

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

The Twice-a-Week Hale County Herald

Quality Job Printing;
Book and Pamphlet
Designing.

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

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, FRIDAY, SEPTEMBER 25, 1913

NUMBER FIFTY-SIX

INDIANA MAN SAYS BUILD FACTORIES

W. H. Young Predicts Wonderful Development on South Plains During Next Decade.

PLAINVIEW THE METROPOLIS

Opportunity Is Here, Visitor Says, and Co-Operative Effort Will Build Great City.

Plainview has a large opportunity, but it is up to the men now here to develop it. That is what more than one visitor has suggested, and that is what sound-minded business men of Plainview know. W. H. Young, of Attica, Indiana, was a visitor in Plainview this week. He believes in the Plainview country.

"I have been watching you grow for five years," Mr. Young said. "Your development has been wonderful—from a village of 500 people to a town of 5,000, with two colleges, ten churches, three public schools, two wholesale grocer houses and three National Banks, each having a capital stock of \$100,000—that is 'going some.' But your development has been inconsiderate with what it will be during the next few years."

Mr. Young expects to see the South Plains more thickly populated than any part of Texas is to-day. Some town in this section is going to make a city, he thinks,—and that place ought to be Plainview. All that is necessary, Mr. Young believes, is co-operative effort—a willingness on the part of every man to give up some time and thought from his individual business to help in town building; for each individual to make himself a sort of assistant secretary of the Chamber of Commerce, if you please.

Fort Worth increased 47,000 in population from 1900 to 1910. Other towns have grown even more rapidly. Many successful business men believe that Plainview may become a town of 25,000 in ten years. But to do that we must "go after things."

"Plainview ought to have alfalfa meal mills," Mr. Young continued. "Cotton mills are worth trying for. I would suggest overall and work glove factories; broom factory; a small canning factory, and later on a condensed milk factory. These things turn your raw materials into finished product. They bring laborers into the town and bring purchasers here to buy what you offer, and they bring money, as well as railroads, into your town."

Mr. Young thinks that these things will certainly come if we go after them; a live Chamber of Commerce is, of course, the most effective means. Mr. Young controls 15 sections of land near Runningwater. His property is stocked with Hereford cattle.

MISS TALBOTT IMPROVING AFTER OPERATION.

Adenoids and Tonsils Were Removed at Quanah; Seven Across Country in Ford.

W. R. Talbott came in Wednesday night from Quanah. His wife and family had been in Quanah for some time, where Miss Talbott underwent an operation for adenoids and her tonsils. The young woman is very much improved in health.

Wednesday Mr. Talbott drove from Quanah in his Ford. There were seven in the car, besides baggage. A drive of 50 miles was made after 4 o'clock in the afternoon.

Mr. Talbott is a flour salesman for the Oriental Milling Company, and made a trip through East and Central Texas while his family were in Quanah. He says all that part of the State has been drenched, but that he was anxious to get back to the South Plains. "It is the best place I have ever seen," Mr. Talbott says.

PLAINVIEW HARDWARE CO. TO OCCUPY MASONIC BLDG.

The Plainview Hardware Company will move from its present quarters, on the north side of the square, into the Masonic Building about October 1. The entire lower floor of this building will be taken by the Company for a large stock of all kinds of hardware and implements.

DRIVES FORD 75 MILES ON 40c WORTH OF GASOLINE.

J. J. Clark, of Olton, drove his Ford seventy-five miles Saturday on 40c worth of gasoline. This figures 21-3 gallons of fuel for the run, or 32 1/2 miles to the gallon.

LAKE PLAINVIEW IS HAVEN FOR WATER FOWL.

Two Swans Come from Connecticut; Two Geese and Ducks from Everywhere.

Lake Plainview is a haven for water fowl. It is the largest body of water in the country, and more than that, it is the only safe retreat for the birds. Hunters are out on every pond.

Last fall two or three parties slipped into the Lake under cover of night and took random shots. At that time no work had been done and no plans perfected for beautifying the place. Of course, no one is going to jeopardize the swans and geese at the Lake in order to get a shot at a few wild ducks. Even if there were no tame birds on the lake, it is a much more beautiful sight to see a hundred ducks floating on it than the fun of shooting them would amount to. Public sentiment, as well as the Company's rules, will make "No shooting" the law at Lake Plainview.

That means that we shall have wild ducks on Lake Plainview practically all year.

Yesterday two big white swans came in from Darien, Conn. There are two geese on the Lake, and Mr. Miller says that some Canadian geese will be placed there. Woven wire is being placed around the water's edge; a protection for the water fowl will be placed on the little island near the boat house.

COLLEGES TO ORGANIZE PANHANDLE ASSOCIATION.

Meeting Has Been Called in Amarillo Monday; Seven Schools Asked to Come.

The idea of an association of all Panhandle colleges will materialize Monday, if all plans do not fall. Letters have been sent out to the two Plainview colleges, Clarendon College, Goodnight College, Lowery-Phillips Academy, The State Normal School at Canyon and the Roswell Military Academy, Wayland, Seth Ward, Clarendon College and Lowery-Phillips Academy have replied that they would have representatives at the meeting. Others have not yet been heard from.

The association will include athletics, and may include all inter-collegiate activities, such as debating and oratory. It has also been suggested that an inter-collegiate track meet may be made an annual affair, to be held with the different colleges each year.

Rules of eligibility will perhaps be modeled after those of the Texas Inter-Collegiate Association.

FIRST MONTH OF SCHOOL; SATURDAY IS PAY DAY.

Fifty-Four Hale County Teachers Will Draw Vouchers To-morrow; 1,827 Scholastics Registered.

To-day completes one month of school; to-morrow is pay day. Thirty-one county teachers and twenty-three teachers in Plainview will draw vouchers, Judge W. B. Lewis said to-day.

Scholastic enrollment on which the State allows \$7 each is 1,827. The enrollment is considerably above this number, Judge Lewis said to-day. The census was taken just after the Texas Land and Development Company had purchased its 60,000 acres of land and before settlers had been secured for these farms. Many families have since come in.

RAMBO GIVEN SUSPENDED SENTENCE FOR STEALING.

Floyd County Court Convicts Man of Horse Theft and Grants Him Parole.

District Attorney George Mayfield returned Tuesday from Floydada, where he has been in court. Judge Mayfield says that it was not a busy session. Avery Rambo was convicted for theft of a horse. He was given a suspended sentence. Court adjourned Tuesday.

SEVEN PLEAD GUILTY IN PETERSBURG COURT.

A court of inquiry has been holding at Petersburg this week, according to W. J. Dunlap, the efficient deputy sheriff of Petersburg community. Mr. Dunlap says that Joe Jay, Frank Perkins, Horace Smith, Tom Elliott, Les Shankle, Ed Mickey and Ben Halley plead guilty to misdemeanors.

RAIN PREVENTS BUSINESS MEETING

President Anderson's Absence and Taste of Winter Dampens Ardor of City Builders.

EXHIBIT AT OKLAHOMA O. K.

Plans Are Being Completed for Soberity Run to Dallas During State Fair.

Plainview's first touch of winter came yesterday morning—not that yesterday was the coldest day this fall, neither was this morning; but cold doesn't count when the sun is shining. It is when gray clouds hang low and the wind howls and spits of rain dash down without warning.

And when this kind of weather comes Plainview goes to sleep at nightfall. Unlighted streets with crossings torn up don't invite any one out after dark. It was that kind of weather last night. The thermometer only went down to 43 yesterday; this morning it dropped to 40 degrees. Sunday morning, September 14, the mercury was only 5 degrees above freezing. But that was a wonderfully bright day and everybody enjoyed the crisp morning.

The meeting of our Chamber of Commerce which was scheduled for last night didn't materialize. President J. C. Anderson was out of town, and it seems that nobody had courage to venture out. A meeting will be called some time next week.

Hale County's exhibit is at Oklahoma City. Albert Hinn, of the Harvest Queen Mills, is in receipt of a letter from Messrs. Hanby and Perry, stating that everything is in good condition and that Plainview's booth shows up pretty well.

Automobilists seem to like the idea of a sociability run to Dallas during the State Fair. The trip to Dallas could be made in two days without difficulty. It is hoped that a substantial prize may be offered the first man in the run; a second prize will be offered, too. If arrangements can be perfected, Plainview's band will go along and help advertise the South Plains metropolis over North Texas.

Members are still coming into the Chamber of Commerce. "Why not make it an every-citizen campaign?" a business man asked this week. Indeed, why not? Have you joined?

WANT 500 FOR SUNDAY SCHOOL RALLY DAY.

First Baptist Church Planning to Line Up Young People for Study and Work.

Sunday is rally day at the First Baptist Sunday School. T. E. Richards, Superintendent, and his helpers are preparing specially for that day.

"Many scholars have been out of town during the summer," Mr. Richards said to-day. "These are being urged to get in line, and an effort is being made to enlist as many new members as possible."

A special program of songs, instrumental music and talks will replace regular exercises for all departments except the Bible Class. This class will meet, as usual, at the Wayland Building, but will join the main Sunday School at 10.15 for the second period of the program, according to plans.

The superintendent and teachers say that they expect to build up an enrollment of 500 during the fall months. An effort is being made to have 500 on rally day.

RAIN COVERS STATE.

Weather Man Says Saturday Will Be Warmer.

The rain which came Thursday seems to have covered all Texas. At Amarillo 41 of an inch fell; reports indicate heavier precipitation over the North Plains; Fort Worth reports 2 inches, and heavy rains are reported along the Fort Worth & Denver Road.

The precipitation at Plainview was .27 of an inch Thursday and .41 of an inch Thursday night and Friday morning. The thermometer Friday dropped to 40 degrees, the coldest this year, except when it went down to 37 degrees two weeks ago.

SPECIAL MUSIC SUNDAY NIGHT AT CHURCH OF CHRIST.

Professor Will Wright, of Anson, Texas, will sing at the Church of Christ, corner Grover and First Streets, Sunday night. Mr. Wright is reported to be a fine singer.

KEEP BOY ON FARM SAYS GOVERNOR COX

Ohio Executive Urges More Community Life in His Message to Farmers' National Congress.

SMALLER FARMS IS SOLUTION

President Sanford Advocates Equitable Relations Between Producer, Consumer and Middleman.

Plano, Ill., Sept. 23.—"Keep the boy on the farm and restore community life in the country."

This was the message brought to the twenty-third annual Farmers' National Congress by Governor Cox, of Ohio, at the opening session of the congress here today. Governor Dunne, of Illinois, indorsed the message. All the speakers of the afternoon talked on the high cost of living and all agreed that it centered on the emigration of the country boy from the farm to the city.

"To keep the boy on the farm is our problem. It is a problem we have signally failed to solve," Governor Cox said. "My solution of it is smaller farms. There should be more farm owners working their own land instead of big proprietors owning large tracts worked by tenants or overseers."

Urges Community Life.

Governor Cox said he saw no reason why life in the country should not be made entertaining.

"Every township should have a combination community house and high school. They should have lyceums there, moving pictures and the like. A strong sense of the community life should be developed."

Charles T. Sanford, president of the congress, calling the convention to order, said:

"There is a great margin of expense somewhere between producer and consumer which leads to the justly founded complaint of the ultimate consumer of the high cost of living. This," Mr. Sanford asserted, "leads to confusion in the public mind as to the real status of the farmer and the profits arising from his occupation."

"During the last two decades," he continued, "the agricultural industry has not kept pace with the increase of population, falling behind 15.3 per cent; during this same period there has come an extraordinary increase in the valuation of farm lands, until it is no longer an easy or simple matter for the average man to become the owner of a well-improved farm."

"If the agricultural millennium does not arrive in the near future it will not be for lack of agitation in behalf of plans to bring it about. Scarcely a day elapses but some new scheme is proposed having for its object greater yields, higher prices for products of the soil, lower prices for what the farmer buys, cheaper money, or some other thing calculated to ameliorate unsatisfactory conditions. This makes for progress, whether it brings progress through these agencies or not, for the farmer is thereby stimulated to think for himself and to work out his own salvation."

"Comfort and prosperity on the farm lie at the base of our National well-being. But sometimes we think there is a tendency to overdo the matter of attempted relief through the medium of mere mankind. To his hands and to his intelligence are entrusted the solution of problems of National concern which affect our entire citizenship."

Mr. Sanford said the point will have been reached in the evolution of the "show the farmer" movement when some broad, comprehensive plan for central and responsible control and co-ordination of effort should be agreed upon. He said that a successful movement for the advancement of agriculture must depend in the last analysis upon the farmer himself and that the great army of husbandmen are already on the right track.

ANNOUNCEMENTS.

The "As You Like It" Club is meeting this afternoon with Mrs. W. H. Mason.

Mrs. E. H. Humphreys will entertain the Highland "42" Club next Thursday afternoon.

The Civic League will hold its next regular meeting Wednesday afternoon, October 1st, in the Club Room at the City Hall.

W. C. Briggs, of Vernon, was a visitor in Plainview this week.

COLORADO MAN SAYS SOUTH PLAINS HAS WORLD BEATEN.

E. A. Bannister Says Pumped Irrigation Is Best; Will Move from Lamar to Plainview.

E. A. Bannister, of Lamar, Colorado, has been visiting E. B. Miller and wife this week. Mr. Bannister is Mrs. Miller's father. Wednesday he went over the Experiment Farm with E. E. Winn, and drove the Ford out to Dr. White's place.

"You can say for me that the South Plains has the world beaten," Mr. Bannister said yesterday. "There is no chance for the man 'higher up the ditch' to get your water; you have fertile soil and no alkali. I never would have believed it possible to irrigate much land with a well, but after seeing your wells here a man simply has to believe. It is the best irrigation proposition I know of anywhere. It beats the famous Colorado projects."

Mr. Bannister said that if Colorado irrigation farmers could be gotten down here and shown what we have they would certainly move to the South Plains, because they know what irrigation is.

Mr. Bannister will probably move to Plainview.

SERIOUS BLAZE THREATENS WHEN ENGINE BACKFIRES.

M. E. Brown's Presence of Mind Prevents Blow-Up at Lake Plainview Plant.

When a can of gasoline which M. E. Brown, engineer for the Texas Land and Development Company, was holding caught fire yesterday the whole plant would have been destroyed except for the engineer's presence of mind.

Mr. Brown was wiping off the big engine when it backfired, and the blaze spread over a small gasoline can in the workman's hand. He tried to throw the can through a window; it struck and fell back to the floor, splattering oil over the walls of the room. Immediately the flames covered the wall.

At this juncture onlookers took a panicky trot to different parts of the park. Just over the blaze the big gasoline storage tank rested. An explosion seemed imminent. But the engineer and helpers stood their ground and smothered out the fire.

HURLEY WELL TO BE TWO FEET IN DIAMETER AT BOTTOM.

Layne & Bowler Expect Bailey County Gusher to Be Wonder; Tulla Parties to Dig.

Layne & Bowler are putting down a "bumper" well for C. C. Hays, of Hurley. This well will be 215 feet deep and have a diameter of 2 feet all the way to the bottom. It will be lined with Layne shutter screen, and will use a No. 7 or No. 8 pump. The hole is now nearly 200 feet deep.

