

The Twice-a-Week
Hale County Herald

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

If You See It in
The Herald
It's So.

Quality Job Printing;
Book and Pamphlet
Designing.

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, TUESDAY, SEPTEMBER 9, 1913

NUMBER FIFTY-ONE

**MORE THAN 800
AT PUBLIC SCHOOL**

Superintendent Says 160 Have Enrolled in Two Days at High School.

SETH WARD HAS 100

Campaign Committee for Methodist College Urge All Local People to Sign Up.

Public Schools opened yesterday. Of course there was the teachers' institute last week, but that didn't count, so far as the boys and girls were concerned. Monday was the beginning for them.

At noon to-day Superintendent B. M. Harrison said about 160 had enrolled in the high school; as nearly as he could give the figures, 850 boys and girls had entered up in all grades of the three public schools.

There are twenty-two teachers in the public schools; Wayland has fourteen teachers and Seth Ward has ten. Plainview's schools employ forty-six instructors. The enrollment of public schools and the two colleges last year was a few more than 1,400.

Enrollment at Seth Ward to-day was 100. This represents a substantial increase over the enrollment last year at this time. President Pearce says there has been some confusion because many friends do not seem to understand that all of the teachers in the School of Fine Arts have studios in town, as well as at the college.

Wayland College opens September 14. President Gates says that the outlook grows brighter every day. He expects a large increase over last year. Recent rains will help materially.

The endowment committee for Seth Ward reports that \$36,000 has been pledged in Plainview. Rev. J. T. Hicks and Rev. J. T. McClure said to-day that if Plainview would give \$40,000 by Friday they would guarantee to raise \$10,000 outside of Plainview. One gift of \$2,000 was made to-day. Friday the names of all subscribers to the endowment fund will be published.

**PLAINVIEW HAS BEST
OUTLOOK, THEY SAY.**

Business Men Think Irrigation and Alfalfa Bound to Make Prosperity.

"Plainview has the best outlook of any town in Northwest Texas," is what observing business men in Central Texas say. B. L. Agerton, of Fort Worth, was talking with the editor last week. "I have heard a great deal of the Plainview country," Mr. Agerton said. "Travelling men tell me that you have the best outlook of any West Texas town. With your apparently unlimited supply of water and fertile soil, you certainly ought to prosper."

Business men in Fort Worth and Dallas and in smaller Central Texas towns say that Plainview is the most-talked-of place. Everywhere they hear of Plainview and irrigation and wealth.

**E. A. CALDWELL UNLOADS
MAXWELL TOURING CARS.**

Agent for 44 Counties in Texas and Oklahoma Visits Plainview; Sells Hupmobiles, Too.

E. A. Caldwell, with headquarters at Amarillo, unloaded two 25-4 five-passenger Maxwell touring cars in Plainview yesterday. These cars, fully equipped, sell for \$750.

Mr. Caldwell is agent for the Maxwell line of automobiles in 44 counties over Texas and Southwest Oklahoma. He also handles the Hupmobile. Mr. Caldwell drove from Amarillo to Plainview in a Hupmobile.

**SUFFERS BROKEN ARM
IN FALL FROM FENCE.**

Little William Gidney, youngest child of Dr. and Mrs. C. C. Gidney, fell Monday morning off of the fence at E. L. Shook's place and broke his left arm at the elbow. Dr. Gidney left with the child at noon for Temple, Texas, where the arm will be X-rayed at the Scott-White Sanitarium.

**BAPTIST LADIES SEW
FOR BUCKNER'S ORPHANAGE.**

The Calvary Baptist Ladies' Aid met in circles Monday and were busy with the needle for Buckner's Orphan Home.

**SETH WARD'S GRIDIRON
WARRIORS HAVE WORK-OUT.**

Coach Crouch and Ben Monning Are Teaching Rudiments of the Game to Husky Bunch.

The first sign of fall is when football warriors come out like "rag men" and begin their lessons in the rudiments of the gridiron. Seth Ward's squad was out yesterday—it was a sure sign of the passing of summer.

Half a dozen groups of boys were working-out yesterday. The visitors saw some kicking the ball, others were passing, and still others were falling on the ball. Coach Crouch is being assisted by Ben Monning. Ben was formerly a student at Seth Ward. Last year he played at Southwestern University. From the showing yesterday the coaches think that Gleen and Burleson at Half, Bell and Formway at Full, Perdue at Quarter, Rushing at Center, Haywood Tilson, Pritchett and Laurian at Guard, Dunaway and Woolverton at Tackle, W. Tilson and Hicks at End seem to have the "edge."

But it is too early in the season to forecast a line-up. The man who "makes good" on the gridiron is the player who works every minute and who studies the game. For brains count heavily in football, even though some critics of the game profess to believe to the contrary.

Horace Edmondson, Jess Adamson and Painter are expected in a few days. These men will be a strong adjunct to the football material at the local college.

"First of all, we stand for 'clean athletics' on the football field, just the same as when talking about the game," said Coach Crouch. "I hope that we can organize a Panhandle Athletic Association of all colleges in Northwest Texas. It will add much to the interest of athletics in this section."

Coach Crouch and Mr. Monning are expecting a winning team at Seth Ward.

**WHEELS OF JUSTICE
TURN IN 3 COURTS.**

District, County and Commissioners' Courts Holding Sessions This Week.

All of Hale County's courts are busy this week.

In the District Court the case of Choc Morgan vs. T. S. Mitchel, suit on note, is being tried to-day. Yesterday the case of the State against Adra Hubbard on a charge of carrying concealed weapons resulted in a verdict for the defendant.

In the County Court the jury was out when The Herald went to press on the case of W. W. Laney vs. G. L. Oxford, et al, suit on note. The suit of the Citizens' National Bank against C. E. Locke, et al, was before the Court to-day.

The Commissioners' Court met yesterday to transact regular business.

**SLATON WILL GET SIX
CUTTINGS, BARRING FROST.**

"If the frost holds off reasonably late I will get six cuttings of alfalfa this year," J. H. Slaton said to-day. Mr. Slaton is president of the First National Bank; he also finds alfalfa growing profitable.

Mr. Slaton's alfalfa is yielding well; he says the average for the year will be a ton to an acre for each cutting. Plainview alfalfa growers are being urged to turn their hay loose at \$20 a ton; in fact, they cannot supply the demand. At that figure Mr. Slaton is realizing \$120 an acre from his alfalfa this year.

ANNOUNCEMENTS.

The Bridge Club will meet this afternoon in its initial club year meeting with Mrs. F. W. Clinkscales, 202 Covington Street. Mrs. Clinkscales has as substitutes Mrs. R. C. Ware and Misses Betty Knight and May Kinder.

Mrs. Albert Hinn and Mrs. Arle Van Howeling are receiving this afternoon from 3 to 6 o'clock at the home of Mrs. Van Howeling, 1000 Restriction Street.

The Civic League will hold a meeting at 3 o'clock Wednesday afternoon, in the Club Room at the City Hall.

Mrs. Nick Alley will entertain the I. F. E. Girls Wednesday afternoon and evening, at her home, in Hale Center. The young ladies will motor down to Hale Center.

**COMMITTEE REPORT
TOMORROW NIGHT**

Chamber of Commerce Will Transact Important Business at Wednesday's Meeting.

GETTING READY FOR FAIRS

Committee from Amarillo Coming to Boost All-Panhandle Exposition; Time Is Short.

Plans for including members outside of the city limits will be discussed at the meeting of the Chamber of Commerce tomorrow night. Many progressive farmers over Hale County have indicated a desire to join the organization. They say that the largest work of the Chamber of Commerce will be to induce farmers to come here, and they want to help build the country.

At a meeting Friday night President Anderson appointed a committee consisting of A. E. Harp, Clint Shepard and E. Dowden to prepare exhibits for the Oklahoma State Fair. J. E. Lancaster, R. M. Ellerd and B. O. Brown were appointed as publicity committee. It is only about three weeks now until the Oklahoma Fair. Work must be done in a hurry.

President Anderson also appointed W. A. Nash, P. J. Woodruff and J. Walter Day as a committee to solicit funds to send exhibits to the fairs.

The Welfare Committee had planned to go to Spur to-day for a conference with Homer D. Wade with reference to becoming Secretary of the Chamber of Commerce. Mr. Wade telephoned that he could not reach Spur until tomorrow; so that the committee will meet him to-morrow. It is possible that Mr. Wade may be in Plainview for the meeting tomorrow night.

A committee from Amarillo will meet with the Club in the interest of the Panhandle State Fair.

Business men are getting in line to help in city building. So far, nobody has shown any disposition to lay down.

**NEW NAMES LEAD
IN FLY CONTEST.**

Ennis Crow Traps 28 Pints; Helen McClure, Only 5 Years Old Captures 15 Pints.

The fly trappers captured 80 pints of flies last week; just 240,000. The feature of this week's contest is that the winners are new names. Ennis Crow brought in 84,000 of the pest. Helen McClure, a little girl only 5 years old, captured 45,000. Frank Daniels and Edward Kerr brought in 36,000 each. Herwin Galloway, 33,000, and Arthur Talley, 6,000.

Since April 1 the boys and girls of Plainview have trapped more than 6,000,000 flies—36 bushels. Mrs. R. S. Charles and Mrs. L. D. Rucker have burned them. The result of the combined efforts of these women and the boys and girls, together with the merchants who have helped with funds, is that Plainview is more nearly free from flies than any town in Northwest Texas. The Texas Land and Development Company provide \$40 and M. D. Henderson gave \$15 to the fly campaign fund.

Next year Plainview can be free from flies.

**FARMERS TO DISCUSS
CONDITION OF PLAINS.**

In view of the general shortage of crops, how can farmers best manage to tide over next year without great sacrifice? That is the subject which the farmers themselves are going to discuss at their meeting the first Monday in October. E. A. Zollicoffer is leader. T. J. Tilson will lead the discussion on "The Plains, Past, Present and Perspective." "Farm Management Generally on the Plains" will be opened by W. P. Lash. A general discussion on all of these subjects is desired.

These are matters in which all of the farmers are vitally interested, and every farmer is urged by the committee to be present at the Court House at 2 o'clock, Monday, October 5.

FINDS MUD FROM AMARILLO.

George W. Corlett, Overland representative in forty-one Northwest Texas counties, came through from Amarillo yesterday in his car. Mr. Corlett found mud between Kress and Tulla. He was accompanied by Rev. C. S. Fields.

**FINAL TARIFF BILL
VOTE COMES TODAY**

Agreement Reached by Senate to Act on Bill at Four O'clock This Afternoon.

SUGAR SCHEDULE AT 1 A. M.

Democrats Did Best to Suppress General Speeches; Vote on Amendments Shows Strength of Majority.

The Senate will vote finally on the Democratic tariff bill to-day at 4 o'clock, according to Associated Press reports from Washington, dated September 8. The report says:

"This agreement was reached to-night at eleven-forty-five, when it became apparent that it would be impossible to carry out the plan to pass the measure before adjournment.

"Tonight party leaders had agreed to keep the Senate in session until well into the morning to dispose of as many of the reserve amendments still pending as possible, and then adjourn until nine o'clock tomorrow morning.

"With the hope of passing the Underwood-Simmons tariff bill before another sunrise, the Senate settled down to a night session after working on the measure throughout the day.

"The Democratic leaders had done their utmost to suppress general speeches and force progress, and before the night session was well under way voting on the final important amendments had begun.

"The first hint of a final fight over free raw wool came late this afternoon, when La Follette introduced a general substitute for the wool tariff sections.

"The inheritance tax amendment offered by Norris was pending at the time, and debate alternated between these subjects for several hours.

"La Follette's will plan came as a surprise to the Democratic side.

