

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, FRIDAY, SEPTEMBER 19, 1913

NUMBER FIFTY-FOUR

MORE THAN 1,200 STUDENTS ENROLL

Wayland Had Matriculated 235 This Morning; 185 Have Entered High School.

MUSIC DIRECTOR COMING

Miss Marsalis Has Been Kept Away on Account of Sickness; New Students Entering.

Wayland and Seth Ward Colleges and the Public Schools have an enrollment of nearly 1,250. One hundred and eighty-five had entered the high school yesterday. Total enrollment in the public schools is 850. Wayland College had matriculated 235 this morning, according to President Gates. The College opened Tuesday. This number does not include any duplicates. President Gates said he would have 300 students this year. With 235 the fourth day, that seems a reasonable prospect.

Seth Ward has not yet reached the 200 mark. The north side college enrolled 242 last year. President Pearce says that enrollment at this time is ahead of the same date last year. He expects to enroll 250 students. Seth Ward's endowment of \$75,000, which was raised during August and the first half of September, has put that school in fine condition.

President Gates says that all class rooms, halls, chapel and cornice work on Wayland's Main Building will be finished up shortly. He expects to spend \$3,000 in improvements during the next three weeks. When this is done all friends of the college will be invited to see the building. Wayland's main building is one of the finest in the Southwest. It is valued at \$150,000.

Tuesday night's norther interfered with Wayland's roof garden party. The Plainview band played in the big dining room; students, ex-students and friends crowded the big room and overflowed the hallways. It was a happy crowd, and the party was bubbling over with joy. Why shouldn't he? He had prophesied 150 students and 208 had entered the first day.

Miss Gladys Marsalis, director of music and teacher of piano at Seth Ward, will reach Plainview tomorrow, according to advice received by President Pearce. Miss Marsalis was detained at her home, in Louisiana, on account of sickness. Seth Ward's faculty concert will be announced in a few days.

From a village of 500 people and four school teachers six years ago to a town with 46 teachers and 1,250 pupils, is rapid growth. At that time neither of the colleges existed. In fact, we were 65 miles from the railroad.

LAYMEN TREAT VISITORS TO "JOY RIDE" OVER TOWN.

Staked Plains Delegates Are Enthused by Visit to Demonstration Farm and Pioneer Park.

The pastor, C. R. Hairfield, and laymen of Calvary Baptist Church wish to thank all who contributed in any way to the success of the "joy ride" given the messengers and visitors Thursday afternoon. Especially do they thank the following gentlemen, who so kindly tendered them the use of their cars for this occasion: Joe Ryan, Solon Clements, Jim Hurd, K. Barker, E. H. Humphreys, E. N. Egge, Buck Sams, E. T. Coleman, J. W. Saffie, W. J. Forbes, Mr. Brooks, Mr. McClelland, J. L. Dorsett, Ansley Realty Co.

The visitors were driven over the syndicate farms, to both of the colleges and around over town.

It is putting it mildly to say that these visitors were pleased with Plainview. Their many expressions of commendation and appreciation testify strongly to the fact that they enjoyed every minute of their stay in our city, and they have gone away with a desire to return.

CALLAWAY BRINGS ONION WEIGHING ONE POUND.

E. Callaway, of the Ellen neighborhood, 20 miles southeast, was in town this morning with an excellent exhibit of kaffir, maize and vegetables for the Oklahoma Fair. Mr. Callaway had an exhibit of Early Ohio Irish potatoes, apples and onions. One of the onions weighed a fraction more than a pound, and measured 14 inches in circumference.

ILLINOIS MAN FIRST TO BUY SYNDICATE FARM.

C. L. Ryan, of Galena, Comes to Settle on 160-Acre Irrigated Farm.

C. L. Ryan, of Galena, Illinois, came in to-day. Mr. Ryan was the first man to buy an irrigated farm from the Texas Land and Development Company. His place is 11 miles southeast. It consists of 160 acres and a big well. Mr. Ryan says that he will return to Illinois in about two weeks and bring his family down.

"Standard farms" of the Texas Land and Development Company consist of 160 acres with a well tested to 1,000 gallons of water a minute, twenty acres in alfalfa and five acres in orchard, a modern five-room cottage and good outbuildings.

Paul Kern, of Galena, Illinois, bought 80 acres adjoining Mr. Ryan. W. S. Ayres and H. I. Miller have bought 120 acres and John O. Crockett, of El Paso, has bought 160 acres, all adjacent to Mr. Ryan's place.

PLAINVIEW BAND TO PLAY AT PANHANDLE STATE FAIR.

Messrs. Bonner and Rogers Promise Three Benefits Each for Purchase of Uniforms.

The Plainview Band has contracted to play a six days' engagement at the Panhandle State Fair, next month. The boys have practiced hard. Their music is excellent, and they will do no little to advertise the South Plains metropolis at Amarillo.

Following this contract comes the announcement that Manager Bonner of the Aerodome and Manager Rogers of the Majestic will each give three benefits for the band boys. The proceeds will go towards purchasing uniforms for the band.

Mr. Bonner says the Aerodome will give the nights of September 25, 26 and October 2. Mr. Rogers will give the boys September 24 and 28 and October 1.

BATTLE CREEK VISITS PLAINVIEW.

C. W. Post's Advertising Manager Says Small Farmers Will Be Sought for Post City.

Dr. Charles W. Green, advertising manager for C. W. Post at Battle Creek, Michigan, is a visitor in Plainview. Dr. Green says that the Postex Mills at Post City employ 100 laborers; the number will shortly be increased to 200. It represents an investment of \$750,000.

Mr. Post contemplates erecting another mill at Post City next spring, according to Dr. Green. This second mill will make cotton canvas from cheaper grades of cotton. The present mill takes cotton from the wagon, gins it, and turns out a finished sheeting.

Dr. Green says that crops are good around Post City. His purpose is to secure farmers to develop a large quantity of the land in large tracts.

A BAND STAND IN LAKE.

You May Enjoy Music Now When You Go Boating—Provided the Band is Playing.

The Texas Land and Development Company is building a band stand in Lake Plainview. This will furnish a delightful place for open air concerts, and will make it more pleasing, perhaps, when you take your best girl boating.

The sail boats will be here in a few days, according to H. I. Miller, President of the Company. You can use a row or motor boat until they come. If the lake freezes this winter your skates will come in handy.

SMYTH'S SWEET POTATOES YIELDING 300 BUSHELS.

Colonel R. P. Smyth is growing 300 bushels of sweet potatoes to an acre this year. He has altogether 9 acres planted in sweet potatoes. The Southern Queen is the best variety. Colonel Smyth says. None of his other varieties are producing more than 200 bushels to an acre.

Colonel Smyth says it is not difficult to grow bumper sweet potato crops on the South Plains. These were watered twice.

STUDEBAKER DEALER HERE.

Sam Vaughn came in last night from Amarillo in his Studebaker "Six." Mr. Vaughn is agent for the Studebaker car over 40 Panhandle counties.

28 CHURCHES HAVE DELEGATES HERE

Staked Plains Baptist Association Adjourns to Meet at Crosbyton Next September.

COLLECTION FOR WAYLAND

Delegates Will Finish College Art Room; Association Divides, Because of Unwieldiness.

The Staked Plains Baptist Association, which has been in session with the Calvary Baptist Church of this city since Tuesday afternoon, closed to-day at noon. There are thirty-one churches in this Association. At this meeting there were twenty-eight churches represented. There were two new churches reported organized during the year.

The introductory sermon was preached at 11 o'clock Wednesday morning, by G. W. Tubbs, of Floydada. During the sittings of this body in business sessions reports of committees on all Christian work as fostered by the Baptist denomination were read and discussed.

Rev. W. W. Williamson, of Matador, preached at 8 o'clock Wednesday evening.

The morning session to-day was devoted entirely to transacting business. Rev. Wm. J. Forbes, of Silverton, was elected secretary and treasurer of the Association. J. L. Dorsett, of Plainview, was elected associational president of the Laymen's Movement and R. M. Irick, of Plainview, was made secretary.

B. L. Shook, J. C. Jones, J. L. Dorsett, R. M. Irick and D. W. McGlasson were elected messengers to the Baptist State Convention, at Dallas, in November.

The closing moments were spent by the Association making an offering to go toward finishing the art room at Wayland College. In just a few minutes \$85 was subscribed for this purpose.

This Association has comprised the Baptist Churches of seven counties. It was decided that this territory is too large to do the best work, and the Association was divided, the dividing line being the county line between Hale and Floyd Counties.

Those churches located on the Hale County side will remain as the Staked Plains Association, and will hold its next meeting at Crosbyton, Tuesday after the second Sunday in September of next year. The other Association will form a new organization at such time and place as may be designated by the church leaders.

LIKES PLAINVIEW BECAUSE TOWN NEVER HAS BOOMED.

But Building Has Gone on Steadily During Six Years, Says Visitor; "No Setbacks."

"Plainview never has boomed—that is why I have confidence in the town," said a Fort Worth visitor this morning. And this man is putting his money into Plainview property and buildings.

"The price of real estate has gone steadily upward. When I came out here six years ago there were about 500 people; now there are a few more than 5,000. It has all come by steady building. Each year new homes and new business houses have been put up. This year, I notice, five new brick business houses have already been constructed, and definite arrangements have been made for five more brick buildings. I believe in Plainview and in irrigation on the South Plains."

LAYNE HAS SOLD 51 IRRIGATION OUTFITS.

Layne & Bowler Company have sold fifty-one irrigation outfits in the Plainview country since January 1. They are drilling on their seventh well around Plainview. Mr. Layne has asked that this correction be made because of misunderstanding arising out of the statement that his company had drilled forty-eight wells this year.

DOWDEN GOES TO SISTER NOT EXPECTED TO LIVE.

Mr. and Mrs. E. Dowden left yesterday for Kentucky. Mr. Dowden received a telegram Wednesday stating that his sister was very ill. It was thought doubtful if she might survive until her brother reached her bedside.

Calling Cards at The Herald.

FARMERS GREATEST NEED THEY THINK

El Paso Visitors Say South Plains Has Greatest Irrigation Proposition in the World.

CROCKETT BUYS FAAM

Mayor and Party Come in Special Car to "See for Themselves;" Praise for Pearsons.

C. E. Kelley, Mayor of El Paso, and member of the firm of Kelly and Pollard, wholesale and retail druggists; C. M. Newman, President of the Newman Investment Company; W. L. Pooley, Vice President of the First National Bank; W. C. Brown, Assistant General Freight and Passenger Agent of the Santa Fe Railroad; B. L. Farrar, real estate and mining; Robert Krakauer, of the firm of Krakauer, Zork & Moye, the largest wholesale and retail hardware and implement dealers in the Southwest; and John O. Crockett, Vice President of the Mexico North-Western Railroad and Manager of the Madera Lumber Company, all of El Paso, Texas, are visitors in Plainview.

These gentlemen came in their special car. Yesterday they went in three automobiles with O. M. Unger and Judge H. C. Randolph to look at the country. They will return to El Paso tomorrow. "We came direct from El Paso to see what you really have," said one of the visitors to-day.

These men are heavily interested in Rio Grande Valley land. "It is good land, and we are pleased with the possibilities for irrigation along the Rio Grande," John O. Crockett told a Herald representative to-day. "We don't own land here, but we take off our hats to your proposition. It is the greatest irrigation proposition in the world."

The reputation of the men who are putting 60,000 acres of this land under irrigation is worth more than the land and water. There are no greater developments in the world than the Pearson syndicate. We know them in El Paso, and we congratulate you."

Mr. Crockett was asked what the South Plains needed most. "Farmers," he said. "And the farmer who can't succeed after he goes to the experiment farm maintained just east of town by the Pearson interests has a poor chance anywhere. It is worth more to the country than any individual can ever know; yet it doesn't cost you one cent."

"Place a farmer on every forty acres of your land (and that is ample with your irrigation proposition); then you will get railroads, factories and everything else you want for city building in Plainview. No farmer need fear that he is paying too much for his land out here. With the water you have he can become independently wealthy if he will take care of as much as forty acres, study it and cultivate it intelligently."

Mr. Crockett added, however, that Plainview need not sit down and wait for the farmers to come before going after other things. He thought it might be well to secure one or two more railroads now; also some small factories.

And as a demonstration of Mr. Crockett's faith in what he said to the reporter, he purchased 160 acres of land with a big well from the Texas Land and Development Company. It is situated 11 miles southwest of town.

SHIPLEY "RAILROADS" COAL TO HIS YARD.

Shipley & Shipley have their miniature railroad and their coal elevator complete. A track will carry the loading truck into the railroad car on the siding. This box is filled with coal, shunted back to the elevator, hoisted and dumped into the coal bin. Mr. Shipley has three bins with chutes passing over different sized screens. When coal is ordered your wagon drives in front of the chute, according to the coal you want. A gate is lifted and the coal drops into your wagon, while the slack drops through the screen and is carried into another bin.

PHENIX BRINGS IN FINE WATERMELONS.

A. A. Phenix, twelve miles southeast, brought in a wagon load of watermelons this morning. One of these weighed 46 pounds. Mr. Phenix says a great many of his melons will weigh 50 pounds. They were grown without irrigation.

See The Herald for Book Work.

MAY GET TWO CUTTING OF ALFALFA FROM SOD.

Texas Land and Development Company Has Taken One Cutting from Santa Fe Tract.

The Texas Land and Development Company has already taken one cutting of alfalfa from land which was sod last January. They may reasonably expect another cutting this fall. Alfalfa growers say that this is a good showing.

The land was ploughed during the winter, and flooded. It was then pulverized and alfalfa planted.

E. Graham, north of town two miles, has cut four crops of alfalfa from land on which his hogs ran until June 1. He secured 4 1/2 tons to an acre and has refused \$20 a ton for it. The cost of producing this alfalfa, including hire of labor, hire of team, irrigating and interest on investment in machinery, Mr. Graham says, has been \$26 an acre. That leaves him a net return of \$64 an acre, plus the value of the "clover" to his hogs until June 1.

PRACTICE GAME GOES TO SETH WARD 50-0.

High School Boys Put Up Plucky Contest, but Weight and Training of Collegians Tells.

The first scrimmage of the season went to Seth Ward this afternoon by a score of 50 to 0. The High School boys were good losers. They put up a plucky game all the way through—the kind that makes a follower of the game rejoice. It was clean, fair, and the losers never did quit fighting. Weight and experience told. The collegians have been training under Coaches Crouch and Ben Monning for two weeks. The high school athletes have no coach. They deserve one. Such men are entitled to the best.

No college games have been scheduled by either Seth Ward or Wayland. A letter will be sent out tomorrow to Goodnight College, Clarendon College, Lowery-Phillips Academy and the State Normal School at Canyon City asking them to meet representatives of the local colleges in Amarillo on Monday, September 29, to arrange schedules and in an effort to form a Panhandle Athletic Association.

Seth Ward gridiron warriors are working hard. They show speed, headwork and pep. They should give a good account of themselves in the contest for Panhandle championship.

CHICAGO LADIES' ORCHESTRA TO OPEN PLAINVIEW LYCEUM.

Wayland, Seth Ward and High School Offering Unusual Class of Entertainment.

The Chicago Ladies' Orchestra will open the local lyceum course, at the Methodist Church, Monday night, October 6. Wayland College, Seth Ward and the High School have united to give Plainview one lyceum, and the officials of the Methodist Church were willing that the entertainments be held there, so as to save these institutions expense.

Last year both colleges maintained lyceum courses. This year they have gone together. The result is that Plainview will hear a number of the highest-class soloists and concert companies on the lyceum course. In fact, the companies are the best which lyceum bureaus book.

SOUTH PLAINS WHEAT TOOK FIRST IN WORLD COMPETITION.

Harvest Queen Mills Has Exhibit Which Captured Blue Ribbon at Omaha in 1909.

Albert Hinn, of the Harvest Queen Mills, says that South Plains wheat is the best grown. As proof of his statement Mr. Hinn has an exhibit of wheat which was shown in world competition at Omaha, Nebraska, in 1909. It won first place.

After the award was made, a portion of each exhibit was ground into flour. The flour made from South Plains wheat produced a loaf of bread measuring 168 cubic inches; while the flour ground from wheat which stood next highest in the contest produced a loaf measuring 156 cubic inches. Exactly the same amount of wheat was ground and the same amount of flour used in each case, and all baking conditions were just the same.