L. Klaus and Sons and Vaughn Bros., of Tulla, have contracted with Layne & Bowler for wells. Mr. Layne says that his company has also contracted with G. P. Davis, of Fremont, Neb., for a well at Dimmitt, Texas.

An investment of \$150,000 has recently been made at Memphis, Tenn., by Layne & Bowler. They have purchased ten acres of ground and equipment for making all of their parts used in big wells. Memphis will hereafter be general headquarters for the Layne & Bowler Company.

Mr. Layne says that he expects to have a plant in Plainview for assembling their irrigating outfits before many years.

BETTER DAY GIVES HARP FAIR CHANCE FOR RECOVERY.

Man Wounded by Accidental Gun Discharge Is Weak from Loss of Blood.

Ross Harp is resting better to-day, according to Dr. J. C. Anderson, who came in from Hurley late this afternoon; yesterday he was very weak. It looked like a slim chance, Dr. Anderson says. The wounded man had lost a great deal of blood, and his pulse was weak. His physicians seem to think that he has a fair chance for recovery.

Ross was in fine health, has a strong will and is receiving the best of care. This combination will often pull a man out of a very close place. And when Ross Harp is well again he can count his accidental shooting with a 25-30 caliber rifle a "close call."

See The Herald for Book Work.

MAXEY TO BUILD NEW SANITARIUM

Drs. Guyton and Nichols Contract for Modern Hospital to Cost \$10,000.

MRS. GUYTON IN CHARGE

Work in Progress on Modern Homes and Store Buildings; Sidewalks to Follow Crossings.

Contract was closed Tuesday night with J. B. Maxey to build a modern sanitarium for Dr. J. V. Guyton and Dr. E. O. Nichols. The building will stand just north of the present sanitarium, on West Moreland Street. It will cost \$10,000.

The new hospital will be of stucco, plastered inside and have hardwood floors. It will be two stores high, with basement, and have twenty rooms. Hot air will be installed for heating. "A thoroughly modern plan has been adopted," Dr. Guyton said yesterday.

Mrs. J. V. Guyton will have charge of the sanitarium. She has been remarkably successful with the Guyton Sanitarium since coming to Plainview, a year ago. Mrs. Guyton is a graduate of St. Joseph Hospital, Philadelphia. She was formerly Superintendent of the County Hospital at Portland, Oregon, and of a Northern California hospital.

The sanitarium will be open to all physicians.

Dr. Guyton has performed a number of delicate operations with marked success. He came to Plainview, from Seminole, a little more than a year ago. Dr. E. O. Nichols, who is associated with Dr. Guyton, has been in Plainview for a longer period. He is an eye, ear, nose and throat specialist. Dr. Nichols is popular with a great number of people around Plainview.

Contractors Are Busy.

Brick has been placed for the new Overland garage, on North Pacific Street, and for the Donohoo-Sharp buildings on the west side of the square. Work on the Grant and Blueher and Grant and Korder Buildings is being pushed. Tenants are anxious to get into these new quarters before winter opens.

It is difficult to get into town now because of the new crossings blocking so many streets. This condition will be relieved in a few days. Next come sidewalks, and then Plainview will be entitled to free mail delivery.

The new buildings are gratifying, but it is a safe venture that for comfort and convenience sidewalks and crossings mean even more to the town.

Residence Building Notes.

Dr. A. H. Lindsay's California bungalow in white stucco, on Wayland Boulevard, is now ready for the plasterers. This home, when completed, will be one of the prettiest in Plainview. There are six rooms, hall and bath. The walls will be tinted.

Individuality of taste as to color is being carried out in each room. Mod- (Continued on Page Six.)

MRS. W. H. MASON WILL SPEND WINTER IN "GOTHAM."

Miss Edna Harrington to Accompany Plainview Matron as Far as Chicago for Study of Art.

Mrs. W. H. Mason leaves to-morrow for a visit with her mother, in Massachusetts. After a month at her girlhood home she expects to go to New York City for the winter. Mrs. Mason is wife of W. H. Mason, auditor for the Texas Land and Development Company. They came to Plainview last winter.

Miss Edna Harrington will accompany Mrs. Mason as far as Chicago. She will spend the winter season in the city on Lake Michigan and will study in the Chicago Art Institute.

The forecast for Saturday is generally fair and warmer.

JO WAYLAND TO ADD STOCK OF DRY GOODS.

Jo Wayland will put in a big stock of dry goods in connection with his men's furnishing lines. During the past year Mr. Wayland has handled men's furnishing goods and shoes exclusively.

Miss Francis Pike, her mother, Mrs. M. F. Pike, and a friend, Miss Edna Taddle, of Slaton, Texas, came in Thursday to visit friends.

Miss Gladys Marsalls came in yesterday, and has taken up her work as director of Fine Arts at Seth Ward.

It's House Cleaning TIME

And while you're cleaning why don't you discard that old broken rocker or rickety table you have been intending to sell or throw away? Treat yourself and keep up appearances by buying from our new furniture showings which we have just unloaded from a car straight from Chicago markets.

Then too, you'll need a new rug for that dining room or living room. You'll spend an awful lot of time in those rooms this winter so make them bright and new.

Had you ever thought that a roomy kitchen cabinet would save HER many tiring steps. Mebbe you've been neglecting her a bit of late, better make her happy today.

Anyhow see us for suggestions about Fall Furnishings.

Paxton & Oswald

Phone 179

expected that there will be another debate with Wayland College, and several men are working hard to be one of the debaters.

The teachers are co-operating in every way to make the year profitable to the students. Miss Marsalis, who has been detained at home on account of sickness, is expected in the last of this week, and she will take charge of the Music Department. She comes with several years of successful experience and superior training, and will no doubt maintain the high standard of Seth Ward's Music Department. REPORTER.

4,015-MILE GRIND SHOWS IMPORTANT FUEL FACTS.

Henderson and Harroun Tell of Discoveries About Kerosene on Trip to Coast.

Coincident with the return of the Indianapolis-to-the-Coast automobile tourists to this city, says an Indianapolis dispatch, the latest arrival, R. P. Henderson, motor car designer, divulged important discoveries resulting from the use of kerosene for fuel instead of gasoline in two cars which made the 4,015-mile trip.

Ray Harroun, well known as a racing driver, and Henderson both drove cars that burned kerosene—a Henderson de Luxe model and a new Henderson "six"—1914 models of the Henderson Motor Car Company.

The cheapness of kerosene as against gasoline was impressive.

Each car carried five passengers, the cost per passenger for fuel being \$6.50 each for the 4,015 miles, or about one-fifth of the railroad excursion rate of \$30 to California. In the De Luxe model, 230 gallons of kerosene were used. The cost of the fuel along the route ranged from 7 cents to about 13 cents a gallon.

Henderson found that kerosene increased the motor's efficiency. This he discovered was due to the fact that the new fuel has a higher heat unit than gasoline. The explosive power, however, is not greater. It took less kerosene vapor than gasoline in the cylinders. No carbon developed in the motor, but, on the contrary, the new fuel prevented the forming of carbon deposits.

The trip, with kerosene as fuel, was vital to the automobile industry, by reason of the fact that gasoline has mounted high in price, and engineers were puzzled as to the outcome. It kept many people from enjoying the fresh air and pleasure to be gained from motoring. Some manufacturers

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

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

The First National Bank

Plainview, Texas

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

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

saw harm to the industry. Gasoline ranges in price the country over from 20 to 40 cents a gallon. Both Harroun and Henderson were themselves surprised at the degree of success of the experiment.

KANSAS CITY MARKET FIRM UNDER HEAVY RUN.

29,000 Cattle in Yards for Monday's Sales; Hogs Erratic, with Light Receipts.

Kansas City Stock Yards, Sept. 22.—There was a very satisfactory market last week on all grades of cattle, killing kinds advancing 25 to 50 cents, and closing the week firm. Stock cattle and feeders gained 10 to 25 cents the first of the week, but lost it before the close. Thirty-four thousand cattle were purchased for the country during the week, and the clean-up was fairly good.

If any one thought the heavy runs of cattle were over, the idea was dissipated to-day, when the morning estimate of 29,000 cattle for the day's supply here was marked up. And if any one thought the market had gone its limit in holding up prices under stress of liberal supplies they were likewise disillusioned to-day, when everything sold actively at steady prices, with some cow sales strong.

No strictly prime steers were here, but sales at \$9.00 and \$9.10 were made, and bulk of the fed steers sell at \$8.25 and upward. Best native cows bring \$7.00, and no females bring less than \$4.25. Kansas grass steers bring \$6.75 to \$8.50, including caked steers.

Sixty-one cars of quarantined cattle came in, market active and fully steady, steer sales largely at \$6.10 to \$6.85. A feature to-day is a liberal supply of Colorado and Panhandle cattle. Colorado steers sold to killers at \$7.15 to \$7.45, odd head at \$8.00, and cows at \$5.75 to \$6.25. Panhandle stockers brought \$6.50 to \$7.75, cows \$5.00 to \$6.25, calves \$7.00 to

\$9.50. Erratic hog markets have ruled for a week, with the market tending upward most of the time. Receipts are light, and it is difficult for the packers to put up a successful fight for lower prices, particularly as order buyers purchase and ship to small killers more than one-fourth the entire receipts. Receipts 7,000 to-day, market steady to 10 cents higher, top \$8.75, bulk \$8.20 to \$8.70.

Sheep sold about steady last week, feeding lambs steady, fat lambs 10 to 20 cents lower. Receipts to-day, 12,000; market steady. Not enough feeding lambs are coming to supply the demand, though prices are strong, \$6.35 to \$6.50 one band last week at \$6.75. Fat Utah lambs sold at \$7.00 to \$7.20 to-day, yearlings \$5.75, wethers \$4.75, ewes \$4.15 to \$4.25. Natives bring equivalent prices when quality is prime, but natives usually lack flesh.

J. A. RICKART, Market Correspondent.

SETH WARD COLLEGE NOTES.

Work is now progressing at Seth Ward with all of the regularity of the mid-term. The enrollment is increasing by the matriculation of one or more students every day or two. Four have come in this week thus far. The spirit with which all are entering into their work is a source of great pleasure to the teachers, and has been a matter of comment.

The students are the best equipped of any that have entered the school previously. They are congenial and hard working. They take part in athletics and literary society work, and are starting out for a fine year.

Improvements that have been made on the grounds during the summer,

and the recent additions by the Missionary Society and Sunday School classes, make the life in the dormitories more home-like and pleasant.

We are glad that a good lyceum course is going to be accessible to the students. There are seven numbers in the course, and students will be charged only \$1.50 for a season ticket. The first number comes October 6th, and is The Chicago Ladies' Orchestra. This attraction is composed of eight musicians and entertainers. It is said to be one of the best musical companies on the lyceum platform. It is in the class with the Ernest Gamble Concert Company.

Football practice is going on every day, and the squad is getting in very good condition, considering the fact that most of the men are new and knew nothing about the game. It is hoped that games can soon be arranged with the High School and Wayland College. There is no reason why the schools of Plainview should not have a league of their own and arrange a schedule of games. Seth Ward would be glad to co-operate in such a move. It would prove equally as fine sport, and would save time and expense and would not cause the students to lose time from their classes. It is the desire of the faculty and students to co-operate in every way with other institutions for the general good. And we would state that most all of the statements that are made which would in all probability arouse other than a friendly feeling between Seth Ward and other schools are not encouraged at Seth Ward, and that such an attitude is not fostered.

The literary societies have begun work in earnest, and have already planned public programs, etc. It is

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

OUR Name Contest closed Saturday night, but we are still open for business. Just received a fresh shipment of "Loose-Wiles" bulk chocolates and Beich's package goods.

Blasingame & Klinger

Phone 263

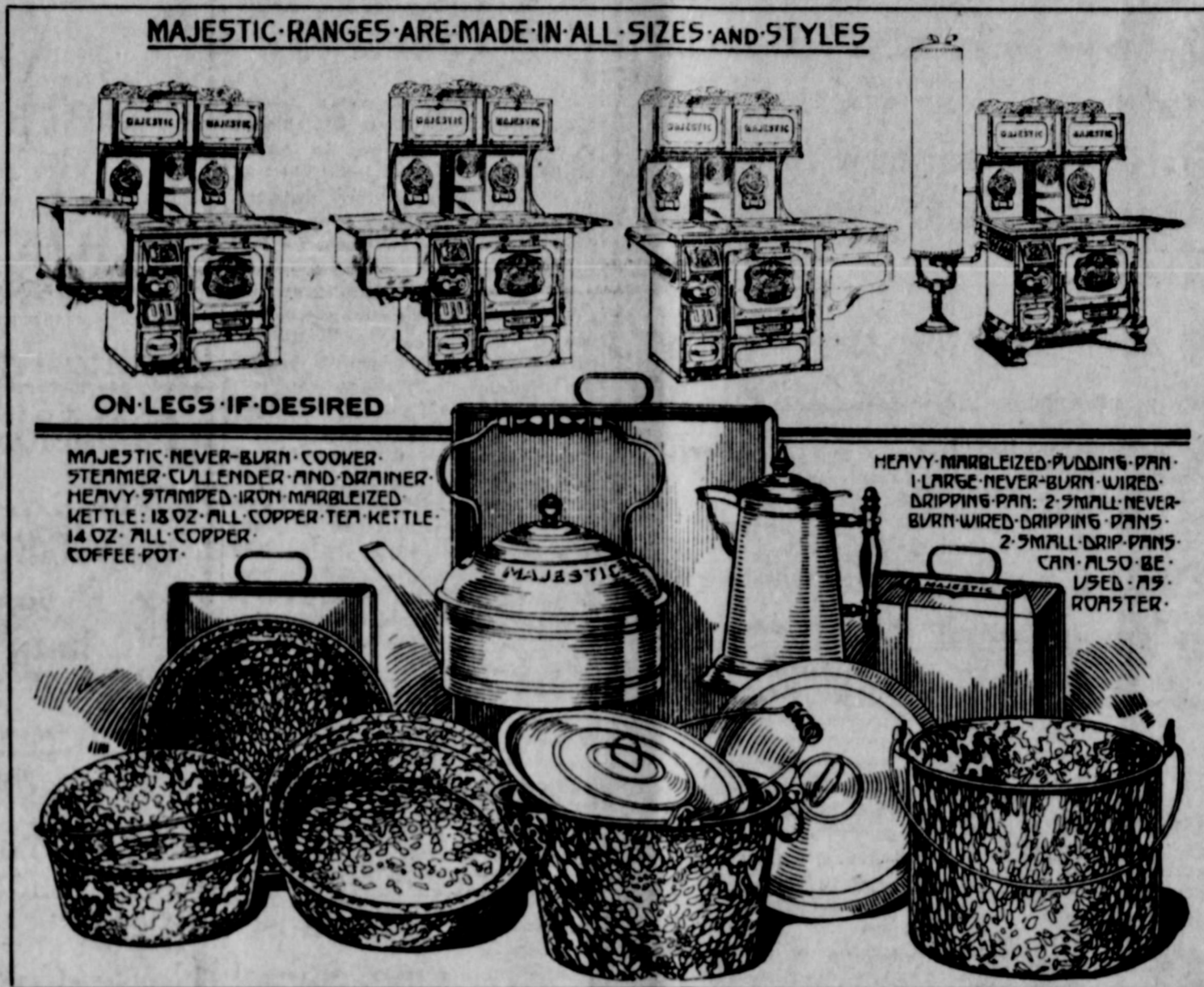
Special Demonstration and Sale GREAT MAJESTIC RANGES

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

WHAT SILAGE WILL DO FOR WEST TEXAS.

