CO" Safety Razor. Absolute comfort and almost no expense. This wonderful little safety razor will do the work of the higher priced ones and costs only TWENTY-FIVE CENTS.

Set of three blades fifteen cents extra. Each blade will give from three to six shaves.

Come before they are all gone.

DUNCAN'S PHARMACY "THE STORE WHERE YOU FEEL AT HOME"

TWENTY-FIVE CENTS

TWENTY-FIVE CENTS

LOCAL AND PERSONAL

E. B. Thomas is in Slaton, on business.

L. W. Dalton is in Post City, on legal business.

J. P. Howard has moved to Plainview, from Kress.

A. B. Jones, of Lubbock, was here today, prospecting.

Miss Pauline Milwee has returned from a visit in Amarillo.

L. D. Lewis, of Abilene, has been visiting his son, E. D. Lewis.

E. E. Ross, of Fort Worth, had business in Plainview this week.

V. B. Martin, of Dallas, had business in Plainview this week.

Mrs. A. J. Watson, of Sanger, and Mrs. O. C. Watson, of Clarendon, are visiting J. W. Douglas.

Mrs. A. S. Keel and children, who have been visiting Mrs. C. R. Houston, returned to their home today.

Rev. J. M. Harder left Thursday for Memphis, where he will conduct a series of revival meetings.

Mr. and Mrs. E. C. Simpson have returned to their home, in Denton, after a visit to Mrs. Simpson's sister, Mrs. D. C. Harrison.

Scott Cochran and wife, of Lubbock, Texas, came in yesterday, in their car, and are visiting with their home folks, W. L. Harrington and family.

Tom Vaughn and family, of New Mexico, came in Tuesday. They will visit their people, R. M. Irick and family and Mrs. L. A. Vaughn and family.

Rev. J. H. Hunt and wife came in from Floydada to-day, and will make arrangements to enter Wayland College. Rev. Hunt is pastor of the Baptist Church at Quitaque, Texas.

Rev. C. S. Fields, of Fort Worth, is here this week, the guest of Tom Abraham and R. J. Goode. Yesterday Mrs. Fields and daughter, Miss Clara, who have been visiting Mrs. A. B. Roberson, at Slaton, joined him.

G. M. Graham, of Tulla, has been here prospecting. He returned to Tulla today. Mr. Graham says farmers in Swisher County are jealously watching the irrigation development of the Shallow Water Belt. Many of them are planning to drill wells in Swisher County.

Mr. Dunale, of Jackson County, Missouri, was here this week.

T. W. Sawyer has returned from Post City, where he has been on business.

Miss Amy Faulkner will leave soon for Baltimore, Maryland, to study music.

Mrs. Anna Wita, of Hot Springs, Arkansas, has been visiting her sister, Mrs. C. A. Malone.

W. A. McQuiston, of Miami, who bought a residence on restriction street, is moving in to-day.

Mrs. T. W. Buchner, of Waxahachie, has returned to her home, after a visit with her sister, Mrs. F. P. Rowell.

Captain Lusk, of Lewisville, Texas, visited C. V. Quisenberry and family Tuesday and Wednesday of this week.

Mrs. A. J. Harum, of Childress, Texas, arrived here Sunday, and is visiting Mr. and Mrs. A. H. Estes and W. M. Wilson.

Miss Mattie Kent, of Abilene, who came to attend the singing-Army wedding, at Hale Center, is in Plainview visiting Mrs. Lemond.

G. A. Hall, wife and children, who have been here prospecting, left today for their home, at Clyde, where Mr. Hall is station agent for the Texas and Pacific Railway Company.

D. H. Stovall, wife and little daughter, of Waxahachie, Texas, are here visiting Mrs. Stovall's parents, Mr. and Mrs. W. L. Harrington. They drove through in their car.

Dr. and Mrs. J. F. Owens and son Clarence left at noon Thursday for Kalamazoo, Mich., and will be gone several weeks. Dr. Owens will study latest methods of treating tuberculosis.

Dr. A. C. Scott and family left yesterday for their home, at Temple, Texas. The Scotts have been spending the summer on Helen Temple Farm, out four miles northwest of Plainview.

The private car of H. I. Miller, president of the Texas Land and Development Co., left today for El Paso. The Pearson Syndicate have extensive interests in Old Mexico and all over the Southwest.

Sims Burton, construction foreman for the Southwestern Telegraph and Telephone Co., was here Thursday with the construction crew. They have been working on the Floydada toll line. Next week they begin work on a line out of Amarillo.

No. 5 Oliver Typewriter, practically new, to exchange for lighter machine—Royal preferred. Call at POST OFFICE. —Adv. if.

B. O. Brown left at noon today for a week's visit with his sister, at Waco.

Uncle Jeff Scott and wife left today for Melrose, New Mexico, where they will visit their daughter, Mrs. Kit Kirby. They have been visiting Henry Andrews and E. D. Lewis. "Uncle Jeff," as he is familiarly known, is a pioneer plainsman. He tells many interesting stories of the Plains during Indian days.

Call The Herald for job printing.

SETH WARD COLLEGE

NEEDS

300 students to enroll next week. More good homes for students who wish to work for their board.

A friend who will establish a loan fund for students who need financial assistance.

On the endowment: 5 subscribers for \$5,000; 10 for \$1000. 20 for \$500; 20 for \$250. 100 for \$100; and any number of smaller amounts. Add these amounts. This will make it easy for all, and the endowment will easily reach \$75,000.

Seth Ward saves more than this amount to Plainview annually, and the interest is all that is asked, and this is not the greatest value. "The Christian college yields the largest return in character of any institution yet conceived."

Next term opens Tuesday, September 2nd

FARM CROPS AT LOWER COST.

By Raymond Olney, Power-Farming Expert.

(National Crop Improvement Service)

That which the farmer works hardest for is profits. His whole energy is bent on increasing his labor income. His chief aim is to produce bigger and better crops at a decreased cost. But to accomplish a high percentage of results requires the best equipment he can provide for carrying on his work.

The average farmer is too often at a serious disadvantage because of the lack of equipment for his farm work. No matter how favorable other conditions may be, power and implements are essential.

It is a big saving to have the proper equipment to perform the different operations as they should be. The increased use of labor-saving machines has largely cut down the amount of man labor that is required on every farm. Also it has made it possible for each worker to accomplish more work. It has increased his working capacity and has made him more efficient.

By giving more attention to decreasing the cost of producing crops the farmer will find surer and bigger profits than he will from high market prices. In other words, he should not depend entirely for his profits on the high prices he may or may not get when he markets his products. The most sensible and profitable thing for him to do is to give most of his attention to cutting down the expenses of producing his crops. He should make his profits doubly sure by cutting down the cost of production.

The fundamental importance of power-farming machinery is that it enables the farmer to produce his crops with less expense and also makes it possible for him to handle a much greater acreage. Agricultural authorities have proven that increased crop yields depend upon three essentials—seed, soil and thorough tillage. Thorough tillage, which is doubtless most important, depends absolutely upon power and machinery.

The general-purpose farm tractor has in a sense made it necessary for the farmer to buy more equipment, but at the same time it has decreased in a much larger proportion the cost of producing the crops. It has increased the usefulness of each machine, and though in the first place it involves a large investment, the farmer should nevertheless provide himself with sufficient tools to perform his work properly.

The farmer should at all times have thought of the biggest profits fore-

most in his mind. At the same time he should not forget that a large income is not possible without good equipment. The best results depend directly upon the machines used and the intelligence exercised in selecting and using them to get the most out of the investment.

YOUR BARREL OF FLOUR.

Each American Citizen is Entitled to 5 1/2 Bushels of Wheat per Annum.

(National Crop Improvement Service.)

"As long as the average American lives from hand to mouth," said Edward Andrew, President of the Chicago Board of Trade, "it is necessary that somebody carry the stock of provisions."