This wheat was grown in Swisher County. Last year Hale County wheat won both first and second prize at the Texas State Fair. Irrigated wheat both last year and this year has produced forty to fifty bushels to an acre.

\$6,000 IN SIGHT FOR CLUB WORK

Clerks, Professional and Business Men All Signaling for Chamber of Commerce.

GOOD EXHIBITS PROMISED

E. H. Perry and J. D. Hanby in Charge at Oklahoma City; to Have Itemized Statements.

The finance committee reported last night that it has \$6,000 in sight for support of the Chamber of Commerce during this year. It was thought well that the committee continue its work a few days, as a good many citizens are evincing a desire to "get in." In this way the amount will be carried above \$6,000, so as to make good any failures that may arise.

Clerks, professional and business men, all are signing. E. H. Humphreys has said that a number of young men had come into his store to join the Chamber of Commerce. Practically every young man in town is signing up, with a minimum of \$1 a month.

The committee has met some objection because individuals wanted to know more about what is done with the funds. When it was explained that itemized monthly reports will be published, these men joined willingly. Everybody is in for helping build Plainview. It will be possible, further, for any individual to see a detailed statement of receipts and expenditures of the Club at any time.

The publicity committee reported on a folder that is being prepared for distribution at Oklahoma City, Amarillo and Dallas Fairs.

The by-laws were referred back to the Welfare Committee for general revision.

H. C. Von Struve reported that there is a fund of \$54 to the credit of the Barbecue Committee; also a "Dallas Fair Fund" in the Third National Bank. The Fair Fund, he thought, amounts to about \$150. These amounts were ordered turned over to Frank Hardin, Treasurer of the Chamber of Commerce.

Funds to the amount of about \$300 are deposited in the three banks to the credit of last year's Chamber of Commerce. The Executive Committee asked the privilege of settling the accounts of E. E. Roos and B. O. Brown for money expended on the trip to San Angelo incident to the establishment of the Colorado-to-Gulf Highway, the balance to be turned over to the new treasurer.

It was voted that no special fund be solicited to take care of exhibits at the various fairs, but that this money be taken from the general fund.

E. E. Roos was asked to take up with Santa Fe officials the matter of securing a baggage car to transport our exhibit to Oklahoma City on passenger train schedule. The Oklahoma Fair opens Tuesday, and it seems doubtful if an exhibit sent by freight will reach there in time. The matter of transportation was left in the hands of the exhibit committee and Mr. Roos.

The Oklahoma exhibit will be in the hands of E. H. Perry and J. D. Hanby, and these men will perhaps have charge of the exhibit at Amarillo, too. The Oklahoma City exhibit will be freshened up and sent direct to Amarillo.

The Welfare Committee announced that it will receive applications for secretary, and will notify every subscriber by mail of the meeting at which time a secretary is to be chosen. On motion of Judge Joe E. Lancaster, E. E. Roos, J. W. Grant and John Elder were appointed to receive applications for the place of secretary and to examine the credentials of each applicant and report to the meeting.

A meeting of the Chamber of Commerce will be held Thursday night.

BUILDING THREE TO FIVE CROSSINGS EACH DAY.

Street crossings are going in at the rate of three to five each day. The \$10,000 bond issue will build about 150 crossings, according to Mayor J. L. Dorsett. At that rate it will be about six weeks, making allowance for some bad weather, until all of the crossings are in. Then thirty-day notice will be given property owners that they must build sidewalks. From the fact that only three voted against the bond issue, Mayor Dorsett does not contemplate that it will be necessary to force sidewalk building. The town is entitled to free mail delivery, according to the Federal inspector, just as soon as sidewalks and crossings are put down.

COMMUNITY CORRESPONDENCE

WEST SIDE.

Sept. 17.—On September 8th school started at this place. A number of patrons were present and talked on school affairs. Mr. T. A. Douthit especially urged the patrons, school children and teacher to make West Side the banner school of Hale County. As a means of accomplishing this and having a successful school, he said that the co-operation of the entire community was necessary. The prospects for a good school are very promising.

Mr. and Mrs. Doan moved to Dimmitt, where they will spend the winter with their sheep.

Mrs. Lon Pendley and baby and Miss Iva Garner have just returned from a visit with their father and mother, Mr. and Mrs. T. J. Garner, at Whitfield.

Mr. F. W. Severs has gone to Floydada on business, and will be gone for a week.

Mr. Ira Hammer has been hauling grain from Plainview for Mr. Sowers.

Mr. Holland Phillips and family have moved to Dimmitt with their cattle, where grass is better.

Mrs. T. J. Johnson and family have gone to De Leon, where they will make their home. Mr. Johnson will follow later.

Mr. J. C. Homan helped Mr. W. A. Doan move his household goods to Dimmitt last week.

Mr. Lon Pendley cut his alfalfa last week.

Mr. H. W. Rueter went to Plainview, on business, Tuesday.

Mr. T. A. Douthit went to Plainview Saturday to meet his daughter, Miss Ethel Douthit, and his granddaughter, Miss Mabel West, of Elida, New Mexico.

Mr. F. W. Severs is hauling coal for the school house this week.

Mr. and Mrs. G. O. Colony made a trip to Plainview Tuesday.

Mr. Rueter and son Arthur are busy hauling hay from Plainview.

Mr. John Chilton was in Plainview Monday, on business.

Mr. G. G. Douthit has returned from his trip to New Mexico.

Mr. M. C. Cornelius and Mr. W. McClain went to Plainview Tuesday.

ABERNATHY.

Sept. 18.—Mr. and Mrs. M. Z. Holland and Miss King made a trip to Lubbock yesterday.

Mrs. Ella Funk, who has been visiting her brother, Mrs. K. C. Sterrett, left for her home, in San Angelo, Texas.

Mr. J. M. Janes and Miss Locky Murray were married last evening at 8 o'clock. Rev. C. D. Ross performed the ceremony. Many of their friends were there, wishing them long and happy lives.

Last Sunday was Brother Ross' regular appointment at Strip, and also the date of the singing convention. In the morning they had preaching

and baptizing; then a good, old-fashioned basket dinner, which every one enjoyed, and the afternoon was spent in singing. Mr. Box, of Kress, was here with several of his class at that place. They sang a quartette, which was enjoyed by all and showed they had a good manager.

Mrs. A. B. DeWald and Mrs. S. P. Merrill spent the afternoon with Mrs. K. C. Sterrett one day this week.

Mrs. Will Herral is having a new silo built this week.

Mr. I. N. Belcher filled his silo, this week.

Mr. W. N. Claxton was in Abernathy, on business, Wednesday.

Miss Reba Merrill gave a social last Friday evening in honor of her cousin, Miss Bessie Hagans, who has been visiting her for a few weeks. There were about forty young people there. They played many games and had a good time. They were served with refreshments of cake and fruit salad. They all departed at a late hour, reporting a very enjoyable evening.

KRESS.

Sept. 10.—Miss Eunice Estes went to Canyon this week to attend the State Normal College.

Mr. J. Bush drove to Tulla Tuesday.

Miss Blanche Scheihagen went nineteen miles east of Kress the 1st of September to teach school at Alexandria.

Mrs. A. Luke and two children went to Dallas the 2nd of September to spend the future.

Mr. Bert Formway and Miss Bessie Hamilton were married last Friday, and will live in Whitfield.

Miss Johnnie Estes went to Hereford to attend the public high school.

The Embroidery Club met Friday at Mrs. J. Fedderson's, near Auburn.

Mr. E. H. Thompson had a public sale Saturday. He and his family will make their future home back in Kentucky.

Millard Dustman was one of the lucky ones who drew a \$7.50 prize at Tulla Saturday.

Mrs. A. Baker has been visiting with her parents, Mr. and Mrs. Estes, and left Sunday for her home, at Tulsa, Oklahoma.

Mr. J. V. Boston went on a business trip to Kansas last Wednesday.

Sept. 17.—Mr. R. Lyons went on the train to Tulla Monday.

Mr. J. Estes, of Auburn, was a caller in Kress Tuesday.

Mr. Los Knight was a business caller in Plainview Thursday.

Mr. Frank Robards has bought a new top buggy.

Mr. and Mrs. Will Rousser drove to Tulla Friday.

The Embroidery Club met at Mrs. Estes, at Auburn, last Friday.

Rev. Robison preached at the M. E. Church Sunday morning.

Rev. Cunningham, Presbyterian, from Tulla, preached at Kress Sunday afternoon at 4 o'clock.

Mrs. and Mrs. J. Bush drove to Plainview Saturday to look at the irrigated crops.

Professor Hinshaw's daughter was on the sick list last Saturday.

Dr. Ford autored to Auburn Tuesday

More Groceries for Less Money

We offer you more good, fresh, clean groceries for less money than you can possibly buy from anyone who isn't selling out. If prices really appeal to you, you'll order from this entire list.

1 doz. green stringless beans worth \$1.50 our price \$1.10	5 gal. best oil worth now at this store 65c	Curtis Bros. Tomato Catsup 30c size 20c
Extra fine stringless beans worth 25c, a can 15c	Hippo Washing Powder per package 3c	Ripe Olives 50c size 28c
1 doz. No. 1 pork and beans worth \$1.25, only \$1.00	Rub-No-More washing powder a pkg. 3c	Royal Seal Oats 15c size 11c
1 doz. 3 lb. red beets worth \$2.00 only \$1.40	Dodson & Braun bluing 25c size 18c	Soapade, per package 3c
One dozen Searchlight matches 50c, only 35c	Red Kidney Beans per can 8c	All Spices, ground or whole, 10c size 5c

Fresh Fish and Oysters, Celery and All Kinds of Fresh Vegetables All the Time.

Vickery-Hancock Grocery Company

JOSEPH FOWLER, Assignee

Busy Bee Cafe

Sunday, Dinner, September 21

- Soup
- Cream of Celery
- Relishes
- Sliced Tomatoes Celery Hearts
- Entrees
- Oysters—a la Baltimore
- En Timbales,
- Banana Fritters
- Cream Sauce
- Meats
- Roast Young Turkey with Cranberry Sauce
- Roast Leg of Lamb with Mint Sauce
- Vegetables
- Snowflake Potatoes
- Asparagus En Creme
- Tiny Lima Beans
- French Peas
- Dessert
- Hot Mince Pie with Cheese
- Cream Pie, Coconut Pie
- Drinks
- Tea Coffee Milk Ice Tea
- Cafe Noir American Cheese

50 Cents Per Cover

to treat Mr. J. Walker's baby girl. Mr. Fedderson, of Auburn, and Mr. Scott, of Tulla, will each ship a carload of cattle to Kansas Friday. Mrs. Gaylor visited Tuesday with her son, John Gaylor, west of Kress. Mr. and Mrs. Box and her two sisters, from Oklahoma, autored from Kress Sunday to Abernathy to attend the Baptist convention.

PRAIRIE AVENUE.

Mr. Baggett had his finger badly hurt by a nail last week.

The young people had a fine singing Sunday night at Jim Pullen's.

W. G. William, Jas. Pullen and Jim Baggett were Plainview visitors last Saturday.

Mr. Wasson and family were guests of T. J. Shelton and family Sunday.

W. C. Ooley and Miss Hazel attended meeting in Plainview Sunday.

R. B. Mercer and wife and Miss Clara were guests of Jas. Pullen and family Sunday.

Mr. Will Palmer and Miss Holland were guests at the Barrett home Sunday, and accompanied Mr. and Mrs. Barrett to the canyon for an outing.

HALE CENTER.

Sept. 17.—Irrigated crops are as fine as could be desired. Alfalfa, wheat, oats, kaffir and maize are all responding in bountiful crops.

Last week's rains have put the grass to growing and crops to maturing in a surprising way. If frost comes not unusually early a crop of feed on dry farming lands is assured.

SHAKESPEARE A BIBLE STUDENT.

E. H. Sothern Contradicts the Statement That the Poet Ignored God.

In contradiction to a statement made by a French writer asserting that Shakespeare had ignored God in his plays, E. H. Sothern has looked into the subject, with the result that he finds that the Deity is mentioned no less than seven hundred times in the Shakespearean dramas.

"Even in 'Richard III,'" he points out, "the Supreme Being is mentioned ninety-seven times. Shakespeare makes reverent use of the word 'Almighty' six times, while the word 'Redeemer' is twice used in 'Richard III.' The Holy Ghost is never mentioned, and the word 'Savior' only once. "That Shakespeare was a close Bi-

ble student is instanced by the fact that forty-three Bible characters are mentioned in the plays, some of them as many as ten times. Scriptural incidents and places, such as the Bull of Bashan, the field of Golgotha and the bosom of Abraham, are referred to in fifty or more places. There are also hundreds of Bible phrases used, in most cases literally strewn throughout the works. He has also used Scriptural themes profusely, and the moral inculcations of the plays are identical with those of the teachings of the Bible."

PETERSBURG COUNTRY IN GOOD CONDITION.

J. W. Armstrong Says Southeast Part of County Has Grown Fair Crops.

Petersburg country is in good condition, according to J. W. Armstrong, merchant, of Petersburg. Mr. Armstrong says they have had two rains recently. This is bringing out late forage crops nicely.

Early forage is already matured, Mr. Armstrong says, and is yielding well. West of Petersburg a good many silos are being put in. The Petersburg people believe that they have the best part of Hale County, and, judging from the exhibits they furnished for last year's winnings at the State Fair, they seem to be pretty nearly correct.

Mr. Armstrong says that J. C. ("Daddy") Foard's family left Tuesday for Arkansas. Mr. Foard was one of the old residents of Petersburg.

A pair of double second-hand Shetland Pony Harness for sale cheap. PLAINVIEW BUGGY CO. —Adv. tf.

ADENOIDS ARE A MENACE TO CHILDREN.

Babies and young children must be carefully watched for the growth of adenoids, which spoil the mental and physical life of a child. They usually result from a succession of colds and throat irritations, and their presence is so productive of harm that many school boards have an examining physician to detect them. The conditions that cause them may be easily avoided by careful parents. Quickly and thoroughly cure all colds and throat irritations by the use of Foley's Honey and Tar Compound, and adenoids will not develop. R. A. Long's Drug Store. —Adv. 56

SETH WARD'S Fine Arts Teachers Are Established in Plainview



Studios in Town

VOICE

At Home of Mrs. Cora Pritchett PIANO AND EXPRESSION At Home of Mrs. Minnie Reeves

BEAUTIFY YOUR HOME

MAKE it an attractive place in which to be by placing a graceful palm, a pretty fern or a green flowering plant here and there. We invite you to call and see our big stock of potted house plants.

PLAINVIEW FLORAL CO. PHONE 195 FOR CUT FLOWERS

BEGIN NEXT YEAR'S BUG WAR BY BURNING WEEDS NOW.

This Fall is Time to Destroy Eggs of Insects, Fungi, Smuts and Pests.

Start next year's bug war right now, by burning the weeds and grasses that have accumulated in the hedges and fences, says the St. Louis Post-Dispatch.

For a long time the various agricultural college authorities, aided by the Federal Department of Agriculture, have endeavored to eradicate such well-known pests to perfect wheat production as the Hessian fly and chinch bug. It has been learned by practical farmers as well as scientific investigators that dangerous pests of this kind, and also grasshoppers and undesirable moulds and fungus

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.

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

COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

growths, which are also dangerous to wheat and other crops, find shelter and food in the numerous weeds around the fence corners.

Even among the better farmers fence corners often are neglected, and not only is space lost by the old-time worm fences and the later hedges, but in the case of corn the rows nearest to the fence and hedge are unproductive, not only because of the shade, but because they are damaged by the different insect pests and fungus growths, which obtain food and shelter in the weeds and shrubs along the fence rows. These pests often spread over the entire field.

The remedy is easy. After the crops are off, burn these weeds. With the old-time fence posts this would be dangerous. Nowadays, by installing concrete posts and wire fence, which cannot burn up, there is no danger or other hazard in the use of fire as a constructive agency.

Concrete posts easily can be built by the farmer on rainy days and during the winter months.

By burning the weeds and grass around a field, a farmer will destroy millions of dangerous insect eggs, and make a good start toward insuring a good wheat crop next year.

