

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

# The Twice-a-Week Hale County Herald

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

Quality Job Printing;  
Book and Pamphlet  
Designing.

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, FRIDAY, OCTOBER 17, 1913.

NUMBER SIXTY-TWO

## O. M. UNGER LEADS COMMERCIAL CLUB

Chamber of Commerce Makes Unanimous Decision to Select Local Man at \$250 a Month.

### KNOWS HOW TO WORK

New Secretary Is Man of Broad Vision, Experience and Faith in Plainview Country.

The biggest thing Plainview has done so far—that is what a good many people think about the action of the Chamber of Commerce last night in selecting O. M. Unger secretary. Mr. Unger is a man who does things. Last year he worked, might and main, as President of the Chamber of Commerce; used his own car, gave his time, and he brought things to pass for Plainview. It was his "diversion," and he wouldn't take a cent's pay.

A man who does big things in a big way—that is O. M. Unger in a nut shell. He is a prince of good fellows; he never lays down on a proposition; and the fact that he has made a success of his own affairs is an A-1 recommendation for the work of building a bigger Plainview.

O. M. Unger is a man to whom every citizen of Plainview takes off his hat. This summer he got out and chopped the weeds on his property; they grew up, and Mr. Unger chopped them down again. That is his way.

Last spring he wanted \$75,000 for a business proposition. People said it couldn't be done—everybody but O. M. Unger. He wouldn't say "No." Well, everybody began to get the enthusiasm, and with O. M. Unger leading we went right straight through with the proposition. Plainview never has failed with O. M. Unger leading. A lot of people don't believe we ever will.

The Chamber of Commerce has approximately \$6,000 pledged for this year's work.

After his election, Mr. Unger was sent for. "I will do the best that I can," Mr. Unger said. "But I want the co-operation of the people of Plainview. With all of us pulling together, I am sure that much can be done for Plainview during the coming year."

Mr. Unger has been urged to take the work for two or three weeks. He didn't want it. In dollars it meant loss. Private enterprises were placing a higher value than that on his services. Other avenues were offering more money. But Plainview won. Mr. Unger is for Plainview.

The Chamber of Commerce last night expressed thanks to the County Commissioners for their expressed intention to put the road to Hale Center in first-class condition, and for what the Commissioners have already done. A concrete culvert will be placed in the draw west of town and a bridge will be built across the creek.

J. W. Grant, T. Shepard and W. S. Keys were appointed to secure and send to the Hale County exhibit at Dallas home-grown flowers as frequently as it might seem wise to them.

E. E. Roos reported that Swisher County is doing considerable work on public roads, and suggested that a local Automobile Club be organized.

B. O. Brown reported that the road markers are here. They will be placed by local automobile men.

The meeting adjourned to meet Thursday night, October 23.

## SUPREME COURT SUSTAINS LOCAL JUDGE'S DECISION.

Verdict in Favor of W. A. Simmons Against Wilkin, Harp and Others Confirmed.

A verdict has just been handed down by the Supreme Court of Texas sustaining a decision rendered by Judge Greever in Plainview nearly two years ago in the case of W. A. Simmons vs. R. H. Wilkin, A. E. Harp and others.

It seems that Simmons had bought the property from an administrator, the funds being used for support of minor children. Later the children sold this same property, and on deed from them suit was brought.

## SOWING BLUE GRASS AROUND LAKE PLAINVIEW.

The Texas Land and Development Company is keeping a number of men employed beautifying the park around Lake Plainview. They are sowing grass now. H. I. Miller, President of the Company, says that, among other plans for beautification, the company will install two fountains at the Lake.

## DR. CARRICK LIKES PLAINVIEW COUNTRY.

"Clean-Town" Inspector Says Plainview Nursery Is Wonderful Place; Praises Syndicate.

"This is the most beautiful place I have seen since I left Mission," said Dr. M. M. Carrick, Medical Director of Holland's Magazine and member of the American Medical Association, after he had driven through the Plainview Nursery yesterday.

Dr. Carrick has visited 113 towns in Texas during 1914—extending from Texarkana to El Paso; from Brownsville to Texline; from Alpine to Orange. Away from the Gulf Coast he has not found such wonderful possibilities for plant life, and there he does not find the crisp, invigorating atmosphere which 3,000 feet above sea level give—nor the zest in life which it produces.

Dr. Carrick has driven over the experimental farm of the Texas Land and Development Company, through L. N. Dalmon's nursery and around Lake Plainview with Mayor Dorsett, Judge Joe E. Lancaster and B. O. Brown.

"If you had told me this," he said to Judge Lancaster, "I should not have believed you. Man, get people out here to see what you have."

Dr. Carrick was delighted with the plans of the Texas Land and Development Company for their lake and what it means for Plainview. The railroad will surely co-operate to the extent of parking their property, he thought. And, of course, he didn't consider that Plainview would fail to provide good streets, sidewalks and clean alleys.

## MRS. PENNY HEADS MOTHERS' CLUB.

Parents and Teachers Have Enthusiastic Meeting and Plan for Year's Work.

Mrs. L. C. Penny was elected president of the Mothers' Club this afternoon. Other officers elected were Mrs. C. R. Hairfield, vice president; Miss Viola Justus, secretary, and Mrs. Fred Brown, treasurer.

The value of reading good literature on character was discussed by Miss Agnes Edens. Literature, Miss Edens said, is the soul of the individual man or woman expressed in words of truth and beauty. The mother's work, she thought, was to safeguard the child's reading, and to provide interesting books to read. A great piece of literature is a positive character builder.

Miss Eula May Peace read "A Confidence." B. O. Brown, editor of The Herald, suggested that the newspaper might assist the parents and teachers of Plainview in their great work of making men and women by carrying on educational campaigns for programs they cared to carry out. "The newspaper which does not have a great, positive mission," he said, "has no place in American life."

Professor B. M. Harrison emphasized the value of manual training for boys and home economics for girls. He said that before this could be given much attention here, he thought the school ought to strive for full affiliation with the State University. At present we have 7½ units. Professor Harrison hopes to secure 8½ additional units this year. Laboratory apparatus for work in physics and physical geography has been provided.

Plans were suggested for the beautification of the walls of the school rooms. Books are very much needed for the school library, Professor Harrison said.

Mrs. B. M. Harrison was elected to attend the State meeting of mothers and teachers, in Fort Worth, during November.