"Instead of the expected 15 per cent duty on raw wool after January 1, his substitute proposed a general cut of wool rates based on a thirty per cent raw wool duty for 1914; twenty-five per cent duty for 1915, and a 15 per cent duty after January 1, 1916.

"When La Follette concluded, Senator Stone, in charge of the wool sections, urged the Democrats to refrain from debate. He said the subject had been thoroughly covered before.

"La Follette's substitute was defeated by a vote of forty-one to twenty-eight. The Penrose substitute was defeated viva vosa, and Norris' amendment on inheritance tax was beaten fifty-seven to twelve.

"Warren, of Wyoming, declared that absolute free trade was the ultimate end of the tariff bill."

The sugar schedule, without an amendment and including the provision for free sugar in 1916, was finally agreed to at 1 o'clock this (Tuesday) morning.

**RAINFALL WILL HELP
EXTENDED TERRITORY.**

Tulla, Canyon and Amarillo Report Showers; Heavier Northwest; Other Sections Drier.

It seems to be raining every day around Plainview. Yesterday the precipitation was .97; today about the same amount fell. S. W. Byers says that two miles northwest they had more than twice as much as we had in town.

Rainfall last week was .4716. This makes a little more than .6 of an inch of rain during the first nine days of September. A report from Tulla says that the country was flooded yesterday and that the Tulle Canyon will swim a horse. Reports from Amarillo state that the rain extended as far west as Clovis.

Farmers say that the showers will help late kaffir and maize considerably. The precipitation is making the temperature delightful. A report from Fort Worth indicates that a trace of rain Friday night was the first since July 27. The thermometer in Fort Worth Friday registered 104 degrees.

**SINGING CONVENTION PLANS
"DINNER ON THE GROUND."**

Singing all day and dinner on the ground—that is the announcement made for the Hale County Singing Convention which will meet at Strip Sunday, September 14. The convention anticipates a large crowd.

Call The Herald for Business Cards.

**E. GRAHAM REFUSES \$20
A TON FOR ALFALFA HAY.**

Four Cuttings Will Average Ton and Eighth Second Year; Pastured to Hogs Until June 1.

E. Graham is refusing \$20 a ton for his alfalfa! Mr. Graham is selling a small quantity to local dealers, but he says that he will keep all he can find room for. He expects to receive \$25 a ton for the hay before January 1. But Mr. Graham irrigates; he is doing "guaranteed farming."

Mr. Graham is cutting 30 acres of alfalfa which is now two years old. His hogs pastured in the field until June 1. Four crops of hay—4½ tons—\$90 an acre—from a field after pasturing hogs until June 1 sounds like profitable farming, doesn't it? That is just what Mr. Graham is producing—only he has refused \$20 a ton, or \$90 an acre, for the yield.

Perhaps you want to know how much it is costing Mr. Graham to produce such returns. The cost is \$6.50 an acre for each cutting, or \$26 an acre for the year. This includes hire of laborers, hire of teams, interest on investment for machinery; in fact, Mr. Graham says it includes every item of expense for watering, cutting, baling and interest on investment. Mr. Graham's alfalfa at \$20 a ton is yielding, the second year, a net profit of \$64 an acre, plus its value as pasturage for hogs until June 1!

"Every day I have to refuse two or three men who want to buy alfalfa," Mr. Graham said yesterday. "Last week a man from Memphis wanted 3 car-loads at \$20 a ton, but I couldn't supply him." And Mr. Graham was skeptical only two years ago about the practicability of irrigation on the South Plains. He isn't now. He has 40 acres of alfalfa which he is cutting this year for the first time.

Last week an alfalfa buyer visited Mr. Graham's field. The gentleman says that he has visited fifteen alfalfa-growing states, and that Mr. Graham's alfalfa is the finest he has ever seen in the United States, both as to stand and leafiness.

**GARWOOD FINDS IRRIGATED
ROASTING EARS PROFITABLE.**

J. F. Garrison Says Eating Corn Is Bringing Him Fabulous Returns; Watered Twice.

J. F. Garrison is realizing more than \$100 an acre off of roasting ears grown at Garwood. Three acres were planted to Indian corn; it has been irrigated twice. There are two or three ears on each stalk, according to Mr. Garrison; or, for more accurate measurement, he says the corn is producing between 40 and 50 bushels to an acre.

Mr. Garrison is selling his roasting ears at 25c a dozen. Counting 120 ears to the bushel (and it takes fancy corn to produce 120 ears which will measure a bushel), he is receiving \$2.50 a bushel for the corn. That means \$100 an acre on a basis of 40 bushels to each acre.

A stalk of corn from Garwood was exhibited to-day at the Ware Hotel. It measured 12 feet and one-half inch in height.

HENDERSON VISITS PLAINVIEW.

M. D. Henderson, late General Manager of the Texas Land and Development Company, came in from Kansas City, Mo., Friday. Mr. Henderson says Kansas City is the hottest place he hopes he may ever inhabit. Plainview is a delightful comparison. Mr. Henderson will spend several days looking after his interests in and around Plainview.

DINNER FOR DR. RANKIN.

Mr. and Mrs. J. T. Mayhugh entertained Friday with a 6 o'clock dinner for Prof. W. M. Pearce and wife, Rev. S. A. Barnes and wife, Dr. G. C. Rankin, of Dallas, and Mrs. McLaughlin, of Stamford, a sister of Rev. Barnes. Dr. Rankin is editor of the Texas Christian Advocate, and was present at the opening of Seth Ward College.

HARVESTING YAMS.

"One sweet potato such as I have in my patch is more than my wife, son and myself can eat at a meal," said J. F. Coan yesterday. Mr. Coan has some potatoes which weigh 4 pounds. D. C. Aylesworth says that this is the champion sweet potato country. Mr. Aylesworth has grown 400 bushels of sweet potatoes to an acre near Plainview.

**STORES FOR WEST
SIDE OF SQUARE**

J. N. Donohoo and G. C. Sharp Have Asked Bids on Three Brick Buildings.

NEW RESIDENCES, TOO

At Work on Street Crossings; Free Mail Delivery When Sidewalks Are Put Down.

"The best town in Northwest Texas," is the way a Fort Worth business man summed up his opinion of Plainview last week. A visitor from New York said, "You have the best town in the West."

Plainview never has "boomed;" the town has built every day; more building is being done now than heretofore. Since January six business houses have been put up. One of these has a frontage of 75 feet; another 50 feet; the others were 25 feet. Dr. C. C. Gidney's handsome brick residence has been built, and a number of less expensive homes have been erected.

Five more brick business houses will make a creditable record for 1913. J. N. Donohoo, President of the Citizens' National Bank, and G. C. Sharp, of Fort Worth, will receive bids tomorrow for three brick buildings on the lots adjoining the Citizens' National Bank Building, on the west side of the square. Each one of these will be two stories high and modern.

Edge & Corlett have signed a contract for a brick garage 50 x 120 feet. Messrs. Edge and Corlett are representatives for the Overland automobile in forty-one Panhandle counties. They will also carry a complete line of automobile accessories. The garage will be located at Second and North Pacific Streets. It will have plate glass front, with monumental columns. E. L. Kerr is preparing plans. The new garage is being built by Rev. C. S. Field, and represents an expenditure of about \$10,000. Mr. Fields said to-day. Edge & Corlett have leased the building for three years.

Plans have been prepared for a brick building 30 x 100 feet for Shepard and Malone, between the City Hall and the old telephone building. This building will house the office of the Malone Light and Ice Co., and will be used as a show room for the stock of electrical fixtures of the Conner Electric Co.

Many improvements are being made in the residence district. J. J. Bromley is building a modern home on Prairie Street. J. H. Slaton is completing a modern stuccoed bungalow just north of his home. F. L. Brown is remodeling his residence, on Wayland Boulevard. The outside will be stuccoed and the entire house made modern. Dr. A. H. Lindsay is putting material on the ground for his new stucco cottage on Wayland Boulevard.

There has been difficulty in renting a home at any time during the last year.

Penick & Reeves are going ahead with street crossings. When these are in property owners must lay sidewalks. Many individuals are putting down their walks without waiting for the crossings to go in. When this work is completed Plainview will be entitled to free mail delivery.

**NEW BOOKS HERE FOR
PUBLIC LIBRARY.**

A shipment of seventy new books has been received for the Public Library of Plainview. They are catalogued and ready for circulation. Most of them are children's books. The others are books of fiction and travel.

**"AS YOU LIKE IT" CLUB HOLDS
"GET ACQUAINTED" MEETING.**

Mrs. H. C. McIntyre entertained the "As You Like It" Club Friday afternoon in a pleasant meeting. This, the first meeting of the year, was devoted entirely to getting acquainted.

The ladies played "42" for pastime, and at the conclusion of the games Mrs. McIntyre served cream and cake.

COMES TO DEVELOP PROPERTY.
Dr. W. O. Talbot, of Fort Worth, came to Plainview Sunday. Dr. Talbot owns land on Runningwater. He is very much interested in our irrigation progress, and says that he is going to develop his property.

A. & M. COLLEGE NOTES.

The inoculation of alfalfa is absolutely unnecessary in Texas, is the statement of B. Youngblood, director of Experiment Stations at A. & M. College. "When alfalfa fails as a crop, that failure is due to lack of sufficient moisture, lack of proper soil fertility or some other deficiency, and not to need of inoculation. In Texas

nature furnishes all the inoculation that is necessary."

The dairy herd at the A. & M. College will be fed this year on corn, ground shucks, cob and all, to fill out a balanced ration with ensilage and cotton seed meal. This year's corn crop will net the college about 3,000 bushels. In addition, 400 tons of ensilage, made of sorghum and June corn, was put up for feed.

Dr. Frederick H. Blodgett, plant pathologist and physiologist of the Texas Experiment Stations at A. & M. College, has had a number of letters recently concerning dying of orchard and other trees in different parts of the State. Specimens of such trees upon examination show the presence of no distinct disease, but the leaves may be either completely dead or dying in the regions between the larger veins, this characteristic being especially common in such broad leaves as those of the fig and grape. The evidence in such cases indicates that the trouble is due to heat scorch or drouth effects, for which, unfortunately, there is no remedy available.

The injury in such a case arises from the inability of the plant to pump out of the soil and supply to the branches sufficient moisture to maintain the growing tissues in a healthy condition. This is especially serious if in addition to ordinary drouth conditions there is also considerable wind, because moving air has a much greater drying tendency than still.

After the trees have reached the stage of dropping their leaves as a result of drouth injury no benefit can be gained by watering the trees artificially, for usually the tree is already dead from the excess drying of the tissues. The moistening of the soil, under such conditions, simply invites serious rots of the roots, so that an actual diseased condition may be induced in addition to the drouth effect already present. In some few cases plants have sufficient vitality to become dormant, under such conditions, and be able to recover when the fall rains set in. In this case the watering is continued at intervals over a long period and the absorption of water by the roots is accompanied by a distinct cooling of the soil, which does not occur when one merely irrigates the surface during otherwise hot weather.

It has been found that many of the thin-leaved and smooth-barked trees are much more susceptible to this heat injury than those trees having shaggy and scaly bark and relatively thick leaves. As a precaution against

future injury of trees exposed to drying influences, it is suggested that the branches be left low down on the trunk, in order that direct sunlight may not shine upon the bark, thereby producing sunscald of the trunk. To keep these lower branches from becoming too vigorous the terminal buds may be pinched out as they become too long, which will check their active growth but will allow them to remain in place for a considerable period to protect the bark.

Dr. M. Francis, veterinarian at the A. & M. College, has the following to say in answer to a query:

"In regard to your cow which gives clotted milk, will say that if that quarter of the bag is hard, I would give her a large dose of salts, say, three pounds at one dose, rub that quarter of her bag well with a mixture of lard and camphor, and milk her teat from four to five times a day, on the ground, then wash your hands and her teats very thoroughly with some carbolic soap before milking any other teat or handling milking vessels or milking another cow."