EVEN THE DROUTH CORN MAKES EXCELLENT SILAGE.

Silos Can Be Quickly Built and Will Pay for Themselves in Two Years at Most.

Much corn in the drouth districts this year can be used more profitably in silage than in any other way. Silage is a very profitable feed. While good corn makes better silage than poor corn, it is possible to make very good returns through silage from corn which has very few ears, says the St. Louis Post-Dispatch. The same is true of kaffir and maize.

It is not too late for silos to be built. Some very good silos have been built recently in Illinois, including wooden silos, stave silos, clay block silos, and solid concrete silos. Any one of these silos will pay for itself very quickly.

It is usually considered by farmers who use them that silos pay for themselves within two years, and the bene-

fits thereafter are clear profit. Any man who is feeding beef or dairy cattle can increase his income considerably through a silo. This is especially true in handling drouth-stricken corn to advantage.

MEADOW LARK PROFITABLE FRIEND OF FARMER.

Insect-Eating Bird Turns to Grain Only After Bugs and Weed Seeds Are Gone.

Every farmer should protect the meadow lark. He is your friend, and a mighty helpful ally, not only because of the large number of harmful insects and weed seeds that it eats, but because it has no bad habits.

Its food consists mostly of insects. It is one of few birds that will eat the hairy caterpillar and does not stop at bugs with a disagreeable odor. At the time of the year when insect life is scarce the meadow lark turns to seeds of various kinds for its food, destroying large quantities of weed seeds.

When other food is scarce it will pick up the grain which has been scattered during harvesting, but will not touch grain under ordinary circumstances.

Farmers everywhere should use their influence to have laws passed that will protect them and also should post notices against hunting.

YOU MAY HAVE WEED CROP IT WILL PAY TO CULTIVATE.

An Oregon farmer living 20 miles from Oregon City is harvesting a rather unique crop, teasels. The teasel is a burr for which the manufacturers of cloth find a use in raising the nap of the goods, a process for which no inventor has ever been able to invent a mechanical substitute. The ranchman in question has 70 acres of this crop, and during the harvest season employs 40 men.

CALHOUN BROS. TO BUILD FOUNDATION FOR GARAGE.

Rev. C. S. Fields has let a contract to Calhoun Bros. to put in the foundation for his new garage on North Pacific Street. Mr. Fields has ordered the brick and other building material. He is not certain yet whether he will let a contract for the entire building or supervise it himself.

This garage will have a plate glass frontage of fifty feet. It will be occupied by Egge & Corlett.

THE DRINK MOTIVE.

The desire for alcoholic drinks is increasing with the advance of civilization, in spite of the vigorous and often successful efforts to restrain it, asserts a writer in the Popular Science Monthly, and asks why. He dismisses as valueless the theory that men drink "to drown sorrow." The desire for alcoholic drinks, the writer asserts, is as strong among the classes living in luxury as it is among the plodding, underpaid laborers. The drink motive, therefore, must be more basic, more universal, he says.

The writer, Prof. G. T. W. Patrick, finds this drink motive in the "storm and stress" of modern life on the one hand and in the lack of proper relaxation afforded by modern society on the other. As civilization advances, he says, life becomes more and more intense. Progress drives mankind on with a "relentless whip." It demands "ever greater and greater specialization, application, concentration, and powers of conceptual analysis." Against this "ceaseless urging" the tired brain rebels. It cries out for rest and relaxation. It is at this point that the alcohol motive springs into being.

The kind of rest and relaxation which the overstrained brain demands

is best supplied by wholesome outdoor sport and play. That kind of relaxation tends to put the higher brain centers to sleep, says the writer, "while providing employment for the lower ones." But the active, vigorous sport and play needed to restore and refresh the tired brain are not to be had in our large, congested cities. Relaxation, however, the brain must have, and if it cannot get it in a wholesome, natural way it will seek "artificial relaxation." In the early history of the race artificial means of relaxation were found in drugs. The opium smoker of the orient today is an example. In using the drug he responds to his brain's cry for relaxation and supplies it quickly and easily for the moment, though, of course, at a fearful cost in the end. The period of relaxation induced by drink is followed by a period of depression which tires and weakens the brain and leaves it less fit and less recuperated than it was before inducing this artificial relaxation.

This scientific analysis and explanation of the drink motive, which lays our ever-increasing intemperance at the door of the "all work and no play" principle of modern society, of the modern city, might well be pondered over, not alone by the temperance advocates, but by the city fathers of this and other communities. It is the most effective argument for parks and playgrounds, for wider facilities for fun and relaxation for the masses.—Chicago Tribune.

SANTA FE ESTABLISHES FARMERS' EXCHANGE BUREAU.

As a part of its plan for co-operating with the farmer, the Santa Fe Railroad has established an "Exchange Bureau." Mr. Bainer says:

"In connection with the Santa Fe Agricultural Department, in Amarillo, Texas, we have a 'Farmers' Exchange Bureau,' which has been in successful operation for some time. The service of this bureau is free to those farmers and producers who desire to use it.

"In this bureau we list the names of farmers having something to sell, as well as those who desire to buy. For example, if a farmer writes that he has choice seed for sale, or a Holstein cow, or some other animal, we immediately look over our list and possibly find that some other man is looking for this very seed or animal. We get these people in communication, usually by letter, and the result is that both are benefited.

"If you have something to sell in

208 Students the First Day of Enrollment at Wayland Baptist College

But There is Still Room for Y - O - U

We Offer You

An exceptionally competent faculty, strong course of study, special training in Art, special training in Music, a splendid Business Course, special work in Elocution, newly equipped and furnished Class Rooms, Dormitories and Laboratories, an opportunity for Physical Development.

Wayland Needs You and You Need Wayland

Write, Phone, Wire or See

I. E. GATES, President

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

"The Man Who Knows"

John Conner of Conner Electric Company

Phone No. 13 and have him call to do your housewiring; for prices on fixtures; for repairing and installing motors; for fixing the electric lights in your automobiles so you won't have to stay home nights; and for all electrical works. If it's electrical, he is

The Man You Want

We carry a full line of lamps at the prices that went into effect September 15th. We have a small stock of fixtures. Hot-Point Irons now on hand but we expect in the next 30 days to have a full stock of the Hot-Point line.

Conner Electric Company

MICHELIN TIRE PRICES Reduced

EFFECTIVE SEPT. 15

SIZES—	TUBES		CASINGS	
	OLD	NEW	OLD	NEW
30x3	\$ 4.50	\$4.00	\$14.75	\$13.75
30x3½	\$ 5.50	\$5.00	\$21.50	\$19.50
34x4	\$ 8.00	\$7.25	\$33.25	\$30.75
36x4½	\$11.00	\$9.85	\$43.75	\$40.00
37x5	\$11.00	\$9.85	\$54.00	\$49.00

Substantial Reductions on All Sizes One Quality Only--The Best

Plainview Rubber Co.

CATTLE HIGHER AT K. C.; DEPRESSED AT CHICAGO.

Kansas and Oklahoma Have Sold 80 Per Cent of Marketable Cattle; Heavy Receipts Expected from Panhandle.

Kansas City Stock Yards, Sept. 15.—Cattle received here last week were 63,000, and 8,000 calves. The market was 25 to 60 cents higher on the various grades, with the single exception of heavy fed steers, which lost 10 to 15 cents. A bad cattle market at Chicago last week failed to depress anything here except the heavy steers.

The drop in receipts here was aided in price boosting by rains over the dry sections during the week. Receipts here to-day are 23,000, exceeding the estimate somewhat but the market is stronger on everything, some sales 15 cents higher. Native fed yearlings sold at \$9.25 to-day, which is equal to the extreme top paid in Chicago last week, and a load of 1,585-pound natives sold at \$9.00.

Good Kansas pasture steers are scarce, and sell up to \$8.10, bulk at \$6.75 to \$7.50. Sixty cars of quarantine cattle came in to-day, market stronger, 40 to 60 cents higher than a week ago, good grass steers at \$6.75 and common East Texas and Louisiana steers, grazed in Oklahoma, at \$5.50 to \$6.15.

Stock steers and feeders are 10 to 15 cents higher to-day, some Panhandle yearlings topping the stocker market at \$7.90, other stock steers ranging from \$5.50 to \$7.50, feeders at \$6.00 to \$8.00. Supply estimates ahead point to reduced receipts of cattle from every section, compared with last year, with the possible exception of the Panhandle country.

Kansas and Oklahoma have run 80 per cent of their marketable cattle, and will not swell September and October receipts, as is the usual custom. The quarantine territory is also about done, and the market is in the hands of the rangemen. The corn states are still ravenously for cattle, many bare spots remaining, and packers are finding a good outlet for beef, which makes fall markets look attractive.

Hogs received here last week, 45,000 head; market satisfactory till Thursday, when there was a big drop. Prices held steady thereafter till the end of the week, and the sales to-day are 10 to 15 cents higher. Top to-day is \$8.60, where three or four loads sold, bulk of sales, \$8.00 to \$8.55.

Order buyers bought 11,000 hogs here last week, for shipment to various killers in the East, their largest buying this fall. They were active to-day, paying \$8.35 to \$8.60 for the pick of the hogs, packers taking the remainder at \$8.00 to \$8.45.

Sheep and lambs sold 10 to 15 cents higher the last half of last week, except feeding lambs, which declined 15 to 25 cents. The market is steady on feeders to-day, about 10 cents lower on killing lambs; receipts, 14,000.

Practically all the Utah lambs here to-day sold at \$7.15 to \$7.35, feeders around \$6.35, ewes \$3.75 to \$3.85.

Native lambs lack quality, and sell around \$6.85, native ewes up to \$4.25, yearlings \$5.25.

J. A. RICKART, Market Correspondent.

ABILENE BOYS ROW TO COLLEGE IN CANOE.

Ted Sayles and T. G. Jones Make 400-Mile Trip to Austin Down Colorado River.

Ted Sayles and T. G. Jones, two young men of Abilene, Texas, have completed a trip of over four hundred miles down the Colorado River in a 16-foot canoe to enter the University of Texas. The trip is one of the most unique means ever adopted by a student entering the University. Several years ago a student who was a cowboy rode his horse from his home in Plainview, a distance of five hundred miles, to Austin to enter the University. This summer Edward Harvey, a country school teacher from Plano, rode the two hundred and fifty miles to Austin on his motorcycle to enter the summer school, and, too, there rumors among the students that some of their fellows have arrived on freight trains.

Sayles and Jones were seven weeks on their trip, although the actual traveling time was three weeks. They spent their time in camping at the most beautiful camping sites along the river, hunting, and fishing. They were driven from the river several times by rises. Once their canoe capsized and they had considerable trouble in saving their canoe and supplies.

Upon reaching Austin, the young men went into camp to await the opening of the University, on September 24th.

FARMERS SAVE BEEF CLUBS.

By Co-Operative Slaughtering a Community Is Supplied with Fresh Meat.

The co-operative beef club is beginning to solve the problem of furnishing fresh meat for farmers in the summer months at a nominal sum. Such a club is composed of about twenty or more farmers who organize and dispose of at least one beef each week. This is operated in connection with a creamery or at some convenient place in the community. A beef is slaughtered once a week, usually on Friday evening, and put in a cellar to cool for a night. The next morning the carcass is cut and divided into twenty parts, or as many parts as there are members in the ring.

The sliding scale is followed, and each member gets a different portion each week until each has received a whole carcass. A price by the pound for the different cuts is agreed upon and cash paid for the meat. The proceeds are used for buying the animals and paying for the labor spent in dressing and cutting. Several of these clubs have been successfully operated in Minnesota during the past summer. The farmers have had fresh

Drugs and Jewelry

Service! Service! Service!

That's what we mean--clean, sparkling glasses and snappy soda water along with it.

We make a specialty of fancy cream at our Fountain and our menu will be changed daily.

Try our Banana-Nut, Neapolitan Bisque and Caramel Ice Cream this week.

Also we serve Green Olives with Limeades and Whip Cream on Milk Chocolate. --- Emory Davenport, Head Dispenser.

Norris

Atlanta Made Candies

Are the most delicious confections made. You'll say so when you sample them.

J. W. Willis Drug Comp'y

Prescription Dept. Phone 210

Store Phone Number 44

until the Thirteenth Century, when a map appeared in Italy which was constructed with the aid of a compass.

BENEFITS LOCAL PEOPLE.

Plainview people have discovered that A SINGLE DOSE of simple buckthorn bark, glycerine, etc., as compounded in Adler-i-ka, the German appendicitis remedy, relieves gas on the stomach and constipation AT ONCE. J. W. Willis, Druggist. ---Adv. 54

**A Very Fine Smoke
A Very Small Price**



Surprise yourself—right now. Step up to the nearest cigar case and exchange a nickel for one J. M. M. SMOKER. Smell it, taste, light it, smoke it. Delight yourself with a taste, a fragrance and aroma just as delicious as you have been accustomed to in cigars costing from twice to five times as much.

If you'd rather pay a nickel for a cigar than a quarter you can't do better than get the J. M. M. SMOKER. You'll get your money's worth, and then some. You'll get a genuine, Cuban, hand made, clear Havana cigar and all the pleasure and satisfaction that only a genuine Havana cigar can give. It's a fact. One smoke will prove it.

J. M. Martines Company, TAMPA, FLORIDA. Platter Tobacco Company Distributors

PAINTING and PAPER HANGING
Signs and Decorating
PHONE 425
Work Satisfactory
VAUGHN & ROEX

WE WANT YOUR CREAM
We offer you a steady market and the best price
PLAINVIEW CREAMERY CO.



From the Housetops

we wish to proclaim the advantages of having a bank account with us. Safety and carefulness, combined with liberality, courtesy to all, and a desire to be of service to our customers, the high position of our officers and directors in the estimation of our merchants are a few of the reasons why you should have your account here.

Third National Bank

meat all the season through at five cents to twelve cents a pound.—Better Farming.

WHERE ONE BUILDS SILO, NEIGHBORS ALL FOLLOW.

County Expert Finds No Knockers Among Those Who Have Tried the Feed.

Every owner of a silo who has spoken to me about his experience is enthusiastic about it. In the Delavan community several silos were built last fall, and the neighbors built silos this summer.

Steers fed on silage last winter did exceptionally well, equal to those receiving alfalfa hay. A silo 16 feet in diameter and 30 feet high, which is the common size, holds all the silage 50 steers will eat in six months, even though they receive no hay, provided they are on a full feed of grain.

Silage, without hay, gives good results with steers when two or three pounds of cotton seed meal are fed

daily with corn. The silo is no longer an experiment, and it will pay any farmer who feeds cattle to build a silo from permanent materials.—E. T. Robbins, County Agent, Tazewell County, Ill.

BARS SLIT SKIRTS ON CO-EDS.

Dean of Ohio Wesleyan Orders Young Women to Rooms to Sew Up Fashionable Apertures.

Two co-eds of Ohio Wesleyan University were forced to quit their classes Monday, says a Delaware, O., dispatch, go to their rooms, and sew up their new slit skirts.

And besides they were ordered never again to appear in classes with the hems of their skirts notched.

Dean Newberry of Monnett Hall was the one who established the precedent of barring the slit skirt.

No official edict was issued, but when the dean noticed the two girls this morning she called them to her office and sent them to their rooms to do the needlework.

NOLAN COUNTY FAIR PROMISES GOOD SHOWING.

Annual Exposition Will Be Held in Roscoe Wednesday, Thursday and Friday, October 8, 9 and 10.

The Annual Fair of the Nolan County Fair Association will be held in Roscoe on October 8, 9 and 10, and an elaborate exhibition is being planned. The Association has assurance of the largest line of horses that has ever been here, and the exhibition of poultry, the women's department and of agricultural products bids fair to be good, and worth seeing. The association invites the co-operation of

everybody in this part of the country to take part and furnish some kind of an exhibit, or to come and spend one or more days at the fair.

In addition to the races, a carnival company will have several shows, a carry-us-all and a Ferris wheel. A good band will furnish music for the three days' entertainment, and there will be speaking and many forms of amusement. The railroads will give low rates. Roscoe will be glad to have you as their guest on these days—October 8, 9 and 10. Come.

NOLAN COUNTY FAIR ASSN., Roscoe, Texas.

FIRST MAP MADE ABOUT 560 B. C.

Anaxamander, a Pupil of Thales, Sketched One in the Form of a Disk.