Superintendent B. M. Harrison and Principal A. G. Harrison of the East Side School are going to co-operate for a meeting of the mothers adjacent to the East Side School at another time from that at which the meeting is held at Central School. Some mothers on the East Side cannot get to the Central Building.

The meeting room was crowded this afternoon and work for the year has begun with enthusiasm. Miss Rebecca Longmire, Miss Anna McGee, Mrs. Reeves, Mrs. McComas and Mrs. Jackson were appointed a membership committee.

## KEMBLE BUYS BUSY BEE.

Lee Kemble has purchased the interest of C. L. Thompson in the Busy Bee Cafe, and will conduct the business. Messrs. Thompson and Kemble are brothers-in-law. Lee and the Busy Bee are fixtures of which Plainview people are glad.

## APPENDICITIS KILLS POPULAR LAWYER

L. W. Dalton Answers "Last Call" at St. Anthony's Hospital, in Amarillo.

### HAD GONE TO COURT

"Grim Reaper" Ostrans Automobile Bearing Wife and Daughter to Sick Man's Bedside.

Plainview was shocked Thursday morning when the news came from Amarillo that Judge L. W. Dalton, of Plainview, was dead.

Judge Dalton left home at noon Sunday to attend court at Amarillo. He was seemingly as well as usual until Tuesday afternoon, when, while in court, he was seized with pain in the region of the appendix, and was carried to St. Anthony's Hospital. He continued to grow worse, and died at 1:30 o'clock Thursday morning.

Attending physicians were preparing at the time to put him on the operating table.

His family was advised of his condition, and Mrs. Dalton and his daughter, Miss Pattie, left in a car Wednesday night about 1 o'clock, reaching Amarillo four hours after Judge Dalton died.

Judge Dalton was a member of the Odd Fellows and also a member of the Praetorians and B. P. O. E. His funeral will be held Sunday. His body was met at the train to-day by the several lodges of which he was a member.

A brother, Quince Dalton, of St. Louis, Mo., and Hon. Nat Dalton, another brother, of Oklahoma City, and his son, Park Dalton, who is in a military school at Belle Buckle, Tenn., are expected to arrive tomorrow.

The Amarillo court has adjourned, and also Judge Kinder's court at Silverton.

Judge Dalton and family have been residents of Plainview 12 years, coming here from Seymour, Texas. For two years he and Judge L. S. Kinder were partners in a law firm known as Kinder & Dalton. Since that time the deceased has been engaged in the practice of law with other partners.

He leaves a wife and five children—four daughters and one son.

## J. W. RAY WINS BIGGEST PUMPKIN PRIZE OF \$10.

Local Man Secures Award Offered by O. M. Unger; Bob Mitchell Won Last Year.

J. W. Ray has two pumpkins weighing 67 and 68 pounds, respectively. These are the largest Mr. Unger has heard of, and the prize of \$10 offered by Mr. Unger will go to Mr. Ray. The winner lives in the northwest part of Plainview.

Bob Mitchell won the prize last year. His pumpkin weighed 72 pounds. Mrs. H. C. Miller has a pumpkin weighing 66 pounds.

## "TOO EARLY FOR DUCK SHOOTING," SAYS "UNCLE SAM."

Federal Law Provides That Open Season Shall Begin November 1, Instead of October.

Local hunters will be surprised to know that they are violating the Federal law. Water fowl are protected a month later in the fall than formerly.

According to advices from Austin, the Game, Fish and Oyster Department has in press a pamphlet giving the fish and oyster laws, the game regulations, and sand and shell laws and the Federal act regulating the hunting of migratory and insectivorous birds. Several thousand copies will be printed and will be ready for free distribution in about ten days. Copies will be supplied to all Deputy Wardens, also to Sheriffs and county peace officers, throughout the State, so that they may co-operate with the enforcement of the game laws.

The shooting season opens November 1 on quails, doves and deer, and closes on February 1 for the birds and on January 1 for deer. The Federal law protecting ducks, geese and brant and shore birds opens November 1 and closes February 1, which prevents shooting during the month of October.

Miss Pauline Millwee left Thursday, with her aunt, Mrs. Tal Millwee, for McAllister, Okla., where she will visit some days. Mrs. Tal Millwee has been in Plainview some time, on a visit.

## COURT FINDS SULZER GUILTY

New York Executive Removed from Office To-day; Not Disqualified from Holding Office.

### GLYNN BECOMES GOVERNOR

Declared Guilty of Falsifying Statement of Campaign Funds; Also Perjury and Suppressing Evidence.

Governor Sulzer was found guilty yesterday by the high court of impeachment on three of the articles preferred against him, according to Associated Press reports.

Advices are that he was removed from office to-day. He will not be disqualified from holding office in New York unless there is a change in the informal vote reported to have been taken by the court in secret session yesterday.

Lieutenant-Governor Martin H. Glynn, who has been Acting Governor since the impeachment of Mr. Sulzer, becomes executive of the Commonwealth, and Robert F. Wagner, Democratic leader in the Senate, takes Mr. Glynn's place.

The vote on articles one and two was thirty-nine to eighteen, barely two-thirds majority. The first article charges that Sulzer falsified his statement of campaign contributions, the second that he committed perjury in so doing.

The vote on article three, charging that the Governor bribed witnesses to withhold testimony from the Frawley investigating committee, was unanimous in his favor.

Forty-three of the court voted against the accused man and fourteen for him on article four. This charge was that the Governor suppressed evidence by threats to keep witnesses from testifying before the Frawley committee.

The secret informal vote to relieve the Governor of office was said to be forty-three to fourteen, and the vote not to disqualify him seems to have been unanimous.

The charge of larceny in speculation with campaign funds, prevention of one particular witness testifying that he corruptly used his office and influence and that he used his influence to affect prices of securities on the stock exchange, were decided negatively.

"Not guilty" was Presiding Judge Cullen's vote on every article. Judge Cullen held that the offenses charged in articles one and two were not impeachable, and that the Governor had not committed legal perjury.

## CARRICK "SURPRISED THAT SANTA FE HASN'T PARKED."

Medical Inspector in "Clean-Town" Contest Says Railroad Has Treated Other Communities Better.

"The Santa Fe has given other towns a fairer deal than you have gotten so far," said Dr. Carrick yesterday. The inspector had just looked over the property which the Texas Land and Development Company is improving north of the depot.