Dr. G. S. Frap, chemist to Experiment Stations at A. & M. College, has the following to say:

"We have not made any analyses of soils from Fisher County, but we can not accept samples of soil for analysis excepting in the lines of our investigation, and we are so tied up with our regular duties that it is going to be some time before we can make any soil analyses at all. The soils of the western part of the State are usually pretty well supplied with plant food. If your corn and cotton makes a good stalk and are deficient in fruit, I would suggest that you use acid phosphate alone at the rate of 200 pound per acre. If deficient both in stalk and fruit, use an equal mixture of acid phosphate and cottonseed meal."

"Alfalfa draws rather heavily upon the land for plant food, although it sends its roots deep in the soil. I believe that it would pay to give it a top dressing of acid phosphate every year at the rate of 200 pounds per acre, and after it has been on the land several years an application of potash may also be of advantage. A durable stand of alfalfa can not be secured on land which does not contain a good supply of lime, but the soils of the western part of the State are fairly well supplied with lime."

DON'T! Lest you forget those fat, fancy Oysters. VICKERY-HANCOCK GROCERY CO. —Adv. 1f.

Wayland Baptist College

OPENS ITS FOURTH SESSION Tuesday, Sept. 16th

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"

I. E. GATES, President

PILES

We treat piles without the knife. All rectal diseases successfully treated.

See
Dr's. Waltrip & Doss
At Dr. J.H. Wayland's Office



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KEEP POSTED**

ON market or crop conditions, or to secure the latest information of any sort is to employ Bell Telephone Service.

It will take you a long or short journey with a substantial saving of time, effort and money. RURAL TELEPHONE SERVICE is easily had at very low cost. Apply to our nearest manager or write to

**THE SOUTHWESTERN
TELEGRAPH
AND
TELEPHONE CO.**
DALLAS, TEXAS



**PRESCRIPTION
DEPARTMENT
TELEPHONE
210**

IN carrying out our *Sanitary Soda Fountain Policy* we have engaged the services of Emory Davenport who in our judgment, based on 20 years observation in the drug business, is the best fountain dispenser we have ever known.

Mr. Davenport is a graduate of the Liquid Carbonic Dispenser School of Chicago. In the recent inspection of fountains over the state by Dr. Carrick, of Holland's Magazine, Mr. Davenport's fountain at Abilene was declared the most sanitary of any Dr. Carrick had inspected outside of Ft. Worth.

We respectfully invite the public to inspect our fountain throughout.

J. W. Willis Drug Co.

**DRUGS and
JEWELRY**

**"THE REX-
ALL STORE"**

**STORE
TELEPHONE
NUMBER
44**

WATCH HOW HE EATS A PEACH

Your Future's Character May Be Foretold by Observing His Diet.

Paris.—"If you want to know the character of the man you intend to marry, watch him eat a peach," is the advice tendered to fiancées in the Figaro by Elie Dautrin, a widely-known French writer.

To girls in love he gives the warning: "You should watch carefully at table the young man on whom your future will depend. If he bends over his knife and fork and finish his roast in three gulps, beware! He is not the man who will be able to submit to tender sympathy, and he is careless if he eats without enjoying what is put before him and cannot tell you the menu the minute after. It means disappointment for you. He will never appreciate the hats you wear, nor the style of your dresses, and you will look pretty for nothing.

"If he is immoderately fond of sweets he is of a nervous disposition, and will nag. If he be cheese and roast he prefers, he will be muscular and placid. If he be a bread eater at times, he is fond of the country. If a lover of fine old wine, he has the soul of a landed proprietor.

"The best test of your future husband is to watch him at the moment of dessert. See how he handles a peach. Does he take it distractedly or like a man in a hurry? Does he swallow it hastily? Then you say to yourself, 'He is not the husband for me.' But if he takes it slowly, tenderly, like a connoisseur who appreciates what he eats; if he does not swallow it at once, but peels it with the air of an artist and treats it with devotion, then don't hesitate to marry him as quickly as you can."—New York Times.

WHAT A CHILD MOST NEEDS.

It is not, after all, a smattering of chemistry, or an acquaintance with the habits of bees, which will carry our children through life, but a capacity for doing what they do not want to do, if it be a thing which needs to be done. They will have to do many things they do not want to do later on, if their lives are going to be worth the living, and the sooner they learn to stand to their guns the better for them, and for all those whose welfare will lie in their hands.—Atlantic Monthly.

Call The Herald for Business Cards.



**RELIABLE
Groceries**

You Welcome the Basket

that contains an order of Groceries from our store. Experience with us will convince you that everything we sell is of the best and most reliable quality. We are prompt in deliveries and moderate in prices, and our customers give us credit for always treating them right in every respect. Those who deal here always get the best Groceries.

WRIGHT & DUNAWAY
Phones 35 and 355

WHY NOT GET A GUARANTEE!

Every Article of Merit That Is Sold These Days Is Guaranteed; No Guarantee Often Means Poor Quality.

There is very little excuse for any person to claim that he has been "stung" on a purchase. Fifty years ago the buyer had to look out, but today it is unusual to find a merchant who will not return the money for any article that has proved unsatisfactory.

An excellent example of this kind of fair dealing is shown by the clean-cut guarantee that R. A. Long Drug Co. gives on Dodson's Liver Tone.

These people tell us that any person who pays 50c for a bottle of Dodson's Liver Tone and does not find it a gentle and most pleasant liver tonic, harmless, but a sure reliever of constipation and a perfect substitute for calomel, can get his money back just as quick as they can get it out of the money drawer.

Dodson's Liver Tone has practically taken the place of calomel. It is absolutely harmless, sure in its action and causes no restriction of habit or diet. No wonder the drug people are glad to guarantee it, while other remedies that imitate the claims of Dodson's Liver Tone are not guaranteed at all. —Adv. 51

"White Linc" is a pure soft wheat Flour. C. E. WHITE SEED CO. Ad. 1f.

COCHRANE'S STUDIO



Where They Make
HIGH GRADE PHOTOS

C. F. SJOGREN, Auctioneer.
Years of experience have taught me how to conduct general live stock sales. Write or phone me at
Kress, Texas.
Terms reasonable. 53

FOR SALE,

On easy terms, 11-room house, bard and fine young orchard, with 5 1/4 lots. Call Phone 270. —Adv. 1f.

Hudson Six 54
\$2250
f.o.b. Detroit



True Streamline Body
Left-Side Drive
Right-Hand Control

No ifs or Ands or Buts About a Hudson Six 54

YOU seldom need to shift gears. The motor flexibility takes care of the different speed and road conditions.

To ride in a six is a delight. The car starts as smoothly as a yacht. It develops speed smoothly and steadily. It glides over the road. It gives the sensation of flying. It rides like constant coasting.

It will run smoothly—on high gear—at the pace of a man's walk. This is ideal in congested traffic. It will "pick up" almost instantly to the speed of an express train.

This without changing a gear—without touching a lever. Just a slight pressure of the foot on the accelerator pedal is required.

There is no jerkiness. There is no annoying and tiring vibration.

See These New Features

THE HUDSON Six 54 has the true streamline body that comfortably seats four, five, six or seven passengers—four-speed transmission—left-side drive—right-hand (center) control—new, fast type Delco electric cranking and lighting system, patented—entrance to driver's seat from both sides of car—gasoline tank in dash—new "dimming" electric headlights—135-inch wheel base.

Come, see for yourself the true Streamline Body and examine the smoothness and flexibility of a real six-cylinder car.



The Famous HUDSON CARS

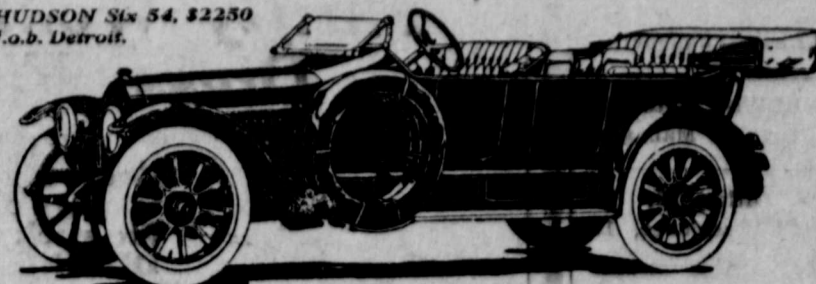
Are on Display at the Sales Rooms of the

Brown Motor Company

Ask, Phone or Write for a Demonstration

PHONE 442

HUDSON Six 54, \$2250 f.o.b. Detroit.



Disappearing Seats Left-Side Drive Four Forward Speeds

The Hudson Rides Like Constant Coasting

AT any speed—uphill or down—rough roads or smooth—a HUDSON Six rides like constant coasting.

It is not marvelous spring adjustment, or unusual balance—though these things help. It is the smoothness of the six-cylinder motor.

The delight of the vibrationless and gliding ride you get in coasting down a long, smooth hill is ever present in the HUDSON Six 54.

Only in six-cylinder cars of proper design and balance do you get such riding qualities.

It's needless to say here a word about HUDSONS mechanically. Every motorist concedes their superiority of design.

Most Beautiful Car Ever Built

THE HUDSON Six 54 is pronounced by many the most beautiful car ever built. Certainly with these qualities you should at least ride in one.

Drive it if you drive—compare its beauty with any car at any price. It is built like a steel Pullman for sturdiness and safety.

Its streamline body comfortably seats four, five, six or seven passengers.

It has left-side drive, right-hand (center) control, entrance from either side, four-speed transmission. It is electrically cranked and electrically lighted by the new fast type Delco System, patented. It has 135-inch wheel-base, 36 x 4 1/2 inch tires. Pantasote top, quickly adjusted curtains permanently carried in top, magnetic jeweled speedometer and many other attractive features.

Come see for yourself the true streamline body and experience the smoothness—flexibility of a real six-cylinder car.

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 Gen'l Passenger Agent
GEO. D. HUNTER, Gen'l Passenger Agent

Another Tip for You

What we want to say is this—get in line and see every programme of the "Mary Series," the most interesting series of pictures yet produced, being made in collaboration with the "Ladies World" in which all the stories appeared. The third will be exhibited Tuesday the 9th, and the fourth and last will be Monday the 15th. Be sure and see them all. We are always on the lookout for something of special interest for our patrons, and you have very generously shown your appreciation in the past for which we thank you very much. And it encourages us to strengthen our efforts to please you better each day.

If you can't come all the time just come any old time you can.

Yours to please,

THE AIRDOME
J. S. BONNER, Mgr.

RURAL CREDITS BIG QUESTION OF FUTURE.

Subject Given Place on Program of National Conservation Congress.

Washington, D. C., Aug. 31.—Farm loans will be one of the important subjects discussed at the fifth National Conservation Congress, to be held in Washington November 18, 19 and 20. This statement was made by conservationists who returned to Washington today from an important meeting at the Waumbek, in the White Mountains, at which plans for the program of the congress were worked out in concrete form. The meeting was held at the call of Charles Lathrop Pack, president of the congress.

The conservationists feel that rural credits will be one of the big questions of the near future. The subject will be given a conspicuous place on the program in November, and will be discussed by speakers of National reputation and influence. It is believed that the discussion will be an important factor in crystallizing public and official sentiment toward the inauguration of a system of rural credits.

National Forests.

New light on the control of the National forests will be furnished at the Conservation Congress. At the Waumbek conference strong sentiment was shown in favor of bringing to a head the contest between the advocates of Federal control and those who demand control by the individual States or the distribution of resources owned by the public among private individuals. In certain parts of the West an active sentiment is said to exist in favor of abolishing the system of National forestry. It is understood that at the session of the congress the conservationists will concentrate the fire of some of their heaviest batteries on the enemies of Federal control of the people's resources.