"If it could be arranged that each person should contract for his five and one-half bushels of wheat (which he eats per year) the matter of distribution might be simplified. But the trouble is, all of us would rather pay for having this wheat ground into flour and delivered to us as we need it. Therefore, somebody has got to take the risk, somebody has got to put up the money, somebody has got to store this grain, somebody must grind the flour, and somebody must make it into bread.

"If a farmer could grow the wheat, grind it into flour, and run a little bakery and deliver the bread to your door, the middle man could be eliminated, but it has been my observation that the farmer is a very busy man, working perhaps fourteen hours of twenty-four a day, and he must, therefore, delegate the other necessary work to others.

"The Chicago Board of Trade has solved the problem insofar as grain is concerned. Nobody has any quarrel with the price of grain or of flour. The Board of Trade has a set of rules to keep the producer and the consumer from taking advantage of each other. If a system of marketing perishable goods could be evolved on the example set by the Chicago Board of Trade it would guarantee fair play to producer, distributor, and consumer alike, and, in my opinion, no system will ever be successful which does not recognize the rights of all three."

CORRESPONDENTS WANTED.

The Herald wants correspondents in every community on the South Plains. The news items of your community are of considerable interest to all of our readers. If you are willing to act as correspondent, write The Twice-a-Week Herald for further information.

If you are interested in the most shoe value for the least shoe money, read carefully this evidence

You Know What You Get In "Star Brand" Shoes

Every Pair is Honestly Made of Good Leather

It is estimated that over 80% of all shoes made today contain substitutes for leather in the heels, counters and soles. These substitutes are made to imitate leather in appearance, but the best of them cost only one-fourth as much as the poorest grade of genuine leather.

The manufacturer who uses substitutes for leather puts them in the hidden parts where you can not see them. In order to gain 10 to 40 cents per pair in extra profits he reduces the wearing quality of the shoes almost one-half. You pay pure leather prices for them.

There is one way you can be sure you are getting an honest leather shoe. Simply ask for "Star Brand" shoes with the Star on the heel. Every pair is honestly made of good leather. No substitutes for leather are ever used.

The shoe above shown is a "Star Brand" shoe. It is the "Stronger-Than-The-Law"—the strongest and longest wearing work shoe made. It keeps your feet dry and gives double wear. You can't rip or tear it.

The "Stronger-Than-The-Law" has uppers of finest chrome leather which is as nearly water-proof as leather can be made. The soles are made of the best hemlock leather. All sizes for men, boys, women and misses. Prices \$1.25 up to \$3.50 according to size.

"Star Brand" shoes are made in over 700 styles in our 21 big factories. Nearly 20,000 wide-awake merchants sell them. Look up the dealer in your town.

If there is no dealer in your town, your regular dealer can get them for you. Insist upon having them. If he will not get them, it will pay you to change dealers because—

"Star Brand Shoes Are Better."

Plainview Mercantile Co.



Oscar Graham in "The Higher Law," Tuesday Night, September 2nd.

WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS

CURTIS
DENVER, COLO.

BUFFALO JONES HERE

King of Cowboys and King of the Animal Kingdom

Buffalo Jones, the man who has roped and tied down like pigs in a barn yard every animal he has been able to find in America and darkest Africa is here on irrigation business. He has the proof of all he claims in motion pictures and will show them

AT THE **AIRDOME** Monday and Tuesday, **Sept. 1st and 2nd**

He will lecture in person, explaining the ways of the denizens of the jungles and plains. Buffalo Jones is the best known man in America; he has traveled in almost every country under the sun. He has been with J. B. Pond & Co., the largest and ablest lecture bureau in the world and they give him the honors over 150 of the best lecturers in the United States. He has also been with Klaw & Erlanger with the largest salary of any lecturer in the world and commands \$1 per seat filling Carnegie Hall in New York; Belasco Theater at Washington; Tremont Temple at Boston, etc. It is an accident our people can have such a treat and no one should miss it. Every student, every parent and every person both old and young who has red blood in their veins should witness this man's feats with grizzly bears, panthers or mountain lions, with the desperate buffalo bulls, with the mighty rhinoceros, the giraffes, leopards, and even see him tie them down cowboy style, the king of beasts, a full grown African lion. The moving pictures show all these things as plainly as if you were right there and witnessed the wonderful ordeals yourself. Col. Roosevelt has made the public declaration that "The work of Buffalo Jones with wild animals is beyond anything ever recorded in the annals of time." It will be the event of your life to see these most wonderful of all pictures and hear the man tell of it. We will run two reels of our regular program, thus giving you 5,000 feet of pictures. Come and spend an hour in Africa with Buffalo Jones and witness his many daring feats.

ADMISSION: Children 10c; Adults 20c

"PEGTOP" MOST NOTICEABLE FEATURE AMONG SKIRTS.

Fall Fashions Show Taffetas, Metal Brocade and Dyed Fur; Draperies from the Waist.

Autumn skirts will be marked by the "pegtop" effect.

The fur used in dress trimmings will be dyed in colors, with purple probably the most popular.

Afternoon dresses will be trimmed chiefly in the back instead of the front.

"I am elated over the success of the Parisian dressmakers in their campaign to eliminate the commission agent in handling models," said a New York maker. "Though I regard Americans as the best adapters of fashions, I am convinced that the French 'couturier' is unequalled as an originator.

"I have little sympathy with the American fashions for American women's movement. Our firm really was the originator of the system of shipping Parisian models direct from the Paris 'couturier' establishments to our New York house, instead of dealing through the medium of a commission agent. We were much pleased with the results.

"High-class Parisian dressmakers

are quite justified in fighting these agents, who copied their models and sold the product at greatly reduced prices.

"Big dressmakers are put to heavy expense in the maintenance of fine establishments, and, besides, are entitled to a fair profit for their own creations.

Russian Jackets.

"But about the autumn fashions.

"The skirts will be very tight at the bottom and draped from the hips downward. At the bottom they will be folded upward into 'pegtops,' as we call the new arrangement.

"The tendency is toward short jackets, reaching only to the hips, with a Russian effect and with fur-trimmed collars and cuffs. Both suits and coats will be in the popular Japanese effect.

"Afternoon dresses will have the collar drawn loose from the neck, and sleeves suggesting the kimono also will be much in vogue. The 'peau de peche' will be used a great deal as the material of the suits and coats.

"Various shades will be worn, with green prominent. Suits will be draped largely in the back instead of the front. Gold and silver brocade, producing an antique effect, will be much worn on both dresses and wraps. Fur trimmings, particularly of fitch or

fox, will be popular, and fox fur, and even moleskin, will be dyed, purple predominating.

Hats of Patent Leather.

"Taffetas of iridescent shades will be used for afternoon and evening wear, and jewels, such as pearls and rhinestones, will be fashionable as trimmings for evening dresses.

"Hats will be medium-sized or small, with velvet 'peau de peche' patent leather the most popular material, while numidian plumes, 'stipe' or feather grass and condor quills will be utilized for the trimming. With the velvet hats tulle trimmings or gold or silver lace will be seen often. When the hats are patent leather the bows, flowers or other fancies should be of the same material. These hats will be of various colors, green, purple, red or black."

ORIGIN OF STANDARD YARD MEASURE.

Our standards of measurement are to be tested, but how many folk could explain offhand how our yard came to be exactly thirty-six inches in length? It represents the arm measurement of Henry I, which chanced to be thirty-six inches, and it was he who ordained that the length of his own arm should be the standard yard

of cloth measure—an ordinance preserved in British commerce to this day. We may all be duly thankful that Henry's arm was not thirty-six and a half, or thirty-five and three-quarters, or our standards of measurement might be even more complicated than they are.—London Chronicle.

UNITED STATES CAN'T BUY TORPEDOES ABROAD.

Foreign Factories Far Behind in Orders; Type Made Here Are Swiftest Manufactured.