"These people know how to make investments that pay—they will get the money," the "clean-town" inspector said; "and they deserve it, too, because of the great work they are doing for your town and county. It will mean much for health and happiness to Plainview; and it will bring dollars to the town."

Then Dr. Carrick looked over toward the railroad property. "Why, at Ballinger, Brownwood and San Angelo the Santa Fe has well-kept lawns and beautiful little parks. Their depot at Plainview is in keeping with those at the other towns—but their grounds are surprisingly unkempt."

The Santa Fe is promising to clean up. People who know the Santa Fe's policy believe that the railroad will do its part toward making Plainview healthful and attractive.

## BARKER WANTS SOCIABILITY RUN TO DALLAS DURING FAIR.

Paul Barker is anxious that Plainview shall make up the automobile train for a sociability run to Dallas during the State Fair. He suggests that each entrant pay a fee of \$5, \$10 or even \$25, if the Chamber of Commerce does not feel that it can finance the matter at this time. Paul feels that a run to Dallas with eight or ten automobiles would give Plainview a considerable amount of valuable publicity. It would also create interest in automobilism.

## SANTA FE LAUNDERS LOCAL DEPOT GROUNDS.

But Their Property Isn't Clean Yet; Wholesale House Property Needs "Sapolio" Brigade.

In compliance with a promise made sometime ago, the Santa Fe Railroad has cut the tall grass which grew along its right-of-way just north of the depot on Plainview. The grounds east and west of the station have been cleaned up somewhat.

Along the switch tract extending to Nobles Bros' wholesale house the kaffir, maize or cane (whatever it is) has just been "headed." The stalks stand twelve to eighteen inches high, and the entire property is at variance with the attractive condition one is wont to picture around a Santa Fe station.

The property occupied by Nobles Bros. is unsightly, too. The building is raised about a foot to eighteen inches off of the ground, and underneath is a wilderness of old cans, boards and other stuff. "First impressions" on visitors who happen to turn this way are certainly unfavorable to Plainview.

It is understood that this property is owned by local men.

## DOZEN MEN PAY CHURCH DEBT DUE LOCAL BANKS.

\$4,355.15 of Methodist Church's Indebtedness Is Cancelled; \$16,200 Outstanding.

Twelve men yesterday paid \$4,355.15 of the indebtedness of the local Methodist Church. This amount was due local banks. The dozen who cancelled this pressing demand were: L. M. Faulkner, J. N. Donohoo, J. N. Jordan, J. H. Buntin, J. W. Wayland, L. C. Wayland, J. H. Leach, T. B. Irwin, M. D. Leach, Levi Schick, J. M. Graham and Dan Ansley.

"We must raise \$1,200 more by Monday to pay interest and settlements due on the organ," Rev. S. A. Barnes said this morning. "There remains, after this is done, \$15,000 due next April. We have \$4,000 of this amount in notes, and will try to raise the balance during 1913."

Brother Barnes expressed the thanks of the entire church to the men who have assumed this past due indebtedness of \$4,355.15.

## DR. SCOTT OFFERS FINE DUROC HOGS FOR SALE.

Will Plant Another Hundred Acres of Alfalfa Next Year; Has 80 Acres Now.

Dr. R. R. Scott is offering some of his Duroc-Jersey hogs for sale. These pigs are from the famous Tom Frazier herd, which Dr. Scott shipped to Plainview from Morgan, Texas. All of them are registered. He has about 140 at this time. The male of his herd weighs 870 pounds.

Dr. Scott began last spring developing his section of land 5 miles northwest of Plainview into a fine stock farm. He planted 180 acres in alfalfa, and will plant 100 acres more next year. He also uses the silo.

Dr. Scott ploughed his land sixteen inches deep. Yesterday he found alfalfa roots 8 inches long. The ground was seeded not quite 8 weeks ago. His big well pumps nearly 3,000 gallons of water a minute.

## TO DALLAS ON FIRST VACATION IN 4 YEARS.

A. N. Gardner went to Dallas yesterday. This is his first vacation in four years. He has been employed by Barker & Winn. Paul Barker said this morning that so faithful an employee is certainly entitled to a vacation on full pay.

## MANOGOFF TO TAKE ON THREE TOMORROW NIGHT.

W. H. Box, Fred Kiser and Joe Snyder will try to show up "Big Turk" Manogoff on the mat tomorrow night at the Schick. Manogoff, who is a 210-pounder from Chicago, has issued a handicap challenge to the effect that he will throw any three local men, each one fall, within an hour, and the three mat enthusiasts mentioned will try to make his prove it.

Before the bout Wednesday night, between Manogoff and Kiser, it was announced that Chief Montour, the Delaware Indian, of Oklahoma, would meet the winner. The bout is being arranged for Monday night, October 27. It is expected that this meet between the Indian and the Turk will be one of the best ever staged here.

## CLEAN UP ALLEYS SAYS DR. CARRICK

Clean-Town Inspector Finds Evidence Portions More Sanitary Than Business District.

### WATER SUPPLY PERFECT

But We Need Drainage on Public Square; Holland's Representative Says "Build Sidewalks."

Dr. M. M. Carrick, of Dallas, Texas, Medical Director for Holland's Magazine, came to Plainview yesterday. He is inspecting and grading our town in the Clean-Town Contest carried on by Holland's. "It is my purpose to look things over with the eye of a specialist and tell you how to better condition," Dr. Carrick said. "Cleanliness is simply a matter of education."

Dr. Carrick says there is no reason for typhoid in Plainview. If we will get rid of all filth and keep it disposed of there will not be any. It is interesting to note that there have been only about two cases in two years. That does not mean that Plainview is entirely clean.

Dr. Carrick found a place just east of the Court House which ought to be drained; there are other similar places—one on West California Avenue, one or two on North Pacific Street, and some in the residence portions of town. Mayor Dorsett says that they are being drained just as rapidly as the work can be done.

The inspector was pleased with our septic tanks for sewer disposal. The residence section, he thinks, looks better than the business districts. This shows, according to Dr. Carrick, that the women are better housekeepers than the men. Down town he found some alleys which ought to be in better sanitary condition. There are some places where flies may breed.

"A fly may carry 500,000 germs on each foot," Dr. Carrick said. "He has six feet—that means 3,000,000 germs whenever he steps into your butter on your bread. Every one of those germs may produce typhoid or other disease. Better get rid of the fly."