Forestry will be one of the chief topics at this congress. The conservation movement started with forestry and water power at the historic White House conference of Governors in 1908. This year will bring the first definite return to the original policy of giving precedence to these two topics. Under the head of forestry will arise the question of extension of the Government's control of grazing on the National ranges. This question will assume unusual importance during the next few months because of the extreme drought in the Southwest, according to Henry S. Graves, chief forester of the Government service. Mr. Graves was in attendance at the Waumbek conference, and says that this subject was given serious consideration. He had just returned

from an extended trip through the Southwest, where he found serious drought conditions. On reaching his office today he said:

Lands Overgrazed.

"Our unreserved public ranges have been so seriously overgrazed that it is no exaggeration to say that they have been already reduced in productive-ness more than 50 per cent from normal. A drought like that now prevailing in the Southwest shows the effect of the grazing abuse with startling emphasis. I do not see how this condition can help affecting the cost of meat to the consumer. The situation will continue to grow worse every year until the public takes steps to regulate the open ranges and prevent their rapid deterioration. I brought this question before the Waumbek conference, and the sentiment was unanimously in favor of providing for Government supervision so as to guard against such danger. It was decided that this subject should have a place on the program of the Conservation Congress."

Municipal forestry was also discussed. In Germany cities and towns own vast areas of forest lands, which are managed along lines of scientific forestry. There is a growing sentiment for the creation of such a system in this country.

PROPER RATIONS FOR COWS; SKIM MILK AND HOGS.

George M. Fowler Tells of Experience, in Wallace's Farmer.

I see in your dairy department you ask subscribers to contribute articles as to their experience, says George M. Fowler, in Wallace's Farmer. "What's the matter with the creamery patron?" A dairy farmer came to me and asked how to feed his cows. I figured for him a balanced ration similar to what you and others would have done. He came in in due time and said his cows were giving double the milk they formerly did, and stated it cost no more to feed them; while some of the feed was higher in price, the quantity being less, he said it cost no more.

Another party requested me to go and see his brother, whom he said was disappointed with results. I went and saw him, and found him more intelligent than the average. He took farm papers and got bulletins, and grew annually fifty to seventy-five pigs. He separated milk on the farm and sent off cream to the butter factory, feeding all the fresh skim milk to the pigs. He had gotten a high idea as to the value of skim milk, but he was much dissatisfied. I told him his great trouble was, instead of being taught a balanced ration, hog feed at lowest cost, for his benefit, he had been taught warm skim milk feeding for the other

fellow's benefit. If he would do as I said, he would get a lesson he would not take \$1,000 for. He said he would do it.

To start with, he took six shoats, weighing 123 pounds each, and divided them into two lots of three each. He fed one lot one pound of corn to three pounds of skim milk. The others he fed oil meal, shorts and corn. Each lot made an average gain of one and one-half pounds each per day, and, though oil meal and shorts were high, he discovered that 17 cents' worth took the place of 100 pounds of skim milk. He was delighted to find that, in this way, he could replace the skim milk for 17 cents per 100, and feed his fifty to seventy-five pigs as well as he could feed eight with the skim milk, as each one required what the average cow gave.

I said: "You have just gotten ready to learn. When we get them on pasture, you will learn more, and you will find that you cannot afford, after the pig weighs fifty pounds, to pay even half that amount for oil meal and shorts, because all you want them for is the protein, and that is to be found so abundantly in such useful shape and at so low a cost, you cannot afford to look for such feed anywhere, because you don't need it, as, when hogs from 50 to 150 pounds receive one pound of corn to each fifty pounds of weight on pasture, with nothing else, they will make the most money."

He fed after this manner, and in the fall said I had made good as instructor, saying that he had fed seventy-two that year on high-priced corn, cheaper, and they were better than forty-five the year before on cheap corn.

His nephew, Walter Peck, near by, after the same method, fed eighty-eight—keeping account of what they ate after they were three weeks old; fixed a creep and fed besides the pasture \$17.50 worth of oil meal and shorts, \$20 worth of rye and oats ground, and 100 bushels of corn at a cost of \$52.50; then estimated they would weigh around 100 pounds, and was offered \$8 each for them by a cattle feeder.

These men each had two hogs on display in Waterloo in October that, when feed was high (corn at 55 to 60 cents per bushel) had not cost to exceed 2 cents per pound to produce from the time they were born.

As I said, I send in this report because in your dairy department you ask for it, and I am sure it will be very beneficial to many of your readers.

FOR SALE.

Farm one mile east and half mile north of Kress. A bargain if sold at once. Inquire at

J. C. GILBERT'S,
Kress, Texas.

DR. E. O. NICHOLS,
Specialist in Diseases of the
Ear, Eye, Nose and Throat.
Glasses Fitted.

Office in Finnie Building,
Next Door to Third Nat'l Bank,
Plainview, Texas.

Phones:
C. D. WOFFORD,
Dentist
Rooms 14-16, Ware Hotel Bldg.

DR. C. B. BARR,
Veterinarian

Office at Gilbert's Barn
Phones: Office, 219; Res., 478
Plainview, Texas



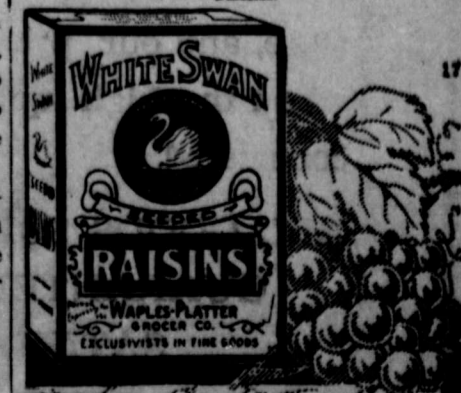
ONLY the very best grapes are suitable for making raisins. They must be pulpy and should contain from 28 to 30 per cent of sugar in their juice.

White Swan Raisins are made with the best of these grapes—large, sweet, pulpy—every one perfect.

Dried in the sun so that every bit of natural sweetness and flavor is preserved, but protected absolutely from dust and rain, so that they are perfectly clean. They are sealed by machinery, wrapped in oiled, air-tight paper and packed in convenient paper boxes. They make everything in which they are used deliciously rich and good.

Better Than the Law Requires
Your Grocer will be glad to recommend them because he knows that you'll come back for more.

Waples-Platter Grocer Co.
TEXAS



The Best Hot Weather Tonic
GROVE'S TASTELESS CHILL TONIC enriches the blood, builds up the whole system and will wonderfully strengthen and fortify you to withstand the depressing effect of the hot summer.

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 Healing Oil. It relieves Pains and Heals at the same time. 25c, 50c, \$1.00

PEARS AND APPLES.

E. Van Deventer and J. M. Tye announce a car of Apples and Pears on the tracks. Phone 337. —Adv. If

Get Stationery at The Herald.

**The Twice-a-Week
Hale County Herald**

Issued on Tuesday and Friday.
BROWN & MILLER, Publishers
BURNETT O. BROWN, Editor
E. B. MILLER, Business Manager

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etc., should be addressed to THE
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NOTICE.

All announcements of any church
pertaining to services are 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)

THE BLESSING OF RAIN.

Plainview is rejoicing because of
the cool days and green lawns result-
ing from recent showers. It puts the
"grow" spirit in you.

But weeds are growing, as well as
flowers. Eternal vigilance is no more
the price of liberty than it is the price
of cleanliness, health and happiness.

Two weeks ago Plainview was
clean—cleaner than most towns—not
so clean as civic pride should compel
us to be all of the time. Weeds had
been cut and a score of bonfires gave
evidence of the laundering.

The weed jungles are coming back.
The rain has been of large benefit to
you. It isn't quite manly, then, to re-
fuse or fail to keep your yards, your
alley, your vacant lots clean.

Plainview can win the Clean Town
Contest if you keep your place clean.

JEROME AND JUSTICE.

It is gratifying to every American
that Mr. Jerome returned to Coaticook
and faced the charge against him of
gambling.

Mortifying as it is that the repre-
sentative of the American people, sup-
posedly bent on securing justice, should
deliberately violate the law against
gambling—it was far more humiliat-
ing when Mr. Jerome failed to appear
for trial; and his Canadian attorney
courteously asked that the case be
withdrawn.

The American Republic is founded
upon the principle of "equal rights
for all." Unfortunately "respect for
law" seems to be rubbed from our
lexicon. The apparent belief of men
in position that they might violate any
and all law without giving answer
therefor has been a prime cause of
our spirit of lawlessness.

The Canadian Justice exhibited a
respect for individual rights and in-
dividual justice when he refused to

dismiss the case against Mr. Jerome
which Americans might study. Mr.
Jerome has done honor to the Ameri-
can people by facing the charge.

We are glad, for all America, that
he was found "Not guilty."

COLQUITT AND EDUCATION.

Following hard upon his oft-re-
peated and laborious professions of
regard for higher education of the
Texas youth, one is impelled to ask
just why Governor Colquitt vetoed
appropriations for the latter half of
the biennium.

Was the Governor truckling to those
whose passion or prejudice would
throttle higher education for Texas
youth? Does he propose to issue de-
ficiency warrants when a humiliated
institution bends the knee for his
largess? Or has something shown the
Governor that those institutions can
and will subsist two years on one-half
the amount asked for?

On the basis of service rendered to
the whole people the University was
entitled to the full amount set down
by the Legislature. On consideration

of the needs of the boys and girls of
Texas the amount was parsimonious.

Let us hope that the University re-
gents will not equivocate. Let them
use the funds provided for one year,
so as to give Texas youth the most
adequate training during that one
year. Then if the Governor of this
Commonwealth opposes himself to
training the boys and girls of the
State—if the Governor can thwart the
interests of the entire State, let them
close the doors of the University at
the end of this year.

Texas would bow her head at such
a crisis. Intelligent and patriotic
Texans are ashamed at the spectacle
of the head of the educational system
of the State shackled in its efforts to
fit the youth of Texas for citizen-
ship by a Governor who professes
friendship, and with a sweep of his
pen leaves that institution penniless.

TO WHOM IT MAY CONCERN:

I take great pleasure in recom-
mending my pupil, George H. Hutch-
ings, to anyone taking up the study
of Voice, as being fully equipped to
teach, and the power to impart the
foundation principles underlying pure
tone production of the singing voice,
which embraces concentration of
sound waves with an even breath
support, regulated by the diaphragm
muscle, producing a free flowing tone
with the complete absence of MUS-
CULAR TENSION—according to the
Manual Garcia Method.

Very truly,
EUGENE W. PETERSON,
Studio Building,
Kansas City, Mo.

**MRS. SAGE OBSERVES
EIGHTY-FIFTH BIRTHDAY.**

Widow of Famous Financier Receives
Congratulations from Both
Sides of Atlantic.

Receiving congratulations from
friends throughout the United States
and also from abroad, Mrs. Russell
Sage, widow of the famous financier,
quietly observed her eighty-first
birthday anniversary Sunday, accord-
ing to press dispatches. Mrs. Sage is
reported to be in good health.

Since the death of her husband she
has devoted much of her time to the
numerous charities and philanthro-
pies in which she is interested. With-
in the past few years she has given
to public institutions \$30,000,000.

The largest of her gifts was one of
\$10,000,000 for the Russell Sage
Foundation "for the improvement
of social and living conditions in the
United States of America." Among
her other contributions were \$2,500,000
for the Forest Hill Gardens, near
Jamaica, L. I.; \$2,000,000 to the
Presbyterian Church and school at
Far Rockaway, \$1,000,000 to the Ren-
selaer Polytechnic Institute, and \$1,000,000
to the Troy Female Seminary,
of which Mrs. Sage is a graduate and
where she taught before her mar-
riage.