Discovery by the Navy Department that war torpedoes were not to be had abroad at any price has aroused the officials to the necessity of either enlarging the navy's own torpedo plant at Newport, R. I., or otherwise induce private makers to take up the manufacture of the weapons, says a Washington dispatch. Congress, it was announced Monday, will be urged to supply the necessary funds, and an item covering the cost will be included in the naval estimates, which are now being prepared.

Inquiries made in Europe disclosed the fact that all of the powers are laying in heavy stocks of torpedoes, and that the factories turning out the weapons are behind in their work. It was also discovered that every available torpedo has been snapped off the market by the great naval establishments abroad.

As a result of the investigations, however, it was learned that the United States type of torpedo is the swiftest and longest range weapon of its kind in the world. The present type used has an average speed of twenty-seven and a half knots an hour, and will carry a distance of ten thousand yards on one charge of compressed air.

NOTICE TO SCHOOL PATRONS.

The Board has decided that the division lines between the High School and East Side, or Lamar, School shall be the same as last year, which is as follows:

Beginning at the South end of Grover Street in Plainview; thence North with Grover Street to California Avenue; thence East with California Avenue to Pacific Street; thence North with Pacific Street to Second Street; thence East with Second Street to Covington Street; thence North with Covington Street to the Railroad; thence following the Railroad in an Easterly direction to the East corporate limits.

W. C. MATHES, President,
—Adv. tt. Board of Trustees.

Read This Ad

We don't have our card in every paper so when we do have one we want you to know we mean business.

We can furnish you the goods that will make the old MAN and all the family glad when the bell rings. Let's suggest the order;—buy Royal No. 10 flour for your biscuits, white swan coffee, Heinze jellies and preserves, New South and Cane Refiners syrup.

We will be glad to deliver you fresh bread, cakes, pies, custards, barbecue steak, boiled ham, sausage, etc.

In fact call us when in need of anything, we have the goods and are here to serve you.

Warren & Scudder Grocery Co.

Phones 145 and 244 Plainview, Texas

"White Lilac" is a pure soft wheat Flour. C. E. WHITE SEED CO. Ad. tt. Pure Apple Elder Vinegar at the PEOPLE'S SUPPLY STORE. Ad. tt.

VISIT THE NEW

Busy Bee Cafe

New Throughout
Best Equipped
Clean Service

Special Tables for Ladies, Automobile Parties and Families. Screened Counters for Men Who Do Not Care to Eat at Tables.

Call to See Us for Best Service

Next Door to Old Stand

Tire Repairing

All kinds of tire and casing repair work. Vulcanizing and inner lining our specialty. All work guaranteed.

Carter-Winn Rubber Co.
Plainview, Texas

Sidewalks, Gutters, Floor Work, Etc.

CALHOUN BROTHERS

General Cement Contractors

See us before you contract for anything made of cement



Excursion to Chattanooga, Tennessee

Account Annual Encampment Grand Army of Republic September 15th to 20th. Tickets on sale September 9th to 17th inclusive at fare of \$34.55 for round trip return limit September 28th or by payment of 50c and deposit of ticket with Special Agent of Nashville return may be extended to October 17th.

Phone 224 For further information apply to R. F. BAYLESS, Agent

FOR THE BEST SERVICE AND HIGHEST SALES

Ship Your Cattle, Hogs and Sheep to

DAGGETT - KEEN
Commission Co.

"We're Our Own Salesmen."
FORT WORTH, TEXAS.

Life-Time Experience in the Business.
Feeders and Stockers Bought on Order.

Write, Wire or Phone for Market Advice.

PHONES: Prospect 501; Long Distance 213.

J. H. SLATON, President W. C. MATHER, Vice President
GUY JACOB, Cashier

The First National Bank

Plainview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 170,000.00

SAFE DEPOSIT BOXES FOR RENT
Your business solicited, appreciated and protected.

IMPROVED TRAIN SERVICE EFFECTIVE AUGUST 31 VIA



Leave Sweetwater 9:00 p. m. Leave Fort Worth 8:00 p. m.
Arrive Ft. Worth 5:30 a. m. Arrive Sweetwater 5:00 a. m.
Making Direct Connections to and from All Santa Fe Points

Local Ft. Worth-Sweetwater Sleeper the Quick and Convenient Way to Ft. Worth, Dallas and East

Your Local Ticket Agent will Give You All Information or Write
A. D. BELL, Dallas, Texas GEO. D. HUNTER, Plainview, Texas
Asst. Gen'l Passenger Ag't Gen'l Passenger Agent

PAINTING

Automobiles, buggies and sign painting, artistic decorating, upholstering, and buggy top trimming neatly and correctly done.

Henry E. Hagood
Office at Carter-Winn Rubber Company

COMMUNITY CORRESPONDENCE

PETERSBURG.

August 27.—I want to apologize for not writing sooner, but have been away; but since coming home, and such a fine rain, it makes me feel like letting everybody know how much we are blessed in the Petersburg community. After traveling over quite a large territory north and east of us and hearing various reports from the south and west, I am convinced that there is more grown in a small scope of country composed of parts of Hale, Floyd and Crosby Counties than in one hundred miles square of any part of the country anywhere near.

It is becoming quite a question with the farmers of the Petersburg community whether to feed out the grain made here this year or sell it direct to the consumer. We have the hogs, but it seems feed is so scarce in other places that stock hogs are "kinder" on the drag. After the recent fine rains, late feed stuffs will likely be abundant, and that will enable the farmer to conserve his grain, anyway. We will say to those who have failed, "Come to Egypt and replenish your granaries."

With the exception of one or two cases of chronic sickness, the health of the community is fine.

Mr. A. A. Soward is quite low with tuberculosis of the throat. Old Father Grace is confined to his room, mostly old age, and R. C. Bracken is having quite a time with a case of rheumatism.

J. W. Roberson, our efficient County Commissioner, informs us that he will at once notify all the overseers in his precinct to at once look after their roads and repair them where washed out by the recent rains.

D. M. Jay and wife and Hal Brown and wife started this morning for Turon, Kansas. They went in Mr. Jay's Ford car.

Miss Thelma Kerr, of Missouri, who has been visiting Mr. and Mrs. Jay and the Misses Ford, will return to her home this week.

The Baptists have closed a very successful revival here, also one at Estacado. There were good additions to the church at both places. Brother I. E. Gates baptized quite a few at Estacado. Brother Gates is here today in the interest of Wayland College, and is having some success. We fall to see why people send their children to distant schools when there are two as good schools in our own home town (Plainview) as there are in Texas, or any other state, for that. Let's keep our children and money at home, and thereby build up our own country.

ABERNATHY.

August 25.—Mr. Barnes, who has been visiting his sons, S. E. and G. S. Barnes, has returned to his home, in Fisher County.

Mr. and Mrs. J. M. Jones have gone to Illinois for a visit.

Mr. and Mrs. E. P. Crow have returned from a visit in Hall County.

Mr. Henry Darden is in Plainview attending court this week.

The meeting closed last Sunday evening. They had a good meeting, but no conversions.

Rev. Bone, of Rockwall, is in Abernathy today. We are glad to have him in our midst once more.

Miss Gula Pool, who has been visiting her uncle, S. R. Merrill, left today.

Opal Thomas is spending several days with Mrs. S. E. Stanfield.

Mr. and Mrs. E. M. Legg went to Amarillo last week to meet his sister and niece, who were passing through on their way to California.

Miss Beattie Hagans, of Denver, Colo., is visiting her cousin, Reba Merrill.

A good rain fell in some parts last Friday night, which will help the crops a great deal.

Mrs. Caldwell went to Lubbock last Friday to have some dental work done.

Mr. Martin Caldwell returned to Uvalde County on his motorcycle, which he purchased while here.

Mr. S. R. Merrell is in Plainview attending court this week.

Miss Nell Lattimore came down from Plainview today for a visit with Mrs. A. B. DeWald.