Dr. Carrick says it would be a business investment to get rid of unsightly wooden buildings.

"Your women deserve praise for their work," the inspector said. "Please thank them for me. I am sure that all of the men will be willing to help keep clean another year."

Referring to tin-can alley, Dr. Carrick said tin cans are not necessarily insanitary, but they may catch water and have decaying particles of food which will produce disease germs. Along the railroad leading into town Dr. Carrick found some rubbish, and the right-of-way of the road was not as well kept as he thought it ought to be. "This has an influence upon visitors even before they get to your town," he said.

Dr. Carrick said that the Ware Hotel is the best he has found in any town in the United States of this size—from the standpoint of sanitary conditions, light, heat and ventilation. "Your greatest need is sidewalks," he said, "and it is gratifying to see that you are building them. As soon as they are down, paving will be a profitable investment."

The inspector found our water supply perfect. On that point we grade 100. The public buildings were in good condition. Walls and floors might be kept somewhat more sanitary. He was pleased that we had no prisoners in jail.

"I am delighted with Plainview," said Dr. Carrick. "It surpasses all that I ever heard tell of it, and people from my section of the State always praise your city after once visiting it. I had known of the movement here for the past few months to beautify your lake front, and it certainly has brought results."

"Plainview looks good to one who has made it a hobby for a number of years to study the sanitary side of municipalities. I am going to be a Plainview booster wherever I go."

## MISS ELLERD IS SITTING UP AFTER FALL FROM BUGGY.

Miss Mary Ellerd, who was thrown from her buggy in front of the Roos Garage Sunday morning, is still suffering from the effects of her fall.

It seems the horse became unmanageable, and on a short turn upset the buggy, throwing Miss Ellerd out. She sustained several bruises and her back was sprained. At present she is able to sit up.

Call The Herald for Business Cards.

# Goods Damaged by Rain

We had just finished uncrating and placing a full car load of new Fall Furniture when the rain and hail came and damaged our roof to such an extent that some of our big stock of Tables, Chairs, Beds, Rockers, Settees, Dressers, Chiffoniers, Kitchen Cabinets, Etc., was wet by the rain. Most of the damage was but slight, in no way effecting the usefulness of the article, in fact in some instances you will have to search to find the damage. No matter,

## OUR LOSS IS TO BE YOUR GAIN

and you will be given the opportunity during the

### Next 19 Buying Days Beginning Saturday, Oct. 11th and Continuing Thru Saturday, Nov. 1st

to buy new slightly damaged household necessities at big discounts for cash.

Don't understand that our entire stock has been damaged--far from it. In fact there were comparatively few pieces injured but they must be moved and the plans and prices we have made to dispose of these pieces will make it greatly to your interest to come to see us.

Now some of the biggest bargains in the least damaged pieces will go in a hurry so don't put off your inspection but be on hand the morning of Saturday, October 11th and take advantage of our misfortune.

Remember this sale is for Cash only so please don't ask us to extend credit on articles we will lose money on. There are also many undamaged lines in our stock which we have decided to move during this sale if liberal discounts will move them. You can come prepared for bargains in all lines both in slightly damaged and undamaged goods.

Also remember our policy, "If it isn't good we make it good."

# W. E. WINFIELD

Telephone Number 95

#### PLAINVIEW INSTITUTION HAS HALF MILLION TREES.

L. N. Dalmont is Propagating Three Hundred Thousand Fruit and Two Hundred Thousand Forest Trees.

Half a million trees—did you know that many grew in all Hale County? Would you have guessed that there were half a million on all the Plains? Maybe you would; an Easterner wouldn't.

But they are growing just two miles north of Plainview, on fewer than twenty acres of ground. L. N. Dalmont, proprietor of the Plainview Nursery, has about 300,000 fruit trees and 200,000 forest trees on his place. In addition to this, Mr. Dalmont has an extensive orchard and vineyard. He is the most extensive nursery dealer in Northwest Texas.

Dr. G. C. Rankin, Editor of the

Phones:

C. D. WOFFORD,  
Dentist

Rooms 14-16, Ware Hotel Bldg.

Texas Christian Advocate, said recently that Mr. Dalmont's roses were as fine as he had ever seen at Victoria or at Houston—along the Gulf Coast. Are you acquainted with the points of interest around Plainview?

#### "TURK" WINS EASY FALLS FROM KISER.

Nebraska Man Takes on Manogoff When Jack Saunders Falls to Come; to Meet Montour.

Fred Kiser was not a match for the Chicago "Turk" Wednesday night. He deserves credit for taking on the big man when Jack Saunders failed to show up.

Manogoff won the first fall in 11 minutes, with a head scissor. He caught Kiser with a half nelson and body hold fifteen minutes after they went on the mat for a second fall. The Chicago man is considerably heavier than the Nebraskan and understands the art of wrestling much better.

Work on the mat was slow. More than once the men seemed to forget that they were wrestling—in their obsession to "fuzz" each other's whiskers or jab an elbow into the other fellow's nose.

#### KANSAS RAISES BIG ALFALFA SEED CROP.

Cottonwood Falls Sends \$20,000 Shipment; Estimated Output \$100,000; More Than All Other Crops.

Kansas is reaping a harvest from alfalfa. The Sunflower farmers are finding out something about how valuable the plant is.

Advices from Cottonwood Falls state that the largest shipment of alfalfa seed ever sent out from that community was made by a Lawrence, Kansas, seed house when they loaded five cars of seed. Two other cars were loaded at near-by stations. More than \$20,000 was paid out by the company to farmers for this purchase.

That, however, was only one of several large shipments of seed to be made from Cottonwood Falls by large seed companies in the last few weeks. There is yet a very large amount of seed in the hands of the growers who are holding out for higher prices. From \$4.50 to \$5.50 a bushel has been the prevailing price here this fall, which is said to be about \$2 below the price of former years.

It is estimated that no less than \$100,000 worth of alfalfa seed has been raised by farmers in the vicinity of

Cottonwood Falls, and that the value of both seed and hay crops will bring more revenue to farmers of Kansas this year than that of all other crops combined.

#### PUBLICITY BEST SALESMAN.

Constant Newspaper Advertising Wins, Says Greatest Advertiser.