**INTERMEDIATE LEAGUERS
DEFEAT WESLEY BARACAS.**

Methodist Youngsters Prove Them-
selves Superior "Mud Scons"
and Win 9 to 14.

The Intermediate League of the
Methodist Church defeated the Wes-
ley Baraca Class in a game of "mud
scooping" at the high school baseball
ground yesterday. The score was 9 to
14. Eight of the Baraca's scores were
made in the third inning. They cir-
cled the diamond once in the fifth.
The Intermediates kept on scoring.

Three pitchers took a fling in the
effort to hold the youngsters—all to
no avail. Sliding was the feature of
the game, sliding more particularly in
the field than on bases.

LOST.

A watch charm with K. of P. em-
blem, "D. H. C." on back. Return
to Richards Bros. & Collier and re-
ceive reward. —Adv. tf.

NOTICE.

The public is hereby notified that
no camping, hunting or fishing will
be permitted on Sections 111 and 162,
Black A, Swisher County. Any one
trespassing on these lands will be
prosecuted. —Adv. tf.

**PLAINVIEW DRUGGIST
DESERVES PRAISE.**

J. W. Willis, druggist, deserves
praise from Plainview people for in-
troducing here the simple buckthorn
bark and glycerine mixture, known
as Adler-i-ka. This simple German
remedy first became famous by cur-
ing appendicitis, and it has now been
discovered that A SINGLE DOSE re-
lieves sour stomach, gas on the
stomach and constipation INSTANT-
LY. —Adv. 51

TO THE PUBLIC:

There has been a story circulated
to the effect that we have raised our
prices since moving into our new
place of business, which is entirely
false, as we are using the same menus
that were used in the old stand, and
you can rest assured that our prices
will remain the same. The only thing
we have changed is our culinary de-
partment, for we now have two chefs,
both high-priced men, and they are
capable of getting out anything you
may care to order, and we do not
hesitate to say the usual standard of
service will be kept up, and our first
effort will be to please.

Thanking our patrons for past
favors and hoping their patronage
will continue, we are,
Respectfully,
KEMBLE & THOMPSON,
Adv. 51. Props. Busy Bee Cafe.

Calling Cards at The Herald.

**BUSINESS PERSONALS THAT
WILL SAVE YOU MONEY.**

Let L. D. RUCKER PRODUCE CO.
handle your GREEN and DRY HIDES.
—Adv. tf.

FOR SALE—A 2-passenger Ford
Roadster; \$250 cash. Inquire at HER-
ALD OFFICE. —Adv. tf.

See DICK'S TIN SHOP for Tower
and Stock Tanks. —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 with-
out commission? H. A. WOFFORD.
—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 "OWN-
ER, Box 62." —Adv. tf.

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

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

Miss Hester Williamson, Public
Stenographer; charges moderate;
satisfaction assured. Ware Hotel.
—Adv. 54-pd.

No. 5 Oliver Typewriter, practically
new, to exchange for lighter ma-
chine—Royal preferred. Call at POST
OFFICE. —Adv. tf.

LUMBER DIRECT FROM MILLS.

"Lumber direct from Mills to con-
sumer; wholesale price. Lumber,
shingles, doors and windows. Write
for Price List."

KOUNTZE LUMBER CO.,
—Adv. tf. Kountze, Texas

Calling Cards at The Herald.

George H. Hutchings

--- Teacher of Singing ---

WAYLAND BAPTIST COLLEGE

Tone Placing, a Specialty.

Studio in Main Building

Drug Sundries

We have just received the most
complete assortment of Stationery,
Rubber Goods of all Description, Toilet
Requisites, Office Supplies, Tablets and
School Supplies ever shown in our
store, and our prices are the lowest
when the high quality of the goods
considered.

ALL GOODS SOLD BY US ARE
GUARANTEED TO GIVE
SATISFACTION

DUNCAN'S PHARMACY

"THE STORE WHERE YOU FEEL AT HOME"

Panhandle Planing Mill Company

A. J. POIRIER, Manager

Manufacturers of Sash, Doors, Frames, Moulding, Screens,
Columns, Brackets, Store Fronts, Grills, Counters, Shelving.
Also do turning and Band Sawing to order.

General Planing Mill Work of All Kinds
Wood Tanks Made to Order Plate Glass Carried in Stock
Bring Us Your Plans for Estimates
Telephone 596 N. Second and Harrison AMARILLO



CATCH YOU

WELL!

**WE WANT TO CATCH SOME OF
YOUR TRADE**

We have a complete stock of
Drugs, Toilet Articles, etc.

Courteous clerks, appreciation of
your trade and our policy of no sub-
stitution, are a few reasons why

YOU SHOULD TRADE AT

R. A. LONG DRUG CO.

Free Delivery

Phone 327

LOCAL AND PERSONAL

T. M. Bartley, of Tahoka, is a visitor in Plainview.

W. H. Matthews, of Floydada, is in Plainview to-day.

C. Benson, of Hale Center, attended court here yesterday.

Jack Caldwell, of Trinidad, Colorado, is in Plainview.

R. E. De Maris left Saturday for his home, in Hampton, Iowa.

Mrs. W. A. Todd went to Amarillo Saturday, to visit friends.

Frank Faulkner is visiting relatives in Plainview this week.

Miss Hettie McReynolds went to Slaton today to visit a few days.

Dr. E. M. Harp, of Abernathy had business in Plainview this week.

C. M. Parker, of Amarillo, was here closing contracts for silos Saturday.

E. Evans, of Hale Center, was here yesterday and today attending court.

Dr. O'Bryan, of Dublin, Texas, is looking over the Plainview irrigation district.

Miss Massey Petty, of Floydada, went to Canyon Monday to enter the Normal.

Miss Ruth Pitts, of Floydada, went to Canyon Monday to enter the Normal.

W. C. Thomason and B. Thomas, of Hale Center, were here on business Saturday.

Mrs. Guy Lindsay and little son returned to-day from a five weeks' visit in Nebraska.

Floyd Pearson arrived from Lubbock Saturday. He will attend Seth Ward College.

C. A. O'Keefe and wife, of Fort Worth, who have been guests of R. W. O'Keefe, their brother, returned home Friday.

Mrs. L. R. Shelton and Miss Winnie Shelton, of Amarillo, are visiting Mrs. Shelton's brothers, T. C. and Clint Shepard.

Mrs. A. F. Quisenberry, of Hale Center, has accepted a position in the dress goods department of Richards Bros. & Collier.

R. W. O'Keefe returned yesterday from Oklahoma City and other points in Oklahoma, where he has been attending to business.

"Back to the Farm"

One woman's arm broken, one other slightly injured ("So they say".)

It happened at the Shelton Bros.' "Back to the Farm" sale.

But hundreds have been benefited where one was hurt, and still they come. They know!

FREE!

To the person buying the biggest bill of us next Saturday, September 13, one forty-two piece dinner set, worth \$7.50.

Shelton Brothers

The demand for men's wear has been so great that we have decided to sell the three work shirts and overalls, and will wear our old clothes "Back to the Farm".

You will be laughed at if you try to knock this store.

They know!

Our stock is still complete and we are making good our prices.

the most beautiful in the entire production. They are works of art.

The romance of these two young people, who are unaware of each other's identity, moves rapidly to a happy denouement by means of external forces with enough tension aroused by prospective changes in the relative positions of the dramatis personae to hold interest right up to the conclusion, though the latter is half-foreseen. Miss Fealy's fine analysis of the innocent character of the girl furnishes an intellectual delight for those who enjoy the more delicate phases of acting. She has flashed out like a star of the first magnitude, and it is to be hoped that she is a fixed one. All the other roles are admirably performed, and the director deserves high commendation for his unqualified success.—Adv.

Call The Herald for job printing.

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.

ANSWER THE CALL.

Plainview People Have Found That This Is Necessary.

A cold, a strain, a sudden wrench; A little cause my hurt the kidneys. Spells of backache often follow, Or some irregularity of the urine. A splendid remedy for such attacks, A medicine that has satisfied thousands,

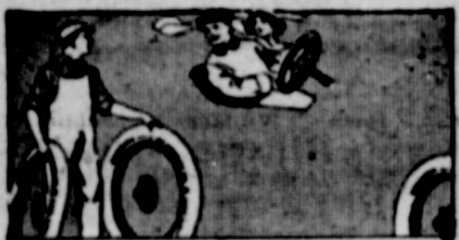
Is Doan's Kidney Pills, a special kidney remedy.

Many Plainview people rely on it. Here is Plainview proof:

Mrs. T. R. Alexander, Archer and Slaton Sts., Plainview, Texas, says: "I suffered from a feeling of distress in the small of my back and was languid in the morning. Doan's Kidney Pills removed that trouble and strengthened my back. Not long ago, I sent to the Long Drug Co. for a box of Doan's Kidney Pills. From personal experience I am warranted in recommending them. You are at liberty to continue using my former testimonial."

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. 52



We sell SERVICE to meet your requirements

Simply putting in a stock and painting your name over the door does not mean much until the name and the goods arrive at the point where they really stand for SERVICE.

For instance we sell

Goodrich Tires

Best in the Long Run

because they have arrived via the SERVICE ROAD.

A tire that will give the user long and dependable SERVICE like the Goodrich Tire does, means quicker and easier sales for us, repeat orders and satisfied customers.

Give us your trade and we guarantee you will be more than satisfied with the results—call or phone.

Plainview Rubber Co. Plainview, Texas

J. R. Anderson and wife, of Fort Worth, are looking over Hale County.

J. H. Hendricks, of Midlothian, was here Friday and Saturday, prospecting.

E. H. Perry and daughter, Mrs. Will Cole, of Oklahoma City, motored to Plainview Sunday.

Miss Ethel Trowbridge, of Floydada, went to Canyon today, to enter Canyon Normal School.

James Otis Trulove returned Sunday from an extended visit to Meridian and Trulove, Texas.

Walter Crossett, Panhandle distributor of the Cadillac, drove down from Amarillo yesterday.

Sidney Irwin and family have moved to Omaha, Nebraska, after a few weeks' stay in Plainview.

D. C. Aylesworth is the proud father of a boy, born Sunday. Mother and baby are reported doing nicely.

J. A. Pohl, of Olton, returned Monday from New Mexico, where he has been looking for stock pasturage.

Floyd and Oscar Teague, of near Lockney, were here Saturday to meet Floyd's sister, Miss Ethel, who arrived from Clarendon.

Henry Edwards left to-day for Colorado City, where he will join his mother, who is in the millinery business at that place.

A boy was born to Mr. and Mrs. E. Hubbard yesterday. His father says the young man is full of the Western spirit. Those are the babies who make the greatest men.

F. W. Clinkscales and wife returned Sunday night from a week-end visit to Judge Kinder's farm in Swisher County. They report a delightful time—fishing and hunting.

A. A. Lumpkin, of Amarillo, is transacting legal business in Plainview to-day.

George W. Corlett and E. N. Egge drove an Overland to Olton this afternoon.

Ben Ekle and wife moved to-day from Lockney, Texas, to Brownwood, Texas.

Mrs. H. A. Swan, of Abilene, arrived today for a three weeks' visit with her brother, L. N. Dalmont.

Miss Evelyn Davidson, of Bejen, New Mexico, went to Lockney Monday to visit Mrs. Wittly.

Mrs. C. C. Miller returned Monday to her home, at Lockney, from Boulder, Colorado, where she has been spending the summer.

J. W. Young, for sixty years a resident of Williamson County, near Granger, is sight-seeing in the Plainview country this week.

Miss Ollie Wheeler will give a moonlight dance at her home, 1015 Harp Street, Thursday evening, beginning at eight-thirty o'clock.