Anaxamander, a pupil of Thales, about 560 B. C., sketched the first map. It was in the form of a disk. Democritus of Abdera, about one hundred years after, with a wider range of knowledge, drew a new map, giving the world an oblong form, showing extension east and west, rather than north and south. The first application of astronomy to geography was made by Pytheas of Marseilles, about 326 B. C., he having made the first observation of latitude. Hipparchus of Nicaea, 162 B. C., first determined latitude and longitude. Marinus of Tyre, about 150 B. C., was the first to make use of Hipparchus's teachings in representing the countries of the world. Claudius Ptolemy of Pelusium, Egypt, about 162 A. D., was in reality the first scientific map maker. Notwithstanding errors in boundaries and locations, the method was correct. The Romans contributed nothing to map making. No improvement was made in it from the time of Ptolemy

Tire Repairing

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

Carter-Winn Rubber Co.
Plainview, Texas

FEDERAL TIRES

Are Durably Built with "Extra Service" and Greatest Satisfaction to users Constantly in Mind.

Federal Tires are REAL economy tires, because they reduce up-keep expense and give more mileage in proportion to cost than found in most tires.

Buyers who know, choose FEDERAL TIRES. Automobilists who are keenly interested in the service of their tire equipment, select Federal Tires--because of their "Extra Service" feature and absolute dependability under all conditions.

Give FEDERAL TIRES a Trial--Note the Difference. After all, service is the real test of Federal Tires. Put them on your car and see how they compare with other tires. Check their mileage and see how many more miles they give. When you give Federal Tires this test, no further argument will be necessary. You will be convinced that Federal Tires are extraordinary in the "extra service" which they render.

Edge-Corlett Auto Co.
Plainview Distributors Amarillo

\$2.00 for a Name

There are no strings to this Contest. You need not buy anything in order to enter. Just write the name you think most appropriate on a piece of paper, place it in an envelope and mark across the face "Name Contest." Bring or send it. If the name suggested by you is selected we will send you a 2 lb. box of "Beich's Chocolates". Contest closes Sept. 20.

BLASINGAME & KLINGER
PHONE 263

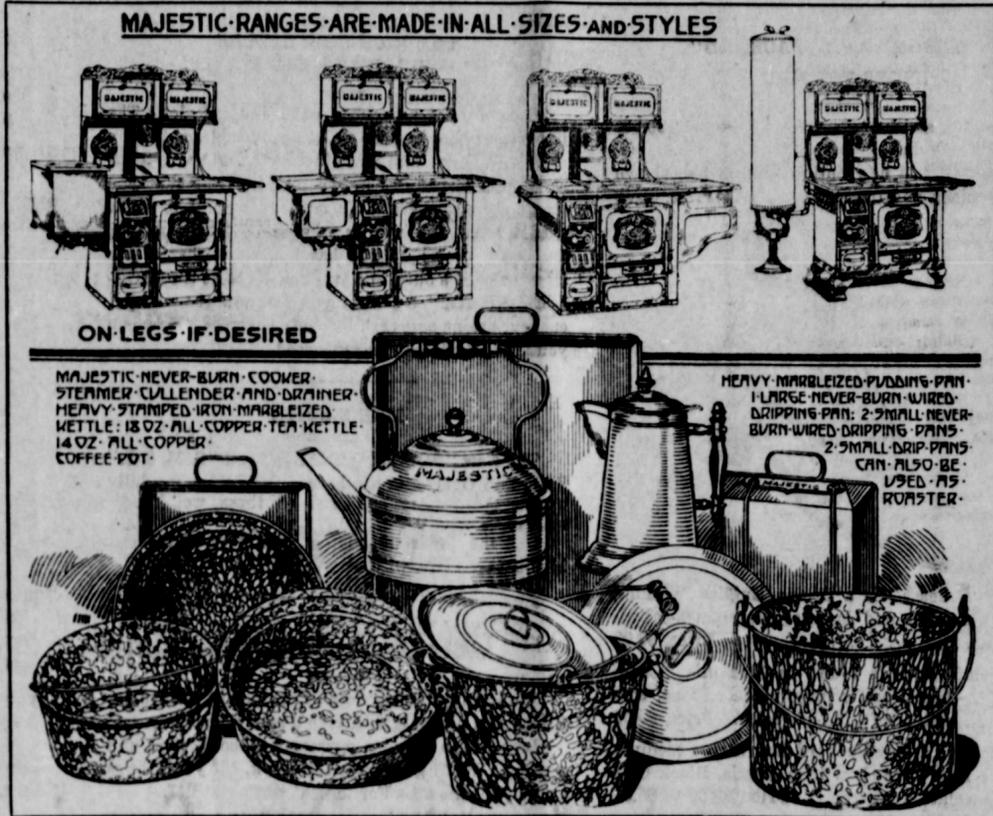
Special Demonstration and Sale GREAT MAJESTIC RANGES

Monday Morning, October 6th to Saturday Night, October 11th
One Week Only

Save \$8.00

As a special inducement during our demonstration week only, with every MAJESTIC RANGE sold -- prices always the same--we will give free one handsome set of ware as illustrated here.

Every piece of this ware is the best of its kind. Not a piece that is not needed in every kitchen. It cannot possibly be bought for less than \$8. This ware is on exhibition at our store. DON'T FAIL TO SEE IT.



Special

All during this week a special demonstrator direct from the Majestic Factory will be glad to show you "all about Ranges"--show you why the Majestic is the best range on earth at any price.

Come, If You Intend to Buy or Not.

Education lies in Knowing Things--Know why the oven of a range is heated--Know how the water is heated--How the top is heated--Why the Majestic uses so little fuel--Know how a range is made inside and outside. This education may serve you in the future. Don't Overlook a chance to Know Things shown by one who knows. Come.

Which Shall It Be?

Do you intend to continue laboring, burning valuable fuel and destroying high-priced food with that old worn-out cook stove? You KNOW that old stove eats up a lot of fuel each year. You KNOW you have trouble in getting it to bake just right, in fact, spoil a batch of bread every once in a while--you know it costs considerable for yearly repairs. Stop and think and figure. Wouldn't it pay you to buy a good range--a range with a reputation--

THE GREAT MAJESTIC MALLEABLE AND CHARCOAL IRON RANGE

You make no mistake in buying a Great Majestic--it's the range with The Reputation--ask your neighbors. Then, too, it's made just right and of the right kind of material--Malleable and Charcoal Iron--riveted together practically air tight--lined with pure asbestos board--parts being malleable can't break--has a moveable reservoir and an oven that don't warp--that's why the MAJESTIC uses so little fuel, bakes just right every day in the year [browns bread just right all over without turning], heats 15 gallons of water while breakfast is cooking--properly handled lasts a lifetime, and costs practically nothing for repairs. Don't buy the range you expect to last a lifetime "unsight unseen;" you'll be sure to be disappointed. Come to our store during demonstration week, see the GREAT MAJESTIC--have its many exclusive features explained--find out why the MAJESTIC is 300 per cent. stronger than other ranges where most ranges are weakest.

Children Souvenir Day 150 MAJESTIC BIRDS FREE

Monday between 3 and 5 p. m.
The first 150 boys and girls who present to THE MAJESTIC RANGE SALESMAN at our store, between 3 and 5 p. m. Monday, October 6, written answers to the following questions, will receive a "Canary Bird Souvenir" FREE.

- 1--What range is your mother now using?
- 2--Do you know anyone needing a new range? Who?
- 3--Why is the Great Majestic the most durable range made?

50-cent Article FREE!

The one giving neatest and best answer to the last question may select any 50-cent article from our stock, in addition to the Souvenir. Don't be discouraged if you are not one of the 150 to get a Canary Bird Souvenir. You will get a Majestic Puzzle Card. Something for all the boys and girls. You can have worlds of fun with the Majestic Bird--it imitates the canary to perfection. Be sure you have your answers ready to hand in at our store Monday Afternoon, between 3 and 5.

Don't Overlook the Date. This is a Special Invitation to You and Your Friends and Neighbors

Donohoo-Ware Hardware Company

Phone 80

LOST ARTS OF THE FARM.

Neglect of Stock Raising, Gardens and Orchards Makes High Prices.

The need for increasing the food supply is now imperative because of the inordinate price of meats, which, according to predictions, are to go still higher. The explanation is the old familiar one of the elimination of the great ranges and free grazing of the Western plains, but the high price applies to pork and to all other meats. The explanation lies deeper than that; it must take into account a false, reckless system of economics characteristic of a prodigal generation and dangerously extended on the American farms.

Has it ever occurred to the persons who talk of the loss of Western grazing as the cause of unreasonable prices for beef that long before the ranges were used the American people had a plentiful supply of beef and mutton at a low cost? That was due to the fact that nearly every farmstead raised its quota of beef, mutton and pork. Now the ordinary farmer refuses to raise cattle; he says it doesn't pay. He will not raise sheep; it is too much bother. He will not

even raise pigs, alleging the high price of middlings and other feed. In consequence, meats are scarce everywhere.--Philadelphia Public Ledger.

NOT SO BAD FOR A DRY YEAR.

Big Bank Deposits in a Kansas Town Show Prosperity.

Republic, Kans., Sept. 14.--The last issue of the Republic City News contained the following remarkable item: "The amount of individual deposits in the two Republic banks Saturday was \$250,275.53. Not so bad for a dry year? And some of the farmers around here can't afford to come to town only in their motor cars, and they won't sell any of their last year's corn for less than eighty cents a bushel, and they want \$6 for their alfalfa seed that threshed out five to ten bushels an acre, and a few farmers have let a small number of their hogs go at \$8.65 a hundred."

MORE TIME TO PAY FOR LANDS.

Drought Causes Indian Commissioner to Allow Payment Extensions.

Washington, D. C., Sept. 16.--On ac-

WAGES OF ENGLISH FARM WORKERS.

A report on the subject of Agricultural Wages Boards has been drawn up by a subcommittee of the executive committee of the British National Home and Land League.

The movement toward obtaining higher pay on English farms has been noted in Daily Consular and Trade Reports, and the present effort seems to be for the equalization of wages and general improvement of conditions. The following table is given by the committee showing the total average weekly earnings of various classes of workers, including extra payments and the value of allowances.

Districts--	Horsemen.	Cattlemen.	Shepherds.	Ordinary.
Northern counties	\$5.27	\$5.35	\$5.72	\$4.97
Yorkshire, Lancashire and Cheshire ..	5.13	5.07	5.05	4.80
North and West Midland	4.64	4.66	4.82	4.46
South and East Midland	4.40	4.46	4.56	3.91
Southeast counties	4.40	4.78	4.80	4.40
Southwest counties	4.24	4.38	4.44	4.12

count of the severe drought which has prevailed in Oklahoma for weeks, resulting practically in the destruction of many crops, Cato Sells, commissioner of Indian affairs, today announced the extension for one year of the deferred payments due between November 1, 1913, and March 1, 1914, on all lands of the Choctaw, Chickasaw, Seminole and Creek Nations, sold to settlers in the years 1910, 1911 and 1912.

CONTRACT FOR 6 DESTROYERS.

New Additions to U. S. Navy Will Be Largest of Their Class.

Washington, D. C., Sept. 16.--Secretary Daniels today made conditional award of the contracts for six new torpedo boat destroyers, Nos. 57 to 62, as follows:

Two vessels to the New York Ship Building Company at \$825,000 each; two to William Cramp & Sons' Ship

and Engine Building Company, Philadelphia, at \$881,000 each; one to the Fore River Ship Building Company, Quincy, Mass., at \$861,000, and one to the Bath, Me., Iron Works, at \$884,000.

These vessels are to be the largest of their class yet designed. The destroyers will be 310 feet long, 29 feet 10 inches beam, 9 feet 3 inches draft and 1,000 tons displacement. They will be oil burners exclusively, and will be propelled by steam turbines.

FEEDS HOGS ON STALE BREAD.

Left Over Bakers' Product Cheaper Than Corn, Farmer Says.

A. P. Wasson, a farmer, living southeast of Independence, Mo., is feeding fifty-five shoats on stale bread. He believes bread at fifty cents a hundred loaves is cheaper and just as nourishing as corn at eighty cents a bushel. He recently purchased one thousand loaves of left-over bread and is feeding it to his hogs. He cuts the loaves in two and dries the pieces, to prevent mold. As he needs them he soaks the pieces in milk or water.

Get Stationery at The Herald.

WEBER WAGON FOR BEST INDIVIDUAL FARM EXHIBIT.

The Panhandle Fair has offered a Weber wagon for the best individual farm exhibit shown at the Panhandle Fair next month. The competition is open to all of the Panhandle, but it must be for products grown without irrigation, according to T. F. Turner.

WE SHOW WHAT WE ARE.

We pass for what we are. Character teaches above our wills. Men imagine that they communicate their virtue or vice only by overt actions, and do not see that virtue and vice emit a breath every moment.--Emerson.

Call The Herald for Business Cards.

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

The Twice-a-Week Hale County Herald

Issued on Tuesday and Friday.

BROWN & MILLER, Publishers

BUFORD O. BROWN, Editor E. B. MILLER, Business Manager

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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)

Dreaming of noble deeds may make you happy; but doing these things will make the whole world rejoice.

We understand that some Oriental peoples indicate marriage by a knot in the queue of the groom. In America it is more often noticeable that he has an abrasion on the forehead—perhaps "she" is just "taking time by the forelock."

LIQUOR TRAFFIC AND LAW.

"The future of the liquor trade is in the hands of the dealers," says W. H. Gray, an ardent anti-prohibitionist. Mr. Gray sees the "handwriting on the wall; the rising tide of prohibition if all liquor dealers and anti-prohibition advocates do not co-operate to stave it off by enforcing the law."

The only effective law enforcement where whiskey is concerned is prohibition. The profit of the saloon is founded upon violation of the law, both civil and moral. The drink the saloon dispenses robs man of reason, inflames his passion, transforms him into a brute.

Liquor destroys or tends to destroy whatever it touches. It creates no wealth, nourishes no muscle, fixes no high ideal or high aspiration. It is the master spirit of lust; a fiend which blights whatever it may fasten onto. Can he who engages in such business aid in the enforcement of our law?

"SAFETY DAYS" FOR CHICAGO.

Chicago has appointed a committee on public safety. Its purpose is to diminish the number of accidental deaths among residents of the Lake Shore metropolis.

Means of lowering the death rate will be investigated by subcommittees, classifying accidents as industrial, railroad, street railways, motor cars and motorcycles, drowning, asphyxiation, criminal operations, elevators, self destruction, homicide, law enforcement.

Churches, schools and newspapers will take up an educational campaign for the benefit of pedestrians, the class which has furnished the largest number of victims.

The first Sunday in October will be "safety day." Papers and preachers will illustrate how most accidents occur and will warn people how to help avoid injuries.

Chicago has undertaken no more vital work. More than 50,000 people die each year in America from avoidable causes. In productive labor this means that we lose more than \$6,000,000 from this one source each twelve months.

000 from this one source each twelve months.

The conservation of human life is even more important than conserving horses and trees and lands.

DON'T GET THE CRITICISM HABIT.

It is as easy to fall into the habit of criticising other people as to tumble into the water when the bridge you are on gives way.

Yet it is a habit that has practically nothing to recommend it. The critical girl is choosing the safe and sure way of alienating friend after friend and of building up a little isolation camp, where she will be the sole living creature.

No one can find everything in the world to their liking, and the ways and means of other people are often absurd and disagreeable in our eyes. But what of that? Are we sure we are not ourselves a cause for offense to those about us in a hundred unsuspected items? You can go along seeing the things you don't like all around you, or you can fix your attention on what pleases you. If you choose the latter course, your life will be very likely to hold an immense amount of pleasure, of love and good will, of enduring friendship. It seems worth giving up the joy of being critical to get these gifts in return! You know how a dinner can be spoiled for you if your companion begins to fuss with the soup, criticizes the waiter, growls over the entree and kicks at the bill. You wish you hadn't come. Your food chokes you, you are conscious of the ill-concealed sullenness of the waiter, the evening's pleasure is spoiled.