Advertise in newspapers if you would get the worth of your money. Make your advertisements attractive, but not effusive, and keep them permanently in the papers until they have had the natural cumulative effect."

This is the advice of Sir Joseph Beecham, of St. Helens, England, who is the heaviest advertiser in the world. His concern has spent an average of 1/2 million dollars a year for the last ten years in newspaper advertising.

Sr. Joseph is a member of the board of directors of the London Chamber of Commerce. The chamber is composed of three thousand prominent business men of London, fifty members of Parliament being included. Sir Joseph also is chairman of the proprietary division of the chamber. He is touring this country with Ed Glover, the manager of his business.—Denver Times.

#### SOME INTERESTING FIGURES ON THE WORLD'S SERIES.

Total attendance world's series, 150,992.

Total receipts, \$325,980.

Athletic players' share of receipts, \$81,098.33.

Giant players' share, \$54,065.56.

Each Athletic players' share, \$3,243.93.

Each Giant players' share, \$2,162.62.

Twenty-five men were eligible to play on each team. The winning team received 60 per cent and the losing team 40 per cent of 80 per cent of the first four games.

National commission's total share of receipts, \$32,598.

Total share of clubs, \$158,218.11.

Total receipts last year world's series, between Giants and Red Sox, \$490,449.

Total attendance, 251,901.

Each club's share, \$146,915.91.

National commission's share, \$49,044.

Players' share for four games, \$147,572.25.

#### RED PEPPER SWEET PICKLE.

Soak the peppers in boiling water about twenty minutes, then lay in cold

brine over night, to draw out the crude juices of the vegetable. Cut in thin slices, discarding all the seeds and stringy pulp, and make into a sweet pickle precisely as pears, apples or peaches are pickled.

A standard formula for this is three pounds of sugar, a pint of cider vinegar, two teaspoonfuls each of white cloves, allspice and cinnamon. Scald all together and cook until the pepper is tender. Remove the peppers and cook the syrup long enough to thicken slightly, then pour over the sliced pepper. This is an excellent relish with roasted meat.

#### TAKING TOLL OF BABIES.

Each season of the year takes its toll of the babies, and to watch and safeguard them from common colds and coughs is a matter of importance to their parents. To keep Foley's Honey and Tar Compound in the house and use it promptly is to save the little ones from the serious effects of these colds, to ward off croup, bronchial coughs, hoarseness, stuffy, wheezy breathing and violent coughing spells. It is absolutely free of opiates and may be given to the little ones with no fear of harmful results. Refuse substitutes. R. A. Long's Drug Store. —Adv. 66

The Remington Cuba bag a few

**REMINGTON UMC**

**PUMP GUN**

Bottom Ejection; Solid Breech; Hammerless; Safe

WHAT'S the use of a repeating gun that throws the shells, smoke and gas in the way of your aim? That's the question that started us working on the Remington-UMC Bottom Ejection Pump Gun—the only gun of its kind on the market, and used by thousands of gunners all over the country.

Solid Breech, Hammerless. Perfectly Balanced. Three Inbuilt Safety Devices—accidental discharge impossible. Simple Take-Down—a quarter turn of the barrel, without tools.

Find the dealer who is taking the lead in arms and ammunition. He specializes in Remington-UMC—the perfect shooting combination, and most advanced thing known to the shooting fraternity.

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

**Our repair work has taught us how to judge the quality of tires**

As tire surgeons we are in a pretty good position to know all the inside facts about the relative value of the different makes of tires.

Every day tires of all makes and styles are brought to us—they are in all conditions both from wear and abuse—so naturally in our repair work, we have become rather expert in rubber and fabric tire knowledge.

Knowing tires from the inside as well as the outside, we do not hesitate to sell and recommend

**Goodrich Tires**  
Best in the Long Run

We know from our experience that you will get full mileage and service value from every Goodrich Tire you put on your car—and full value received means satisfaction on your part and more business for us in the end.

We have a fully equipped repair department that is at your service in any emergency—or when in need of an extra "spare" or a set of tires, call or phone us.

**Plainview Rubber Company**

Do it all from Seed to Can

**Syrup That Is Syrup**

Not a by-product. We concentrate on syrup. It is syrup only with us—first, last and all the time. No trust dainties as to the quality or quantity of our output.

**Farmer Jones SYRUP**  
Delicious Peanut Brittle

Ball together one cup of Farmer Jones Sorghum, three cups brown sugar, one-half teaspoon cream of tartar, one cup of water, until it strings, then add one pint shelled peanuts and continue boiling until it hardens in cold water. Then add one-fourth pound butter, and when this is well mixed together, remove and add two level teaspoons baking soda, dissolved in a little water. Beat quickly and spread out very thin on greased platter. When cold, break into pieces.

FREE—Farmer Jones Recipe Book on request.

It is a real, honest syrup containing all the goodness, all the wholesome sweetness of the Kansas sorghum. A rich, golden, luscious syrup. The most tempting table confection you can buy.

We grow all our own sorghum and prepare it like no other sorghum syrup in the country.

Ask Your Grocer—If he shouldn't happen to have it, he'll get it. Packed in 5 and 10 pound friction-top tins—easy to open—easy to close up again. We include one syrup with an addition of corn syrup to prevent fermentation.

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.

**TO KEEP YOUTH and beauty—to prevent wrinkles and "crow's feet" and deep black circles under the eyes—nothing is as good as**

**Dr. Pierce's FAVORITE PRESCRIPTION**

Give it a fair trial for banishing those distressing pains or drains on one's vitality. This prescription of Dr. Pierce's regulates all the womanly functions. It eradicates and destroys "Female Complaints" and weaknesses that make women miserable and old before their time. Every girl needs it before womanhood. Every mother needs it. It is an invigorating tonic for the female system. All medicine dealers have sold it with satisfaction, to customers for the past 40 years. It is now obtainable in liquid or tablet form at drug stores—or send 50 one-cent stamps for trial box, to R. V. Pierce, Buffalo.

**DR. PIERCE'S PLEASANT PELLETS** regulate and invigorate stomach, liver and bowels. Sugar coated, tiny granules, easy to take as candy.

**"FROM CLASSROOM TO THE PLOW" IS THEIR MOTTO NOW.**

School Teachers Desert Calling for a Tract of Land Near San Angelo.