Mr. V. Stambaugh and family and Mr. Sam Merrell and family went to the home of J. M. Thomas last Thursday and seined the tank and had a big fish fry. Every one had all the fish they could eat.

Mr. E. T. Caldwell is putting up hay this week.

Mr. and Mrs. John Jones and daughter, Thelma, went to Lubbock today.

Mr. O. J. Hinds went to Lubbock today.

Miss Nina Farris has returned to her home, in Plainview, to spend a month.

Mr. H. D. Rosser's brother, of Fort

Worth, is visiting him for a few days.

The meeting commenced at Strip yesterday. The Rev. D. C. Ross is conducting it.

Misses Gula Pool, Beattie Hagans and Reba Merrill and Mr. Will Thomas went out to Mr. J. N. Belcher's last Saturday evening and ate water-melons.

Miss Julia Shaw spent several days last week with Reba Merrill.

Mr. Will Herral's niece has been visiting him for a few days.

Mrs. G. P. Wirtz has gone to Illinois for a visit.

Nels Pearce was bitten by a rattlesnake last week, while out after the cows. He is getting along nicely.

SPRING LAKE.

August 27.—B. T. Abbott and children are visiting in Weatherford.

R. O. Frenzel and family are touring New Mexico in a prairie schooner.

Messrs. S. W. Downs and J. L. Gehres spent two days in Plainview this week.

Madam Rumor says Mr. Hoffman has sold out and expects to move his family to California.

E. N. Egge, of Plainview, and C. H. Curl, of Olton, were going Spring Lake Wednesday.

Miss Hazel White visited her brother in Big Square last week.

Messrs. Myrtle and Beatrice Vore returned to Canyon Monday, where they will attend school the coming winter.

Rev. Ewing and wife, of Missouri, are here visiting their daughter, Mrs. Houston.

Messrs. Edgar and Norman Rice are visiting their brother.

Mr. and Mrs. Keenan, accompanied by Mrs. M. E. Cleavinger and daughter, attended dinners at Olton Sunday.

Rev. Hensell filled his regular appointment at this place Sunday. His subject was "Christian Holiness," which he handled in a very masterly way.

The young people will give a missionary program next Saturday night at the church. Everybody come.

Mrs. Reddington and her son are visiting friends in Olton.

The two school houses on the draw were moved last week to the east side of Dr. Axtell's farm, where they now jointly make a county high school. We sincerely hope this move will make for better education of our youth in Spring Lake. With two county high schools—one at Spring Lake and one four miles north—it would seem as though all had been done that was necessary.

KRESS.

August 27.—Mr. Shyhagen and daughter were callers in Tullia Friday.

Mr. and Mrs. J. Bush were business callers in Plainview Friday.

Mr. Behrends and son, of Auburn, were shopping in Kress Saturday.

Mr. and Mrs. Robards drove to Tullia Saturday evening, and visited there Sunday.

Mr. and Mrs. Rob Ormsby were callers in Kress Monday.

Mrs. Jordan and family returned to their home, in Kress, Tuesday, after a visit with relatives west of Tullia.

The Central Plains Sunday school met Sunday evening to practice the church songs from the new books.

Kress school will start Monday, September 1st.

Mr. and Mrs. Bert Bagley left Wednesday for Memphis, Texas, to make their home.

Mr. Merrill and family left Tuesday

OLTON.

August 26.—Mr. and Mrs. W. E. Lamberson, of Spring Lake, were county seat visitors Monday.

Mrs. A. Reddington, of Spring Lake, spent several days at the M. D. Dotson home last week.

Miss Margaret Shellabarger, who has been attending Normal at Canyon, returned to her home Friday.

Misses Myrtle and Beatrice Vore, after visiting friends at Spring Lake and Olton, returned to their home, at Canyon, Monday.

Mr. and Mrs. Geo. Keenan and Mrs. M. E. Cleavinger attended church in Olton Sunday, visited friends and returned to Spring Lake Monday.

Norman Cleavinger, of Spring Lake, visited Olton friends Saturday and Sunday.

Mrs. Dodson, of Lockney, is visiting the B. A. Dodson home.

IMPROVED FARM FOR SALE.

160 acres three and one-half miles from Plainview; 100 acres in cultivation, well fenced; good frame house, 8 rooms, just completed; good cellar; barn for 6 horses, and other out-buildings; good well and new windmill, pump; young orchard, 120 trees. Farm lays ideal for irrigation. Title perfect. Direct from owner. Come and see or address D. O. HELSER, Plainview, Texas. —Adv. 48

L. D. RUCKER PRODUCE CO. buys GREEN and DRY HIDES. Adv. 48

Lay Your Plans NOW to Attend the Great

Panhandle State Fair

to be held at

Amarillo, Texas

October 6th to 11th, 1913, Inclusive

Horse Racing,
All Kinds of Exhibits,
All Kinds of Amusements,
Low Railroad Rates

"Visible Evidence is Better Than Descriptive Evidence."

For particulars address:

The Secretary, Panhandle State Fair
AMARILLO, TEXAS

PUBLIC SALE

I will sell at Public Auction on my farm 20 miles west of Plainview, on

Friday, Sept. 12, 1913

a well improved quarter section of land (the one on which the sale is conducted); three good Jersey cows and calves; all kinds of farming implements; one Ivers & Pond Piano, a good one and is in first class condition; mules and horses; all household goods; one new DeLaval cream separator; numerous stuff of all kinds.

Terms of Sale:--All under \$10 cash and all over \$10 six or twelve months time to suit purchaser. The land must bring \$1000 cash, balance in three annual payments at 10 per cent.

Don't Ask Questions, Come Get the Stuff At Your Own Price.

T. W. Canterberry

PLAINVIEW, TEXAS

Postoffice: OLTON, TEXAS



Every Tub Stands on its Own Bottom

and every tub of our Buttrer stands as a high-water mark of quality. We pride ourselves upon its purity and sweet flavor, and we know it to be a good, wholesome and nourishing article of food. To lovers of good, bread-and-butter this brand is a great boon, and, once tested, we are sure you will always use it. Its freshness and uniform purity we always warrant.

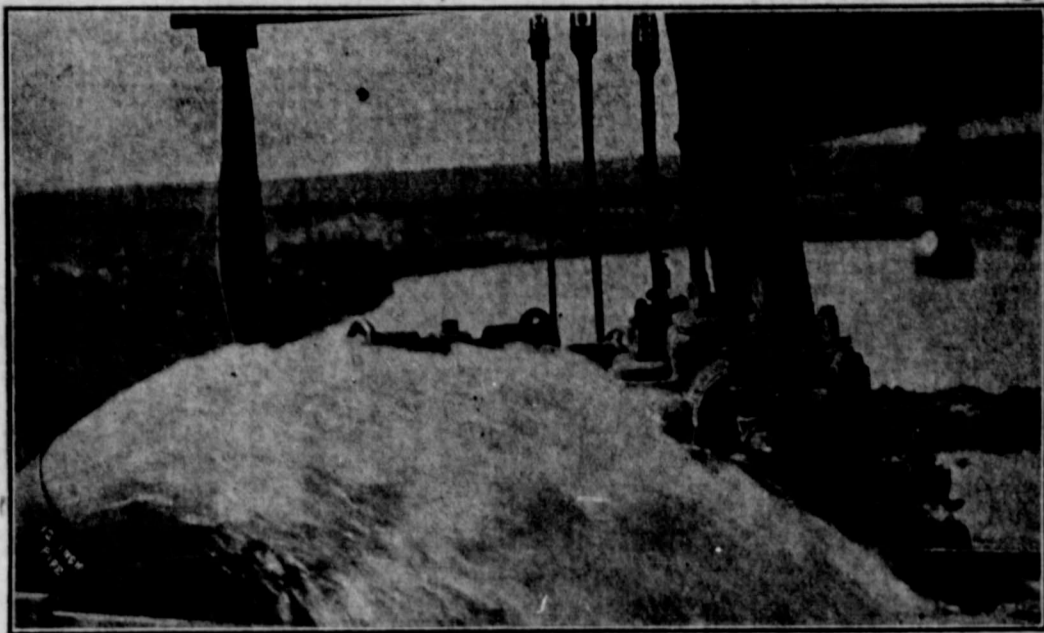
WRIGHT & DUNAWAY
Phones 35 and 35 1/2

You can't buy better light bread | Let L. D. RUCKER PRODUCE CO. Flour than "Our Home." C. E. handle your GREEN and DRY HIDES. WHITE SEED CO. —Adv. 48

WELL DRILLING

IN BOTH SHALLOW AND DEEP WATER BELTS

Well on Helen Temple Farm Pumping 3,000 Gallons Per Minute. Drilled by Layne and Bowler.