Mrs. N. T. Buckner, who has been visiting her sister, Mrs. F. P. Powell, for some time, returned to-day to her home, at Waxahachie, Texas.

Ross D. Rogers and wife are the proud parents of a baby boy, Ross D., Jr., born Saturday night. The mother and babe are doing nicely.

Misses Maud and Bell Howard visited their brother, J. P. Howard, Saturday and Sunday. They were on their way to Canyon to attend the Normal.

Mrs. W. A. Curtis came in from Kansas City Sunday. Dr. and Mrs. Curtis are occupying the Stephens property on Restriction Street.

Henry Thutt and wife came in to-day from La Force, Texas, by automobile.

W. C. Spaulding, of Abilene, came through Plainview to-day in his roadster. Mr. Spaulding is representative for the Cadillac automobile.

Mrs. Joe Carter and daughter, Miss Leona, will leave tomorrow for Kansas City, Mo. Miss Carter will finish her vocal studies under Madam Schultze.

"KING RENE'S DAUGHTER"

A Thanhauser Three-Reel Winner.

Reviewed by LOUIS REEVES HARRISON.

One of the most beautiful photodramas ever exhibited on the screen, one of the kind to bring millions into the little theaters who do not attend them now because of a surfeit of weak sensationalism for unripe minds, yet the Thanhauser release will turn no one away. It provides an interesting story admirably told by capable actors that will hold any audience, however badly mixed. Even the small boy who applauds anything presenting fringed trousers in deadly combat with feathered war bonnets will sit up and take notice, and the quiet ones, those whose solid patronage keeps the entire machinery of moving pictures going, will be induced to come again for some other such visual delight.

Most remarkable are the fascinating and impressive scenic effects, notably the exquisitely-chosen exteriors. That feature alone, providing as it does a series of lovely pictures that hold attention, is enough to give the production high rank, but it is so well-balanced in other respects that its almost-bewildering beauty is not intrusive. Little or nothing mars the illusion that we are watching human nature and human action in an atmosphere of romance, where sentiments and adventure are unfolded to our vision on enchanted ground. Spectators who are mentally more than seven, who are daily and nightly jarred by characterization that is feeble and backgrounds unsuitable if they are not ghastly, will experience a sense of pleasure at watching a performance so artistically complete.

So composite, however, is any form of drama, so dependant upon many and divers elements of success, that this one might not have attained more than respectable mediocrity without the winning central figure. It is the story of a princess betrothed when a babe for political reasons and made totally blind by a fire which immediately followed the betrothal ceremonies. Recovery of her sight depends upon her complete isolation, where she will be unaware of her affliction and of the fact that she is a king's daughter. Her environment furnishes some of the most delightful of exterior settings, but she herself is in keeping with them.

The lead was assigned to Miss

Fealy, a newcomer in pictorial drama, of charming personality, rare intelligence and keen appreciation of what is required of her in the part she plays. She is a perpetual delight to the eyes, moves with grace, and she seems imbued with the sweetness and purity of her role, one of the most fascinating characterizations I have seen in a long time. The prince to whom she is engaged comes upon her unawares by force of circumstances, and the scenes of their first meeting are

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- Student Note Books
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You Can Do Better at Coan's

J. F. Coan & Son

Phone 269

King Rene's Daughter

One of the celebrated Thanhauser Three-Reel Photodramas. Miss Maude Fealy, the Denver actress who was voted to be the most beautiful woman in America several years ago, appears in the title role of the blind daughter.

Miss Fealy is supported in this photo-play by a splendid cast and surrounded by gorgeous settings and costuming. These films will be shown at the

Majestic Thursday, September 11th

10c THE PRICE IS THE SAME 10c

YOU Owe it to the Little Folks to Supply Brain Food During the Early School Days. **GOOD** Bread Made of **GOOD** Flour is the Most Wholesome Nourishment You Can Give Them.

To Make **GOOD** Bread out of **GOOD** Flour Use **WHITE CREST--the Best.**

WRIGHT & DUNAWAY

35

PHONES

355

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.

E. M. Daggett, Cattle Salesman **Chas. Daggett, Cattle Salesman**

A. M. Keen, Hog and Sheep Salesman **E. Cohe, Cashier**

A STORY OF THE FIRST HATS OF THE FALL SEASON.

Most of the Best Models Are in Dark Shades—Transparent Brims and High Side Flares.

According to the Kansas City Star, the earliest fall hats are here, with no startling changes in effect.

Perhaps the keynote of them just now is the transparent brim and the high side flare. The transparent brim has been made familiar to us by the tulle platings and frills of the black summer hats. Winter hats, some of them, will show the tulle brim with velvet. But black lace and the metal laces will take the place of the tulle when the snow flies. These laces, combined with exquisite tapestry satins, uncut velvets and furs will give headgear a new look of luxury.

Sometimes, instead of frills of lace which usually flare away from the face, the crown is made transparently of the lace. One lovely toque had a crown of handsome gold lace, with a band of softly draped uncut velvet with a skunk fur piece to finish it. A gold lace butterfly perched lightly on the crown at the back. This hat matched a lovely little green uncut velvet mantle lined with flowered chiffon, cuffed and collared with fur.

Tight to the Head Are These.

Panne velvet, under the new name of satin luster, makes many of the newest hats. A Rebeaux model, for instance, is of bottle green satin luster, a little cap of a hat, rather elongated in shape, and fitted tightly to the head. It has a sharply turned up side, with a lustrous bronze, brown and green breast and wing effect on the outside of the brim.

Very small in the head are most of the hats, so that every bit of false hair will have to be removed for the tight little plastered-down coiffure that must be worn to wear these very small head sizes. Feathers, especially paradise, bristle instead of falling softly. Every feather nearly rears itself at some unexpected angle. There are a few of the Newbrandt and Gainsborough types that have soft ostrich feathers in rational poses.

A few patent leather hats are shown and a good many chapeaux with patent leather trimmings, but the style is likely to become too common to last long. The dark colors, tete de negre, Corbeau blue, bottle green and taupe, are seen in more elegant hats. All black, black and white or black and rose for dress.

The Color Prophecy.

Authorities differ somewhat upon the prophecy for colors. Some say the bright colors are bound to come later, and they are showing what may be the season's color sensation, the "Tango." This is orange, with a touch of red in it.

Duvelyn or peau de peche—there are two names for this very velvety wool fabric—is made up into attractive hats.

A set of hat and shopping bag is made of this material. In the new brownish taupe, which is delightfully soft and becoming. One milliner in town exhibits a startling little Paul Poiret bonnet on the basket or mushroom shape. It is made of shirred white crepe, edged with seal fur, and has a "bride" of fur under the chin. Applied on top are Tango satin futurist roses with black leaves.

TO MY FRIENDS AND PATRONS:

Having sold my half interest in the Busy Bee Cafe to Mr. C. L. Thompson, of Vandalia, Mo., the firm will be known in the future as Kemble & Thompson. In making the transfer my good wishes and influence go to the new firm, and I hope my friends will continue to patronize the Busy Bee Cafe as in the past, for which I am very grateful.

Respectfully,
—Adv. 51. JOHN E. WINSLOW.

FOR SALE—50 good mares, all bred, and 2 jacks. All or any part for good sheep. Also have a lot good young horses, fillies and mules for sale or trade, cash or good note. Address BOX 805, Plainview, Texas. —Adv. 56.

MARKET SYSTEMS OF BERLIN AND LONDON COMPARED.

(By S. A. LINDSEY, Chairman, Texas Farm Life Commission.)

Lucerne, Switzerland, Aug. 14.—I went to Southern Italy and to Sicily where vegetables and citrous and other fruits are grown, hoping to learn something as to the marketing of these products that would be of value to those people of Texas who are engaged in the growing of perishable products. I was disappointed, for the people of those two sections seemed never to have had the problem of marketing perishable farm products up for solution.

The territory of Europe adapted to the production of fruits and vegetables is so restricted, and that unsuited to large production, that buyers come from Northern Europe to the groves and fields of Italy and Sicily and purchase their products before they are gathered. I learned the California growers are regarded as invincible in their methods, for they have driven the European oranges and lemons practically out of the American markets, and are introducing California wines into Europe in competition with the wines of Italy, France and Spain. I think the methods of California growers are the ones for our people to study. I have already mentioned the methods of marketing farm products in both Denmark and Ireland, and Mr. Frank Wozencraft, in a very able paper to the Texas Farm and Ranch, has described the marketing methods of the farmers of Holland. I will now describe the marketing methods of Germany and England, giving a study of the food markets of Berlin as an example of the one, and of London, as an example of the other.

Acres of Market Buildings.

Both Berlin and London have regular city market places, being buildings of great extent and magnitude. There are wholesale meat markets and wholesale fruit and vegetable markets in each city. An idea of the size of these may be gained when I say that in London twenty-five thousand tons of meat pass through the markets daily. This means carcasses of about one hundred thousand animals, besides fowls. Acres of buildings are required to provide stalls enough to expose all these meats for sale. The bulk of vegetables and fruits is even larger than the bulk of meats sold daily, and more space is required for the former. Then there is the milk market, the butter and egg markets and fish markets. I am speaking here of wholesale markets.

The City of Berlin, being about half the size of London, has markets about

half as large. The food products in both Berlin and London are sold at wholesale on commission, the commission being 3 1/2 per cent in case of meats and 7 per cent in case of vegetables and fruits; eggs, butter and cheese take the same commission as meats. In the Berlin markets all the farm products are from the German farmer, because a tariff protects and preserves the German markets to the farmers of that empire.

In the markets of England one sees

no English farm products, but there are meats from Argentine, Australia and New Zealand; fowls and eggs from Russia and Holland, and large stalls of meat, I suppose, from America, as these stalls are occupied by our big meat packers. In Berlin the whole sale is virtually made by the producers, as the organized farmers sell, most always, through their own agents. Hence the German farmer receives all his produce brings, except the cost of transportation and the

Play Days Are Done

Saturday was the last real day of vacation—the day that stands on the threshold of the busiest season of the year.

There is no better day on which to begin planning your preparations for fall and winter.

There is no better guide to your planning than the advertising columns of the Herald.

Advertising is a public servant that knows no holiday.

Like your telephone it is always at your elbow modestly saying: "I can be of use today!"

Do you make full use of the opportunities that Herald advertising brings to you?

Turn to the columns in today's Herald and see the suggestions they have to offer.

J. H. SLATON, President W. C. MATHES, 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.

WHENEVER YOU NEED A GENERAL TONIC - TAKE GROVE'S

The Old Standard Grove's Tasteless chill Tonic is Equally Valuable as a General Tonic because it Acts on the Liver, Drives Out Malaria, Enriches the Blood and Builds up the Whole System. For Grown People and Children.

You know what you are taking when you take Grove's Tasteless chill Tonic as the formula is printed on every label showing that it contains the well known tonic properties of QUININE and IRON. It is as strong as the strongest bitter tonic and is in Tasteless Form. It has no equal for Malaria, Chills and Fever, Weakness, general debility and loss of appetite. Gives life and vigor to Nursing Mothers and Pale, Sickly Children. Removes Bilioussness without purging. Relieves nervous depression and low spirits. Arouses the liver to action and purifies the blood. A True Tonic and Sure Appetizer. A Complete Strengthenener. No family should be without it. Guaranteed by your Druggist. We mean it. 50c.

THIS IS CERTAIN.

The Proof That Plainview Readers Cannot Deny.

What could furnish stronger evidence of the efficiency of any remedy than the test of time? Thousands of people testify that Doan's Kidney Pills have brought lasting results.

Home endorsement should prove undoubtedly the merit of this remedy. Years ago your friends and neighbors testified to the relief they had derived from the use of Doan's Kidney Pills. They now confirm their testimonials. They say time has completed the test.