In the same way life is spoiled by constant carping and criticism. You soon surround yourself with an atmosphere of fault-finding as damp and depressing as a fog. No one enjoys being told he is in the wrong all the time. He may believe it, but he would rather think that you didn't. When you feel an inclination to criticize, remember that you weren't born to the world just right. Just murmur to yourself that, after all, it's a pretty nice little old world, and that perhaps it would be even more difficult to get along with people if they were all quite perfect, which they certainly aren't. Just keep your critical faculty for yourself; it will have all the exercise it needs.—Jessie Roberts, in Kansas City Star.

WORK STOPPED ON CURVED CROSSINGS

Contractor Waits While Citizens Tell Councilmen Why Straight Crossings Are Better Than "Rainbow."

"FOR SERVICE", THEY SAY

Arches Would Conform to Grade of Streets, but Officials Defer to Wishes of People.

All work stopped on street crossings yesterday while a score of citizens met with the town council in called session to tell why they did not want concrete arches across their streets. While all of this was going on drivers of horse and horseless vehicles fumed because half a dozen of the principal streets were blocked with sand, gravel and concrete.

It seems that before street improvement work started Mayor Dorsett, B. E. Mitchell and T. W. Sawyer visited a number of towns. After hearing their report, the Council decided to place all crossings to conform with the street grade after a profile map of the entire town had been made.

The Mayor and Council agreed in draining the town east and south through three natural drainways. It seems that dirt has been piled on the streets ever since the town started. This made a cut of more than two feet necessary in some places.

T. P. Whitis was employed as city engineer. Mr. Whitis favored beginning on a comprehensive plan of bringing all streets to grade which will be used when the town gets ready to pave. From investigations he believed that the crossings placed on this grade could be used with the paving. A majority of the Council seemed to agree with Mr. Whitis. They favored using a majority of the recent bond issue for grading; the claim being that with the streets graded and rolled crossings would not be needed in many places. It would be a permanent improvement, while the straight crossings would have to be torn out in a few years, at most.

Mayor Dorsett refused to sign warrants for the money except for street crossings. He finally agreed to use \$2,000 of it for grading. By unanimous vote of the Council it was decided to put down crossings to follow the street grade. Mr. Sawyer seems to have changed his mind, because he opposed the plan in his letter published in Tuesday's Herald. The citizens complained that they could not use the crossings being put in when it rained, and when it is dry they don't care for them. In many places the crossing is below the street. The Councilmen and City Engineer Whitis replied that these crossings would be above ground when the work is finished.

The engineer says that in the north and west parts of town and nearly everywhere east of Pacific Street—where the crossings have not gone in—they will be above ground. It seems the crossings which are so low were not intended to go in at this time; the contractor misunderstood Dr. Wayland's instructions.

There was another council meeting last night, which was attended by a number of citizens. They favored straight crossings. The council decided to do away with the arches. "It is the people's money, and if the people want to put in a crossing which must be torn out a little later on—since they insist on that—we have no other recourse," a councilman said. "We are the people's representatives. They rule. But it is against our best judgment. The plan we had begun was a comprehensive one. We were laying the foundation for real city building."

The contractor has changed his forms and is busy building crossings to-day.

J. C. Burch will leave Saturday for his winter home, at Gilmah, La.

It Pays to Pay Our Prices---You Get Better Goods Value Received for your money--Always

LONG WHISKERS

On a cocoon is no sign of the richness of the milk inside; neither is a high price always the sign of high quality.

"STETSON" AND "PACKARD" SHOES FOR MEN

We don't make them, but we make them good if the shoemaker didn't. The "Peg-toe" is a new button Stetson last shown in both black and tan calf. Price, \$6.00



Stetson's "Pedase" is a Brown English Walking Shoe, a sensible and just now very-much-called-for last. Price, \$6.00

O, you comfort! It's found in Stetson's "Corn-dodger"—broad and roomy, made of fine, soft kid stock with a soft, flexible sole. Price, \$5.50

"Freshman" is a new Packard last with a medium toe and heel. We show it in Russia, Black Calf and Chocolate Kangaroo. Price, \$3.50 to \$5.00

THE RICH-LIER STYLES READY-TO-WEAR

Ours are not a one-man or designer Styles. The line shown here is made up of the best ideas of many clever designers and manufacturers. There is a variety of smart styles in the Rich-lier line that you won't see elsewhere. We make it a point to know what's what and who is who in the garment line, and when the right who has the right what at the right price it's ours, and you can see it at the RICH-LIER STORE. We want you to know that we put energy, brains and cash into our business. How can you know it unless you come see?

MEN'S SUITS

The New "SOCIETY BRAND" and "S. M. & S." Suits and Overcoats are here. The Styles are fully up to the former standard of these well-known makes.

Get the habit of buying your toggery at our Men's Shop, next to the Post Office.

MEN'S AND WOMEN'S FITTING AND ALTERATION DEPARTMENT

We employ the services of competent parties for fitting and altering both men's and women's wear.

Leave with us your garments to be cleaned and pressed. We'll guarantee the work. If you'd have us call, phone 26. For ladies' work call 247.

Richards Bros. & Collier

102 North Pacific Street

Plainview, Texas

107 West Main Street

We cater to people who know quality of Merchandise, and that's the class that appreciate and buy most RICH-LIER Merchandise. A child gets the same prices as parents.

"ULTRA" SHOES FOR LADIES

There is Style and Service in our Shoes—Comfort, too.

Brown Buck Button Welt, a distinctive English toe with medium heel, a natty street style, for \$4.50

Black Suede Button Welt, medium heel and toe; a dressy Boot of the better class, for \$4.50



English Walking Shoe of Brown, Black Calf and Patent Leather; a low heel, medium-flat toe, broad shank and blind eyelets; the shoe that is making a hit this fall. Prices \$4.00 and \$4.50

Dressy Cloth Top Patent Leather and Dull Kid Boots in the "Ultra" Quality at \$4.00 (Widths of the above shoes, AA to D.)

Brookport and Rich-lier Shoes at \$2.50 to \$3.50. Sizes to EE.

SANTA FE IS ASKED TO BEAUTIFY GROUNDS.

City Council Will Help Railroad Do Away with Mud Hole at Depot.

The Santa Fe Railroad has been asked to cut weeds and park its property, just as it has done in many other towns. This week Mayor Dorsett wrote the Santa Fe officials in Amarillo, asking that they send an engineer to Plainview to act in conjunction with the local city engineer in ridding the town of the mud hole which frequently interrupts travel near the depot. The railroad has also been asked to put up two big lights at the depot and provide better crossings to Lake Plainview. The Texas Land and Development Company is making of its lake property one of the beauty spots of North Texas. The Santa Fe will, undoubtedly, be glad to park its property along the lake front.

QUAIL ARE PLENTIFUL, BUT YOU CAN'T KILL THEM YET.

Reports indicate that game birds will be plentiful this fall. Late rains will furnish lots of water for ducks.

and a good many have been seen. The duck season is open all year in Texas, according to County Attorney Clements, although other states are protecting the game by making a limited time for shooting. Quail and doves may be killed from November 1 to February 1.

PLAINVIEW ON THE MOVIES MAY BE SEEN NEXT WEEK.

The film from Plainview is being made, according to Manager Bonner of the Aerodome. Mr. Bonner says that he hopes to have this film Monday or Tuesday nights of next week. It is impossible to tell just when it will be here. He has asked telegraphic advice as to when it will come.

MERCURY DROPS TO 39.

Plainview's first taste of something resembling winter came Saturday. Sunday morning the thermometer dropped to 39 degrees. Frost was reported in the low places, but practically no damage seems to have resulted.

Walter B. Palfrey, manager of the Medina Dam Project, near San Antonio, is inspecting the irrigation development in Hale County.

Live Wires!

Advertising is like the copper wire that carries the electricity from the dynamo and turns the wheels.

It brings energy to you from the highly charged dynamo of business.

It comes to you through the columns of your favorite newspaper.

Use the live wires of advertising in The Herald.

Make them serve you.

You will be astonished and pleased at the splendid business activity of the merchants and manufacturers.

You will realize that it is for your benefit.

For unless it is of use to you it is all waste energy.

Be alert. Be up to date. Get the best there is cut of life.

The men and women you admire because they do things are advertising readers.

They do things because they know.

They are advertising readers because they know these live wires of advertising carry the news that keeps them up to date.



Count on Us for Sure Delivery PROMPT DELIVERY, COMPLETE STOCK, COURTEOUS CLERKS AND FAIR AND HONEST TREATMENT are a few reasons why you should select this store for the family grocery wants. WE ASK A CHANCE TO SERVE YOU Sewell Grocery Comp'y Phones 8 and 139

NEXT MONDAY MORNING

SEPTEMBER 22ND

We will untag everything and sell from our cost mark. Our cost mark is yours. We will not vary our cost from the mark. Cost mark will be displayed all over the house.

Shelton Brothers

Watch this column next week and thereafter for the motion picture program bulletins of the

Majestic

LOCAL AND PERSONAL

J. H. Hall went to Oklahoma today.

Jim Pipkin, the Palge man, went to Floydada yesterday.

M. Derr and wife moved to-day from Crum, Texas, to the Plains.

I. B. Shelton and wife went to Mangum, Okla., to-day to visit their daughter, Mrs. M. J. Posey.

Mrs. Boyle, who has been visiting some days with friends in Plainview, left Wednesday for Lubbock.

Mrs. Sarah E. Patrick left to-day for Hagerman, New Mexico, where she will make her home in the future. Mrs. Patrick has rented her residence in East Plainview to J. M. Lovelady.

Mr. and Mrs. Lester, of Canyon City, are visiting Mrs. L. A. Knight, on Wayland Boulevard.

Earl French left Thursday for Polytechnic College. Earl was second honor man at Seth Ward last year.

J. M. Hughes came in Thursday from Canadian, Texas. J. M. says everybody is talking about Plainview.

Mr. and Mrs. W. B. Sawyer, of Skidmore, Bee County, Texas, are visiting the South Plains. They are friends of Lee Kemble.

Mrs. Dr. Deacon, of Hansford, Texas, came in yesterday. She went to Petersburg in the afternoon to visit her brother, J. W. Armstrong.

Mrs. A. Brenneman and Miss Martha Near left to-day for Central Pennsylvania, to visit relatives "back home" until the first of November.

Dr. G. W. Doss and wife, of Texola, Texas, are in Plainview this week in attendance at the meetings of the Association at Calvary Baptist Church.

Douglas H. B. Todd has accepted a position to teach in the Caryle School at Whitewright, Texas, and left Wednesday for that place to take up his work.

Miss Lillie Glenn, who is teaching music at Silverton, Texas, is at home with her parents, C. L. Glenn and wife, for a few days' visit. She will return to her class at Silverton Sunday.

Miss Mooney, who has been stenographer for the Syndicate, left Wednesday for Kansas City. She will go from there to California, and will spend the winter at Vancouver, B. C.

Judge Keys and wife, parents of Mrs. T. P. Whittis, left Wednesday for their home, at Austin, Texas. Judge and Mrs. Keys have been in Plainview some weeks visiting Mrs. Whittis, and have many friends in Plainview.

T. W. Sawyer same in to-day from a business trip to Ballinger and other points.

C. L. Glenn and wife, together with Dr. G. W. Doss and wife, will go to Matador Sunday to visit friends.

Mr. and Mrs. A. B. Hagar, of Dallas, have been visiting at the home of Mrs. L. A. Knight, on Wayland Boulevard.

Hon. T. F. Turner, of Amarillo, is in Plainview to-day, en route from Floydada, where he has been attending court. Mr. Turner says that the people over there are going to the Panhandle Fair with a good line of produce.

SOCIAL HAPPENINGS.

WILSON-SANFORD CEREMONY SAID BY DR. I. E. GATES.

Bride and Groom Will Be at Home After October 1; Honeymoon at Galveston.

Ben O. Sanford and Miss Ethel Wilson were married Wednesday at noon at the home of the bride's parents, Mr. and Mrs. L. G. Wilson, 414 Restriction Street. The Wilson home was prettily decorated for the occasion with red and white roses. Only the immediate family and friends were present. Dr. I. E. Gates said the ceremony.

The bride wore a becoming tailored suit of blue matelasse. Mr. and Mrs. Sanford left on the noon train for Galveston and other Southern points. They will be at home after October 1st, at 414 Restriction Street.

CHORAL CLUB NAMES HUTCHINGS PRESIDENT.

Mrs. Cora Pritchett Will Direct New Musical Organization; All Are Asked to Join.

A Choral Club of thirty-six mem-

bers was organized Wednesday evening at the Episcopal Church. Those interested in this movement feel jubilant over this, their initial meeting.

George Hutchings, director of voice at Wayland College, was elected president; Mrs. L. T. Mayhugh, vice president; Geo. C. Keck, secretary, and Miss Ollie Wheeler, treasurer. Mrs. Cora Pritchett, teacher of voice at Seth Ward College was made director, and Miss Vera Newton, pianist.

This organization invites all who are interested in chorus work to join. Their next meeting will be held at 8 o'clock Monday evening, in the Episcopal Church.

MRS. W. B. JOINER HEADS MISSOURI SUNDAY SCHOOLS.

Former Plainview Woman Is Traveling Over "Show Me" State for Young People's Work.

Friends of Mrs. W. B. Joiner will be pleased to hear of her present achievements as a Sunday School worker in Missouri, where she has been the past several months. Mrs. Joiner has been elected president of the International State Sunday School Convention. She is travelling over the state in the interest of this convention.

MRS. J. R. KERLEY SERVES LUNCHEON TO "500" CLUB.

Mrs. J. R. Kerley was hostess Tuesday afternoon to the "500" Club. All the members were present except one. Mrs. Kerley had as substitute Mrs. R. E. Burch, of Abilene, Texas, who is visiting in Plainview. Mrs. Burch formerly lived in this city, and her friends are glad to have her with them again. Five hundred was played at three tables.

HIGHLAND CLUB MEETS WITH MRS. CRAWFORD.

The Highland Club met Thursday afternoon with Mrs. J. T. Crawford. Punch was served by Miss Rosa

Stringfellow. All the members were present and "42" was played at four tables.

Mrs. Crawford served a salad and ice course.

PASTOR URGES MEMBERS TO COME OUT SUNDAY.

Rev. S. A. Barnes says that he has something unusual for his members at Sunday morning's service. Special music has been prepared, and the pastor is anxious that everybody come out. "It will do you good," he says.

STORK BRINGS TWO GIRLS AND ONE BOY.

Births reported during the week were: To Mark Bell and wife, 11 miles southeast, a girl; to E. M. Carmichele and wife, Petersburg, a boy; to W. A. Shelton and wife, Abernathy, a girl.

ANNOUNCEMENTS.

The I. F. E. Girls will meet Wednesday with Miss Mildred Buchheimer.

CIVIC LEAGUE NOTES.

There seems to be a genuine, live interest in the Boy Scout idea, and a desire for an organization, among the boys of the East Side School. One of them, at least, is quite impatient over the delay. The President hopes she has solved the problem of a leader, or Scoutmaster, as a gentleman is considering the matter and will come to a decision this week. It has been suggested that if the work takes too much of one person's time, two persons might plan and work together, thus lightening the burden and taking only half the time.

The following extract is from the letter of a Scout's mother to the Woman's Home Companion, and may be of interest to some other mothers. After telling some of her troubles with her boy, she says: "The twelve points of the Scout law are: "1. A Scout is trustworthy. "2. A Scout is loyal.

"3. A Scout is helpful. "4. A Scout is friendly. "5. A Scout is courteous. "6. A Scout is kind. "7. A Scout is obedient. "8. A Scout is cheerful. "9. A Scout is thrifty. "10. A Scout is brave. "11. A Scout is clean. "12. A Scout is reverent."

After telling how her son entered the movement, she goes on to say: "I had hoped my boy would be all these things, and had so admonished him. But there are Scout laws, mind you, not advice and admonitions, not hopes backed by maternal pleadings and fears, but laws, self-imposed when the Scout takes his oath; for in taking the oath he promises to obey these laws. That settled it. If the Scout movement stood for these things, and inspired and exacted them, I was with it, heart and soul.