It takes water to irrigate and not wells. We can deliver the water for less money. Investigate.

We are the largest water developers in the world. Get our literature and quotations before contracting.

LAYNE & BOWLER CO.
Plainview Texas Houston

SELF-STARTER FEATURE OF 1914 BUICK CARS.

Fifty-Horsepower Machines Will Carry Five and Seven Passengers; Electric Horns.

Simultaneously with the announcement that the 1913 output of the Buick Motor Company has been disposed of, comes the announcement of the new 1914 models, and this announcement has caused no little amount of interest in automobile circles, as the public has been interested to know what Buick would definitely determine on with respect to a self-cranking device.

All Buick cars for the new season will be equipped with the Delco improved electric starter, together with electric lights, electric horn, Turkish upholstery and rear axles of the full floating type.

"We told our friends last winter that when we were fully convinced that there was a practical and reliable self-cranking device perfected, that Buick would be the first to adopt it," said E. E. Roos, of the Buick Company here, yesterday.

"In the experimental department of the Buick Motor Company's plant, at Flint, Michigan, a dozen or more dif-

ferent starting apparatuses were tested and tried out, and it is ample proof," said Mr. Roos, "that the Delco is one of the most practical on the market for the two reasons that it is probably the highest-priced starter and is also one of the oldest electric starters in use today."

The new line of Buick cars will include a six-cylinder 50-horsepower machine, which will be furnished in either a five- or seven-passenger body. This car has a wheel base of 130 inches, 4 1/2-inch tires, Turkish upholstery, electric horn, Warner speedometer and, in fact, its construction embodies all of the refined features of cars selling for a much higher price.

The new line also includes two four-cylinder roadsters, one of which is 28 horsepower and the other 35 horsepower, and two touring cars of 28 horsepower and 35 horsepower, respectively.

These cars, together with the special equipment, will carry gasoline tanks on the rear with an automatic, high-pressure air pump, which is driven by the motor, and leaves commodious space under the front seats.

All of the new cars have a longer wheel base and will carry bodies of

a special design made up in metal.

Left-hand drive and center control are two features which Buick has taken up this year, and will be found in many of the higher-priced machines. The control system is so arranged that the driver may enter from either side of the car, and it has been demonstrated that the left-hand drive is certainly more practical and more convenient both for cross-country touring and in the cities where, under the traffic ordinances, all cars must stop right side to the curb.

SCHOOL HYGIENE ONE OF GREAT PROBLEMS, HE SAYS.

Secretary of Department of Labor Pays Tribute to Men Trying to Better the Race.

William B. Wilson, Secretary of the Department of Labor, paid eloquent tribute to the men behind the movement for better school hygiene in Congress and at Buffalo, New York, this week. He said that only a pressure of business at Washington, D. C., prevented the personal attendance of President Wilson. But in the name of the President, Secretary Wilson extended a hearty welcome to the delegates and members present. Nearly 4,000 had assembled.

One of the Great Problems.

He spoke of school hygiene as one of the greatest problems of the age, a problem that covers human association and collective education; a problem of instilling into the receptive mind of the child the habits and ideas that will enable it to battle with the problem of its own life work in the future. He suggested that before children can be taught the principles underlying hygiene in all its branches, those already of mature growth should make themselves familiar with the necessity of proper hygienic conditions in public schools, and he concluded by expressing the hope and the belief that the deliberation of this congress will be conducive to the promoting and realization of much that is still necessary for the uplift of mankind in general.

Dr. Charles W. Elliot's response as the president of the international congress was to the point. He emphasized the fact that all countries were interested in making tremendous efforts for the betterment of their people, both mental and physical.

He remarked that work steady and fruitful, has been and is the effective feeder, trainer and civilizer of mankind. He next referred, by way of example, to the State of New York, which has fostered and built up educational institutions, whether tax supported or endowed.

Foreign Delegates Present.

Following Dr. Elliot were addresses from twenty-two foreign delegates as spokesmen for their delegations.

The opening discussion of special problems was started Monday afternoon, when the first fifty speakers were heard on various questions of vital importance to the field of school hygiene. Each day the range of topics will be treated by world-acknowledged experts.

Texas is well represented in the congress. Among those here at the opening session were Dr. A. Caswell Ellis, professor of the philosophy of education, and Dr. Bell, both of the University of Texas; Mr. and Mrs. Atlee Ayres, of San Antonio.

CALIFORNIA HAS SPENT \$75,000,000 FOR IRRIGATION.

But State Could Increase Income by 1 1/2 Billion by Using All Irrigable Land Available.

Including the recent developments which are now being completed, there are in California 3,150,000 acres under irrigation, and Government experts have recently figured that the cost of

building the immense irrigating systems has been about \$24 an acre, or a total of 75 million dollars, says the Los Angeles Tribune. This gigantic sum has been spent by the people of California, not only to reclaim desert valleys and land, but to facilitate and increase production even in that part of the state where the average rainfall might be considered sufficient.

Even though irrigation in California has reached gigantic proportions, only a little more than one-sixth of the arable land is now under irrigation. There are about 20 million acres of arable land in the state, 16 million of which is valley land, the rest being foothill land, but subject to irrigation.

The products of the 3,150,000 acres now under irrigation are valued, in round numbers, at 300 million dollars. On this basis, if the rest of the arable land within the state was put under irrigation, and on a basis of production averaging up to that which is now under irrigation, the income of the State would be increased annually 1 1/2 billion dollars.

As the matter stands now, the land is ready and waiting for this gigantic development, and there is enough water now running into the sea in rivers to cover the 15 million acres not yet under irrigation to a depth of thirty-six inches, which would be more than enough to produce any kind of a crop.

BIRDHOUSES MADE IN SCHOOL.

Portland, Oregon, Boys Competed in Building for Parks and Highways.

Exhibits of bird houses built by boys of the schools in Portland, Ore., have attracted much attention and aroused no little rivalry among the boys themselves as to design and execution, says Christian Science Monitor. They constructed charming little bungalows of rustic strips of bark; quaint reproductions of old world thatched farm cottages; log cabins and tiny homes wrought of silvery birch bark and bits of moss on sloping roofs.

Through the co-operation of the Oregon Audubon Society and the state superintendent of public schools, a wide-spread movement for systematic bird study and bird protection was inaugurated more than a year ago in the Portland schools. Each school boy in the intermediate grades constructed at least one bird house during the year. These were placed in public parks, residence grounds and along the highways. This was the beginning of a statewide plan to bring the children of the schools into closer relationship with their bird neighbors.

MOTOR CAR MADE HENS LAY.

So a Pennsylvania Farmer Lets Fowls Use His New Car.

James Kyle, a farmer of Union, Jefferson County, Penn., bought a big, gray touring car recently, but has not been able to use it since the machine was driven into his barn.

None of Kyle's hens had been laying for at least a month before the afternoon when the car was driven home. The hens then took possession of the tonneau. The next morning Kyle wished to use the car, but found that three of his hens had each laid an egg in it. Rather than disturb them or break the spell Kyle decided not to use the machine. Since that time he has used his car as a setting place for the hens. They are keeping up to time with their work.—New York Sun.

WHY IT SUCCEEDS.