Agricultural Commissioner of Rock Island Tells of Superiority of Kaffir and Cane in Silo.

The Kansas Agricultural College completed in May a feeding test with beef cattle that is of great value to every feeder in that State. It is of even greater importance to the stockmen of Western Texas. It showed that in feeding beef animals silage from kaffir made 28 per cent more profit and silage from sorghum made 8 per cent more profit than silage from corn. Cane is a sure crop in Western Texas, and in average years produces a high yield. West Texas can produce as many tons per acre of silage from sorghum on cheap land as is being secured from corn in the Northern Mississippi Valley on high-priced land. The Kansas demonstration shows that now that it is known how to make good silage from cane, West Texas may become as great a fattening district as it is a stock raising section.

The Kansas tests were made with Hereford calves, and showed that a ton of corn silage, a ton of kaffir silage and a ton of cane silage had

equal feeding values. The profits from kaffir and cane silage were greater than those of corn silage on account of higher yields and lower cost of production. Cotton seed meal was fed with each kind of silage, and this is largely produced in Texas. Corn silage usually has produced better gains than either kaffir or sorghum silage. The reason was found in this test. The kaffir and sorghum to make silage for this feeding test were cut when the seeds were practically matured, but while the stalks were green and filled with sap. The kaffir and cane were cut three weeks later than the corn.

Silage Will Keep for Years.

The West Texas stockman should choose a variety of sorghum that will yield the greatest tonnage, and should plant and cultivate it to secure the most vigorous growth and heaviest yield. The Red Sumac is the variety that has given the highest yields in the Panhandle. The crop should be cut and put in the silo as soon as the seeds are hard. Large areas can be handled cheaply and well by planting with a two-row lister and cultivating with two-row cultivators. Mile-long rows are practicable on every ranch, and help reduce the cost.

Cane silage will increase the profits

from raising cattle in West Texas. Silage stored in good silos will keep for years, and is always in condition to feed.

The cattle men of West Texas have spent more money in improving the blood in their herds than the stockmen of any other grazing district. In almost any herd in West Texas the calves at weaning time are equal in form, size and weight to the pure-bred beef cattle of the corn belt. From weaning time on they generally show a steady deterioration in quality as long as they are kept on their home ranches. The feed is dry in winter and often deficient in quality. The yearling in the spring weighs less than he did the fall before, and it takes him until the first of July to get back to his weight he had when weaned. Sometimes a severe drought cuts off the feed in summer and the cattle become so stunted that they never fully recover.

Farmer May Sell Fat Cattle.

The silo filled with cane will stop all these losses. Summer or winter, whenever feed gets short, silage can always be ready and with it there never need be a day in the life of a steer in Texas when he does not gain in weight. The Texas stockman can

open his silos as soon as pasture gets short, feed just enough silage to keep the stock gaining, and as soon as good pastures come again seal up the silage that is left and hold it for another time of need. In years of heavy rainfall silage can be stored for years of drought. It is just as good six years after it is made as in the first season.

Cane silage will enable the West Texas stockman to fatten his cattle if he wants to. Milo is a good grain crop in that part of the State, and Texas is the largest producer of cotton seed meal. Milo ground in the head, mixed with cotton seed meal and the mixture sprinkled on cane silage will put three to five pounds of gain a day on a well-bred Texas steer. If the Texas stockmen will make use of the information developed in the silage demonstration at the Kansas Agricultural College, they can at least double their annual output of beef. This means much for the Nation's food supply, when the vast area of Texas is considered.--H. M. Cottrell, Agricultural Commissioner, Rock Island Railroad.

ALFALFA IN CROP ROTATION.

In answer to numerous inquiries for a system of crop rotation that will

include alfalfa for permanently maintaining the expensive element of plant food, nitrogen, we cannot do better than to quote Dr. Cyril G. Hopkins, who in a recent speech, while discussing this matter, said:

"To provide nitrogen in the Illinois system of permanent agriculture requires the use of common sense and positive knowledge, the same as in providing limestone and phosphorus. "For the live stock farmer I would suggest a five-field system--a four-year rotation of corn, oats and clover grown upon four fields for five years, while the fifth field is kept in alfalfa. At the end of the fifth year the alfalfa field is brought into the rotation and one of the four fields seeded to alfalfa for another five-year period, and so on.

"If the crop yields are fifty bushels of corn and oats, two tons of clover and three tons of alfalfa; if the straw and half the cornstalks are used for bedding and all other produce for feed, and if 60 per cent of the nitrogen in the manure is used for the production of crops, then a system is provided which will permanently maintain the supply of nitrogen.

"For the farmer who sells grain and hay, a twenty-five-bushel wheat crop may well be substituted for the first

corn crop, clover being sowed on the wheat for plowing under the next year before planting corn. If the fall and spring growths of this clover aggregate one and one-half tons, and if only the grain and clover seed and the alfalfa hay are sold, all clover, stalks and straw being returned to the land, this also provides a system for permanent maintenance of nitrogen."

While these systems are distinctly for live stock farming or for grain and hay farming, they should be considered as only suggesting the basis for solving the nitrogen problem. In diversified farming a combination of these systems will often be preferred to either one alone. The important point is that the landowner should know the essential facts and base his practice upon them, in order to provide for permanent fertility with respect to nitrogen, phosphorus and limestone.--H. A. McKeene, Secretary, Illinois Farmers' Institute.

DR. C. B. BARR,
Veterinarian

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



The FREE
is the only
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Just Think of it!
The FREE Sewing Machine is insured for five years against accident, breakage, wear, fire, tornado, lightning and water. This shows our faith in

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Think what this means!
It means—that if you break the whole machine or any part (needle, bob, or attachment, etc.) it will be replaced to you without charge.

Donohoo-Ware Hardware Co.
Phone 80


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.

Jelly Roll Recipe
Only Two Eggs Required

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

This Jelly Roll is fast becoming very popular on account of the way it keeps fresh. With proper handling it should keep fresh a whole week, providing it isn't eaten up in the meantime, for it is every bit as good as it looks.



K C Jelly Roll

One cup sifted flour; scant half teaspoonful salt; 2 level teaspoonfuls K C Baking Powder; grated rind of 1 lemon; 3 eggs beaten light; 1 cup sugar; 1/2 cup hot milk; glass of jelly; powdered sugar.

Beat the sugar into the eggs; add the lemon rind, then the flour, sifted three times with the salt and baking powder; and, lastly, the milk. Bake in a buttered dripping pan; turn out on a damp cloth, trim off the crisp edges; spread with jelly and turn over and over into a roll while still warm. Dredge the top with powdered sugar.

Hot milk used in the jelly roll enables it to be rolled without danger of cracking. Have the milk scalding hot, also be careful to have the eggs and sugar beaten together until very light and creamy. Bake in a moderate oven.

K C Jelly Roll is illustrated on page thirty-two of the new and handsomely illustrated 64-page K C Cook's Book, which may be secured free by sending the certificate packed in every 25-cent can of K C Baking Powder to the JAGURS MFG. Co., Chicago, Ill.

Dependable Trains

add to your comfort
serve your convenience
make travel a pleasure



MKT

To Prevent Blood Poisoning
Apply at once the wonderful reliable DR. PORTER'S ANTISEPTIC HEALING OIL, a surgical dressing that relieves pain and heals at the same time. Not a liniment. 25c, 50c, \$1.00.

FARMER ALONE CAN AVERT MEAT FAMINE.
Up to Them to Head Off Pending Crisis by Raising More Cattle, Say Packers.

Chicago, Ill., Sept. 22.—The responsibility of averting a future meat famine was put up to small farmers by speakers at the eighth annual convention of the American Meat Packers' Association today. All the speakers agreed that if the decrease in meat production of the last ten years is not stopped, the question of the meat supply for the people of the United States will be most serious.

Among the remedies suggested by the speakers were:
Every small farmer should raise at least two beef steers a year to offset the decreased production of the great ranches of the West.

The remaining ranges should be cut up in farms to put all farmers on an equal footing.

Development of the hills of New England, with their bountiful springs and prevailing shade, as a beef producing country.

Substitution of corn for cotton in the Southern States and the consequent development of the cattle and hog production.

Danger of a Famine.
The report of the executive committee sounded the first note of the danger of a famine. "The American meat packing house situation and that of consumers of meat products in this country are in a condition more precarious than at any time in our history," the report stated.

"We are facing a condition in the meat food products which would have been thought impossible ten years ago.

"The shortage of live stock, which has been impressed upon us, as packing house producers, for several years, has been intensified during the last year. Our population is growing at its normal rate, demand has overtaken production and we are now on a basis which shows that demand exceeds the supply to such an extent that we have abnormally high prices for all food products.

"The farmers are not furnishing nearly a sufficient number of animals to keep the packing houses in operation on anything like full time, and this results in heavy losses, owing to lack of volume of business, and there seems to be no prospects of relief. Despite the higher prices for live stock of all kinds, statistics show that the farmers not only are not increasing their production of meat food animals, but that such production is decreasing at an appalling rate."

Among other causes for the shortage of meat, the report pointed out another loss of meat food animals through preventable diseases and "the unthinking slaughter of calves, and especially heifer calves."

About Pure Food Laws.
The committee appointed to confer with Government officials regarding pure food laws in its report challenged the wisdom of the Federal Government dictating what ingredients shall be used in meat products.

"Our principal difficulty has been that those in power know practically nothing of the actual conditions of packing house operations. We have been in the hands of capable, well-meaning scientists on one hand and political officeholders on the other."

The report declared that the action of the Government in changing the character of labels on canned goods after once they had been accepted by the Government cost the packing industry \$250,000 annually.

Speakers at the National convention of butter and egg men urged the need of National legislation to regulate the storage of these products, in order to avoid repeated charges of price raising and monopoly.

"This conference should advocate National legislation on the subject of storage," said J. L. Homigman, of New York, in an address. "If every State has its own laws with regard to the length of time we may keep eggs and produce, we will soon have a condition like those caused by the present divorce laws."

The butter and egg men have as their prime object a unification of the standards of classifying poultry, butter and eggs.

Good and Bad Fish.

At the Refrigeration Congress, J. M. Bottemann told the delegates how to tell good fish from bad. The criteria are: "Good fish—skin is shiny, scales strongly adhere to the skin, eyes transparent and bulging; gills bright red, flesh elastic and firm; finger impressions do not remain, mouth and gills nearly always closed; little or no slime on the skin, muscular stiffness evident to greater or less degree; fish sinks in water, after a short time fishy smell and slime on back appears."

To stimulate cattle raising in order to avert the meat famine they say is imminent, the American Meat Packers' Association today voted to raise \$500,000 with which to conduct a campaign of education among the farmers and cattle raisers. The plan outlined by President Biscoff, which was adopted as a resolution by the association,

provides for raising \$100,000 a year for five years to be spent in advertising and instructing the cattle-raisers. The farmers are to be taught the advantages of cattle raising and how to care for cattle.

RADFORD HEADS NATIONAL FARMERS' UNION COMMITTEE.

Texan Given High Place in Educational and Co-Operative Work of Grange.

Fort Worth, Texas, Sept. 22.—W. D. Lewis, president of the Texas Farmers' Union; Peter Radford, retiring president, and C. Smith, ex-secretary, have returned from Salina, Kansas, where they attended the Ninth Annual Convention of the National Farmers' Educational and Co-Operative Union.

The Texas Union was one of the first to enlist the support of the business man in solving the problems of agriculture; also the first to urge that the marketing side of agriculture be given the same consideration as production, and the National Convention, in outlining the coming year's activities, adopted by resolution the same policy that has governed the Texas Farmers' Union during the past two years.

Mr. Radford was elected chairman of the Committee on Minimum Price for Short Staple Cotton, and also chairman of the Committee on the Good of the Order. President Lewis and C. Smith also headed important committees.

BIG INCREASE IN STEEL PRODUCTION.

The steel production of the United States in 1912 far exceeded all previous records, having reached the great total of 11,251,303 long tons, which was an increase of thirty-two per cent over the previous year, and of 5,156,384 tons over 1910, the year of highest production previously, says the Engineering and Mining Journal.

The make of steel in this country exceeded that of Germany, Great Britain and France combined. One remarkable point about the production in 1912 was that the total exceeded that of pig iron by 154,166 tons. As there was no larger stock of pig iron on hand at the beginning of the year—as had been the case for two years previously—this excess was due wholly to the use of a large production of scrap in the open-hearth furnaces.

Last year two-thirds of our steel was made in the open-hearth furnace, and the quantity was more than double that of Bessemer or converter steel. In ten years the proportion of open-hearth steel to the total make has grown from 49.1 to 66.5 per cent, while that of Bessemer has diminished from 59.1 to 33 per cent; the proportion of crucible and special steels remaining very nearly constant. Open-hearth steel is now in the strongest demand for rails, structural material and other important forms of finished material; and the converter is gradually falling back into the position of an auxiliary.

The special steels show little change. Steel made in the electric furnace seems to be losing rather than gaining.

GROWTH OF BRITISH TELEPHONE SYSTEM.

British Government statistics of the telephone trunk system in the United Kingdom show that within ten years the number of the trunk telephone lines in use in this country has nearly trebled.

In 1903-4 there were 1,363 trunk lines, with a total mileage—double wire—of 49,000 in use, the average number of 34.1 calls per trunk circuit per day yielding receipts of \$1,584,167. Steady increases were shown each year, until in the last year, 1912-13, the post office controlled 3,180 trunk lines of 117,900 miles, and the receipts were \$4,439,912. The calls averaged 38.8 per trunk circuit per day. In the previous year a slightly higher average was registered, the number being 39.6 per day. The average cost of operating each call in 1912-13 was 2.52 cents, whereas in 1907-8 it was 2.54 cents. In 1907-8, the earliest year for which particulars can be given, the cost was 2.54 cents, and during the intervening years it ranged from 2.46 to 2.74 cents.

"MRS. WIGGS OF THE CABBAGE PATCH."

"Mrs. Wiggs of the Cabbage Patch," perhaps the most popular play that has been seen in years, comes to the Schick Opera House Wednesday, October 1. All the famous characters of the books, "Mrs. Wiggs" and "Lovey Mary," including Mrs. Wiggs, Mrs. Hazy, Mr. Stubbins, Asia, Europaena, Australia, Miss Lucy, Mr. Bob, Chris Hazy, Billy Wiggs, Mrs. Elchorn, Mrs. Schultz and Little Tommy will bid for the approval of those who appreciate the best in dramatic art.

The play will be presented here under the management of the United Play Co. —Adv. 56
Call The Herald for Business Cards.

PUBLIC SALE

-- at --
Thornton Jones, Sr's.
place near Seth Ward College
Tuesday, Sept. 30th, 11 a. m.