"From the start the whole thing was a great success. The boy, for one, benefited immensely by the association. It would take me too long to tell you how much. I only tell you humbly that some of the faults in him which I had worked with for years, such as selfishness, shiftlessness, occasional cowardice, and sometimes irreverence, began to disappear, and without fret or friction. A good Scout has none of these faults: they are against the Scout law. He was trying to be a good Scout; that was all. "Have you a boy of your own? If you have, I think you cannot do better than to look into the Scout movement. He is sure to hear of it, and if he is anywhere near 12 or 13, or 14, he is pretty sure to want to join it. I beg you, too, not to put anything in his way; and then, further, I beg you to keep your hands off. Your part is to listen when he talks to you about it; to approve; to have a good supper waiting for him when he comes back from his Scout tramp."

W. S. Ayers, of Chicago, general sales manager for the Texas Land and Development Company, arrived here to-day. Mr. Ayres was accompanied by several prospectors.

Call The Herald for job printing.

STUDEBAKER

THREE GOOD CARS

Studebaker "25", Five Passenger, \$ 935
 Studebaker "35", Six Passenger, 1365
 Studebaker "Six", Six Passenger, 1635

The "35" and "Six" Have Electric Starter and Lights. Prices Delivered at Plainview. See

SAM B. VAUGHN, WARE HOTEL

OR WRITE HIM FOR INFORMATION AT AMARILLO, TEXAS



Excursion to Amarillo, Texas

Account of **All Panhandle Fair** to be held **October 6th to 11th inclusive**. Tickets on sale **October 5, 6, 7, 8, 9 and 10** with return limit **October 14th** at fare of **\$3.00** for the round trip.

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

RAINS BRIGHTEN OUTLOOK FOR PANHANDLE FAIR.

Governor Colquitt, Senator Sheppard and Congressman Stephens Are Expected to Attend.

Recent good rains over nearly all of the Panhandle and Plains country has perceptibly brightened the outlook for the Panhandle State Fair, to be held at Amarillo October 6th to 11th, and the Fair management is more enthused than ever over the prospect for a notable first year's success.

Those who have visited the old Glenwood Park, near Amarillo, in the past will rub their eyes when they look upon it in October. An army of workmen have been busy for weeks constructing substantial stock barns, hog and sheep pens, Main Exhibition Hall, special County Agricultural Hall, lunch rooms, grand stand, etc. The new half-mile track was in excellent condition before the rains, but now it is packed solidly, harrowed, rolled and is in almost perfect shape.

Several large silo companies will exhibit models on the grounds, many machinery houses have taken space, the ladies' textile department prom-

ises to eclipse anything ever seen in Texas before, and entries in the live stock and agricultural departments are pouring in daily.

Many prominent men, including Governor Colquitt, Senator Sheppard, Congressman Stephens and State Agricultural Commissioner Ed R. Kone, have been invited to speak, and first-class amusement features have been provided for, including an aeroplane flight daily for three days, or possibly five days.

The outlook for a magnificent first year's Fair could not be better, and all Amarillo is working as one man to make the visitors feel at home and to give them their money's worth.

"STOCK EATS ITS HEAD OFF."

But the Fault is the Farmer's, Not That of the Animal.

Every farmer has heard of animals that "eat their heads off;" most of them have seen such; some have owned such. There are many more such animals in the land than most farmers think; and every such animal—every horse, or cow, or pig, which does not do enough labor, give enough milk, put on enough flesh to pay for

feed consumed and the care received by it—is a positive injury to its owner.

Prof. J. F. Duggar says on some farms the mules work only sixty-five days in a year. He figured that each day's work done by one of these mules cost \$1.53. There are many farms on which mules are kept a whole year for ninety-five days' work. Each one of these day's work costs the owner of the mule a dollar. These mules are "eating their heads off," for the mule adds to the farm profits only when he labors. The owners made the mistake of trying to put a whole farm into one crop, a whole year's farming into five or six months.

Take another example: There are thousands of cows that do not produce 150 pounds of butter fat in a year. Some of them fail because they are too poorly fed to do it; many others fail simply because they are not "that kind of a cow"—because they have not been bred for milk production, and simply cannot convert enough feed into milk to pay for their upkeep. Every such cow as this in a dairy herd decreases her owner's profits instead of increasing them; and the owner is simply making himself poor working to feed that cow. Cow testing is the solution. Weed out the low producers.

One more example: In some places one can see hogs in bare lots or in little, dirty pens waiting patiently—or impatiently—for feeding time and their bucket of swill and armful of corn. Sometimes these hogs are thin; sometimes they are fat; but it is safe to say that almost every one of them is "eating his head off" right there in plain sight of his owner.

It would be foolish, however, to blame the hogs for this. If they had some alfalfa or cowpeas or soy beans or skim milk to mix with the corn, they would pay bigger prices for it than the farmer would be likely to get anywhere else.

Three great reasons there are, then, why farm animals "eat their heads off." They are not kept at work; they are the wrong type, and they are

not properly fed. And the owner, rather than the animal, is at fault in all three cases.—Progressive Farmer.

REPORTED GOLD STRIKE IN ALASKA.

From reports received from the Yukon Territory and Alaska the gold strike on the Shushanna River near the head of the White River is causing considerable excitement throughout the northern country, writes American Vice Consul General G. C. Woodward from Vancouver, Canada. The strike is reported to be about 30 miles west of the international boundary between the Yukon Territory and Alaska, between parallels 62 and 63.

A large number of miners and prospectors are leaving this part of the Pacific Coast, particularly from Seattle, Washington. Some 50 of the passengers on the Canadian Pacific Railway steamer sailing from this port to Skagway, Alaska, a few days ago were destined for this place, and if present reports are corroborated there will no doubt be a gold rush from this vicinity which, while not comparing with that of 1897-98, will be of some magnitude.

It is stated that the two discoverers took out 200 ounces of gold in four days and that dirt is found on other creeks running \$27 to the pan, but too much dependence can not be placed in these first reports, as there is no way of bearing out their authenticity until a number of men have reached the diggings and their reports are received.

There are two routes that can be taken to the location of the strike. One by steamer to Cordova, Alaska, thence by rail to the head of the Copper River & Northwestern Railway and then over the divide into the headwaters of the White River and down this river to a point opposite the strike, then across country to where the discovery was made. The other route is by steamer to Skagway, Alaska, from there to Whitehorse, Yukon Territory, by rail, and then down the Yukon River by steamer to Dawson. While the White River enters the Yukon River about 70 miles above Dawson, no arrangements have as yet been made for the transfer of passengers and freight at this point, connections being made at Dawson with the steamers operating on the White River. This is done on account of Dawson being the outfitting point for miners in that section of the Yukon Territory, but should travel in connection with this strike be of sufficient importance arrangements will be made later on for such transfer. The head of navigation on the White River is about 90 miles from the mouth, at the junction of the Donjek River, and from there it is necessary to use poling boats 25 miles up the White River. From this point the trail cuts seventy miles across country. While the route via Dawson is probably the longest, it is possible that the trip is not so difficult as via Cordova, as it is over a road that has been traveled since the early days of the gold excitement.

While the rates on the steamers from Dawson to head of navigation on the White River were at first \$50 for each passenger, \$50 per ton for freight and \$50 a head for horses, they have now increased to nearly \$75, and should the rush continue these rates will still increase. It is estimated that it will cost 50 cents to \$1 per pound to take outfits into the scene of the strike.

It should be taken into consideration by those contemplating making this trip that it is but natural that steamship companies and merchants in the north will report favorably in regard to this new find in order to secure the travel and business, as trade in this country has been very quiet for a number of years.

Should the strike prove bona fide, it will be of great benefit to the holders of copper claims on the head of White River, as it will bring attention to this branch of the mining industry, and should it be the cause for the building of an extension of the Copper River & Northwestern Railway it will open up a section of country enormously rich in this mineral. Native copper was found on the headwaters of the White River years ago, and a large number of claims have been sufficiently represented to secure a title, both in the Yukon Territory and Alaska. Should the rush continue, it will be necessary to establish a customs office at the boundary, as a good percentage of the supplies are purchased in Dawson or in Vancouver.

CAN'T AFFORD TO HAVE KIDNEY TROUBLE.

No man with a family to support can afford to have kidney trouble, nor need he fear it with such a remedy at hand as Foley Kidney Pills. You can not take this honest curative medicine into your system without good results following. It cleans out and builds up the kidneys, and makes them able to strain out of the blood the impurities that cause backache, weak back, sore, inactive kidneys and sleep-disturbing urinary troubles. R. A. Long's Drug Store. —Adv. 56



Suits and Coats

of the

Famous "Bischof" and "Sunshine" makes

Coats of plush Matelasse, Civit Cat, Chinchilla, Boucle, Zibeilne, Astrakan, Sealette, Camels Hair Effects and all new weaves in Fancy Cloakings.

Suits of Matelasse, Eponge, Persian Brocade, and the newest patterns of Fancy Suitings.

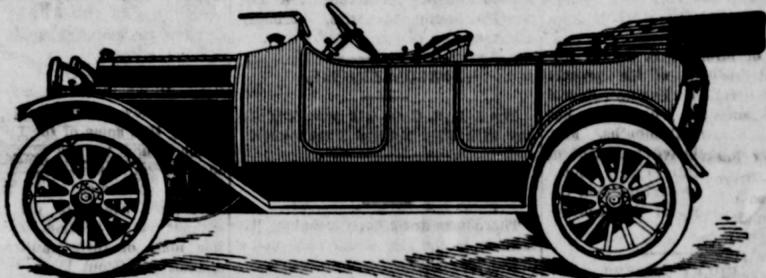


Now on Display at

Carter-Houston Dry Goods Co.

"Goods That Speak for Themselves"

Paige Model Glenwood, 5-passenger touring car, \$1275



As Quiet as the Watch in Your Pocket

YOU can't hear a Paige motor running unless you stop and listen. There's probably not a Paige owner anywhere, of the thousands—who hasn't gone around in front to crank his car many a time when his car was running.

A quiet motor—as quiet as the Paige motor—is something to be proud of in your car.

But it is more than merely "nice" to have a quiet motor. A quiet motor is the sign of careful workmanship, hair-line precision in the grinding and fitting of parts and no lost motion or lost power.

PAIGE "36" \$1275

Gray @ Davis Electric Starting and Lighting System, Silent Chain Driven Motor Shafts, 116-inch wheel base, 34x4 inch tires, left-side drive, center control, multiple disc cork insert clutch, Electric horn, Jiffy curtains, non-skid tires in rear, rain-vision wind shield.

The Paige "36" is an extraordinary car at an unusual price. There is no other car to match it for the money, few that even approach it. A big, powerful car built just as carefully throughout as its motor is built, and equipped like the cars that sell for twice and three times as much.

We can't begin to tell you about the Paige "36" in space like this. Come see the car. Come ride in it. Come drive it. Then you'll begin to realize why we call it a next year's car.

Get Our New Catalog at Once

Sander & Pipkin Auto Co.

Plainview, Texas

DR. C. B. BARR,
Veterinarian
Office at Gilbert's Barn
Phones: Office, 219; Res., 478
Plainview, Texas

A. L. LANFORD
DEALER IN
Horses and mules and all kinds of feedstuffs. Wagon yard in connection; open day and night. Will appreciate your business.
Phone 457
Plainview, Texas

A Child's Appetite
for sweets is a normal, healthy, natural appetite. It is the expression of a bodily need—any physician will endorse this—and to deny its reasonable gratification is nothing less than harmful.



Farmer Jones' SORGHUM SYRUP
Makes Delicious Ginger Snaps
One cup Farmer Jones' Sorghum, one cup sugar, one egg, one cup hot water, half cup boiling water, level tablespoon soda dissolved in the water, two tablespoons ginger, four enough to mould out soft. Bake in quick oven.

Give it to your children and ensure healthy young bodies and longer young lives. Farmer Jones is just a pure, natural syrup extracted from the rich, sweet, wholesome juices of the sorghum. We know its quality, because we grow all our own sorghum. We do it all from seed to can. We include case syrup with an addition of cane syrup to prevent fermentation.
Packed in 5 and 10 pound friction-top tins—easy to open—easy to close up again.

Ask Your Grocer
If he shouldn't happen to have it—he'll get it. Send Us He is sure to pay postage and we will forward you a sample can of FARMER JONES' SYRUP and a Recipe Book—see above.



FT. SCOTT SORGHUM SYRUP COMPANY
P.O. Box 1000
Ft. Scott, Kansas.
Produce of "Ma Henry's" Honey.

WELLS SAYS NEWSPAPERS BEST ADVERTISING MEDIUM.

Auto Head of John Deere Plow Co. Believes Press Is Best Aid to Salesmen.

C. E. Wells, head of the motor car department of the John Deere Plow Company, is one of the largest and most progressive advertisers in the Southwest, as is reflected in the larger city dailies. He is considered an authority on the subject, having studied advertising for many years and is so situated as to have means at his disposal for giving advertising a thorough and scientific dissection. In addressing his dealers in the company's general office last week upon this topic he said, in part:

"Advertising, according to Noah Webster, is turning the attention of others to a given subject, announcing or publishing. While this is all true, the definition is inadequate. Advertising has a much greater mission than mere publicity. Its primary object, as applied to commerce, is to create a desire on the part of the reader to buy or to investigate the merits of an advertised article. The aim is to produce interest that will produce action.

"Through advertising you are seeking to gain attention to yourself and to your goods; it is your medium for reaching the unknown prospect and to arouse his interest. It must possess a punch that goes farther than merely attracting the eye and simply informing the public that you are handling Kirt cars. If your money spent in this manner is to bring you a profit, if your advertising is to be more than mere space filling, you must awaken in the unknown prospect a desire to know more about the cars you are selling. He must be brought 'all the way' to you.

"Advertising and selling are closely affiliated, but there is a distinction. With small commodities sales may result direct from the advertising, but in marketing automobiles you cannot expect to do more than to create a desire to see the car. The actual selling is invariably accomplished through the personal efforts of yourself and your salesmen. Your prospect must be located. It is a matter of progression. A man is thinking of buying; you must arouse in him a desire to investigate your goods; he must be brought into personal touch with you. From there on it is a question of selling.

"You, of course, have other sources of discovering the prospective buyers

in your territory. But the question in consideration is whether you are giving the matter of local newspaper advertising sufficient attention. Do you look upon it as an indispensable adjunct to your selling organization? People expect to be kept informed in this way, and when no advertising is being done in local newspapers, they are attracted and influenced by the advertising of a competitor. It is customary with many people to judge the integrity of a company by the extent and quality of its advertising.

"Good advertising is invaluable as a business getter—that has been so conclusively proven that it does not permit of argument—but it must be good advertising. Only too often no thought is given to this important phase until the call comes for copy, when something is hurriedly dashed off, which, as far as results are concerned, might better have remained unpublished. If you are writing or supervising a preparation of copy, keep a vigilant watch for sound argument and style that will arouse interest. Carefully study local conditions, and if occasion calls incorporate such features as will accomplish the most good. Select the best papers. A high rate may bring returns ten-fold in advance of that of a paper with small and inferior circulation.

"Question your prospects to see whether your advertising is bringing them. While it is a difficult matter to trace and measure direct returns from advertising, you by close study get a pretty good insight into the situation. If no local advertising had previously been done, it is possible that some little time may elapse before visible results are forthcoming, but you must not slacken your efforts. To do so would mean to lose much of the effect and value of the investment already made.

"Remember you are talking to an unknown prospect, so hammer at him in an earnest and intelligent manner until he comes to see you. Spasmodic advertising will not do. It should be persistent and continuous. Of course, there are seasons more opportune than at other times, and your judgment should dictate when to deliver the hardest blows. We do not mean by this that you should let things lag when business seems a little dull, for oftentimes conditions can be restored to normal basis by pushing your advertising campaign a little harder. When prospects do not come, and conditions warrant, you should redouble your diligence in bringing in business."

WELL DRILLING

IN BOTH SHALLOW AND DEEP WATER BELTS

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



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

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

LAYNE & BOWLER CO.
Plainview Texas Houston

KANSAS EXPERTS PREACHING FORAGE CROPS AND SILO.

Stock Food May Be Canned Like Farmer's Wife "Puts Up" Her Fruits, They Say.

"Don't carry your eggs in one basket; can your feed for the live stock, the same as mother cans fruit for the family." That is the story a battery of agricultural specialists in a special train on the Union Pacific Railroad is telling the farmers of Western Kansas. It is the gospel of diversified farming and the silo.