Because It's for Only One Thing, and Plainview People Appreciate This.

Nothing can be good for everything. Doing one thing well brings success.

Doan's Liver Pills are for one thing only.

For weak or disordered kidneys.

Here is Plainview evidence to prove their worth.

Mrs. E. Vollintine, 200 Jones St., Plainview, Texas, says: "One of our family suffered terribly from kidney trouble, and he tried all kinds of remedies without benefit. He doctored steadily for a year, but got no better. As soon as he heard of Doan's Kidney Pills, he discontinued the doctors' medicines and used this remedy according to directions. The first dose made him feel better, and after using several boxes he was cured. I also took Doan's Kidney Pills for backache and was cured."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. —Adv. 48

LOST: Watch charm; "F. L. T." on one side and "The All-Seeing Eye" on the other; at Sunday School picnic. Return to A. A. HATCHELL, at Paxton & Oswald's. —Adv. 44.

WANTED: Three or more lots in Plainview or immediate vicinity, with or without house. Address U. C. STOLL, Columbus Barracks, Columbus, Ohio. —Adv. 50

School Days

School days are here and you should prepare for the first days.

Our tablet shipment has just arrived and you should take advantage of the large assortment.

Tablets,
Pencils,
Pens,
Penholders,
Note Books,
Pencil Boxes
and other
School Supplies

J. F. Coan & Son
Phone 269

WANTED:--

The Gift of Language

THE gift of printing word pictures to tell the exact truth -- no more, no less. It would be enough to double and treble our immense business if you only knew, as we know, the realities of our assortments, our prices, and our policy. To say the right thing and not say too much--to say the just thing and say enough--to say the interesting thing completely yet without overstatement--is not an acquisition, but a GIFT. Would that we had it.

The best we can do is to TRY and KEEP TRYING. Fortunate are we if we induce you to come; more fortunate are you who make the acquaintance of our store.

Just now we are offering our entire stock of Porch Furniture, including swings, settees, chairs and rockers at reduced prices to close them out.

We want you to see our new fall rugs, linoleums and floor coverings. When you are passing drop in and ask about them.

Our nice new assortment of cedar chests and skirt boxes should interest our discriminating lady friends.

E. R. WILLIAMS
"The Furniture Man"

Children's "Black Cat" Stocking Week
August 23rd to August 30th



**More Wear
Less Darning
SCHOOL
SHOES**

"Sally Walker" shoes for Girls;
"Reed's" and "Cogan's" Boys
shoes; Peter's "Weatherbird",
"Black Diamond" and "All for
Wear" lines for boys and girls.

This Line-Up Coupled Together With

Black Cat Hosiery

is a special inducement for you to buy your clothing for the school children from us. Come in and look at the splendid values we have to offer you.

First Monday Attractions

You will find many articles in our store that you can buy at a saving. Some being priced specially for Monday.

Our store is packed with

Fall Goods

You are invited to see them.



The "Baldwin" House Dress
Shown Exclusively By Us

**Carter - Houston
Dry Goods
Comp'y**

"Goods That Speak
for Themselves"

THE COST OF PROFIT.

By W. H. HARRIS.

It costs money to do business. The average is between 18 and 30 per cent of the gross receipts, except in the rural districts, where the cost is materially decreased. The expense must be taken care of before the merchant can declare dividends. There are two ways to do it—by charging high prices for merchandise or by selling at smaller prices and disposing of the goods more readily. The latter method is the more successful, as the increased sales are sufficient to cover the cost of doing business and affords legitimate profit. Merchandise that is susceptible to advertising will yield more turn-overs, for the reason that the customers have read about them and naturally take them by preference. This class of merchandise needs less persuasion to sell and the customers usually buy in larger quantities.

**CHRISTIAN ENDEAVOR
LESSON, SEPT. 7TH.**

Subject—"The Christian's Faith" (1 John 5:1-15).

Daily Readings:

- "Its Beginning"—Luke 5:1-11.
- "Its Growth"—John 2:1-11.
- "Its Testing"—1 Peter 1:1-9.
- "Its Fruit"—Gal. 5:22-26.
- "Its Confidence"—Heb. 1:1-19.
- "Its Nature"—Heb. 11:1-6.

Quotations.

"Tis not thy works the Master wants, but thee."

"There is nothing like an obedient today to reveal God's will tomorrow."

"In conversion God gives to me, but in consecration I give to God."—Dr. Chalmers.

"What God wants is men great enough to be small to be used."—H. W. P.

"Unconditional surrender is the first demand after we realize that Christ is our Savior."—A. W. T.

"To do and suffer God's will, no matter where it leads us nor what it takes from us, is still the highest form of faith, the most sublime Christian achievement."—Charles Pankhurst.

Thoughts on the Subject.

The highest compliment you can pay any one is to repose perfect faith in him.

You believe a telegram that comes to you from a thousand miles away, and through the air; why should you have less confidence in a message direct from God to your conscience.

Soldiers get faith in their commander by fighting under him. In the same way we get faith in God.

Faith is born of experience; your faith in God will increase as you live with God.

Christian Endeavor Notes.

The total enrollment of the Tenth Legion is now 29,645.

Texas had the largest delegation at the Los Angeles convention of any State west of the Mississippi.

The Union at Alva, Oklahoma, recently purchased one hundred Bibles and placed them in the rooms of the city hotels.

\$2,500,00 TO AID

TEXAS CROP SEASON.

(Continued from Page One.)

tive who will serve in conjunction with the clearing house committee of five to pass on all commercial paper recommended as security for deposits and all paper before being accepted

Baking Powder Biscuits

Light as a Feather

By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine

Baking Powder Biscuits made by this recipe are so far ahead of ordinary baking powder biscuits that, if once tried, you will never use any other recipe. Try it the next time you run short of bread. Save this recipe.



K C Baking Powder Biscuits

Three cups flour; 1/4 to 1/2 cup shortening; 3 level teaspoonfuls K C Baking Powder; about 1 cup milk or water; 1 teaspoonful salt.

Sift three times, the flour, salt and baking powder. Work into the flour the shortening, using lard or butter for shortening. Then mix to a very soft dough with the milk. The softer the biscuit enters the oven, the lighter it comes out. Never knead baking powder biscuits; press the dough into shape and roll lightly. Cut in small shapes and bake on a sheet or very shallow pan in a hot oven. In placing biscuits in the pans place well apart, not allowing edges to touch. Small biscuits are better than large ones. Large biscuits do not have the proper amount of time to raise and bake.

Have you seen the new K C Cook's Book? Brimful of appetizing recipes that simply must be successful every time if the few simple directions are carefully followed. You would gladly pay 50 cents for this valuable book, yet we send it absolutely free upon receipt of the colored certificate packed in every 25-cent tin of K C Baking Powder. JACQUES MFG. CO., Chicago. Small tins do not have Cook's Book certificates.

Give Us a Chance

To show you our line of Stoves and Ranges before you buy. We can save you big money over the prices charged by agents. We can sell you this beautiful Range for only \$25 full nickled, sectional back, lined through out with heavy asbestos, duplex grates, and



with as strong a guarantee behind it as any stove on the market backed by one of the largest stove manufacturing companies in the U. S. In addition to our Washington line of ranges we have the Old Reliable Charter Oak Line that has stood the test for the past 65 years ranging in prices from \$23 to \$40.

This line doesn't need any recommendation. It stands in a class by its self. We are in Plainview to stay and are willing at all times to go the limit for

the betterment of the town and country. We want our share of the business and will make it to your interest to come in and see us when you want anything for the home.

Our motto is, "If it isn't good we make it good."

W. E. WINFIELD

must be unanimously recommended by this committee.

Amounts by States.