- One Gray Team, 9 and 10 years old, weight 2,800 pounds, absolutely dependable and one of the best teams in the Panhandle for either farm or street work.
- One Black Stallion, 9 years old, weight 1,200 pounds, good breeder and excellent work horse.
- One Black Horse, 5 years old, weight 1,150 pounds, an excellent family single driver and a true pulling work horse.
- One Sorrel Horse, 5 years old, weight 1,000 pounds, gentle to work, drive or ride.
- One Gray Saddle Pony, 12 years old, small, perfectly gentle for children to ride and can travel almost any gait.
- One Sorrel Horse Colt, yearling past, will make a 1,300 pound horse.
- One Sorrel Filley, two past, full blood race stock, gentle to work double, will make a dandy single driver.
- One Bay Mare, 7 years old, weight 1,100 pounds, has been my family buggy horse for 4 years, perfectly gentle for children to work, ride or drive, colt 3 months old by her side.
- Cherry Girl—the best registered Hereford Cow in Hale County.
- 4 other registered Hereford cows.
- 2 Poland China brood sows.
- 4 Poland China pigs.
- 1 P. & O. 24 inch Success gang plow with sod bottoms.
- 1 John Deere 14-16 disc harrow.
- 1 John Deere 14 inch turning plow, with sod bottom.
- 2 John Deere, 70 tooth drag harrows.
- 1 John Deere riding attachment for drag harrow
- 1 John Deere 2 row planter.
- 1 low wheel wagon with bed and spring seat.
- 1 P. & O. Campbell sub surface packer.
- Several sets chain and leather harness.
- 1 Enterprise ranch buggy, almost new.
- 1 Set double buggy harness.
- Other articles too numerous to mention.

Terms of Sale--All sums under \$10 cash, on sums over \$10 six months time at 8 per cent or twelve months time at 10 per cent on approved security. 5 per cent off for cash on sums over \$10.

Dinner on the ground.
Thornton Jones, Jr., W. A. Nash,
Owner. Auctioneer.



Characters in "Mrs Wiggs of the Cabbage Patch" AT THE Schick Opera House, Wednesday, Oct. 1st

Of Course it Will Be
White Crest FLOUR

in the Long Run. Why not now?

Here's a GOOD excuse to give it a trial

GERMAN APPLE CAKE

2 Eggs, 1 small cup of sugar, beat in 1-4 cup melted butter, one cup of yeast.

Add above ingredients to one and one-half quarts of White Crest Flour, and add enough lukewarm milk to make a dough stiff enough to spread with a spoon. Butter a dripping pan, and line with a thin layer of dough. To prevent the dough from sticking to the spoon while spreading, dip the spoon in milk or melted butter. Pare good cooking apples, and cut into quarters or eighths according to size of the apple. Spread in rows on the cake and set in warm place to rise. Before baking spread small lumps of butter on the cake and spread brown sugar and three or four tablespoons of melted butter.

Wright & Dunaway

ALL THE TIME

Phones 35 and 355

WITH ALFALFA VS. WHEAT.

Seventy Acres Worth Double the Yield of Eighty Acres of Grain.

Abilene, Kans., Sept. 22.—Just what can be done in a dry year is shown by the records of two farms in this county. Less than a half inch of rain fell between June 26 and September 4. For sixty days the temperature was over 100 degrees every day, and some days it reached 110 degrees. Hot winds were common, and the season seemed such as would make impossible any fair return from the fields. Here is what resulted:

S. B. Newland has a bottom farm southwest of the city. It is rented so that every dollar's worth of product has been accounted for in cash. This

was the income:

| | |
|--|-------------------|
| Wheat, 80 acres, 36 3/4 bushels per acre, 2,986 bushels at 78c | \$2,329.08 |
| Straw | 150.00 |
| Total | \$2,479.08 |
| Alfalfa, 70 acres, first cut, 87 1/2 tons at \$15 per ton | \$1,312.50 |
| Second cut, seed, 565 bushels at \$5.50 per bushel | 3,107.50 |
| Second cut, straw, 52 1/2 tons at \$11 | 577.50 |
| Third cut, 17 1/2 tons at \$16 per ton | 280.00 |
| Total | \$5,277.50 |
| Grand total | \$7,756.58 |

J. F. Murphy, living near Chapman, has twenty-three acres in alfalfa. It has not been irrigated and is bottom

land. This is the return therefrom:

| | |
|---|-----------------|
| Alfalfa, first cut, 1 1/4 tons of hay at \$15 a ton, per acre | \$ 22.50 |
| 5 1/2 bushels of alfalfa seed at \$5.50 a bushel, per acre | 30.25 |
| Alfalfa, second cut, 1 ton of hay per acre | 15.00 |
| 2 bushels seed at \$5.50 a bushel, per acre | 11.00 |
| Total per acre | \$ 78.75 |
| Total for 23 acres | \$1,811.25 |

On this farm one field averaged fifty-one bushels of wheat per acre. Hundreds of farmers of the county have incomes from their land in wheat and alfalfa that have made this year a money producer despite the drought.

disposing of their horses and buggies and buying motorcycles or helping dad buy a motor car.

Helps Good Roads Movement.

The fact that so many farmers own motor cars and motorcycles in Kansas account of the ease with which the good roads movement was started and carried along. As long as the farmers had no cars they refused to improve the roads, but when the farmers began

buying cars their attitude changed.

In 1911 Kansas spent over 4,000,000 for roads. In 1912 the road funds exceeded \$5,250,000 and this year \$6,750,000 was levied for road taxes and in addition a \$5-a-year license fee for cars was assessed. Only 15 per cent of this money goes into the road maintenance fund. Nearly \$7,000,000 is being spent this year in road building

in Kansas and \$1,250,000 is available for road dragging and maintenance work.

Mrs. E. A. Keiser, who visited Mrs. W. W. Pinkerton some week, returned Thursday to her home, at Mineral Wells.

Get Stationery at The Herald.

AUTOS ELIMINATING HORSE VEHICLES ON KANSAS FARMS.

In 1911 Sunflower State Had 14,156 Motor Cars; Now There Are 31,588.

The motor car and motorcycle are eliminating the horse and buggy and family carriage on Kansas farms, says a Tokepa, Kansas, dispatch.

The Kansas Tax Commission has completed its tabulation of the number of horses, buggies, carriages, bicycles, motor cars and motorcycles listed for taxation, and has found a big decrease in horses, buggies and carriages for the last three years and a big increase in motor cars and motorcycles.

Previous to 1911 the number of horses and bicycles, buggies and carriages increased every year since 1898.

In 1911 there were 1,063,998 horses in the State, while in 1913 there were only 1,026,196, notwithstanding the growth in population, and the figures show a decrease of 17,000 in 1912 and a little over 19,000 in 1913. In 1911 the value of all buggies and carriages used exclusively for pleasure was assessed for taxation at \$4,609,122, and in 1913 this value had dropped to \$3,768,412. There were 96,831 bicycles in the State in 1911, but there are only 46,123 at the present.

14,156 Motor Cars in 1911.

In 1911 there were 14,156 motor cars in Kansas, with a value of \$7,146,853, while now there are 31,588 cars in Kansas and the assessed value is in excess of \$16,000,000. Kansas has spent over \$6,000,000 for motor cars in the last six months, the total purchases being a little over 6,000 cars and 2,900 motorcycles, the average value of the cars being figured at \$1,000.

In 1911 no motorcycles were listed for taxation in the entire State, but now there are 5,712. The majority of motor cars and motorcycles are in the country. Until a year or so ago a country boy just growing into manhood who did not have a horse and buggy of his own was deemed unfortunate and was not able to figure in country society. Now it is the boy with a motorcycle built for two or who can drive his father's motor car who is the real beau in the country districts. The boys and young men are

Come to See Us in Our New Home

About October 1st we will move our large stock of hardware into the Masonic Building. And while we are speaking of house warmings, stoves make heavy moving so we are going to sell those we now have in stock at prices which will suit YOU, so we wont have to move them. We have pipes, elbows, dampers, etc. and will put up and polish your old stoves as well as place new ones. We have

Quick Meal, Wilson, and Leader Cook Stoves; Acme, Quick Meal, Hot Blast, and Oak Leaf Heaters

Better see us before we move, then come see us when we get in our new location.

Plainview Hdw. Co.

Phone 293

It Will Pay You to Get
A Season Ticket

to the
ENTIRE LYCEUM COURSE ATTRACTIONS

1. Chicago Ladies Orchestra, a company of eight musicians, October 6th.
2. Miss Sarah Mildred Wilmer, Characterist and Impersonator, November 3rd.
3. Booth Lowery, Humorist and Lecturer, November 20th.
4. University Girls, six College Girls, Musicians and Entertainers, December 9th.
5. LeBarge Co., Musicians and Concert People, January 7th.
6. Hawkeye Glee Club, January 28th.
7. Brush the Great, Magician, Entertainer and Illusionist, March 11th.

These programs will be given at the Methodist Church. There are no Saturday night dates.

Tickets on Sale at all Drug Stores

| | |
|---|---------------------------------------|
| Single Season Ticket to Students \$1.50 | Single Season Ticket to Others \$2.50 |
| Two Season Tickets to Others \$4.00 | Single Attraction50 |

These numbers are furnished by the Dixie Lyceum Bureau, and are among the best that this bureau furnishes. The course is under the management of the High School, Wayland and Seth Ward Colleges.

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

Issued on Tuesday and Friday.

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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)

From the way some people avoid
cutting weeds you would think that
they hold the "jungles" sacred.

Plainview's women are looking for
a man who can organize and lead a
Boy Scout brigade. To date they have
not found one. Is it any wonder that
sometimes women want to wear
trousers?

The grove of trees in the southeast
part of town ought to be secured right
now and kept for a City Park. Play-
grounds and parks have a vital place
in city building. The expense will be
spornously more when Plainview
doubles in size.

AN EVENING WORTH WHILE.

The coming on Monday, October
6th, of the Chicago Ladies Orchestra
promises a delightful evening to lovers
of music. It is the first number of
the lyceum course which Wayland
College, Seth Ward and the High
School are offering to you. There
are six other numbers of highest qual-
ity, and covering a range which will
suit every taste.

Not one cheap attraction appears
on the lyceum course.

The price asked for admission to
any one attraction is remarkably low;
the charge for a season ticket is
lower.

A child of ten would be entertained,
inspired and given a vision by listen-
ing to these numbers. No man is so
old but that the hour spent with them
will take him back to younger days
in happy memory.

Such attractions make more whole-
some the life of the whole community;
they take the individual out of him-
self, and away from the petty worries
of everyday life; they refine both
young and old.

The best of literature, music and
art have a large place in character
building.

For all of these reasons you ought
to purchase your lyceum ticket now.

ARKANSAS MAN WEDS

MISS MAY NELSON.

Miss May Nelson, who is a niece of
Mrs. J. W. Vines, of West Plainview,
was married September 18th, at the
home of her aunt, Mrs. W. M. Nelson,
near Waxahachie, Texas, to Prof.
Lewis I. Anderson, of Grider, Arkan-
sas. Miss Nelson frequently visited
in Plainview.

Mrs. F. M. Butler, of Floydada, is
in Plainview visiting her parents, Lee
Shropshire and wife.

IN
The Rich-lieer
Store

Freight and Express this week



CLOAKS.—Several shipments of
Ladies Cloaks in Fancy Materials,
Plush, Brocade Plushes, Astrichan,
Persianna, and other Pile Fabrics.
Price, \$8.25 up. Also Sport Coats and
Misses' and Children's Cloaks.

SUITS.—Ladies', Misses' and Junior
Suits in qualities up to \$27.50 a Suit.

MILLINERY.—Two Shipments of
Shapes within the past week. We are
doing the Millinery Business in Plain-
view now. Best-looking hats for the
least money.

**"MALINE" UNDERWEAR FOR LA-
DIES.**—The Vest and Union Suits
without buttons. It's a clever idea,
practical, and you will like it, too.
See them.

CHILDREN'S DRESSES.—New
Styles, made of Woolen and Cotton
materials. Sizes 6 to 14, at Prices
\$1.75 to \$5.50.

FURS.—Our Fall and Winter Furs
are here. We are giving the strong-
est guarantee of Quality and Colors
that we have ever seen made on Pop-
ular-Priced Furs.

DRESSES.—Ladies' Dresses keep
coming in every few days.

KIMONAS AND BATH ROBES.—
Outing, Robe and Silk Materials. New
Patterns.

"SOCIETY BRAND" SUITS.—A
heavy demand for certain especially
good patterns in Woolens has delayed
shipment of these goods. Our line of
Men's and Boy's Clothing is now
quite complete.

STETSON HATS.—You can't beat
them—we've tried it. Nearly all the
Hats we sell now are made by the
Stetsons. Prices, \$3.00 up.

TRIMMINGS, SILKS, ETC., ETC.



Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

102 North Pacific St. PLAINVIEW, TEXAS 107 West Main St.

ROBERT M. WRIGHT'S New Book
DODGE CITY, the COWBOY CAPITAL and the Great Southwest

Is Now on the Market Price Postpaid \$1.70

It's a book chock full of thrills and adventure; of hardships of
the early day trader; of massacre of the settler and his helpless fam-
ily by the wild Indians; of days when the cowboy and the buffalo
roamed the plains, and disputes were settled with the gun.

The story of the Cowboy Capital is ably told by Mr. Wright, him-
self a pioneer of the Great Southwest. The story is a true one, and
the author is the last man living who can tell the story and who saw
the famous characters of the plains.

The book is handsomely bound, contains about 350 pages, many
illustrations and a handsome colored frontispiece. You should avail
yourself of the opportunity to secure this highly interesting and val-
uable book AT ONCE, as the edition is limited.

It is full of interest from start to finish. This is what a promi-
nent author writes me. Remit in advance to

ROBERT M. WRIGHT, Dodge City, Kansas.

**MAXEY TO BUILD
NEW SANITARIUM.**

(Continued from Page One.)

ern fixtures and conveniences for
lighting, heating and water supply are
being installed.

The nine-room, two-story residence
of J. J. Bromley, on North Prairie
Street, being built by Kerr & Harri-
son, is nearing completion. This will
be a gray stucco with white trim-
mings and gray roof.

There are nine room, two baths and
two halls, with steam heating plant.
The interiors will be plastered and
tinted, with electric fixtures and
plumbing.

Dr. J. H. Wayland's suburban home,
now under construction, near Way-
land College, will probably be ready
for occupancy by the holiday season.
The building contains sixteen rooms
and two baths.

There will be a reception room,
music room, breakfast room, dining
room, kitchen and two bed rooms on
the lower floor. The upstairs will be
made into halls, bed rooms and a sit-
ting room. There will be three open
fireplaces. The house will be a gray
stucco.

Dr. C. L. Barnes' new home, on Col-
lege heights, is of brick veneer. It
has fifteen rooms, including hall and
bath.

Dr. Barnes has a block of ground,
and his residence occupies the south-
east corner. A tennis court is on the
northeast corner. The remaining por-
tion of the grounds is in orchard,
grape vineyard, barn and lots. The
large proportions of the grounds and
residence is in keeping with the broad
expanse of this prairie city and sur-
roundings. The extensive porch of
cement floorings is eighty-eight feet
in other words, there are eighty-eight
feet of floor space.

Dr. and Mrs. Barnes hope to move
into their new home by October 15th.

HONORING BRIDE AND GROOM.

Mrs. Fred Brown Entertains for Her
Son and Wife.