It seems strange, according to one writer, that these men should spend \$600 a day (for that's what the expense of the train, its salaried men and equipment represents) teaching the farmers of such counties as Osborn and Ellis how to do anything other than sow, grow and reap wheat.

For years the State of Kansas, through its agricultural college, experiment stations and farm experts and with the co-operation of the more progressive railroads, disseminated that propaganda in this part of the state.

Another Basket, Mr. Farmer.

But it's different now. The experts today dinned into the ears of the settler milo maize, kaffir corn, alfalfa, dairy cows, hogs and hens, that means a diversified forage crop and the raising of chickens and live stock. He who depends solely upon a wheat crop goes to market without his eggs in one basket, and in this, they are of severest drought known in Kansas, he has fallen with the basket and broken all the eggs.

The good housewife long ago ceased paring her peaches, apples and pears and laying them on the roof of the summer kitchen to dry. The sun and the winds came and dried up nearly all the nutriment in the fruit, if indeed the wind didn't blow it away. She put it into airtight cans with a syrup and opened it in the winter as the necessities of her table demanded.

The experts today told the farmers to do the same with their kaffir corn, milo maize, sorghum, cane and other forage crops. In the silo, a great big can, the juice of the leaves, stock and grain is retained. And it will keep and be just as palatable and nutritious for the live stock as the canned peaches are to you.

But the Wolf Came Back.

The raising of wheat in Western Kansas year in and year out and depending on that crop alone and not diversifying with forage will not keep the wolf from the door. The experts told the farmers that today, and proved it with statistics.

Maybe in a good year a settler raised a big crop and chased the wolf over the hill and far away. But as the years went by and he depended on wheat alone, the wolf crept closer and closer to the door, until he sent the settler in flight back to "his wife's folks in the Kaw Valley or Iowa." He who diversifies his crops and plants wheat only when the conditions of moisture are right has it on the wolf all the time. He is sure of milo or kaffir corn, if cultivated and rotated properly, but not of wheat.

WILLYS-OVERLAND CO. VICE PRESIDENT DIES.

George W. Bennett Is Said to Have Been Highest-Priced Man in Automobile World.

George W. Bennett, Vice President of the Willys-Overland Automobile Company, died Wednesday, at Toledo, Ohio, according to telegraphic advice received to-day by E. N. Egge, local Overland dealer. President Willys says that Mr. Bennett has so carefully organized the great plant that there will not be a moment's delay or demoralization.

Mr. Bennett is said to have been the highest-priced man in the world connected with the manufacture of automobiles. It is said that his salary was \$75,000 a year. He had been associated with motor vehicle manufacturing companies a long time, having been one of the manufacturers of the Rambler bicycle before automobiles became widely used.

DANGEROUS CALOMEL GOING OUT OF USE.

A Safer, More Reliable Remedy Has Taken Its Place in the Drug Store and in the Home.

A few years ago, men, women and children took calomel for a sluggish liver and for constipation. They took risks when they did so, for calomel is a dangerous drug. Your family doctor will be the first to tell you this if he discovers you dosing yourself with calomel.

But the drug trade has found a safer, more pleasant remedy than calomel in Dodson's Liver Tone.

R. A. Long Drug Co. tells us that their drug store sells Dodson's Liver Tone in practically every case of biliousness and liver trouble where calomel used to be taken.

Dodson's Liver Tone is a vegetable liver tonic that is absolutely harmless for children and grown people. It sells for 50 cents a bottle, and is guaranteed to be entirely satisfactory by R. A. Long Drug Co., who will refund your money with a smile if it does not give quick, gentle relief without any of calomel's unpleasant after-effects. —Adv. 54

Call The Herald for job printing.

FREE
is the only
Insured
Sewing Machine

Just Think of It!
The FREE Sewing Machine is insured for five years against accident, breakage, wear, fire, lightning, and water. This shows our faith in
FREE
Sewing Machine
Think what this means!
If you break the whole machine or any part (needle, belt, or attachment, etc.) it will be replaced to you without charge.

Donohoo-Ware Hardware Co.
Phone 80

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

Don't Wait Until the Blizzard Comes

To Have Your Flues Inspected and Heaters Set

Before buying your heating and cooking stoves see us. We have a full line of new and "good as new" stoves. We inspect your flues and place your stoves. We guarantee satisfaction in stove work.

We Put in All Kinds of New Grates and Stove Parts

We have greatly increased our stock of house furnishings of all kinds for the Fall Season and it will be entirely to your interest to inspect our lines before buying.

Remember we always say to you "If it isn't good we make it good."

Phone 95

W. E. WINFIELD

Cut the Cost of Living!

A plate of hot biscuits or muffins, a fresh, home-baked cake, a loaf of brown or nut-bread, rescues any meal from the commonplace, and more expensive things are never missed.

With K C, the double acting baking powder, good results are doubly certain. There's economy too, in the cost of K C.



Lumpkin - Thomas Hospital
806 Tyler Street, Amarillo, Texas

A modern brick building, especially equipped for the care of gynecological and surgical patients. Pathological and X-ray laboratory. Graduate nurses only. Drs. Lumpkin and Thomas, Attending Surgeons. Mrs. N. H. Tudor, Matron.



FOR THE BEST SERVICE AND HIGHEST SALES

Ship Your Cattle, Hogs and Sheep to

DAGGETT - KEEN Commission Co.

E. M. Daggett, Cattle Salesman



Chas. Daggett, Cattle Salesman

FORT WORTH, TEXAS.

A. M. Keen occupies first place buying and selling car load lots of hogs on Fort Worth market for the month of August.



A. M. Keen, Hog and Sheep Salesman

Write, Wire or Phone for Market Advice.

PHONES: Prospect 501; Long Distance 213.



R. Cohn, Cashier

Don't Turn Your Back on Groceries



If they come from our store. You will find them of the highest grade in every respect. Most of them are fresh daily and their purity is guaranteed. Our Tea, Coffee, Flour, Sugar, Canned Goods, etc., are all that the most

critical can desire, our deliveries are prompt and satisfactory, and our charges are most reasonable. Let us have a trial order---to show how we can satisfy you.

WRIGHT & DUNAWAY

Phones 35 and 355

Private School

I will open a private school at my residence, 304 Grover Street. Terms of tuition for first grade pupils \$1.50 per month. Parents wishing to enroll children see me or phone 313.

Mrs. R. E. Hill



REMINGTON UMC

.22 RIFLES

The Little Rifles—Big in Quality

YOU are going to buy a .22 calibre rifle, single shot or repeater—you'll find that many well known crack shots started with a Remington-UMC .22. Their advice now would be "By all means, get a Remington-UMC" because they know that there is a tendency in some quarters to look upon these models as only "a small boy's rifle" and to cheapen them so that they can be sold at a price.

You have just as much right to expect full shooting value in your .22 calibre arm as in your \$75 big game rifle. You want the Remington-UMC single shot at from \$3 to \$6, .22, .25-10 or .32 calibre, made by the same people who make the famous Remington-UMC Autoloading Rifles.

Or, if you prefer the repeating rifle, the Remington-UMC slide action .22 repeater with its easy take-down and special safety features, shooting .22 short, .22 long or .22 long rifle cartridges, at \$10 and up, is your arm. Sold by live dealers in this community—the most popular small calibre rifles in America.

Remington Arms-Union Metallic Cartridge Co. 299 Broadway New York

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, Ass't Gen'l Passenger Ag't Dallas, Texas GEO. D. HUNTER, Gen'l Passenger Agent

AVOID THE BRONCHIAL COUGHS OF EARLY FALL.

The changeable weather of early fall rings on bronchitis and a hard cough that is wearing on the system, and seems to tear open the bronchial tubes and mucous lining of the throat.

Use Foley's Honey and Tar Compound promptly. For it will soothe and heal the inflamed mucous lining, relieve the cough quickly, and help to expel the cold. It contains no opiates. Get the genuine in the yellow package, and refuse substitutes. R. A. Long's Drug Store. —Adv. 54

TEXAS PARAGRAPHS.

Corsicana.—The local Commercial Club has planned an exhibit of farm products and a stock show to be conducted here September 26th and 27th. A premium list will be arranged and several hundred dollars in prizes distributed.

Hereford.—Conditions on irrigated farms near this place are excellent. Maize, kaffir corn and other feed crops promise bountiful yields, and a considerable amount of these products are being used for ensilage.

Fort Worth.—The big "slogan sign" erected at this place by the Chamber of Commerce was lighted for the first time Saturday night, August 30th. The sign contains 1,000 lights of various colors, and may be seen from all passenger trains entering this city.

Teague.—The Trinity and Brazos Valley Railway Company already has men engaged in clearing the debris from the recent \$500,000 fire in the local shops, and the buildings will be replaced at once. It is planned to construct better shops than the old ones.

Denison.—For the purpose of making the Red River navigable the greater part of each year, the United States Government has awarded a contract for the construction of a combination dredge and snag boat at Warner Junction, a point near this city.

Galveston.—Citizens of Galveston County will vote September 26th on the issuance of \$250,000 for good roads.

Concho.—The Atlanta, Georgia, Polo Club recently purchased twenty-two Concho County ponies and had them trained here by R. S. Waring, a veteran poloist. The Atlanta enthusiasts say the Texas ponies are preferred over horses from other states because of their wonderful endurance and speed.

Dublin.—The Civic League and City Council of this place designated August 28th as clean-up day for this city. Every bank and business house closed for half a day while their employees took part in the work. Nearly 1,000 men, women and children were busy with rakes, plows, hoes and wagons, and they were more than rewarded for their labors by the great improvement in the appearance of the streets and vacant lots. Dublin is entered in Holland's Magazine cleanest town contest.

Lexington.—Purser Brothers of this city, recently shipped 118 head of hogs to the Fort Worth packeries. The porkers averaged 230 pounds, and the price received for the entire shipment was \$2,000.

Eagle Lake.—Farmers in this vicinity have erected fifteen silos lately, and they will be used to store their immense feed crops, which are now being harvested.

Austin.—Five thousand bales of cotton were purchased here August 31st, and a report issued from three banks of this city shows that over \$300,000 was paid out in checks for cotton the same day.

Texas City.—The Texas City Street Railway Company inaugurated passenger service over their line September 1st. The road is two and one-quarter miles in length and traverses the most important streets of the town.

Taylor.—According to a report just issued here, the postal receipts for the last fiscal year, ending June 30, 1913, are \$18,429.53, which is an increase of \$1,472.74 for the same period in 1912.

Freeport.—Preliminary arrangements are being made here by the Houston & Brazos Valley Railway for the construction of two piers, one on the east and one on the west side of the river. These facilities will be used in conjunction with the road's new boat, "Freeport," recently placed in passenger service.

Bridgeport.—The coal mines at this place are now operating full time, after a two months' light yield.

Snyder.—Over \$1,000 has been realized from the sale of watermelons produced on a three-acre patch this year owned by W. E. Sorrells, living near this city.

Aldine.—A car load of figs was shipped from this place several days ago to New York. This is said to be the first car of the luscious fruit to be sent out of the State this year. The two big preserving plants here are running at full capacity, and it is estimated that over thirty car loads of preserved figs will be put up this season.

El Paso.—Passenger service was inaugurated September 1st over the interurban line constructed between

this city and Ysleta, a distance of twelve miles. Cars will be operated every hour.

Fort Worth.—Ten car loads of horses left this city a few days ago en route to Havana, Cuba, in charge of Fred Wolfe, a horse and mule dealer of Havana. This is the last consignment of 500 Texas ponies which were purchased here by Dr. Louis Beltram and Capt. George Villa, representing the Cuban Government.

Galveston.—A report just issued here shows that the cotton receipts for the year of 1912-13 total 4,035,114 bales. This is 215,418 bales more than the previous record, which had stood unbroken since the season of 1906-07. Records also show that 4,010,691 bales were exported during the same year, which is the highest figure ever attained by any cotton port in the world.

Freeport.—The new boat "Quebec" of the Seaboard & Gulf Steamship Company's line arrived at this port a few days ago. The steamer was on her maiden voyage and came direct from New York, bringing a heavy cargo of general merchandise, that will be distributed to practically every town in Texas. The freighter will be used in a regular bi-monthly service between this point and New York.

Flotonia.—Cotton is coming into town at the rate of 150 bales per day, and over 2,000 bales have been received already.

Terrell.—This city is installing a "White Way" that will compare favorably, when completed, with the systems adopted by the larger cities of the State. Modern equipments are being used in the project.

Aransas Pass.—Two steamers, the Scythian and the Belgian, left this port August 31st, en route to Europe, with cargoes of Texas cotton. These two freighters carry 30,000 bales, and their destinations are Liverpool and Havre, respectively. This is the first cotton sailing from any port of the United States this year.

Pecos.—The railroads entering this place have announced that low rates will be in effect during the third annual meeting of the Reeves County Fair Association, beginning September 16th and lasting four days.

Tyler.—The laying of steel was commenced last week on the street car system under construction here. The line will be seven miles in length and will traverse the most important streets of the town.

Cisco.—On September 3rd, every business house at this place closed and over 200 men helped work the roads entering this town. The results were gratifying, and another similar event is being arranged.

Fort Worth.—The local Chamber of Commerce has succeeded in getting the Tarrant County Commissioners to designate November 5th and 6th as good roads days for this county. It is expected that 10,000 men will volunteer to work the roads of Tarrant County on these dates. If the movement is a success, it will save the taxpayers about \$40,000.

Denison.—Mr. George Morgan, an extensive peanut buyer, who has kept in close touch with the "goober" crop this year, estimates that the Texas crop for this season will be close onto 1,000,000 bushels and will net the farmers approximately \$800,000.

IMPORTANCE OF HEALTHY KIDNEYS. Plainview Readers Should Learn to Keep the Kidneys well.

The kidneys have a big work to do. All the blood in the body is coursing through the kidneys constantly, to be freed of poisonous matter. It is a heavy enough task when the kidneys are well, but a cold, chill, fever or some thoughtless exposure is likely to irritate, inflame and congest the kidneys and interrupt the purifying work.

Then the aching frequently begins, and is often accompanied by some irregularity of the urine—too frequent passages, sediment or retention. Thousands testify to the wonderful merit of Doan's Kidney Pills, a remedy for the kidneys only, that has been used in kidney troubles 50 years. You will make no mistake in following this Plainview citizen's advice:

Mrs. T. B. Irwin, 202 Jones St., Plainview, Texas, says: "When we have had occasion to use a kidney remedy we have taken Doan's Kidney Pills. They have never failed to be of benefit."

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. 54

Calling Cards at The Herald.

VELIE WROUGHT IRON VEHICLES Are in a Class by Themselves

Single Reach Gears Easy Riding Springs Light Draught Axles 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

J. M. SLATON, President W. C. MATHES, Vice President GUY JACOB, Cashier

The First National Bank

Capital Stock \$100,000.00 Surplus and Undivided Profits 170,000.00

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

George H. Hutchings

Teacher of Singing

WAYLAND BAPTIST COLLEGE

Tone Placing, a Specialty.

Studio in Main Building

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

Saved Girl's Life

"I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents.

ADDRESSED TO WOMEN

IS YOURS A Case of "Nerves?"

Hot flashes, dizziness, fainting spells, headache, bearing-down pains, nervousness—all are symptoms of irregularity and female disturbances and are not beyond relief.

Favorite Prescription

is that of a famous physician unusually experienced in the treating of women's peculiar ailments. For forty years it has been recommended to suffering womankind. Thousands of women can bear witness to its beneficial qualities. Perhaps its aid is all that is required to restore to you perfect health and strength. Now is the time to act, write Dr. R. V. Pierce's, Buffalo.

I AM NOW CURED

Mrs. DOMINIC RODGERS, of San Francisco, Calif., writes: "I take pleasure in recommending your wonderful remedies, and wish to say in behalf of your 'Favorite Prescription' and 'Golden Medical Discovery' that through their use I am now cured of the various troubles that a woman is heir to. These remedies cured me when others failed and I therefore resolve to take the others. I thank you for your advice."

YOUR DRUGGIST CAN SUPPLY YOU IN LIQUID OR TABLET FORM



Mrs. Rodgers

IMPORTANCE OF STREET PLANS AND GRADES.

Lawton, Okla., Engineer Points Out Things of Interest for Towns That Expect to Be Cities.