Following are the amounts allotted to States, their cities designated as depositories, and a partial list of the Government's representatives:

- Colorado, \$1,000,000; Denver.
- California, \$3,000,000; Los Angeles and San Francisco.
- Illinois, \$4,000,000; Chicago.
- Indiana, \$1,050,000; Evansville, Fort Wayne, Indianapolis.
- Iowa, \$1,000,000; Des Moines and Sioux City.
- Kansas, \$550,000; Kansas City and Wichita.
- Minnesota, \$2,000,000; Minneapolis, St. Paul and Duluth.
- Missouri, \$5,000,000; Kansas City and St. Louis.
- Nebraska, \$1,300,000; Omaha and Lincoln.
- Oklahoma, \$750,000; Muskogee, Francis B. Pite; Oklahoma City, Hubert L. Bolen.
- Ohio, \$2,100,000; Cincinnati, Cleveland and Columbus.
- Oregon, \$800,000; Portland.
- Washington, \$1,150,000; Seattle and Spokane.
- Wisconsin, \$1,000,000; Milwaukee.

In Southern States.

Following are the amounts allotted to Southern States, cities designated as depositories and a partial list of the Government's representatives:

- Alabama, \$1,500,000; Birmingham, Mobile and Montgomery.
- Arkansas, \$600,000; Little Rock, William Kavanaugh.
- Florida, \$1,150,000; Jacksonville, Pensacola and Tampa.
- Georgia, \$1,700,000; Atlanta, Savannah, Augusta and Macon.
- Kentucky, \$1,650,000; Lexington and Louisville.
- Louisiana, \$2,600,000; New Orleans, W. T. Hardie; Shreveport.
- Maryland, \$2,800,000; Baltimore.
- Mississippi, \$600,000; Jackson, Meridian and Vicksburg.
- North Carolina, \$1,300,000; Charlotte, Greensboro, Wilmington and Raleigh.
- South Carolina, \$1,500,000; Charleston, Columbia, Greenville and Spartanburg.
- Tennessee, \$1,950,000; Chattanooga, Knoxville, Memphis and Nashville.
- Texas, \$2,500,000; Dallas, Alex Sanger; Fort Worth, Houston, Galveston, L. H. Kempner; San Antonio.
- Virginia, \$1,450,000; Lynchburg, Norfolk, Richmond and Roanoke.
- District of Columbia, \$500,000; Washington.

Calling Cards at The Herald.

CALVARY B. Y. P. U.

Following is the program for the meeting of the B. Y. P. U. of Calvary Baptist Church on Sunday, August 31, 1913, at 7:45 p. m.:

Missionary Meeting—"Africa." Leader—Geneva Lockhart. Opening Exercises. Scripture Lesson—2 Cor. 8:1-24—Leader.

Prayer.

"Africa"—

1. "Location, Size and Population"—Susie Minor.
2. "Language, Climate and Resources"—Edna Lockhart.
3. "Religion"—Lessie Thompson. Special Song—"Send the Light." Psalm 37 Read—Morris Murphy. "Livingstone"—

1. "A Man Who Stayed with His Job"—Hattie Dillingham.
2. "After Stanley Found Him to the Close of His Life"—Mary Fletcher.

"Who Follows in His Train"—Stewart Barnes.

"A Message to Southern Baptists"—Mrs. C. A. Bivens.

Reading—"A Plea for Foreign Missions"—Ruth Dillingham.

Song—"The Morning Light Is Breaking."

Closing Exercises.

COATED TONGUE

MEANS LAZY LIVER.

A Lazy Liver Needs a Dose of Dodson's Liver Tone—Guaranteed to Take Place of Calomel.

When your doctor looks to see if your tongue is coated, he is trying to find out if your liver is working properly. A few years ago doctors had to prescribe calomel—there was nothing else to give.

Recently in many sections of the country Dodson's Liver Tone has practically taken the place of calomel as a liver remedy. Dodson's Liver Tone is mild, pleasant tasting and harmless—which makes it a fine medicine for use when your children become bilious and constipated. But the most remarkable feature of Dodson's Liver Tone is the fact that R. A. Long Drug Co., who sells it, guarantees it absolutely. The druggist will return your money without argument if a bottle fails to give entire satisfaction.

Price, 50 cents. We suggest that you get a bottle today and have it ready for the next member of your family whose liver goes wrong. Ad. 48



Sugar Hunger

Children seldom get enough sugar with their meals.

It is as wholesome a body building food for them as milk and bread—and as necessary to the growth as sunlight and fresh air.

**Farmer Jones
SORGHUM BLEND
SYRUP**

Try This Boston Brown Bread One cup Farmer Jones Sorghum, one cup sour milk, one cup flour, two cups corn meal, one teaspoonful soda, one teaspoonful salt. Steam three hours and then bake twenty minutes. FREE—Farmer Jones Recipe Book on request.

Farmer Jones Syrup is practically a food and supplies this deficiency as no other sugar product can.

Give the children Farmer Jones on their breakfast food—let them spread it on their bread at supper time. They won't need any urging to eat and will get real benefit besides.

Farmer Jones Syrup is made from the pure, sweet juices of our own Sorghum, so rich in healthful sugars and contains nothing that can possibly injure a child of tender age.

Packed in 5 and 10 pound friction-top tins—easy to open—easy to close again.

We include one syrup with an addition of corn syrup to prevent fermentation.

Ask Your Grocer If he shouldn't happen to have it—he'll get it.

Send Us 5c In stamps to pay postage and we will forward you a sample can of FARMER JONES SYRUP and Recipe Book—see above.



FT. SCOTT BOK-NUM SYRUP COMPANY Ft. Scott, Kansas

Packers of "Ma Honey Bee" honey.

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

Clothes Don't Make the Man

But well made stylish clothes help tremendously in creating the proper opinion of the man. The care with which a man clothes himself reflects his individuality and rates him among other men.

Kuppenheimer Clothes are Studied Clothes

Designed to establish your status as a man among men. Distinctive in styles and qualities and right in prices.

If you are too fat, too thin, too this, or too that—or if you just like to feel individually tailored our famous

Kahn Tailors of Indianapolis can make them fit.

Kahn guarantees satisfaction and we stand back of the guarantee.

Buy a Kuppenheimer or be measured for a Kahn today and enlist in the real man class.



Copyright 1912 The House of Kuppenheimer

Plainview Mercantile Company

SOCIAL HAPPENINGS.

"SUNFLOWER SHOWER" FOR BRIDE AND GROOM.

Miss Alley and Mr. Saigling Are Tendered Unique Courtesy by Plainview Friends.

Miss Edna Harrington, Mr. Austin Anderson and Mr. and Mrs. Jim Anderson gave a pretty pre-wedding affair Tuesday evening at the home of Mrs. J. C. Anderson, honoring Mr. Charles Saigling and Miss Eula Mae Alley, the groom and bride of the Wednesday evening wedding. This courtesy took the form of a "shower" to both groom and bride.

The lovely home of Dr. and Mrs. J. C. Anderson was made attractive with a color scheme of yellow and white. The music room was beautiful with baskets filled with clematis.

A musicale of fourteen numbers, contributed to by the many Plainview friends of Mr. Saigling and Miss Alley, was an enjoyable feature of the evening.

At the conclusion of the music the guests assembled in the dining room, where the bride and groom-to-be were told to draw the green ribbon streamers running from the electric fixtures to a huge sunflower that completely covered the dining table. When the ribbons were drawn the sunflower was lifted, disclosing a bountiful "shower" of beautiful gifts for both bride and groom.

Yellow punch was served throughout the early part of the evening. Toasts to the bride and groom and the serving of delicious yellow and white cream and yellow and white cake closed this happy occasion.

PROMINENT HALE COUNTY FAMILIES UNITED.

Charles E. Saigling and Miss Eula Mae Alley Married at Hale Center Wednesday Evening.

A quiet but pretty home wedding was solemnized at the home of Mrs. M. K. Alley, at Hale Center, at eight-thirty o'clock Wednesday evening, when her daughter, Miss Eula Mae, and Mr. Chas. E. Saigling were married. Rev. S. A. Barnes, of Plainview, performed the ceremony.