V. C. Canon, California Ave., Plainview, Texas, says: "I can recommend

Doan's Kidney Pills, as I have used them for lumbago and kidney trouble and have found great relief. They are unequalled for lameness, sharp twinges through the loins and pains in the back. I procured Doan's Kidney Pills at the Long Drug Co., and I have seldom had need of them now. You are at liberty to continue the publication of my former testimonial."

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

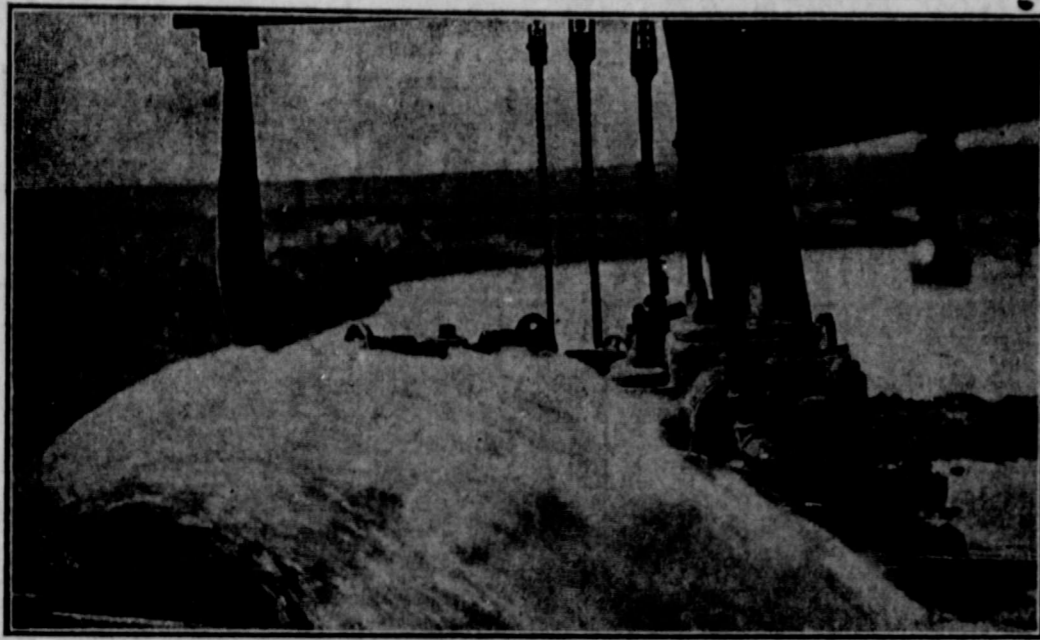
Remember the name—Doan's—and take no other. —Adv. 50

SHEEP FOR SALE: Herd of young stock sheep and registered Shropshire bucks. Apply at Herald office. Ad. if

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.
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VELIE WROUGHT IRON VEHICLES

Are in a Class by Themselves

Single Reach Gears
Easy Riding Springs
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Carefully Inspected Hickory Wheels
Yellow Poplar, Piano Polished Bodies
Trussed Hickory Shafts
Extra Wrought Fifth Wheels

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

We have a complete assortment in stock.

R. C. Ware Hardware Co.
Phone 178

Fire Building Time is Not Far Off

The old flue may have become defective without your knowledge.

Insure your house and goods now in the best companies and feel secure.

J. A. ASKEW & Co.

Phone 248



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

wish to carry them in the winter. If this should be permitted there would surely follow a scarcity of meat later, and consequently a rise in prices, as meats would have to be imported, for the German farmers produce a little over ninety-five per cent of the food products of Germany. The purpose of the city is to see to it that German meats shall go as far as possible and that prices be kept uniform.

London does nothing of this kind. **Food Speculation Prohibited.** The German government prohibits speculating in food products. It goes upon the theory that the speculator either boosts or depresses prices; if he boosts, the consumer is hurt, and if he depresses them, the producer suffers. So the government has enacted laws prohibiting trading in futures of food products, such as meat and wheat, and providing a limit of time which food stuffs may be kept in cold storage.

The City of Berlin regulates the cold storage plants in that city. Everything which goes in cold storage is booked in a manner showing the date it is entered and taken out, and the city sees to it that the stuff is not kept in cold storage longer than the time allowed by law. Meat is allowed to remain three months; butter four months and eggs six months. These limits are fixed because experts have determined that meat, butter and eggs begin to lose their food values at the end of three, four and six months, respectively. By these means, food stuffs in Germany and in Berlin are kept regularly moving from the producer to the consumer.

Nothing of this kind prevails in London. I asked, "What is to prevent the retail people from combining and selling at exorbitant prices?" The remedy is simple, and the city resorted to it once. If the retail dealers, or wholesale dealers either, for that matter, demand more than is just, the city protects its citizens from exorbitant prices by the easy and simple method of opening up market stalls and selling to the people at reasonable prices.

German Farmers Receive More. Under these methods, I estimate that the German farmer received twenty-five to forty per cent more for his produce than do those who sell in the London market, and yet the consumers in Berlin pay less than do the London consumers.

I was at the Berlin markets in June, and the London markets July 28th, six or seven weeks apart, but I do not think there was much difference in prices in June and July. Beef sold, wholesale, in London at from ten to fourteen cents a pound; mutton fifteen to eighteen cents, hogs fourteen to eighteen cents, chickens twelve to fifteen cents per pound. On the same days these meats retailed at more than double these prices. The city officer who showed me through the markets told me that all products were sold by the retail dealers at double and often at more than double the wholesale cost. I paid that day \$1.20 for a cantaloupe which sold in the wholesale market at fifty cents that morning. This melon was about four times as large as the Rocky Ford melons of Texas, but not nearly so sweet. I saw peaches not nearly so good nor as large as Texas peaches selling at eight cents each, or a dollar per dozen, but all such products are imported.

The day I visited the Berlin markets, beef, mutton, veal and venison retailed at nineteen to forty cents per pound; chickens fifty to eighty cents each, geese nineteen cents per pound, cauliflower ten cents per pound, lemons eleven cents a dozen, apples fifteen cent for seven, eggs twenty-two cents a dozen, and rice ten cents a pound.

Pure Food Officers Always Present. A gentleman who lives in London told me he paid thirty-five to fifty cents for butter, twenty-five to fifty

cents for eggs, twenty-five to forty cents for meat and seventy-five cents to one dollar for chickens.

In both Berlin and London pure food officers of the city are ever present in the markets, and they see to it that all foods offered for sale are pure and wholesome, that the stalls are kept clean and sanitary, and they investigate all complaints as to false measures or weights, or unfair dealings or irregularities of any kind. If the dealer fails to run a clean and sanitary place, or proves unreliable, upon second offense he is ousted from his place. In Berlin he would have to quit business. By this means, only persons of good character and friendly habits of business deal in food products.

If the City of London would adopt the same methods as are employed in Berlin, at the prices meats are sold at wholesale in that city, it would save the consumers of London fifty thousand dollars a day. It is the duty of American cities to see that pure and wholesome foods are sold to their citizens, and both their duty and advantage to see that the very least expensive methods possible of supplying such stuffs shall be employed, in order to give the consumers food stuffs at reasonable prices. The cities can, if they will, do much to assist in solving the high cost of living. If the cities will establish, regulate and supervise markets, and the farmers will organize so as to send their products in car lots and in condition for market, the cost of marketing, which now amounts in the United States to about 54 cents in every dollar paid by the consumer, can be reduced at least one-half.

These are the lessons which the German city methods impressed upon me.

COVETOUSNESS FAULT, HOUSEWIFE DECLARES.

People No Longer Pleased with Simple Things, As Former Generation Was.

"Much is said about the high cost of living, but it is frequently borne in upon me that much more of this same high cost comes from within than without," a house wife writes. "We are not pleased with the simpler things, as those of former generations were. We take little joy in life itself, but rather we find our pleasure in the means of living.

"Fabrics in the shops can be had amazingly cheap, but there is such an endless variety that one or two frocks do not satisfy, and neither do simple dresses answer the purpose. The rule seems not to be the best of its kind, but rather the best kind which can be purchased.

"Because some people can afford diamonds is no reason every person must own them. Because some wear silks and velvets is no reason all should wear them. Because some eat forced vegetables and fruits and rare viands is no reason all should eat them. Each should learn to enjoy those things in his own power, which really brings us to the root of the matter; we no longer know how to enjoy life, for daily, hourly and continuously do we break the commandment: 'Thou shalt not covet * * * anything that is thy neighbor's.' We are chasing ourselves madly around, our speed accelerated by and at the same time accelerating our neighbor's speed. Some day we shall either drop from exhaustion or burst under the high pressure."—Dallas News.

TO TRADE FOR CATTLE.

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

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

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. tt. Plainview, Texas.

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.

Calling Cards at The Herald.

EACH DOLLAR MEANS A BRICK



The Foundation of Success

lies in capital---to obtain capital you must have capital---to have it [unless you inherit money] means persistent saving.

Persistent saving is the keynote to success. Start saving today.

Citizens National Bank
Capital \$100,000

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

We Want Your Cream

Last month we bought over 3,000 pounds of butter fat for which the farmers of this community received more than \$750.

Bring Us Your Cream While it's Fresh and Receive Our Fresh Cream Price for it

We want you to supply us regularly and receive your cash promptly. There is never a time we will not buy all of the Cream you can bring us.

Plainview Creamery

J. N. MORRISON, Proprietor

commission.
City of Berlin Owns Stalls.
At the wholesale city market the products pass into the hands of the hundreds of retail dealers. In Berlin all these dealers rent stalls and transact business in the city's retail market places. In London, many of them do, but many dealers carry on business in privately owned buildings scattered about the city, while others are merely hucksters, selling from wagons.
Now, note the difference in the systems:
In Berlin the city owns an abattoir

or slaughtering places. All animals killed for the Berlin market must be slaughtered there, by the permission of the food authorities. In this way the city is not only able to know the kind and condition of animals offered for sale, but is also enabled to prescribe the number to be killed daily.
I asked, "Why did the city wish to regulate the amount of meat offered to the market daily?" The explanation was that there are times when, for some reason or other, the farmers will rush more meat on the market than is needed, as in the fall, when cattle are fat and the farmer does not

Maxwell Line of Automobiles

Maxwell "25-4" 5-passenger touring car fully equipped, \$750.00.

(Unloaded two of this model in Plainview yesterday)

SPECIFICATIONS

Motor—Four-cylinder, L-head type, cast en bloc. Bore $3\frac{3}{8}$ inches; stroke $4\frac{1}{2}$ inches. Cylinder head cast separately with valves.

Power—Twenty-five h. p.

Valves—19-16 inch in diameter; enclosed on right side.

Cooling—Thermo-Syphon system.

Carburetor—Our own design.

Ignition—High tension, single system magneto.

Lubrication—Positive circulation.

Plunger pump driven off cam shaft.

Clutch—Cone type in flywheel, Moto-bestos lined.

Transmission—Selective sliding gear type, three speeds forward and one reverse.

Control—Left-hand drive; center control; foot accelerator. 16-inch hand wheel.

Wheel Base—103 inches.

Wheels—Wood, artillery type.

Tires—30 by $3\frac{1}{2}$ inches clincher, front and rear.

Tread—56 inches—60 inches optional for South.

Springs—Front, semi-elliptic 32 inches long. Rear, semi-elliptic 40 inches long. Rear springs shackled to goose-neck at rear.

Axles—Front, drop forged I-beam section, complete with spring seats. Rear— $\frac{3}{4}$ -floating. No load carried on driving shafts.