Mr. and Mrs. Fred Brown enter-
tained a number of their friends
Thursday evening complimentary to
their son Glenn and his bride, who
were married September 17th at
Onarga, Ill. The bride was formerly
Miss Jessie Ota Tolbert, of Onarga,
Illinois.

After October 15th the young couple
will be at home to their friends at
Lubbock, Texas, where Mr. Brown is
bookkeeper for the Santa Fe Construc-
tion Company.

**MRS. KINDER WINS CLUB
SCORE WITH MRS. HARREL.**

Bridge Club Enjoys Afternoon with
Popular Plainview Lady; Mrs.
Sansom Wins Guests' Score.

The Bridge Club Played at Mrs.
H. W. Harrel's Tuesday afternoon.
Mrs. Harrel had as substitutes Mrs.
L. C. Wayland, Mrs. E. E. Roos, Mrs.
Elmer Sansom and Mrs. E. B. Hughes.
Mrs. L. S. Kinder won high club score
and Mrs. Elmer Sansom won high
guest score.

The next meeting of the club will
be at Mrs. L. S. Kinder's.

**I. F. E. GIRLS ENJOY BRIDGE
WITH MISS BUCHHEIMER.**

Auction Bridge at three tables was
the pastime for the I. F. E. Girls Tues-
day afternoon at Miss Mildred Buch-
heimer's. The substitutes were
Miss Ollie Wheeler, Mrs. Ernest
Moore, of Arkansas, and Mrs. Stewart,
of Abilene. The hostess served a
two-course luncheon.

BIRTHS.

To H. N. Floyd and wife, Tuesday,
a girl. Mother and baby are doing
nicely.

To Mr. and Mrs. W. R. Brown, Sep-
tember 23, near Abernathy, a girl.

*Special Sale for
Next Ten Days*

*We must make room for our Fall
stock of Groceries*

- White Swan Ribbon cane regular price 75c now **65c**
- King Komas Ribbon cane regular price 75c now **65c**
- Farmer Jones Sorghum regular price 60c now **50c**
- Royal Sorghum regular price 50c now **40c**
- New South Ribbon cane regular price 75c now **60c**
- Succotash regular price 20c now **15c**
- Rosemary Corn regular price 15c now **10c**
- Baking Powder regular price 25c now **20c**
- Bottle Pickles regular price 35c now **20c**
- Pickle Pepper Hash regular price 25c now **20c**
- Olives regular price 40c now **30c**
- Mince Meat regular price 35c now **25c**
- White Swan Pure Fruit Jellies regular price 35c now **25c**
- Heinz Pure Fruit Jams regular price 35c now **25c**
- Heinz Chowchow Pickles regular price 25c now **20c**
- Mason Fruit Jars 1-2 Gal., a few more left, per doz. regular price \$1 now **85c**
- Sure Seal Fruit Jars 1-2 gallon, regular price per doz. \$1.50 now **\$1.35**
- Prepare your stock for winter by feeding Pratt's Famous Stock and Poultry Foods, regular price \$1 now **.50**
- Prepare your stock for winter by feeding Pratt's Famous Stock and Poultry Foods, regular price 50c now **.25**
- Prepare your stock for winter by feeding Pratt's Famous Stock and Poultry Foods, regular price 25c now **.15**

*We have the first cranberries on the mar-
ket. Fresh fish and oysters next week. We
will deliver your bread, pies, cakes and fresh
meat--no trouble, call us.*

*Warren & Scudder
Gro. Company*

Phones 145 and 244

**Attention Overland Owners and Those of You Who
Some Day May Be Overland Owners**

We unpacked today a big shipment of Overland parts which makes it possible for you to replace any part of any Overland model without delay.

WE ALSO HAVE A BIG STOCK OF FEDERAL TIRES IN THE FOLLOWING TYPES

Regular Clincher—For use on standard one piece clincher rim, and constructed with extensible bead to permit stretching over rim flange.

Quick Detachable Clincher—Construction similar to regular clincher, but with non-extensible bead, for use on standard quick detachable rim where clincher side rings are used.

Straight-Wall Detachable—Has a straight-wall bead with wire cable extending through base of beads providing necessary tension to retain the tire on quick detachable rim, where straight or outward curving side rings are used

PLAINVIEW EGGE-CORLETT AUTO COMPANY AMARILLO

LOCAL AND PERSONAL

Dr. I. E. Gates went to Silverton to-day.
 Bob Malone went to Lubbock yesterday.
 Geo. W. Corlett returned to Amarillo yesterday.
 C. W. Morgan came in from Wichita Falls Wednesday.
 Rev. J. P. Pinkerton, of Bentonville, Arkansas, is visiting his son, W. W. Pinkerton.
 E. S. Worthington, auditor for the Overland Automobile Co., left to-day for San Antonio.
 Charles Malone, of the Malone Light and Ice Co., is looking after interests of the Company in Lubbock to-day.
 Ben O. Sanford and his bride came in yesterday from a few days' trip to Houston, Galveston and other points.
 Mrs. Alex Lemond, who has been visiting her sister, Mrs. J. M. Bull, returned Thursday to her home, at Hale Center.
 W. H. Young, who has been spending some weeks at his ranch near Running Water, went to Kansas City Thursday.

J. T. McDonald, of Silverton, came over to Plainview Wednesday.
 W. J. Dunlap, deputy sheriff, was in from Petersburg yesterday.
 N. H. Sweeny, of Silverton, was a visitor in Plainview yesterday.
 S. R. McLaughlin came in yesterday from a trip to the North Plains.
 Mrs. Spivy Barnes, of Abernathy, is visiting Rev. and Mrs. S. A. Barnes.
 F. P. Works, of Amarillo, was in Plainview Wednesday, on legal business.
 John L. Wortham, of Lubbock, transacted business in Plainview yesterday.
 H. M. Near, of Hale Center, is in Plainview to-day. Mr. Near says the farmers are busy.
 M. T. Covington, of Lubbock, has been a visitor to the South Plains metropolis this week.
 Mrs. R. E. Cochrane left Thursday for Denver, Colorado, where she and the baby will spend a month.
 G. H. Paddock and wife, of Moline, Ill., are in Plainview looking after their Hale County interests.
 S. W. Gill, of Abilene, has been looking over the Plainview country this week.
 Glenn L. Brown and his bride came in from Onarga, Ill., Tuesday at noon, and are guests of their parents, Fred Brown and wife, on Wayland Boulevard.
 J. R. Kerley left yesterday for Austin, to report for assignment as post office inspector. Mr. Kerley does not know yet to what district he will be assigned.
 Mrs. M. E. Spurgeon left Thursday for Cabool, Mo., where she will join her husband, who has been gone some days. They will make their future home at Cabool.
 Miss Lissie Bell Walker has opened her "down-town" studio in the Wayland Building. She reports forty pupils enrolled in the art department at Wayland College.
 The Beta Gama and Euglosian Literary Societies of Wayland College united Friday evening in entertaining the students and faculty. An open meeting of the two societies was held Friday afternoon.

VISITORS BEAVE WEATHER FOR AFTERNOON RECEPTION.

Mesdames Collier, Randolph and Miss Mary Hinn Give Delightful Tea Party.
 The cold wave that has been holding fast to Plainview the past few days fails to disturb social activities. Yesterday afternoon Miss Mary Hinn, Mrs. D. H. Collier and Mrs. Peyton

Randolph gave an afternoon tea, charming in its appointments.
 The home of Mrs. Peyton Randolph, 300 White Street, was beautifully decorated for the occasion. The profusion of red roses, yellow glows and tinted lights made a delightfully restful contrast to the damp, cold weather

Continue to watch this column for the **Program Announcement Bulletins** of the **Majestic Theater**. Keep in mind also that on Tuesday and Wednesday of next week we will have some added special features.

Yours for the best in moving pictures

The Majestic

Shipley's Going to Make it Hot for You All Winter

By selling the best genuine Rockvale and Nigger Head coals absolutely free from slack for cook stove, heater or furnace.

We ask for a chance to convince you that coal coming out of a good dry house and moving over screens where all the dirt is sifted through is the best coal that money can buy. You pull the lever and your wagon is loaded in five minutes.

You save dollars by buying coal screened at Shipley's when loading. Every ounce you get is a heat unit.

We have spent considerable money building the most modern electric coal elevator in Northwest Texas. Come and see it.

We have studied coal at the mines and know we get the best when we buy. We also handle hay, grain and feed stuffs.

We absolutely guarantee our scale weights by any correct scales.

Yours for coal and feed stuffs,

Shipley & Shipley

Opposite Freight Depot

Telephone Number 18

The Approach of Winter

is the time when you begin to think of winter wear. Our store you will find full to overflowing with warm Winter Wear. Sweaters, Coats, Overcoats, Munsing Underwear, Gloves, Warm Shoes.



Comforts and Blankets

Comforts \$1.25 to \$3.50
 Down Comforts \$6.50
 Blankets in cotton and wool, large sizes, \$1.25 to \$10.00

Carter-Houston Dry Goods Co.

Busy Bee Cafe

Sunday, Dinner, September 28

- Soup
- Cream of Tomato
- Relishes
- Celery Hearts Dressed Tomatoes
- Entrees
- Deviled Crabs en Coquille Tartar Sauce Chocolate Puffs
- Meats
- Roast Young Turkey with Cranberry Sauce
- Roast Loin of Suckling Pig with Baked Apples
- Vegetables
- Snowflake Potatoes
- Buttered Beets
- Lima Beans
- Sugar Corn
- Dessert
- Fruit Ambrosia with Cake
- Drinks
- Tea Coffee Milk Ice Tea
- Cafe Noir American Cheese

50 Cents Per Cover

At the noon hour a three-course dinner was served. The groom is a prosperous farmer of Hale County, and has a new bungalow nearly completed for his bride on a farm ten miles west of Plainview. The bride is known in the Plains country as being a successful nurse. Congratulations and best wishes of Mr. and Mrs. Gray's many friends go with them to their new home.

A FRIEND.

on the outside.
 Mrs. H. C. Randolph, Mrs. L. S. Kinder, Mrs. J. C. Anderson, Miss May Kinder, Mrs. R. C. Joiner, Mrs. C. C. Gidney, Mrs. J. O. Wyckoff, Mrs. F. W. Clinkscapes, Mrs. Grady Pipkin, Mrs. James Anderson, Jr., Miss Edna Harrington, Mrs. Albert Hinn and Mrs. E. T. Mayhugh composed the house party.
 The Plainview Orchestra furnished music during the tea hours. Miss Vera Newton gave several piano solos, and Mrs. Grady Pipkin sang.
 Hot tea, pimento sandwiches, brown bread sandwiches and pink and white mints were graciously served in the tea room.

"AS YOU LIKE IT" CLUB DISCUSSES CIVIC NEEDS.

"Yards and Gardens," "Public Parks" and "Best Thing in Our Town" considered.

The "As You Like It" Club was given a splendid parliamentary drill this afternoon by Mrs. W. H. Mason. Mrs. Mason was hostess to the Club; she received at the home of Mrs. H. C. McIntyre. Business was transacted and Mrs. J. H. Slaton elected to membership.

Current events of civic interest were given in response to roll call.

Mrs. R. C. Joiner read an instructive paper on "Yards and Gardens." "The Need of Public Parks" was discussed by Mrs. George Hutchings. An interesting paper on "The Best Thing in Our Town" was read by Mrs. Otis Trulove.

Refreshments were served.

POPULAR HALE CO. FARMER WEDS FLOYD CO. GIRL.

A pretty wedding took place Sunday morning, September 21, at the home of the bride's parents, Mr. and Mrs. C. H. Moon, of Lockney, Texas, at 9 o'clock, at which time Miss Georgia E. Moon and Mr. D. N. Gray were united in marriage. The ceremony was performed by Rev. Leon Henderson, of the Lockney M. E. Church.

The bride wore a lace and voile dress, over blue. The room was tastefully decorated in pink and white.

Lumpkin - Thomas Hospital

608 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.



MISS GLADYS MARSALIS
 Head of Music Department
 Seth Ward College
 Teacher of Piano, Pipe Organ
 and Violin

Superior Advantages are Offered
 in Music at Seth Ward College
 Those desiring private lessons, and
 those interested in Orchestra work
 report soon.

Town students at Mrs. Minnie
 Reeves, Tuesdays and Fridays.

**EFFICIENCY IS NEW
 ENGINEERING GOAL.**

Popular-Priced Cars Have Proven
 Other Requisites, Says Stude-
 baker Manufacturer.

"How to make the automobiles of
 the present not more beautiful, not
 more powerful, not more durable, but
 more efficient, is the task which every

American designer and manufacturer
 must tackle right speedily," declares
 Clement Studebaker, Jr., of Detroit,
 Mich.

"We have the beauty, the power,
 the durability, and we have them all
 at an amazing low cost in the typical
 popular-priced American cars. But
 American standards of efficiency are
 still below those which prevail abroad,
 especially in the cases of the leading

costly types.

"What sane business man would, in
 equipping a plant which could be suc-
 cessfully operated by an engine of a
 certain power, buy for it a power plant
 of four or five times that size? And
 what office system is it that puts two
 or three men at work on a task which
 one man can perform without being
 overworked? Yet how often is it that
 the very man who would shudder at
 such a waste, buys a motor car so
 overpowered as to be absolutely
 wasteful!

"Mind you, I am not denying the
 luxurious, high-powered touring car
 its rightful place. There are persons,
 undoubtedly, whose wealth and de-
 sire for display can be satisfied by
 nothing else. But, for the average
 prosperous, conservative American,
 there must be something which will
 come closer to his established ideas
 of true efficiency.

Europeans have, perhaps on ac-
 count of the high cost of fuel, de-
 veloped small motors to a wonderful
 degree. In fact, there are but few
 foreign cars sold with cylinders of
 more than three and a half inches
 bore. The general custom of taxing
 cars on a basis of cylinder bore has
 also proven a mighty incentive to this
 evolution.

"Both of these considerations are
 appearing in the United States. Leg-
 islation of this sort made its appear-
 ance in many states last year; it will
 be even more pronounced, beyond
 doubt, in 1914.

"These two considerations must
 sound the knell of the large, wasteful
 motor—the motor which for the suc-
 cessful performance of its duty relies
 on its brute force, rather than its re-
 finements of carburetion and its anti-
 friction devices.

"And I shall miss my guess by a
 wide margin if, in the years to come,
 the typical American car will not fea-
 ture maximum efficiency in an econ-
 omical motor."

HAPPINESS AND WOMEN ALIKE.

If You Seek for Them They Are Sure
 to Try to Dodge You.

In the Woman's Home Companion
 Charles E. Jefferson, pastor of the
 Broadway Tabernacle, New York City,
 writes most entertainingly about "A
 Good Time." Following is an ex-
 tract:

"When happiness is missed it is be-
 cause it has been sought in the wrong
 way. The most common of all the
 wrong ways of seeking it is to run
 after it. It is a queer universe in
 which we are living, and life has

many paradoxes. There are treasures
 which, if they are to be gotten, must
 not be too ardently pursued. They
 will come of themselves, if one keeps
 his feet in the path of life. Much
 depends on putting first things first.
 Woe to the man or woman who places
 a good time at the top of his list!
 He will never get it. Paradise shapes
 itself only in minds intent on doing
 the will of God. One can say of hap-
 piness what Charles V said of fortune:
 'Fortune hath somewhat of the nature
 of a woman, who, if she be too
 closely wooed, is commonly the
 further off.'