From the classroom to the plow is the step taken by two San Angelo ladies. Miss Christine Schott, formerly an instructor in the Galveston High School, and Miss C. E. Biglow, who has been teaching at Ann Arbor, Mich., have decided that farm life is preferable to that of "teaching the young idea to shoot." The young ladies have bought a tract of land near San Angelo and intend to do all the work, from feeding the chickens to digging the potatoes, all by themselves. This all sounds like a mighty large undertaking for two members of the fair sex, but the existing circumstances must be taken into consideration. Both women are strong and athletic and possess inclinations that border on the strenuous. Only last summer they paddled a canoe 200 miles on the Hudson, so they cannot be accused of being weaklings.—Daily Texas.

**THIRD IN MOTOR CAR SALES.**

Kansas City Stands Next to New York and Chicago.

Kansas City is the third largest distributing point for motor cars in America. Annually cars and accessories valued at approximately 16½ million of dollars are sold here.

This is the claim made by dealers and backed up by figures compiled by E. P. Moriarty, president of the Kansas City Motor Car Dealers' Association, recently. According to Mr. Moriarty, the amount has increased so fast every year that even the dealers themselves wonder where so many cars go to.

**Million a Month for Pleasure.**

"The figures show that the annual sales of pleasure cars approximate 12 million dollars," he said. "The tire and accessory business represents another 3 millions, and the truck business about 1½ millions—16½ millions of dollars going through Kansas City every year.

"I can tell you of one company here which, within the last year, has sold five thousand cars. Another company has sold two thousand, and a third fifteen hundred. And one other company reported to me that its business last year amounted to 1½ million dollars.

"The only danger in those figures is that they are too small. That is true particularly in the amount credited to the tire and accessory business. It has grown so rapidly that one tire company is seeking for a three-story building to house its business."

**Three States Buy Here.**

This amount of business is distributed throughout Missouri, Kansas, Oklahoma and parts of Nebraska and Texas. The dealers here supply cars throughout the western half of this State and practically all of Kansas and Oklahoma. Recent figures compiled place the number of Missouri-owned cars at more than twenty-five thousand, of which a fifth are owned in Kansas City. In Kansas the number was about thirty thousand—all sold out of the Kansas City branch houses and agencies.

The new city directory lists 178 concerns which are in the motor car business, either as car agencies, accessory companies and garages.

"Only New York and Chicago distribute more cars than Kansas City," Mr. Moriarty concluded. "The Kansas City territory, however, is open to greater development in this field than that of either of the other two cities. The farmers of Missouri are beginning to buy cars in as large numbers as the farmers of Kansas were doing several years ago. I believe the greatest reason for this is the good roads idea, which is being taken up so enthusiastically."—Kansas City Star.

**UNITED STATES CAPITAL IN CANADA.**

The revised estimate of the Monetary Times of the amount of United States capital invested in Canada is being prepared. Preliminary information and statistics show that the amount is now at least \$599,000,000, as compared with \$279,000,000 in 1909 and \$417,000,000 in 1911.

Over \$150,000,000 is in the shape of branch factories and warehouses of United States manufacturers, while nearly \$124,000,000 have been invested by the United States in Canadian Government, municipal and industrial bonds since 1905. United States life and fire insurance companies have \$67,000,000 invested in the Dominion, while over \$130,000,000 is invested in British Columbia mills, timber and mines. Investments in the prairie provinces are in lands, mines, packing plants, factories and warehouses.

**ON DANGEROUS GROUND.**

Willie—"Paw, what is a free thinker?"

Paw—"An unmarried man, my son."

Maw—"You go to bed, Willie."—Cincinnati Enquirer.

**FINISH BRINGS PROFITS ON KANSAS CITY MARKET.**

Lack of Country Buyers Tends to Lower Prices; Hogs Rally Last Week's Drop.

Kansas City Stock Yards, Oct. 13.—Sounds indicating that the cattle market had developed a flat wheel reached Kansas City late last week, but there was no downward effect on prices here. The best beef grades had a firm tendency all week, and, while there was the usual weak finish on stockers and feeders, it did not more than offset the bloom on them the first part of the week.

It was brought out last week, and is more prominent to-day, that finish in cattle is more of an asset than heretofore, a feature that will have more prominence as the winter proceeds. The supply here to-day is 23,000 head, and runs are moderate at other points.

The latest weakness last week came to the surface to-day, and after the opening sales the market took on a steady to ten cents lower appearance. Killers tried to establish more of an equality between Kansas City and other markets to-day, claiming that prices have been too high here, and another cause for weakness to-day was the rather slim attendance of country buyers.

A light run at Chicago to-day removed part of the power of the killers to gain concessions, and the usual Monday practice of speculators in loading up their pens for the week reduced the effect of the lack of country buyers.

Prime steers are quotable at \$9.00 to \$9.35, fancy yearlings having made \$9.40 last week. Kansas pasture steers range from \$6.75 to \$8.75, near to the best prices of the season. Colorado yearlings sold early at \$7.25, and mountain beef steers at \$7.00 to \$7.85, cows at \$5.75 to \$6.50. Fancy Panhandle yearlings reached \$8.15 last week, on the open market, and bulk sold at \$6.75 to \$7.35; Panhandle cows at \$5.25 to \$6.25, calves \$7.00 to \$9.50.

Eighty cars of quarantine cattle came in to-day, consisting of the usual quota of middle- and low-class steers, at \$5.50 to \$6.55, and cows at \$4.65 to \$5.75.

After sinking 25 to 35 cents, under a fierce attack last week, the hog market revived the middle of the week, and regained half the loss. Prices are 10 cents higher to-day, under the light run of 5,000 head, top \$8.45, bulk \$8.15 to \$8.40. Heavy hogs bring within a nickel of the top, and lights are farther down, except choice lights that suit the shipping demand, which demand continues large.

Sheep and lambs have declined 25 to 50 cents since the middle of last week. Receipts are 17,000 here to-day, and liberal elsewhere, prices steady on fat stuff, 25 cents lower on feeders.

Utah and Western lambs sold to-day at \$6.50 to \$6.75, ewes \$3.50 to \$4.25. Feeder demand is holding up strong, and the decline on feeders to-day is consistent with recent declines on fat stock. J. A. RICKART, Market Correspondent.

**MOVIES ON OCEAN LINERS NOW.**

Film Shows May Be Installed in Ships Leaving the Port of New York.