"The importance of correctly designed plans and grades for streets seems to be entirely lost upon the governing power of most small towns, and this neglect comes to be seriously felt, especially in the West, where towns grow to be cities over night, as it were, says Frank B. King, city engineer of Lawton, Okla., writing in Town and Village.

"Town sites are laid out and buildings of brick and concrete that would be a credit to places of five or six thousand population are often built with no regard to a suitable street grade, and, in fact, before any street grade has been established. As a result, when permanent sidewalks are to be built and an engineer is employed to set grade stakes, he finds that some of the buildings will be above or below a proper grade, and to get the best results under the conditions requires more engineering ability than most small places are willing to pay for.

"The establishment of street grades that will answer all conditions of a growing town is an art, and should be entrusted to engineers of considerable experience in city work.

"The first problem is to provide for drainage; and, as few small places have any storm water sewers, the problem becomes one of surface drainage. All the streets must be taken into consideration to provide a way for the water to reach a final outlet, and not pocket it on one or more street intersections.

"The next thing to consider is the conformation of the grade to the natural surface, to prevent an undue cost in excavating or filling, and at the same time have a street that will be artistic when a pavement is laid; for mistakes of work or design will surely be apparent to all at that time. A grave may cover a doctor's mistakes and a lawyer's may not be noticed by a layman, but the mistakes of an engineer on street grades are such that all who run may read.

Different Treatment for Business and Residence Sections.

"The general elevation of grades in the business and residence sections demand different treatment, for the reason that floors of business buildings are nearly always on a level with the sidewalk at the property line. To have a lot above grade in the business section is a disadvantage, for the whole area of the building must be excavated, making an added cost for the basement, if there is one, and providing a sink hole for the surface water unless the adjoining lots are also brought to grade. It would, therefore, seem that some filling in the street would be an advantage over the excavation of the property on either side.

"On the other hand, residence property is usually of more value at some elevation above the street, and a lot below grade must be entirely filled to make it desirable as a building site. Therefore it would seem that the grade should be established with regard to the low side of the street in the residence section, as only the street will require excavation, and the earth can be used to fill in low places.

"Usually some part of the street in the residence section is available for parking, only the central portion needing to be improved for teaming. A plan for this parking should be

The Herald's Classified Want Ad Section

HOUSEHOLD NECESSITIES.

Linoleums, Mattings and Floor Coverings—all at reduced prices—some less than cost—at E. R. WILLIAMS'. —Adv. 54.

CAR OF APPLES on track. TYE & VAN DEVENTER. —Adv. tf.

"White Lilac" is a pure soft wheat flour. C. E. WHITE SEED CO. Ad. tf.

Fresh Celery, Lettuce, Turnip Greens and every other kind of vegetable at VICKERY-HANCOCK GROCERY CO.'S. —Adv. tf.

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

A NEW LAUNDRY.

Post City Independent Laundry will do your work and do it right. Bring your bundle work to the Missouri House. Basket leaves every Monday at 12.05 o'clock.

Have received a trial basket. It is fine. THE MISSOURI HOUSE. C. T. McCLURE, Agent. —Adv. tf.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

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

If it is Floor Coverings you want at reduced prices, E. R. WILLIAMS has the Coverings. —Adv. 54

TO TRADE.

We trade Buggies for horses and mules, or take in old buggies on trade. PLAINVIEW BUGGY CO., at Public Scales. —Adv. tf.

NOTICES.

The public is hereby notified that no camping, hunting or fishing will be permitted on Sections 111 and 102, Black A, Swisher County. Any one trespassing on these lands will be prosecuted. —Adv. tf.

OTUS REEVES.

NOTICE—I hereby notify all real estate agents that my land is off of the market, and that same is no longer in agent's hands for sale. E. W. BYARS. —Adv. 54-pd.

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

VEHICLES & IMPLEMENTS.

JUST RECEIVED—A carload of Buggies, Spring Wagons and Farm Hacks. PLAINVIEW BUGGY CO. tf.

adopted in connection with the establishment of grade, in order to determine the correct relation of curb, walk and property line.

"An excessive width of roadway is expensive to keep up or improve and is undesirable on account of dust and reflected summer heat; therefore, the more that can be devoted to grass and trees the better. A width of 33 feet between curbs on main avenues, and 29 feet on side streets, has been found ample in a city of 8,000 population, and while this width might be rather narrow should a car line be built, it would seem the part of wisdom to widen certain streets when necessary

after the line is built, rather than to make them all wide in the expectation that such line will be built in every street some day.

"Where the remaining parking is of sufficient width to allow for two rows of trees and the walk, it is believed that the walk should be built in the center and a row of trees planted on either side, staggered if necessary for proper spacing, and midway from walk to curb and property line.

"With a parking only wide enough for the walk and one row of trees, the desirable plan would be to put the walk nearer the property line and plant the trees midway between walk and curb, as the placing of the walk next the curb gives the discomfort of dust or mud, and a danger from street traffic. Also, with the walk some distance from the curb, it can be placed at a higher elevation where hill-side streets make this desirable.

Protests of Property Owners.

"Early in the work of establishing grades will come protests of property owners against cutting down a little here or filling in a little there. City officials will do well to give these protests small heed; for a reliable engineer will do what he thinks will be best for the street after final completion, and he will know just how it is going to look when the improvement is made, while in most cases those who protest will not.

"The writer has known of several cases where grades have been changed by petition, for which change the signers were sorry after the curb and paving were put in.

"It is remarkable that while very few people will tell a shoemaker how to put on a sole, any one of a hundred or more property owners can tell an engineer how to establish grades.

Curves at Street Intersections.

"The width of the roadway will determine to a considerable extent the treatment of the curb location at street intersections, as for a good appearance and the convenience of traffic some sort of curve should be adopted, rather than a right angle, and it would seem that the radius of this curve should be in some inverse ratio to the width of the driveway. On the streets mentioned above, a quarter circle with a 15-foot radius has been

The Greatest Time and Money Saver

We think of railroads, telephones, the telegraph, the wireless—but how about want ads?

They are in the same class. It used to be when a man wanted help he had to ask among his friends where he could get a good Stenographer, Bookkeeper, etc. TODAY he puts in a want ad and tomorrow he has only to choose from a dozen or more.

He has furniture to sell—a want ad brings many buyers.

He has a house to rent—a want ad rents it—he has a house to sell—a want ad sells it.

THEY ARE a great convenience, **Phone 72** aren't they?

MISCELLANEOUS.

We have the best Farm Hack made. Call and see them. PLAINVIEW BUGGY CO., at Public Scales. Ad. tf.

WANTED.

Roomers. Gentlemen preferred. Phone 146. —Adv. tf.

You can't buy better light bread flour than "Our Home." C. E. WHITE SEED CO. —Adv. tf.

We will sell you a good Buggy cheap for cash or on time with good notes. PLAINVIEW BUGGY CO. tf.

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

WANTED—A good strong girl for general house work; \$25 a month. Phone 270. —Adv. 54

Think of it! "Our Home," \$1.50 per sack. C. E. WHITE SEED CO. Ad. tf.

Call The Herald for Business Cards.

E. R. WILLIAMS has remnants of Mattings, Linoleums and Floor Coverings at greatly reduced prices. Ad. 54

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.

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

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

E. R. WILLIAMS is selling out his remnants of Floor Coverings. See them before they are gone. —Adv. 54

REAL ESTATE.

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. —Adv. 55-pd.

FOR SALE.

On easy terms, 11-room house, barn and fine young orchard, with 5 1/2 lots. Call Phone 270. —Adv. tf

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

FOR SALE: On easy terms, 11-room house, with fine young orchard; 3 1/2 lots. Phone DR. GUYTON. Ad. tf.

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

FOR RENT: Four sections watered pasture near Petersburg. Small windmill tower and posts for sale. C. S. FIELD, Phone 138, Plainview. Ad. 54

On account of my physical condition, and wishing to winter in lower altitude, I will sell at a specially low price, if sold soon, three nice homes in Plainview. If you contemplate buying, get my prices now. W. B. KNIGHT. —Adv. 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 at 408 Walnut St. tf.

See E. R. WILLIAMS' remnants of Floor Coverings, Linoleums and Mattings. The price is less than cost. —Adv. 54.

PROFESSIONAL.

Miss Hester Williamson, Public Stenographer; charges moderate; satisfaction assured. Ware Hotel. Phone 501. —Adv. 54-pd.

found to give a good appearance, while the curb at the alley intersection was a quarter circle with a 6-foot radius.

"In the business section, at the intersection of streets having respectively a 60- and 70-foot driveway, a quarter circle of 6-foot radius and a 3-foot radius at the alleys give good appearance.

"In the residence district walks are generally built before the curb, and the establishment of a grade is necessary in advance to prevent building the curb above or too far below the walk and to maintain an even depth of gutter, where possible.

The Checker Board Principle Should Be Abandoned.

"If the owners of town sites and additions would get away from the plan of locating streets and blocks on the checker board principle, and first making a contour map of the ground, lay out the streets with a regard to

COAL & GRAIN.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

Don't forget I am in the market for your Grain and Hay; also on the market with best line of Coals to suit your pocketbook and fancy. E. T. COLEMAN, Coal and Grain Dealer. —Adv. 55

You save money when you buy "Our Home" Flour from C. E. WHITE for \$1.50 per sack. —Adv. tf.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

LUMBER DIRECT FROM MILLS.

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

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

If you are wanting your money's worth when buying Coal, always ring phone 176 and call for Simon Pure "Nigger-Head," handled by E. T. COLEMAN, Coal and Grain Dealer. —Adv. 55

LIVE STOCK.

TO TRADE FOR CATTLE.

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

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

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

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

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

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

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.

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

beauty and convenience, and correctly establish the grades, then when the tract built up and improvements were completed, such city or addition would be a thing of beauty and a joy forever.

Too Frequent Change of Engineers.

"The greatest fault with small places—and big ones, too, for that matter—is the practice of changing engineers with every change of administration. It is a serious reflection upon the boasted ability of the public to govern themselves to do or to permit their officers to do what they would not think of doing in their own business, and that is to oust a competent and trusted employee for the simple reason that some friend wants the place.

"When a good man is secured he should be kept, unless work is contemplated of a kind for which he is not fitted, and then it would be better to obtain the services of a consulting

engineer; or, if a better man is employed, the other should be retained as assistant, as he will have a store of knowledge about the city that cannot be recorded or turned over to his successor—knowledge that it would take a new, though better, man months to acquire."

TRANSCONTINENTAL TOURIST FINDS TEXAS ROADS POOR.

E. L. Ferguson Tells Dallas Boosters of Money Value Good Roads Have.

E. L. Ferguson, automobile pathfinder for the proposed transcontinental, all-Southern highway, arrived in Dallas Tuesday morning, having traversed the States of Alabama, Mississippi, Louisiana and a large part of Texas, logging possible routes for the highway. He came into Dallas to fill appointments, arriving by interurban from Waxahachie, his automobile having stalled in black mud in Hill County.

On his trip across the Southern States Mr. Ferguson has spoken at many meetings, urging the advantages of good roads from a commercial and development standpoint. He addressed the Dallas Advertising League on the advertising value of good roads, and at night he made a good roads speech at a banquet at the Oriental Hotel, at which he and Governor Colquitt were guests of honor and principal speakers.

Mr. Ferguson is a Bostonian, and he pointed to the good roads of New England as an example of the value of roads from an advertising standpoint. He said that \$25,000 per year paid as taxes by New England autoists has resulted in bringing \$4,000,000 to \$6,000,000 into that section during the four months' touring season this last summer.

The roads of Texas, he declared, are much inferior to what he had expected, and he had found even Louisiana, which he had expected to find very bad, better from a road standpoint than the sections of Texas he has traversed during the rainy spell of the last week.

PACIFIC WASHES MASONRY OF MIRAFLORES LOCKS.

Fifteen Hundred Shriners See Waters Rush Through Breach Made by 20 Tons of Dynamite.

The explosion of twenty tons of dynamite August 31, the biggest ever exploded at the canal, rent the dyke that holds the waters of the Pacific from the canal. Fifteen hundred touring Shriners and the officers from the British cruiser New Zealand witnessed the immense spectacle of removing the last obstruction against the inflow of the Pacific. The breach left by the explosion of the dynamite was 500 feet wide.

On Monday, September 1, a few hours after the explosion, when the tide crept slowly toward the shattered dyke, a workman seized a shovel and dug a little ditch, through which the water slowly trickled. Soon this little stream was converted into a rushing, maddening torrent which enlarged the gap as it swept on, and for the first time the waters of the Pacific washed the solid masonry of Miraflores Locks.

Soon the waters flooded that part of the canal between Gamba and Miraflores Locks, and then, while the crowd cheered itself hoarse, an 800-ton barge was sent through the body of water, which is 5,000 feet long, 500 feet wide and forty-nine feet below the mean sea level.

W. C. Crouch and his daughter, Miss Nell, of Lawrence, Kansas, are in Plainview, guests of Mrs. L. Lee Dye.

WALLER Tailoring Comp'y

Cleaning and Pressing

ALL WORK GUARANTEED

We Call for and Deliver

PHONE 188

If you are looking for real bargains in LAND, or TOWN PROPERTY, come and see us we may have just what you are looking for. We have a number of real snaps, that are worth your investigation which we would appreciate showing you. Correspondence solicited, and our large Booklet of Views is yours for the asking.



E. E. WINN REALTY COMPANY

Rooms 15 and 16 First Nat'l Bank Bldg.

Plainview, Texas



Women Who Like to Be First

in matters of dress will enjoy our

NEW ARRIVALS IN AUTUMN MODES

To lead to a clear understanding and a real appreciation of the new modes for the approaching season a few words of explanation will not come amiss.

First, it must be borne in mind that draperies are the keynote. They are ever present and their graceful folds are seen in all but the most severely tailored things.

A Second point is softness—a natural outgrowth of the drapery idea. A gentle, clinging grace is the effect that all of the couturiers of the day have striven for. Of how well they have achieved it you are the best judge.

The Suits

are perhaps of the greatest general interest. We are showing a splendid line of Palmer Suits. The suits intended for formal wear—shopping, traveling and general usage, are most of them quite plain, relying on their clever lines and fine material for their beauty. Velvet, is, however, particularly good, especially a touch about the collar and cuffs.

As to materials there are, Failles de laine, Velours de laine, Faille cords, Bedford cords; Unfinished Serges, Ecosse; Diagonal Serges and Venetian Clothes.

The colors best liked are, Burgundy, Wistaria, Terra Cotta, Bottle Green, Navy Blue, Taupe, Garnet, Mahogany, Olive Green and Black.

The prices range from \$15.00 to \$48.00

The Coats

Among the Palmer Coats are the Wool Bengalines, Pebbles de laine, Wool Corduroys, Wool Eponges, Chinchillas, Duvetines, Velours de laine, and Diagonal Serges.

Here, also, are found the plush and velvet collars, the straight, close-fitting lines and the general air of simplicity that prevades all the fashion world. Prices range from \$6.50 to \$55.

The Dresses

are also of soft silk—charmeuse and crepe de Chine are the favorites. We handle the Famous Lucille Dresses. A particularly charming idea is that of fashioning the top of the bodice of velvet brocaded chiffon. Pleated coatees are ever so popular. The skirts are invariably draped in the most original of manners. Priced from \$15 to \$55.



The Briton

"The shoe that scores against bad weather"

Made of Tan Grain Calfskin, with a treated rawhide inlay between inner and outer sole, rendering it impervious to water.

Smart and rakish in design, light in weight, with a low, broad heel, and stamped with all the custom qualities characteristic of the Nettleton Make.



SHOES

We have never before shown such a splendid assortment of the Fall Styles in Shoes as we now have in our shelves.

There's a comfortable **FIT FOR YOU** in our lines of Steadfast, "Star Brand" and Nettleton Shoes for Men and Queen Quality Shoes for Women. Cotton and Silk hose to match every leather.

There's a lot of style in this new model—

And there are a lot of men who will like it.

You will when you see it.

RICHMOND "IT'S A NETTLETON"

Flat Heel
Receding Toe
Invisible Eyelets



"The world's best" Shoes for Men



Mr. Workingman

Don't forget that we have a complete line of work gloves, shirts, overalls, jumpers, etc. —all guaranteed for best service.

Plainview Mercantile Company

W. A. SHOFNER, Manager