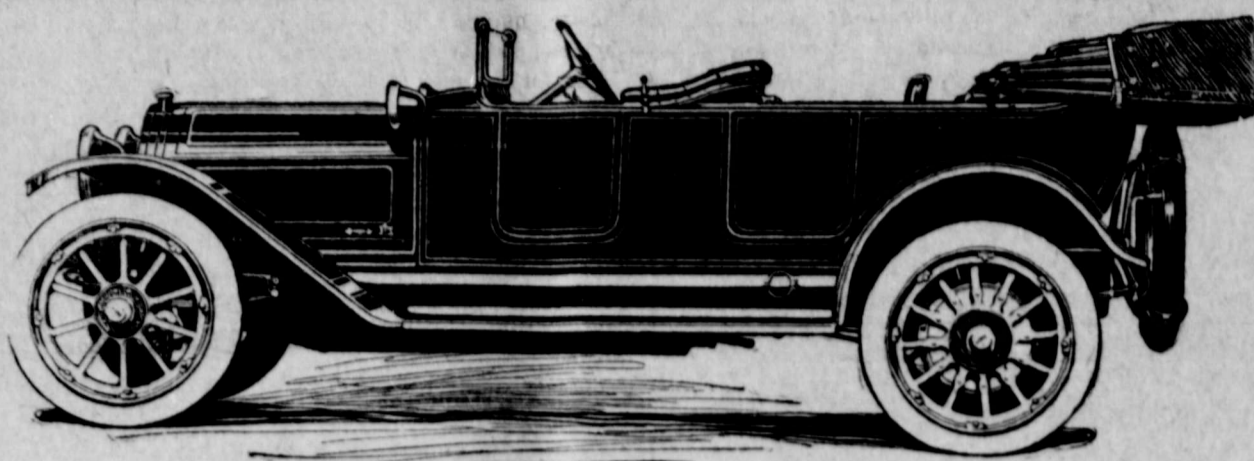
Frame—Pressed steel, channel section.

Brakes—Internal and external, actuated on $12\frac{1}{2}$ -inch drums on rear wheels.

Body—Five-passenger touring car body, large and roomy.

Equipment—Top, Jiffy side curtains, windshield, gas head lights, oil side and rear lamps, horn, speedometer and Prest-O-Lite tank.

Price—\$750.00 f. o. b. factory, Detroit, Michigan.



Maxwell "50-6," 7-passenger, self-starting touring car, fully equipped, \$1975.00

SPECIFICATIONS

Motor—Six-cylinder, L-head type, cast en bloc. Bore 4 inches; stroke $4\frac{3}{4}$ inches.

Horse Power—50—and then some.

Cooling System—Water circulated through honeycomb radiator by gear-driven centrifugal pump.

Ignition—Dual system, Splittorf magneto and dry cells.

Lubrication—Positive gear pump overflow system, individual troughs for each connecting rod. Sight-feed gauge on dash.

Clutch—Large diameter cone, leather faced; six springs under leather for easy engagement.

Transmission—Selective sliding gear type. Three speeds forward and one reverse. Gear ratio $3\frac{3}{4}$ inches to 1 inch on high.

Control—Either right or left hand drive. Adjustable brake and clutch pedals. New type foot throttle. Eighteen-inch corrugated hand wheel.

Wheel Base—130 inches—giving riding comfort heretofore unknown.

Wheels—Wood, artillery type. Demountable rims. Rear wheels have embossed spokes.

Tires—36 x $4\frac{1}{2}$ inches, front and rear.

Tread—56 inches—60 inches optional for South.

Springs—Front, long, flat, semi-elliptic. Rear, very long, three-quarter

elliptic, scroll end springs.

Axles—Front, Timken type, drop forged I-beam cross section. Rear—Floating type, New Departure bearings, designed so that no weight is carried on driving shafts.

Frame—Dropped; pressed steel, channel section.

Brakes—Internal and external, raybestos lined, both acting on 17-inch drums which are bolted to each spoke of rear wheels.

Gasoline Capacity—Twenty gallons, arranged for reserve supply of four gallons. Feed is by automatic pressure, with gauge on dash.

Starting System—Gray & Davis electric individual generator and motor.

Lighting System—Electric—all lights operated on one switch.

Bodies—7-passenger touring car and 4-passenger roadster bodies are furnished. Each luxuriously fitted and upholstered.

Equipment—Select mohair top, glove-fitting envelope and jiffy curtains. Clear-vision storm front; speedometer, electric horn; electric trouble lamp and cigar lighter. Tire holder, with extra demountable rims; electric head, side and tail lights; tools, tire pump and jack.

Price—Seven-passenger touring car, f. o. b. factory, Detroit... \$1,975.00

Maxwell "35-4" 5-passenger touring car, fully equipped, including acetylene engine starter, \$1085.00 — electric starter and lights, \$1225.00.

SPECIFICATIONS

Motor—Four-cylinder, L-head type, cast en bloc. Bore 4 inches; stroke $4\frac{3}{4}$ inches.

Horse Power—35.

Valves—15-16 inch in diameter, enclosed.

Cooling System—Water circulated through tubular radiator by gear-driven centrifugal pump.

Carburetor—Our own design.

Lubrication—Automatic, no moving parts; oil kept at constant level. Oil well cast integral with lower half of crank case.

Ignition—Dual, magneto and dry cells. **Clutch**—Cone type, leather faced. Takes hold softly yet holds firmly when engaged.

Transmission—Sliding gear type, mounted on rear axle. Three speeds forward and one reverse.

Control—Left-hand drive and center control; adjustable brake and clutch pedals. 17-inch hand wheel.

Wheel Base—111 inches; makes a roomy, easy-riding five-passenger car.

Wheels—Wood; artillery type. **Tread**—56 inches—60 inches optional for South.

Springs—Front, semi-elliptic, $36\frac{1}{2}$ inches long. Rear, three-quarter elliptic, 42 inches long.

Axles—Front, drop forged in one piece, I-beam cross section. Rear Axle—Semi-floating type, with Hyatt bearings—heavy car design.

Frame—Pressed steel, channel section. **Brakes**—Very large, 14 inches in diameter, internal and external on same drums.

Gasoline Capacity—14 gallons; gravity feed.

Body—Superbly finished and fitted five passenger body. Deep upholstery.

Equipment—Acetylene engine starter; top, side curtains and envelope. Clear-vision windshield, two gas head lights, two side oil lamps, one oil tail light, Prest-O-Lite tank, tire holder, horn, speedometer and tools.

Price—\$1,085 f. o. b. factory, Dayton, Ohio. Electric starter and lights, over-size tires... \$1,225.00

E. A. Caldwell

307 Polk St., Amarillo, Texas Panhandle Agent Forty-four Counties

MILLINERY TAUGHT IN FRISCO SCHOOLS.

Adults Attend Night Schools for Instruction in Home Economics.

In San Francisco two new evening classes in millinery, a department of home economics in the school department, were opened, one at the Irving M. Scott School, with eighty-nine adult pupils, and the other at the Hamilton School, with seventy-four pupils.

The kindergarten class in the Agazzis School, recently established by the Golden Gate Kindergarten Association, was formally dedicated yesterday morning with appropriate exercises in the presence of a large number of persons.

The annex, specially constructed for this class, was formally dedicated to the little tots, after which there were short addresses by President d'Ancona, of the Board of Education; Director Sarah J. Jones, formerly principal of the Agazzis; Miss Virginia Fitch, president, and Miss Annie Stավall, supervisor of the kindergarten association. This was followed by an

exhibition of kindergarten instructions by the forty-five pupils of the new class and songs and folk dancing by pupils of the Agazzis Primary School, under the supervision of Miss Pauline Hart, the principal.—San Francisco Call.

DRIVING HUDSON TO SANTA FE.

John Brown and Hal Wofford will leave tomorrow for Santa Fe, N. M. They will visit Mr. Brown's ranch, 40 miles south of Santa Fe. The travelers will leave Plainview in Mr. Brown's Hudson 6.

IMPROVED METHODS WILL OVERCOME BEEF SHORTAGE.

Frank Hastings, of Stamford, Tells of the Changes the "Vest Pocket Rancher" is Making.

Frank Hastings, manager of the S. M. S. Ranch, Stamford, Texas, where thirty thousand head of cattle are now held, brings the encouraging word to beef consumers that the cattle shortage as it exists in the United States now will be overcome in the next few years. He says Texas, the natural cattle breeding country of the world, will be a prominent factor in

the reconstruction.

Mr. Hastings says: "In the eleven years I have managed the S. M. S. cattle ranches conditions were never more promising in Texas than at the present time. In the last decade there has been a wonderful change, but that change is for the better. Cattle have been graded up, modern methods have been adopted, and Texas now is capable of doubling its cattle output.

A New Factor in Texas.

The "vest pocket" ranchman, a term which Mr. Hastings says is applied to the small outfits to distinguish them from the big ones, is going to cut an important figure in increased output.

The "vest pocket" ranchman, he says, is getting one to five sections of ground. On that he will be able to carry 100 to 125 head of cattle to the section, whereas formerly only about forty head were held. His method will be to raise forage crops, use silos and fatten cattle.

The Texas Market Fair Now.

"At present, prices for cattle in Texas are as high as elsewhere," Mr. Hastings said. "We will contribute few cattle to fall markets, and all a rancher has to do to find a home sale is to indicate his willingness to dis-

pose of his cattle. This year breeding cows sold at \$50 to \$70 a head; our calves six months old will bring \$25 to \$30 for fall delivery, and some calves, the "Box T" brand, of Higgins, Texas, are said to have sold as high as \$40 a head.

"Such prices, of course, indicate acute shortage, but the prospect for increased production lies in the fact that the entire heifer supply is being held, and in time will contribute to a surplus. Nearly 100,000 cows have been imported from Old Mexico this year in the face of prospective tariff revision, the duty being \$3.50 a head. Most of them were taken to Northwest States, principally Montana.

A Bigger Supply in Sight.

The demand for beef is such that increased production is necessary, and while prices will never be low again, the acute shortage now existing shows that it carries the elements of increased production."

Part of the old "Spur" ranch of 438,000 acres is being sold in section lots and marks the beginning of the "vest pocket rancher" in that part of the State.—Kansas City Star.

Bring your Poultry to RUCKER PRODUCE CO. —Adv. tf.

PUBLIC SCHOOLS WORTH A BILLION.

Surprising Statistics Compiled About the Education of Boys and Girls.

Now, at this back-to-school season, it is interesting to note that—

There are 257,153 public school buildings in the United States.

This school property is valued at \$1,221,695,730.

There are 533,606 teachers.

The cost of maintaining the public schools for one year is \$446,726,929.

There are 9,081,217 boys and 8,953,901 girls in these schools.

It is estimated by the United States Bureau of Education that 2,259,014 new pupils will enter the schools for the first time this September.

The above statistics are given in the September issue of Boys' Life, the Boy Scouts' magazine, which has made these interesting computations:

If all the school children in the United States stood in line with hands on shoulders they would reach from the very northern tip of Alaska to the very southern tip of South America. If the school buildings of the United

States were arranged close together in a single line they would reach from the North Pole to the capitol in Washington.

The school teachers of the United States would fill two cities the size of New Orleans.

"When the "Aquitania" is launched, in April, 1914, it will be the largest steamship afloat, carrying 3,250 passengers.

If the school children of the United States were loaded onto ships the size of the "Aquitania," and a mile allowed between every two ships, the string would reach from New York to Liverpool.

The magazine contains a picture of a tiny country school house alongside the biggest one ever erected—the building at Hester, Essex and Norfolk Streets, New York City, where 4,000 pupils are seated at once.

Miss Lissie Bell Walker would like to give art lessons to some one in exchange for light laundry work. Ad. tf.

A cozy 3-room house, furnished complete. Wish to sell the furniture; very reasonable. Person buying furniture can rent house for \$6 per month. Apply to Herald. —Adv. tf.