Sweet peas in all colors were used in the house decorations. Misses Nell Sansom and Vera New-

ton heralded the coming of the bride and groom with piano numbers. Miss Mildred Buchheimer sang "Oh, Promise Me." Mendelssohn's wedding march was played by Miss Allie Ware.

The bride wore a gown of handkerchief linen embroidered in white sweet peas, and carried a shower bouquet of sweet peas. A wreath of lily-of-the-valley was worn by the bride and a diamond bar-pin, the gift of the groom to the bride.

Mr. and Mrs. Saigling will make their home in Plainview. At present they will occupy the home with Mrs. Saigling's sister, Mrs. Bob Lemond, 208 White Street, where they will be at home to their many Hale County friends.

MISS ALLEY RECEIVES GIFTS IN WATERMELON.

Girl Friends of Bride-to-Be Adopt Unique Plan for Shower; Everything in Green.

Miss Eula Mae Alley, the bride of Wednesday evening, was given a pretty and rather unique shower Saturday afternoon, at the residence of Judge L. S. Kinder. Miss Nell Sansom and Miss May Kinder conceived the idea of a "shower" in a watermelon.

Auction bridge was played at four tables, after which frozen tea and sandwiches were served as first course to a two-course luncheon.

At the conclusion of the games, a large watermelon was placed on the dining table and Miss Alley was told to cut it. Inside was a generous shower of handkerchiefs and hose from loving girl friends.

Late in the afternoon, banana ice cream and cake was served.

ROOF PARTY AT WARE HOTEL.

About two hundred persons responded to the invitation of Messrs. Weis and Testman to become guests of the hotel management at a roof garden party at the Ware Hotel last night.

It was a jolly, informal, get-together affair, such as the management desired. After the concert at the Air-dome, the Bistolfi Orchestra rendered a program for the hotel guests, which was highly enjoyed. The program was varied to suit all tastes, but such selections as "The Rosary" seemed best to harmonize with the soft electric lights strung across the roof.

Cantaloupes and watermelons were served those fortunate enough to be present.

MRS. E. GRAHAM ENTERTAINED IN HONOR OF HOUSE GUEST.

The assurance of a good time is linked with an invitation to the home of Mrs. E. Graham, and a "good time" is what the I. F. E. Girls and other invited guests had yesterday afternoon, when Mrs. Graham entertained the girls, honoring Miss Weiner Widner, of Abilene. "Forty-two" was the pastime for the afternoon.

After the games, watermelons and cantaloupes were served on the lawn.

Those assisting Mrs. Graham in entertaining the young ladies were Mrs. C. W. Tandy, Mrs. G. C. Keck, Mrs. W. E. Armstrong and Mrs. H. W. Harrel.

SMALL BLACK HAT IS LEADER.

The fall fashions in headwear, according to Miss Mittie Higgins, milliner for Richards Bros. & Collier, and Miss Athol Mueller, with Plainview Mercantile Co., will certainly be adaptable to the Plains' breezy weather. The small hat is again the leader.

The most popular design, perhaps, is the accepted small hat made up in black velvets, plushes, peau de peche and velours. The trimmings for these small hats are varied this time. If any one among many popular creations for trimmings can be said to lead, it is perhaps the fancy ostriches. These come in beautiful shadings and combinations, with long stems and short stems.

The popular shades for fall in hats, hat trimmings and fabrics are terra cotta, "nigger" brown, dark navy and Copenhagen.

Big roses, fancy butterflies, gouri feathers and flowers and fruits made of silk and moire ribbons are again good.

CIVIC LEAGUE NOTES.

One of the grocers recently expressed his appreciation of the condition that allows his back door to remain open, for the necessary handling of freight, without a swarm of flies entering, and compared this summer with previous seasons, finding everything along this line decidedly in favor of the present, and giving cordial approval and all credit to the League.

He thought the work of inspection and the resulting rating of little value, from the fact that however clean and orderly a place might be each morning, the rush of business always caused more or less disorder, and the visits of the committee were quite apt

to be when the best kept stores were at their worst.

This may be the point of view of others interested. They forget that any housekeeper understands these facts—that her kitchen isn't at its best while washing, canning, etc., are in progress—and it isn't that day's litter, which is unavoidable, that settles the rating.

You can trust the good sense, as well as the fairness, of the committee every time. They have your interest at heart—for you are a Plainview citizen, and it is Plainview they are working for.

Next Wednesday, September 3rd, is the regular meeting day—City Hall the place—and the President hopes to see the fifty members present, and many others, even though they do not add their names to the roll.

LEAGUE SECRETARY.

PAINT YOUR FACE TO MATCH YOUR GOWN.

Paris Fashion Demands Multi-Colored Visages Among Its Gay Devotees.

In Paris, says Miss Margaret Gould, fashion editor of the Woman's Home Companion, the latest fad is to "rouge" the face to match the exact shade of the gown. For instance, if a purple gown is worn, the accessories, from tip of feather to tip of pump, are purple—the face done to match. She also states that rouge and powder are carried in the shops to match all the latest fabric shades.

Plainview might add to this fad a chew of gum to match.

SCHOOLS TO OPEN SEPTEMBER 8.

The Plainview Public Schools will open September 8. The buildings are being made ready for the opening, the books for the grades are here, and everything will be in shape for work by the 8th.

Pupils must bring their promotion cards on the opening day. Please do not buy your books until you have been furnished with a list by the teacher.

In the High School, examinations will be given Monday afternoon, September 8, to those students who may desire to make up any work in which they failed last year.

In the High School Building there are eleven recitation rooms. Five rooms are required for the High School department. This leaves only six recitation rooms, which will make

it necessary for one grade to go to the West Side Building. There will be no third grade in the High School Building. This grade will go to the West Side Building. In addition to this grade, the first and second grades in the vicinity of the West Side Building will please report to that building.

I am sure the patrons will appreciate our position in this matter. It is done solely because of our lack of room in Central Building.

I wish to say that we have as strong a faculty as we could secure. I am sure we have as strong a corps of teachers as any school system on the Plains. I ask the co-operation of the patrons and the citizens of Plainview in our efforts to give the best possible work in the schools.

B. M. HARRISON,
Superintendent.

SECRETARIES AND MEMBERS OF PRESS HAVE DAY AT FAIR.

Dallas, Texas, August 28.—The Commercial Secretaries of Texas and members of the Texas press will have a day at the Dallas Fair this year. The management of the Fair Association has designated October 20th for the event, and preparations will be made to entertain the joint meeting of the evangelists of prosperity. It is expected that over three hundred members of the Texas Commercial Executives Association and a like number from the Texas Press Association will be in attendance.

FIND NEW WAY TO COMBAT FLIES

Kansas May Try Cleveland, O., Plan of Warning Merchants of Food Menace.

Topeka, Kans., Aug. 22.—The Kansas Board of Health, always on the lookout for new ways of "swatting the fly," has unearthed a new scheme that the club women of the state will put into practice. The ammunition for war is a small card carrying the following legend:

Flies carry filth to food. I counted flies in your place of business.

The card also contains a place for a date and for the signature of a customer. The plan was tried out successfully this summer in Cleveland by the club women. The effect on a merchant who receives a number of these cards signed by his patrons, calling attention to the number of flies that congregated in his place of business on a certain day, is said to be magical, and a general clean-up among the grocers of Cleveland is reported to the Kansas health officials.

BENEFITS LOCAL PEOPLE.

Plainview people have discovered that A SINGLE DOSE of simple buck-thorn bark, glycerine, etc., as compounded in Adler-i-ka, the German appendicitis remedy, relieves gas on the stomach and constipation AT ONCE. J. W. Willis, Druggist. Ad. 48

Calling Cards at The Herald.

COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

OXO ACETYLENE
WELDING
Cast Iron, Steel, Bronze and Aluminum Parts Welded
Plainview Machine and Auto Shop