If plans which are now under way are perfected, moving picture shows will be given on all the big ocean liners leaving the port of New York. Fred Block, the motor car man, in association with Maurice Strauss, the lawyer, and several others, has submitted a proposition to the officials of the several big steamship lines to install "movie" exhibitions on a percentage basis. Those behind the scheme believe the pictures would fill a long felt want, and the steamship officials are willing to concede that film shows would do much toward breaking up the monotony of the ocean trip.

The proposition, as mapped out now, would call for two shows in the steerage each afternoon at an admission fee of ten cents, one in the second class steerage section at fifteen cents, and one at night in the main saloon at a quarter. The films would be changed each day and only up-to-date pictures would be used. With each ship leaving New York would go a picture machine operator, a ticket taker and a pianist who could sing. The show would be varied by the playing and singing of the musician. A feature film would be the piece de resistance of each exhibition.

The operator would take with him thirty-six reels. These would furnish shows enough for the trip over, and the same reels could be used on the return voyage, since there would be a new lot of passengers.

There is one drawback to the plan, and that is the fact that the holder of each first class ticket has the right to go into the main saloon whenever he chooses. If an arrangement could be made whereby the first class passengers could be kept out, unless they bought tickets, during the film shows, the plan would be almost without formidable obstacles.—New York Telegraph.

**White Swan COFFEE**

Absolutely, we give you our word of honor nothing has been slighted, overlooked or skimmed in our endeavor to make White Swan a coffee that will truly charm you—that you will offer to guests with pride and that your grocer himself will dare to recommend—not only dare but be eager to advise your trying. He knows you'll thank him. 1 Sold only in hermetically sealed tin cans—it comes to you with all its original goodness preserved.

Comes in full weight—1, 2 and 3 lb. cans—only.

**Waples-Platter Grocer Co.**  
Dallas, Denison, Fort Worth

**K C 25 POUNDS**

**When You Want Something Particular Nice—**

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jarring the stove or turning the pan around makes no difference—K C sustains the raise until baked.

When there's a birthday or wedding cake to bake, or refreshments for reception or party to provide, take no chances—

**Use K C**

**All Skin Remedies Fail?**

Have you tried all the advertised skin remedies without success? Have you sought medical treatment in vain? And you still suffer from that irritating itch, that horrible, unsightly skin disease?

Do not despair. Come to our store and we will GUARANTEE YOU INSTANT RELIEF. We will let you have a full size bottle of the D.D.D. Prescription for Eczema, a simple, antiseptic wash, on our positive guarantee that unless it stops the itch AT ONCE it will cost you not a cent. You owe it to yourself to take advantage of this offer. We are confident it will succeed or we could not afford to make the offer.

D.D.D. is a penetrating liquid that kills and washes away disease germs, leaving the skin smooth and healthy. A 50c bottle is enough to start the cure of the most obstinate cases of Eczema, Psoriasis and allied diseases. D.D.D. soap is a valuable aid. Ask us about it.

R. A. Long's Drug Store.

**Santa Fe**

**Popular Excursion to Texas State Fair, DALLAS, TEXAS**

There will be a special train through Plainview, Oct. 18, about noon and arriving in Dallas, 8:30 a. m., Oct. 19. Train will consist of first class coaches, chair cars, with standard and tourist sleepers through to Dallas without change. Fare for the Round Trip, \$7.35. Train leaving Dallas on return trip at 9 p. m., Oct. 20 giving you two whole days to enjoy yourself. Make your reservations early.

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

FOR THE BEST SERVICE AND HIGHEST SALES

**Ship Your Cattle, Hogs and Sheep to**

**DAGGETT - KEEN Commission Co.**

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

"We're Our Own Salesmen."

We'd like to see you at the National Feeder's and Breeder's Show, Ft. Worth, Texas, Nov. 22 to 29, 1913, and handle your show stock.

Write, Wire or Phone for Market Advice.

PHONES: Prospect 501; Long Distance 213.

R. Cohn, Cashier; A. M. Keen, Hog and Sheep Salesman

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

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

# At Cost and from 25 to 30 percent Below Cost on Groceries You Need in Your Kitchen Every Day

If we offered you silver dollars for 70c you would at once want us to wait on you first. We offer you more than that now--we offer you for 70 cents what costs us \$1.00 without the profit which you would have to add in buying from the retailer. Figure your savings out of the list below:

Cane Sugar, 18 pounds for	\$1.00
Arbuckle's Coffee, per pound	.22 1 2
Plainview Flour, per 100 pounds	2.70
5 Gallons Best Oil for	.65
Fancy White Potatoes, per 100 pounds	1.90
Nice, Firm Cabbage, per pound	.03
4 Packages Macaroni for	.25
Calumet Baking Powder, \$1.25 size for	.80
Calumet Baking Powder, 25-cent size for	.15
Gallon Can California Peaches for	.35
1 Dozen California Egg Plums for	1.75
1 Dozen California Cherries for	2.25
1 Dozen Tabasco Cut Okra for	1.50
1 Dozen Baby Lima Beans for	1.30
1 Dozen No. 2 Curtis Bros.' Wax Beans for	1.75

1 Dozen Curtis Bros.' Sweet Garden Peas for	\$1.50
1 Dozen No. 3 Kraut for	1.00
1 Dozen No. 3 Hominy for	.90
1 Dozen No. 2 Cut Stringless Beans for	1.00
1 Dozen No. 2 Early June Peas for	1.25
1 Dozen Curtis Bros.' B. L. Soups for	1.15
1 Dozen No. 1 Pork and Beans for	.90
1 Dozen No. 3 Red Beets for	1.35
1 Dozen Beechnut Peanut Butter for	.90
1 Dozen Fancy Pink Alaska Salmon for	1.15
1 Dozen Curtis Bros.' Fancy Red Beets for	1.30
1 Dozen Curtis Bros.' All-Fruit Jams for	1.40
1 Dozen Van Camp's Red Kidney Beans for	.90
"Hippo" Washing Powder, 8 Packages for	.25
"Rub-No-More" Washing Powder, 8 Packages for	.25
"King Komas" Pure Cane Syrup, per gallon	.60

12-ounce Price's Baking Powder, 50c size for 35c; or 3 for	\$1.00
6-ounce Price's Baking Powder, 25c size for 18c; or 3 for	.50
1 Dozen Cornell Evaporated Milk only	.90
Crystal Domino Sugar, 30c size for	.18
Pearl Hominy, regular 15c package, 3 packages for	.25
25c Package Poultry Food, now 2 for	.25
50c Package Poultry Food, now	.25
All Spices, ground or whole, 10c size	.05
Any Kind of Gum, 2 packages for	.05
Orange and Lemon Marmalade, 50c size for	.25
"Royal Seal" Oats, per can	.10
Searchlight Matches, per dozen	.35
"Cocoa Long Bar" Soap, per cake	.07
1-gallon Can Pie Pumpkin only	.30
Blended Teas, Straight Green or Black, \$1.00 kind	.50

# Vickery-Hancock Grocery Company

JOSEPH F. FOWLER, Assignee

### NEW BOOKS PLACED IN SHELVES YESTERDAY.

Nearly 400 Volumes Listed to Date; Library Open from 3 to 5 O'clock on Saturdays.