"We err when we expect a good time
 to be handed to us. Happiness is not
 a cake which can be passed over the
 counter to any person who asks for
 it. We speak of giving a good time
 to children. We take the boy to the
 circus, or the girl to the seashore
 where she makes pretty things in the
 sand. But such good times as these
 are possible only to children. Grown-
 up people can not receive good times
 from others. Each must create his
 own. Happiness is an affair of the
 heart. It is an art of the inner man.
 Many a woman who is now moping
 would be joyful if she had set out as
 a girl to be the architect of her own
 happiness, and had not formed the
 habit of expecting others to give her
 a good time. Happiness is a heavenly
 plant, and it blossoms only in gardens
 cultivated and cared for by their
 owners."

**TAUGHT TO SAVE BY
 THE GIRL HE LOVED.**

By Cutting Off a Few Little Things
 a Young Man Saved
 \$101.40.

The American Magazine has been
 offering prizes for the best letter en-
 titled, "How I Saved My First \$100." In
 the October number three of the
 prize-winning letters are published.
 Following is one of them—written by
 a man who was influenced to save
 money by the girl he was in love with:

"It was all due to the Girl. Before
 I knew her, the idea that I could save
 anything out of my small salary
 seemed preposterous. I was not ex-
 travagant, but I liked to gratify my
 desires. Self-denial I had not tried
 to practice, but I have discovered it is
 absolutely essential—the heart, in
 fact, of saving.

"After we had come to a tacit rec-
 ognition of the fact that I was 'her
 beau,' the Girl one evening said:

"How much do you pay weekly for
 your room?"

"Four dollars," I answered. "It's a
 good sized, comfortable one."

"Don't you think you can get a nice
 hall room and be comfortable enough
 for three dollars? You go and do it
 and give me the other dollar."

"Anything else you wish me to do?"

"Yes," she answered. "You call on
 me once a week. You live only a mile
 away, but I suppose you ride. Walk,
 and give me the ten cents car fare.
 You'll find the walk short if you think
 of me. Then every night you come
 here you smoke two cigars. What
 price ones?"

"I answered, 'Ten cents.'"

"I'm not going to ask you to smoke
 poor cigars," she said, "but instead of
 two, smoke one. By smoking slowly
 and not all at once one will last you
 just as long as two, and you can give
 me the ten cents difference. Then you
 ride both ways to business, don't you?
 Well, I won't ask you to walk home
 when you're tired, but rise a little
 earlier and walk down. It will do you
 good and you can give me the thirty
 cents a week that you'll save. What
 do you spend for your luncheons?"

"Only twenty-five cents."

"Well, cut out the piece of pie or
 something you really don't require, re-
 duce the cost to twenty cents and give
 me the thirty cents weekly difference.
 It's a mistake to eat hearty midday
 meals—makes one sleepy and dull.
 Then you go to the "movies" six times
 a week, you told me. Go three, and
 give me the fifteen cents saved."

"Well, I obeyed her, and found it
 not at all difficult. I started the first
 week in January, 1911. The first
 week in January, 1912, she handed me
 \$101.40.

"That's what you've saved," she
 said. "I didn't take the money for my-
 self, but to show you you could save
 if you tried. Here's a statement:

| | |
|--|---------|
| Car fares saved visiting me . . . | \$ 5.20 |
| Car fares saved walking to business | 15.60 |
| Saved on cigars | 5.20 |
| Saved on "movies" | 7.80 |
| Saved on luncheons | 15.60 |
| Saved on room rent | 52.00 |

Total \$101.40

"I married the girl, and it's needless
 to say we live fairly well and have a
 constantly-increasing balance in bank.
 It's the small unnecessary outlays that
 eat one up. You can cut most of
 them out and save if you will."

LIBERAL.

"A gen'rous lad's my brother Ned,"
 Said little Johnny Lovitt.
 "He takes the middle of the bed
 And leaves me both sides of it."
 —Woman's Home Companion.

FOUND

\$33.50

On First Street Just West of
 North Pacific Street

In Having My Last
 Winter's Suit
 Cleaned

The
Waller Tailoring Co.
 Way

Their
 Charges
 Were

\$1.50

The Suit
 Looked
 Like New

Waller Tailoring
 Company
 Phone 188



Good All the Way Down
 Our delicious canned fruits, preserves, jams
 and jellies.

We buy the best and purest Canned Goods
 from the most reliable concerns in this coun-
 try and Europe.

Next time ask to see some of our select stock.
 "BETTER THAN MOTHER EVER PUT UP."

Sewell Grocery Comp'y
 Phones 8 and 139

**Something Good to
 Tell You**

The past two weeks we have bought sev-
 eral exceptionally nice house keeping outfits,
 in a class of goods not usually found in second
 hand furnishings and can save you big money
 on any purchases made in these lines.

Within the next few days we will have a
 full car load of new furniture which we are
 going to sell at our usual profit sharing prices.
 We work long after most people are asleep,
 and share the savings of extra salaries for
 clerks, bookkeepers etc. with our customers.

Don't fail to come and see our bargains
 before you buy. We have everything for the
 home from the Parlor to Kitchen and can
 save you money.

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

Yours for business,

W. E. Winfield

Telephone 95

1st

First in Everything

First in Quality
First in Results
First in Purity
First in Economy

and for these reasons Calumet Baking Powder is first in the hearts of the millions of housewives who use it and know it.

RECEIVED HIGHEST AWARDS
World's Pure Food Exposition,
Chicago, Illinois,
Paris Exposition, France, March,
1912.



You don't save money when you buy cheap or inferior baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to sour milk and soda.



You Can Not Be Too Careful

When it comes to the question of your children's health. It is not always enough to know what are wholesome and proper foods for children—you must see that you get them pure and good also.

Farmer Jones SYRUP

Try This Fine Nut Candy
One and one-half cups Farmer Jones Sorghum, three-fourths cup granulated sugar, three-fourths cup butter, one-half pound chopped figs, one cup peaches, one cup English walnuts, pinch of baking soda. Roll sorghum and sugar until it thickens, then add the butter and continue boiling until it hardens when tried in cold water. Add the nuts, chopped figs and peaches. When thoroughly mixed pour out on greased platter. **FREE**—Farmer Jones Recipe Book on request.

Farmer Jones Syrup is made from the pure, wholesome juices of the sorghum which we grow ourselves. These are refined and reduced to syrup by methods so clean, so perfectly sanitary through every step of the process, that absolute purity is assured.

No other Sorghum Syrup is prepared so carefully—so honestly. From seed to can we do it all. You can use it plentifully at every meal—the children will enjoy the plainest food with Farmer Jones to tempt their appetites.

Packed in 5 and 10 pound friction-top tins—easy to open—easy to close up again.
We include case syrup with an addition of corn syrup to prevent fermentation.
Ask Your Grocer
If he shouldn't happen to have it—he'll get it.
Send Us 5c. in stamps to pay postage and we will forward you a sample can of FARMER JONES SYRUP and a Recipe Book—see above.

FT. SCOTT SORGHUM SYRUP COMPANY
Ft. Scott, Kansas
Packers of "Ma Honey Bee" Honey.

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Work Satisfactory
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METHODISTS PLAN LARGER SCHOOL DEVELOPMENT.

Education Commission Proposes Raising Another Million for Southern Methodist University.

Indorsing previous plans for raising an additional \$1,000,000 for the Southern Methodist University, at Dallas, and definitely deciding to raise a fund of \$100,000 for making Polytechnic College, at Fort Worth, a great woman's college, the Texas Methodist educational commission, meeting in Fort Worth with the presiding elders of the Central Texas Conference and other school representatives, began last week its task of developing the Methodist educational institutions of Texas.

If the commission accomplishes its plan to raise another million dollars for the university at Dallas, that school will have provided for it a total of \$3,000,000, one-third of which has been given in land properties. No announcement of what purposes to which the additional fund would be devoted has been made.

Plan College for Women.
Polytechnic College at the close of this year's term will become a college for women. It is planned to raise the standard of that school to equal or possibly surpass that of any other school in Texas. The fund of \$100,000 is to be raised by November 1. Dr. Hiram A. Boaz, president of Polytechnic College, with J. D. Young, Rev. L. S. Barton and J. T. McClure, all of Dallas, will have charge of the campaign to raise the Polytechnic fund.

Provisions for the Southwestern University, at Georgetown, and the secondary schools of the denomination were made at the conference. Although only \$100,000 is now provided for Polytechnic College, it is said that probably double that amount will be raised before the campaign is ended.

DEPOPULATION OF RURAL DISTRICTS IN FRANCE.

The problems of foreign labor and of abandoning the farms for the cities are occupying the attention of nations other than the United States, according to American Consul William H. Hunt, at St. Etienne, France. The manner in which the French legislators look at the matter may be judged from the resume of a recent discussion in their Parliament on these subjects.

The main question examined was, Would it not be opportune to impose a special fiscal tax on all foreign workmen who come to France in search of work, or, rather, to impose this tax on employers?

No solution, however, was arrived at, the question being extremely delicate and complex. From a national point of view, it is desirable that work in France should be performed by French workmen alone, in order to push home industries and preserve trade secrets; yet such a measure would not be practical, for French workmen in other countries would be subjected to a similar tax. It is also said that foreign workmen are content with a smaller wage than Frenchmen; for some, the moderate pretensions are explained by the simple life these men are accustomed to lead, for others by the fact that they may have some private means. One may readily understand that the head of an industry would preferably employ foreigners if they may be had at lower wages, but the natural effect of depressing the wages of the home workmen must not be overlooked, particularly in agriculture, where there is the greatest dearth of French laborers. According to an inquiry made by the Minister of Agriculture, the following statistics were obtained:

At present 2,320,000 persons are employed in agricultural pursuits in the whole of France, while in 1892 their number was a little over 3,000,000; in 1882, 3,500,000, and in 1862, 4,000,000. Thus, in half a century, agricultural labor has diminished 40 per cent, and by reason of the steady increase of agricultural production the employment of foreign labor has become a necessity. Every summer troops of foreign workmen may be seen passing through France offering their valuable help to the farmers, who could not gather in their harvests unaided. In the industrial domain this foreign invasion is not of accidental character, as in the case of agriculture; it is the result of contracts. It is impossible to tell how this work could be done if foreign labor were restricted by some fiscal tax and could not give the help which the country can not, under present conditions, do without.

Reasons for Abandoning the Soil.
This state of things has been brought about by the peasants and country people forsaking their farms and flocking to the large cities. The inquiries of the Minister of Agriculture show that the same motives everywhere induce the peasants to leave the soil. A great number can not make a sufficient income out of the produce of their day's work on their farms. Irregular work, long periods of enforced idleness, poverty resulting from bad harvests, frequent

recurrence of certain calamities—hail, blight, mildew, etc.—induce them to abandon the soil and look elsewhere for better-paid work.

In certain mountainous regions especially, the small farmers are idle during the long winter months, and their earnings are not sufficient to cover the expenses of the whole year. In wine-growing districts the continual decrease in the number of small landowners is explained by the off-recurring cryptogamic diseases, the bad seasons and sometimes the lack of funds necessary to replant or keep up the vineyards. Other reasons, such as bad speculation, lack of economy and sobriety, debts, etc., are also given.

Many of these landowners sell their property in order to work on larger and more important estates, others to obtain a right to free medical aid or to benefit by the old-age-pension fund, or in order to have less taxes to pay. Others, again, leave the country for the town so as to profit by the help which is allotted to workmen by the municipalities which agricultural laborers do not enjoy.

Farm Wages—Working Hours.
The peasant compares wages only, and does not reflect that if he obtains higher pay in the city his expenses will proportionately increase. In the Seine Department the wages of day laborers vary from \$0.65 to \$1.35 per day for men, and \$0.29 to \$0.96 for women. Male servants get \$92 to \$231 per year with board and lodging, and women servants \$70 to \$140. In the Seine et Oise, day laborers earn \$0.58 to \$1.16 per day with full board; in the Seine et Marne and Nord, \$0.53 to \$0.77; in the Meuse, \$0.29 to \$0.58; in the Rhone, \$0.48 to \$1.16; in the Basses-Alpes, \$0.58 to \$0.77; in Corsica, \$0.48 to \$0.58; in the Lot, \$0.29 to \$0.48; in the Tarn et Garonne, \$0.48 to \$0.77; in the Drome and Arriege, \$0.38; in the Basses Pyrennes, \$0.29 to \$0.38; in the Gironde, \$0.34 to \$0.48; in the Charente, \$0.38 to \$0.48; in the Cher, \$0.77 to \$0.96; in the Puy de Dome, \$0.29 to \$0.58; in the Manche, \$0.24 to \$0.48; in the Morbihan, \$0.24 to \$0.38; in the Finistere, from \$0.29; and in the Cotes du Nord, \$0.19 to \$0.34.

The average working hours in the country are certainly much shorter than those in town, but peasants see but one thing—14 hours' work a day during harvest time. Employment of foreigners, then, was concluded to be a necessity not to be dispensed with.

THE WORLD'S WHEAT CROP.

The following estimates of the wheat crops for this year in thirteen producing countries are made by the British press:

| Countries— | Quarters.* |
|--|-------------|
| Canada | 29,000,000 |
| Russia (not including Siberia or Russian in Asia) | 70,000,000 |
| France | 42,000,000 |
| Austria-Hungary | 26,000,000 |
| Bulgaria and Roumania .. | 17,500,000 |
| Germany | 19,500,000 |
| Italy | 25,000,000 |
| Spain | 14,500,000 |
| Argentina (crop recently planted, just up and covering the ground) | 23,000,000 |
| Australia (crop recently planted, just up and covering the ground) | 11,500,000 |
| India (preparing the ground for next crop is about to begin) | 42,500,000 |
| United States | 94,000,000 |
| United Kingdom | 7,500,000 |
| Total | 422,000,000 |
| Total last year | 393,750,000 |
| Increase | 28,250,000 |

*Quarter of wheat equals 8 bushels of 60 pounds each, or 480 pounds.

HINTS TO CAR OWNERS.

Mercurial ointment makes a fairly good substitute for the common mixture of graphite and oil for preventing valve caps from sticking when screwed down tightly. It has this disadvantage, however: It is poisonous, whereas graphite is not.

While there can be no doubt of the efficacy of the thermo-siphon system of water circulation to maintain an engine at the proper temperature, there is one very important point which should not be overlooked, or there will be neither circulation nor cooling. It is simply that there must at all times be sufficient water in the radiator to immerse the outlet from the cylinders. Advice to the effect that radiators should be refilled at regular intervals is not as necessary where positive pump circulation is maintained, though in systems of the other kind there can be no siphonic action unless the water in the radiator is maintained at the proper level.

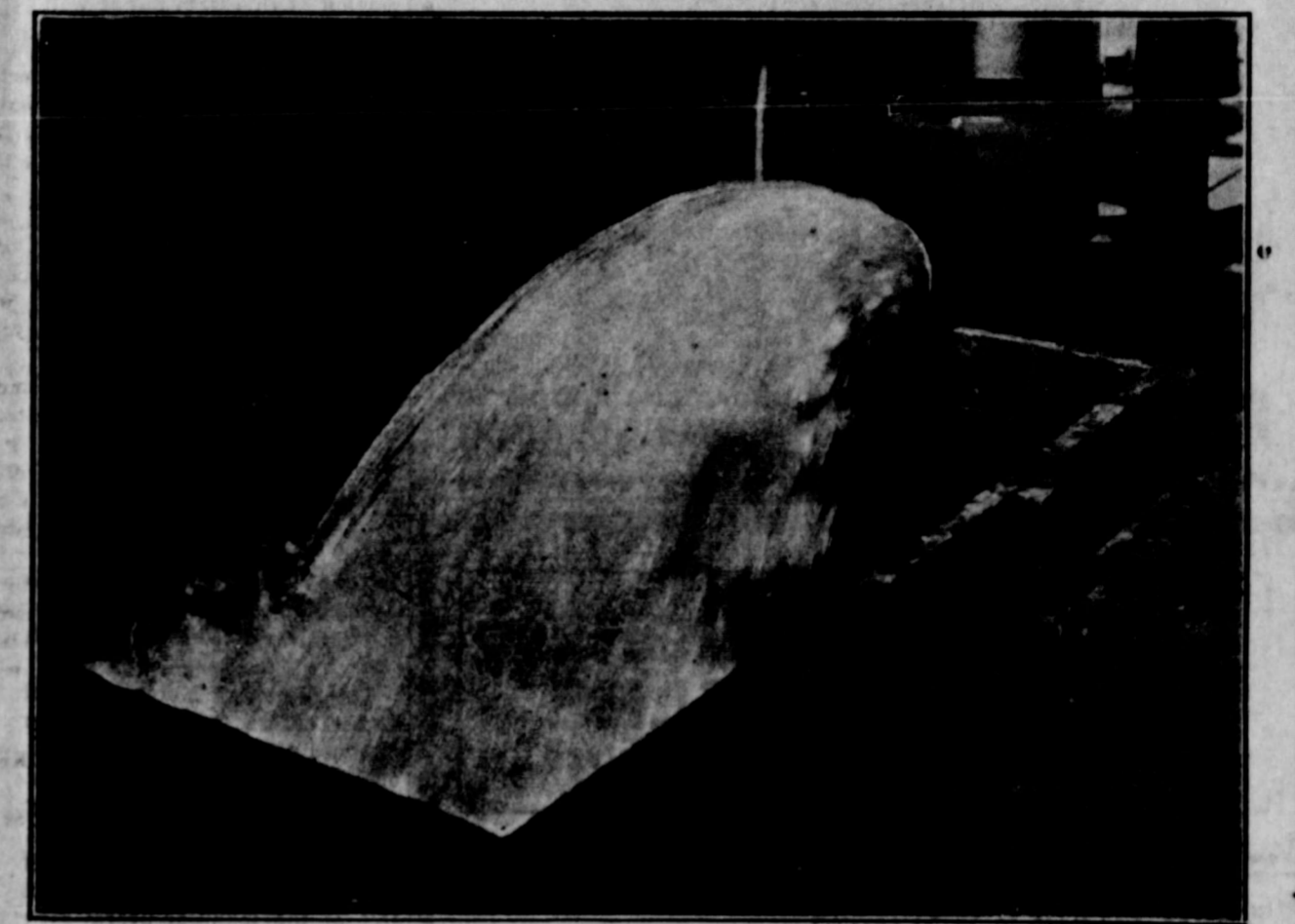
Lubricating oil that has been used can be made fit for use again in many cases by the simple process of filtering it through a piece of pipe, about three-eighths of an inch in diameter and several feet long, bent into the shape of a siphon and filled with cotton wool. The oil is run from one tank or can into another through the

Turn Your Sense Into Dollars

If you are really interested in making a good sound investment at a time when it can be made to pay big dividends without any effort on your part other than to sit still and wait, talk real estate in the Shallow Water Belt with us.

We have a big lot of real bargains in all sizes of tracts; raw land, partly developed farms, and fully developed farms.

We are offering a special bargain just now of 640 acres, one-half in cultivation, within 5 miles of Plainview.



We make a Specialty of Town Property

Our city list is the largest, therefore you cannot buy to better advantage than through us. Write us, wire us, phone us, or see us whenever you think of real estate bargains.

HALL AND SHOOK

First National Bank Building Plainview, Texas

siphon.
While beeswax and graphite have been recommended as a coating for rims which will permit the tire to slide quickly and easily into place, there are those who prefer a coat of aluminum paint to either. However, care should be taken to remove all rust with sandpaper or a wire brush, if necessary, before the application of the paint, for otherwise the paint will chip or flake and the result will be worse than if no paint had been applied. It is best to mix the paint thin and apply two or even three coats.
Every battery box has or should have a drain in the bottom. Where the battery is located on a runboard this drain is ineffectual. For that reason the box should be raised a bit above the running board, even if the drain hole is carried through the running board. This will permit the electrolyte which may spill out from gathering under the bottom and destroying it. It also can be washed out whenever the car is cleaned.
A common cause of breakage of

spark plug porcelains is a too vigorous use of the wrench in tightening the bushings, so that the brittle insulation is subjected to a strain that is just about all it can stand; the additional pressure caused by expansion under the influence of heat adds the "last straw."

SALE OF SEATS FOR "MRS. WIGGS."

"Mrs. Wiggs of the Cabbage Patch" will be the attraction at the "Schick" Wednesday, Oct. 1. The quaint, motherly Mrs. Wiggs will again dispense philosophy and optimism among the rest of the Cabbage Patchers. The character of Mrs. Wiggs is inviting in both its humorous possibilities and its heart interest. The play will be presented here under the management of the United Play Company. The seat sale opens Monday, September 29th. —Adv. 56

Get Stationery at The Herald.

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

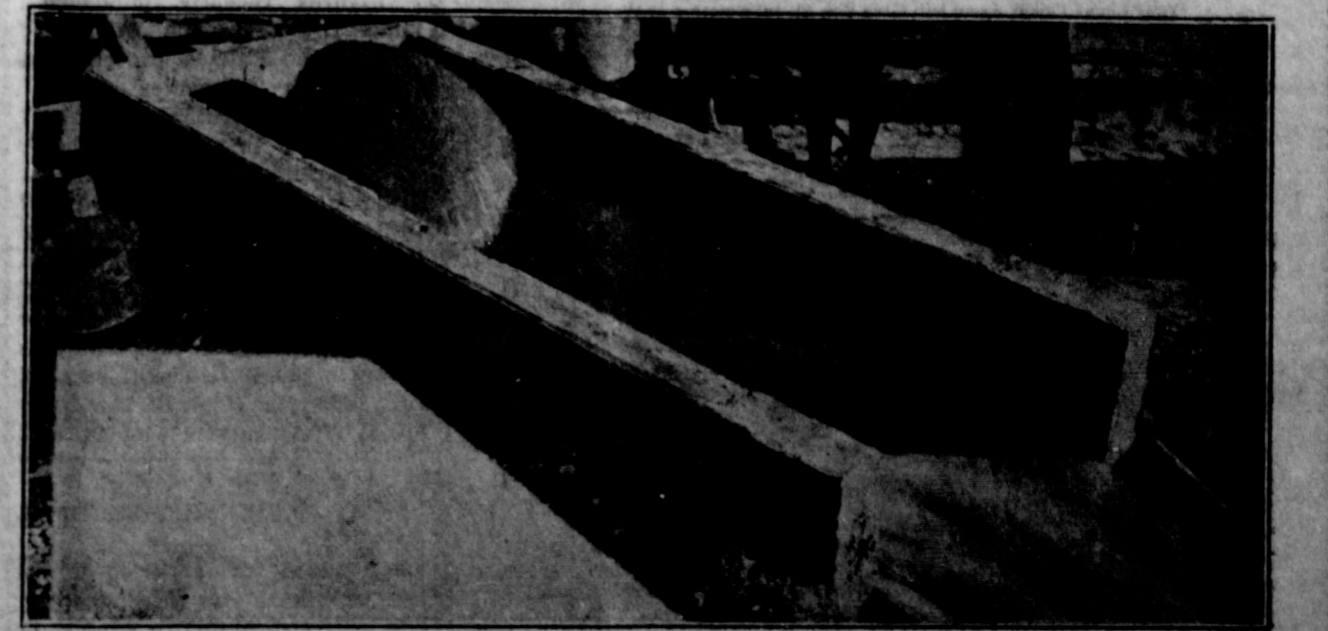
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Rooms 14-16, Ware Hotel Bldg.

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.



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Rooms 15 and 16 First Nat'l Bank Bldg. Plainview, Texas

IS 40c WORTH 40c TO YOU?

If so come in and let me show you how I can save you this amount on each 100 lbs. of "Our Home" or "White Lilac Flour."

C. E. White Seed Co.



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

VELIE WROUGHT IRON VEHICLES

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Single Reach Gears
Easy Riding Springs
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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

Tire Repairing

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

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Plainview, Texas

IMPROVED TRAIN SERVICE

EFFECTIVE AUGUST 31



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

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

Keeping the Body in Repair

Nature intended that the body should do its own repairing—and it would do so were it not for the fact that most of us live other than a natural life.

Nature didn't intend that we should wear corsets, tight collars or shoes, nor live in badly ventilated and draughty houses, nor eat and drink some of the things that we do, nor ride in street cars when we should walk.

The consequence is that the body when it gets out of order must look for outside help to make the necessary repairs.

For weak stomachs and the indigestion or dyspepsia resulting, and the multitude of diseases following therefrom, no medicine can be more adaptable as a curative agent than DR. PIERCE'S GOLDEN MEDICAL DISCOVERY.

This famous Doctor's prescription has been recommended for over 40 years, and is today just as big a success. Restores a healthy appetite. Cleanses the blood. Strengthens the nerves. Regulates stomach and liver. Demand the original.

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Send 31 one-cent stamps to pay cost of mailing only on a free copy of Dr. Pierce's Common Sense Medical Adviser, 1008 pages, clothbound. Address Dr. Pierce, B. Falls, N. Y.

KEEP LEDGER ACCOUNT WITH EACH DAIRY COW.

Proper Indicators Quickly Will Weed Out the Unprofitable Animals.

In order to put dairying upon a business basis, every farmer needs to use the milk scales, the tester and the record book. The successful business man has a ledger to guide him in his transactions. Every dairyman needs to enter a separate account with each of his cows, so that he may have an indicator to tell him at the end of the year just how much feed each cow has consumed, the amount of milk produced and the percentage it tests.

Too many farmers of the country are keeping the scrub cow, feeding and milking her twice each day, 14 times each week, 60 times each month and 720 times each year, merely for the pleasure of her company, when a portion of this time might well be expended in estimating the feed, weighing and testing the milk and crediting the same to each cow.

Many good dairymen squander 30 minutes each day gambling with the scrub cow when three minutes' time with the scales, tester and record book would put the herd upon a paying basis and money in their pockets.

The keeping of records is a business transaction, and means the essential difference between knowing and guessing, pleasure and drudgery, profit and loss, success and failure.—G. L. Martin, in Dry Farming.

ENGLISH MANUFACTURERS OFFER \$10,000 FOR FUEL.

London Motor Makers Will Reward Inventor of Substitutes for Petrol; Gasoline Becoming Prohibitive.

The Society of Motor Manufacturers and Traders of London has announced a prize of 2,000 guineas (\$10,000) for a solution of the fuel problem for automobiles, the preliminary tests for which will be made shortly.

According to I. W. Orde, secretary of the Royal Automobile Club, the object of the manufacturers' society in offering this substantial prize is to ascertain whether it is practicable to replace gasoline or motor spirits by a less costly fuel, produced entirely from materials available in Great Britain, and available in quantities commensurate with the increasing demand.

Americans Interested. The competition is exceedingly interesting to Americans, not so much on account of the present price of gasoline, but because of the constantly falling quality of that necessary fuel, which already can hardly be distinguished from kerosene.

It is expected that this prize will develop some alternative fuel and it is hoped that it will be in such shape that it can be used on a car without greatly disturbing existing mechanism.

Ex-President Roosevelt hoped that alcohol would solve the problem, and to that end succeeded in inducing Congress to remove the internal revenue taxes on this product. Experience has shown, however, that alcohol can not be produced under 14 cents a gallon, to which price must be added selling and transportation expenses, with the result that the motorist would have to pay 30 cents, or even more, even if it were produced in sufficient quantities to be available as a motor fuel.

Alcohol's Use Means Big Change. There is also a mechanical problem in the way of the use of alcohol, due to the difficulty with which it is combusted, a much higher compression being required than is necessary for gasoline, thus requiring the rebuilding of present motors.

It is hoped that the English society's tests will result in a means being devised whereby coal, or some other material easily and cheaply obtained, may be used in a producer, and thus solve the problem, which is acute to every motorist, due to the trouble in starting engines on 54-test gasoline during the cold weather.

BRITISH FIRE INSURANCE IN AMERICA PROFITABLE.

Figures recently published show that fire insurance in the United States and Canada proved profitable to British companies during 1912. There are 17 British companies transacting fire insurance in the United States, and the premiums received amounted to \$56,634,390. The losses paid are given at \$29,484,500, which is equivalent to 52 per cent of the premiums, and as there is no reason to suppose that working expenses are very much higher than in this country (England) it would seem that a good margin of profit has been realized. The experience of British com-

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

panies transacting fire insurance in Canada has also been favorable. The premiums received by 21 companies amounted to \$6,319,062, which is equivalent to 52.3 per cent of the premiums. Working expenses are stated at \$3,764,911, or 31.1 per cent of the premiums, and the margin of profit on the year's underwriting would thus appear to be equal to 16.6 per cent of the premiums.—Manchester Guardian.

AUTO LAMP TO SHOW SPEED.

Inventor Exhibits Device in Which Color Shows How Fast Car Goes.

An automobile lamp which shows a yellow light when the machine is travelling more than fifteen miles an hour, a green light when a speed of more than twenty miles and less than twenty-five miles an hour is attained, and a red light when the car is travelling more than twenty-five miles an hour was exhibited in Municipal Judge Fry's Speeders' Court, in Chicago, recently.

The lamp was brought to the court by the inventor, who wished to have the judge give it a boost.

"There is an ordinance in Chicago prohibiting the showing of other than white lights on automobiles," said the jurist.

ITALY ANNOUNCES WAR LOSS.

Report Shows Disease More Deadly Than the Turks.

For the first time since the war with Turkey and the conquest of Tripoli and Cyrenaica, Italy has given out the official statement of its total losses in killed and wounded.

The number killed in battle is placed at 1,432; died of disease, 2,858; wounded in battle, 4,220; returned home on account of illness, 43,921. The publication of the statement just before the October elections is expected to offset any dissatisfaction aroused by the belief that the government was keeping back the total losses because of their reported enormity.

"THE WORLD TO MR. BRYAN."

"William J. Bryan's salary as Secretary of State is \$12,000 a year. He has justified his activities as a lecturer by the statement that to meet his ordinary expenses without encroaching on his personal fortune he must have an income of not less than \$20,000 a year. He is willing to forego accumulation during his period of public service, but he resents the idea that there should be any sacrifice on his part while he is honored by his official preference.

"The World assumes that the crux of this question is, therefore, the sum of \$8,000 a year. Mindful of many things in the proposition that it hereby makes, notably the dignity of the American Government, the circumspect behavior of its principal officers and the success of the administration of Woodrow Wilson, all of which have been given the most sober attention, it modestly makes this suggestion to Mr. Bryan:

"If you will devote your entire time to the duties of your office and refrain during your tenure from lectures or other addresses at which admission fees are charged, The World will pay you, on behalf of the American people, regularly during your incumbency of the office of Secretary of State, the sum of \$8,000 a year, with no obligation on your part except to observe the one condition herein expressed."—From the New York World of Sept. 17.

NEW AUTO FUEL TO BE CHEAPER THAN GASOLINE.

Kansas City, Mo., Sept. 20.—To manufacture a new motor car fuel that will be cheaper than gasoline, the Standard Oil Company is spending \$2,000,000 on its Sugar Creek refinery here, as it promised to do when the Supreme Court of Missouri modified its order of ouster so as to permit the company to remain in the State during good behavior.

The new motor car fuel, called motor spirit, is a product taken from the residuum of oil after the gasoline has been extracted. In making this motor spirit, the residuum oil, instead of being drawn off from the still for a second distillation, is given the whole treatment in one still, which not only results in a great saving in expense, but leaves valuable ingredients of the residuum heretofore lost. It is from these that the motor spirit is taken, in a second distillation in newly-patented stills in which the residuum is treated under high pressure.

WOMEN KEEP ART ALIVE.

In the Woman's Home Companion, Ignace Paderewski, the celebrated pianist, says:
"But for women there would today be no art in the world, not alone in America, but anywhere. The assertion may seem sweeping, but I thoroughly believe it to be true. The women it is who, through inborn love of music and responsive, deeply re-

La Your Plans NOW to Attend the Great

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FORT WORTH, TEXAS.



A. M. Keen, Hog and Sheep Salesman

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

Write, Wire or Phone for Market Advice.
PHONES: Prospect 501; Long Distance 213.



E. Cohn, Cashier



It's A Topic Of Interest

to all women—our reliable Groceries. Orders come in fast when people understand the superior quality of our goods and the moderate prices we charge. And our system of quick service pleases all our patrons, deliveries being prompt after receipt of the order. We should be glad to number you among our numerous satisfied patrons.

WRIGHT & DUNAWAY

PHONES 35 and 355

It Always Helps

says Mrs. Sylvania Woods, of Clifton Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now, I do all my housework, as well as run a big water mill.

I wish every suffering woman would give

GARDUI

The Woman's Tonic

a trial. I still use Cardui when I feel a little bad, and it always does me good."

Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

Get a Bottle Today!

finer feelings, encourage it in brave, its fostering, and influence by their practical, energetic ways. The women supreme enthusiasm the men to follow it, too, who lead in the cause of law."

ALFALFA IN DRY WEATHER.

The drouth-resisting powers of alfalfa were given another demonstration on the University of Illinois Dairy Farm this year. From two cuttings of fifty-four acres of alfalfa there has been harvested this season 218 tons of cured hay, or a little better than four tons per acre. The third cutting is not included in this yield.

The rainfall at the farm since April 10 has been but 5.47 inches. Half of this alfalfa was seeded in the spring with barley and half was summer seeding.

The spring seeding averaged 4.04 tons per acre and the summer seeding 4.21 tons per acre. From the spring seeding two tons of alfalfa and barley hay were cut the year it was seeded.

This spring seeding showed some weeds, but they were destroyed by cultivation, which is regularly practiced at the university farm. This operation follows immediately after each cutting, the spring-toothed alfalfa harrow giving the best results, and one cultivation after each crop is usually sufficient for the eradication of weeds and the conservation of moisture.

HALE CENTER.

Sept. 24.—Grass in this vicinity is still green and growing. Crops are maturing rapidly.

The Hale Center public school is progressing well. Teachers and patrons show an increasing desire to better the school all the time. No department of education is neglected; special attention is being paid to athletics. The high school department has organized a literary society, to meet twice a month.

On September 26 a mass meeting of the people around Hale Center was called to discuss the question of creating an "irrigation district." The meeting was held in the auditorium of the school building. The people responded well to the call, and a committee was appointed to investigate and report upon the propriety of creating such a district.

TO GET EGGS AT RIGHT TIME.

Follets Should Be Fed for Laying in Late Fall.

While it is desirable to have the pullets commence to lay at a reasonably early age, yet they should not commence too early if it is desired to get an abundance of eggs in late fall and all winter, when prices are at their best. When the pullets commence to produce eggs by the middle of August, as those which were hatched in February often do, they frequently go into adult molt by the end of September, and then there is a long cessation in the production of eggs. In order for the season's results to be the most satisfactory, it is best to have the young stock coming on to lay during the period between the middle of September and the last of November, and as far as possible the early hatched pullets should be prevented from laying before September. After this date there is not much chance of an adult moult coming on during the same year.

Pullets which were hatched early should not be subjected to any forcing process in the summer months. Plain food, which should include an abundance of vegetable food, should oppose their ration. And if they have ample range over the farm, so that they can get plenty of bugs and insects, all the better, and in that case

The Herald's Classified Want Ad Section

HOUSEHOLD NECESSITIES

New Records for your Columbia Phonograph at R. A. LONG'S DRUG STORE. —Adv. 57

Your money back if you do not like "White Liliac." C. E. WHITE SEED COMPANY. —Adv. 11

For a change, try Oyster Soup. Get the Houma, Louisiana, Oysters, 1 cent each, at OTTO'S MARKET. Adv. 11

Houma, Louisiana, Oysters 1 cent each—fresh every day—at OTTO'S MARKET. —Adv. 11

APPLES—An entire car of big red ones will be at HULEN'S usual place on the track Monday. Bring your sacks and load up. —Adv. 56

Concerts in your own home give you the most for your money when you let Columbia Phonograph artists furnish the music. New Records today at R. A. LONG'S DRUG STORE. Adv. 57

UNLOADED YESTERDAY—A full car and full assortment of Furniture for Fall and Winter household needs. See us before buying. PAXTON & OSWALD. —Adv. 11

You can't buy better light bread flour than "Our Home." C. E. WHITE SEED CO. —Adv. 11

Columbia Phonographs, Records and Supplies. Get our Installment Plan. R. A. LONG DRUG CO. Adv. 57

All kinds of Lunch Meats—Hot Barbecue, Sausages, Cold Ham. Call OTTO'S MARKET. —Adv. 11

"Our Home" is the highest-grade hard wheat flour milled. Sold and guaranteed by C. E. WHITE. Adv. 11

CAR OF APPLES on track. TYE & VAN DEVENTER. —Adv. 11

C. E. WHITE will sell you "White Liliac" for \$1.50 per sack and refund your money if it is not satisfactory. "White Liliac" is a pure soft wheat flour. C. E. WHITE SEED CO. Adv. 11

CARAMEL NUT SUNDAE A most delicious and refreshing serving of our Sanitary Fountain. Adv. 11. J. W. WILLIS DRUG CO.

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. 11

Drop in when you are near our store and hear all of the new Columbia Records just received. R. A. LONG DRUG CO. —Adv. 57

little feeding of any kind will be required. The animal food will tend to promote a good growth of frame, and this helps to retard the period of laying.—Iowa Homestead.

PRAIRIE AVENUE.

A number of young people attended the opening party Saturday night at the home of Jas. Pullen. A delightful time is reported by those attending. W. G. Williams delivered hogs Mon-

CLEAN OUT THE BASEMENT AND THE ATTIC—

Sell the old things you have stored in basement and garret--get good money for them. Now is the best time of the whole year to do it --when folks are planning for winter's comfort. Have your ad in the "Household Necessities" or the "Miscellaneous" column next Tuesday. **Phone 72**

REAL ESTATE

FOR SALE.

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

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. Adv. 11

My loan proposition is a clean one. Let me explain it to you. H. A. WOFFORD. —Adv. 11

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. 11

FOR SALE—4-room house, windmill and tower and pumping outfit. Located in N. E. corner of Wayland College grounds. Will sell to highest bidder on the first Monday in November (Nov. 3). N. T. SHARP. Adv. 66

LUMBER DIRECT FROM MILLS. Lumber direct from Mills to consumer; wholesale price. Lumber, shingles, doors and windows. Write for Price List." KOUNTZE LUMBER CO., Adv. 11. Kountze, Texas.

TO TRADE

We trade Buggies for horses and mules, or take in old buggies on trade. PLAINVIEW BUGGY CO., at Public Scales. —Adv. 11

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. 11. OTUS REEVES.

day which he sold last week.

Florida Pullen returned to school Monday, after nursing a sprained arm a few days.

Sam Nations came out from Plainview Saturday night and spent Sunday with his mother.

Bill Ooley and Bates were at the breaks last week, and purchased cotton seed.

Mr. and Mrs. Cleve Woodrow and Miss Marie Woodrow were guests of J. A. Pullen and wife Sunday; also Mr. and Mrs. Will Kramer.

Candy Breaking.

Mr. and Mrs. Jas. Pullen gave the opening fall party Saturday night, at their home. Those attending were: Misses Nellie Williams, Beulah Williams, Erna Bodeker, Marie Woodrow, Mary Fletcher, Fay Raper and Florida Pullen; Messrs. Earl Raper, Norval Raper, Clell and Haris Nations, Sam Brown, W. E. Palmer, Clell Baddgett, Walter and Mr. Boedeker and Mr. Cleveland Woodrow. Mrs. Pullen and Mrs. Woodrow presided at the punch bowl during the evening.

DON'T LET YOUR LIVER GET LAZY.

Dodson's Liver Tone Will Keep It Working and Make You Feel Well and Clean; No Bad After-Effects.

If you have allowed your liver to get calomel to keep you from toning up your liver when it gets a little sluggish and lazy—try Dodson's Liver

WE WANT YOUR CREAM

We offer you a steady market and the best price **PLAINVIEW CREAMERY CO.**

COAL AND GRAIN

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. 11

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

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. 11

FOR SALE—Double re-cleaned Alfalfa Seed, \$7.50 per bushel, f. o. b. Olustee, Okla. Best strain; sample on request. Cash in advance. C. G. WHITTINGTON, Route 3. Ad. 58-pd.

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

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. 11

LIVESTOCK

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

BROWN MOTOR CO., Adv. 11. Plainview, Texas.

Let L. D. RUCKER PRODUCE CO. handle your GREEN and DRY HIDES. —Adv. 11

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. 11

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. 11

IMPLEMENTS AND VEHICLES

We have the best Farm Hack made. Call and see them. PLAINVIEW BUGGY CO., at Public Scales. Adv. 11

JUST RECEIVED—A carload of Buggies, Spring Wagons and Farm Hacks. PLAINVIEW BUGGY CO. 11

FOR SALE: Practically new top buggy at a bargain. Call at HERALD OFFICE. —Adv. 57-pd.

worth. Imitations of Dodson's Liver Tone are another proof that it is a good thing. Nobody ever imitates a poor remedy. Be sure you get the genuine Dodson's Liver Tone—the kind that is guaranteed. —Adv. 56

GIVES INSTANT ACTION.

J. W. Willis, druggist, reports that A SINGLE DOSE of simple buckthorn bark, glycerine, etc., as compounded in Adler-I-ka, the German appendicitis remedy, stops constipation or gas on the stomach INSTANTLY. Many Plainview people are being helped. —Adv. 56

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The Bank

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Horses and mules and all kinds of feedstuffs. Wagon yard in connection; open day and night. Will appreciate your business.

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

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| | OLD | NEW | OLD | NEW |
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| 34x4 | \$ 8.00 | \$7.25 | \$33.25 | \$30.75 |
| 36x4 1/2 | \$11.00 | \$9.85 | \$43.75 | \$40.00 |
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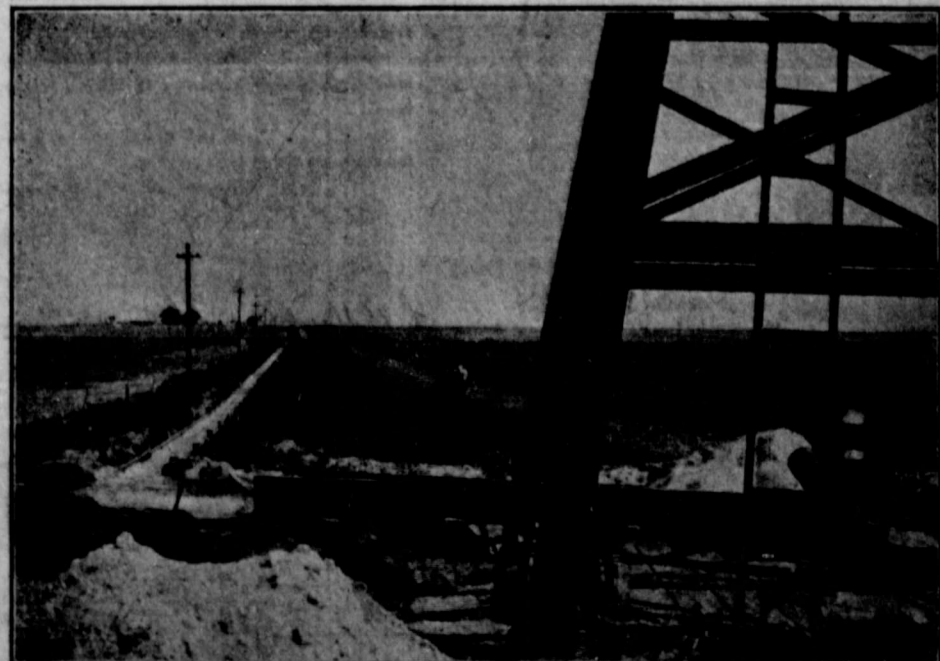
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It takes water to irrigate and not wells. We can deliver the water for less money. Investigate.

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Palmer Coats and Suits.
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The things which we demand in the Overcoats we buy for you are the very things that you demand in the overcoats you buy from us.

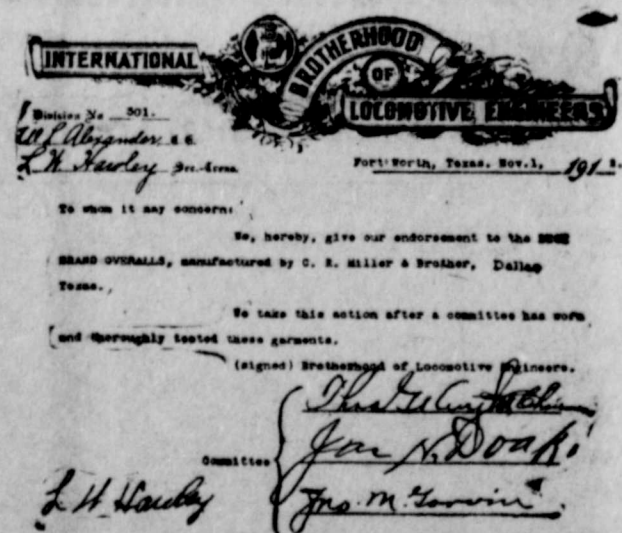
Style must not be sacrificed to comfort nor service to style.

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