The Book Committee for the Public Library placed thirty new books on the shelves yesterday, full titles of which are given below. There are

now nearly four hundred volumes in the library, including standard fiction, history, biography, science, travel books, juvenile books, and others not listed under these special heads.

The library will be kept open through the winter months from three to five o'clock on Saturday afternoons. Membership cards may be obtained from the librarian at this time or at any time through the week from any

member of the Book Committee. There are three styles of cards—one selling for a dollar, which entitles the holder to the privileges of the library for twelve months; one at fifty cents, good for six months, and one at twenty-five cents, good for three months.

The committee is still receiving donations of good books from interested friends of the library, and if there is any one still having books that they are willing to contribute, they will be much appreciated.

Following are the titles of the new books:

- "The Four Million"—O. Henry.
- "The Golden Road"—Montgomery.
- "The Blue Flower"—Van Dyke.
- "The Otherwise Man"—Van Dyke.
- "The Second Generation"—David Graham Phillips.
- "Lady Betty Across the Water"—Williamson.
- "The Broken Halo"—Mrs. Barclay.
- "Red Pepper Burns"—Grace S. Richmond.
- "Mary Jane's Pa"—Norman Way.
- "Little Brown Jug of Kildare"—Meredith Nicholson.
- "The Christian"—Hall Caine.
- "The Crisis"—Winston Churchill.
- "Mr. Crewe's Career"—Winston Churchill.
- "A Master's Degree"—Mrs. Margaret Hill McCarter.
- "The Wind Before the Dawn"—Mrs. Dell H. Munger.
- "A Bow of Orange Ribbon"—Mrs. Amelia E. Barr.
- "The Way of Ambition"—Robert Hichens.
- "Nancy Stair"—Lane.
- "Resurrection"—Tolstoy.
- "Red Rock"—Page.
- "Mary Cary"—Kate Langley Boshier.
- "Otherwise Phyllis"—Meredith Nicholson.
- "The Desired Woman"—Harben.
- "The Shepherd of the Hills"—Wright.
- "The Iron Trail"—Rex Beach.
- "Round the Corner"—Gilbert Cannan.
- "A Fool and His Money"—McCutcheon.
- "The Gentleman from Indiana"—Tarkington.
- "Merlie Dawes"—Frank H. Spearman.

#### ORDER.

Order is the sanity of the mind, the health of the body, the peace of the city, the security of the state. As the beams to the house, as the bones to the microcosm of man, so is order to all things.—Southey.

### SOUTH'S GREAT AUTO SHOW AT STATE FAIR.

Owners and Dealers Throughout the Southwest Planning to Witness a Mammoth Display at Dallas.

Dallas, Texas, Oct. 16.—Automobile owners and dealers throughout the Southwest are getting ready to attend the great auto show which is to be held in connection with the twenty-eighth annual meeting of the State Fair of Texas, which opens next Saturday, October 18, says a Dallas correspondent. The Dallas Automobile Dealers' Association, assisted by the dealers of other cities, have spared neither expense nor effort to make this the South's greatest automobile show.

D. F. Safford, of the Overland Automobile Company, is manager in charge of the details. He says Texas will have a show at the Fair equal to any in the country outside of the National shows in New York and Chicago. He said:

"More than \$7,500 has been expended in perfecting arrangements in the new building erected this year by the State Fair management for the mammoth show, and the result will be seen when the visitors arrive on opening day.

#### Every Type in State Shown.

"In the exhibition will be represented every type and make of car sold in Texas. It will in every way be an event of statewide interest. Representative dealers and automobile men from Fort Worth, Houston, Waco, San Antonio, El Paso and Amarillo will be at the show talking the virtues of their respective cars.

"A twenty-piece band will furnish

music afternoon and evening, and a well-equipped rest room for women and children, with capable attendants in charge, will be one of the conveniences.

"Three miles of electric wiring was necessary for installing the illumination system authorized by the dealers' association. It will be the most brilliant and elaborate in the history of the Southwest. The decoration work is completed. The show proper will be held in an elaborate rustic setting, in which birch trees, landscape paintings, swinging flower baskets and Japanese lanterns will blend into a beautiful decorative scheme that never has been equaled in the Southwest.

### Thirty-Three Exhibitors.

"The floor space of the new building has been divided into exhibit booths necessary to take care of thirty-three exhibitors. The show will be open day and night during the entire Fair, which begins Saturday, October 18, and closes Sunday, November 2. The exhibit will consist of 1914 models of all standard makes of cars, of every type, ranging from the big, luxurious sedan to the roadster. The business man, wholesaler and manufacturer will find in the display of business cars, trucks, etc., many suggestions which, if followed, will mean increased business and increased prices."

## Your Business Stationery

may be the only means by which another man can judge you and the vital phase of a strong letter is not alone the substance of the letter itself, but also the dress in which it goes forth as your silent messenger.

Let the Herald suggest designs, color schemes, and display which will make your stationery distinctive.

Let the Herald use clear new type from a big assortment of patterns to tell the other man a story of neatness and discrimination on your part--to make him know that you demand the best before he even begins to read your letter.

Select your bond paper from the many grades and colors always in stock at the Herald.

You will not feel ashamed to send Herald messenger stationery to friend or stranger. --Phone 72.



BAKING DAY

helps us to help you, inasmuch as here are sold eggs, butter, cream, lard, etc. for the making of pies and cakes. These very things can be bought anywhere; but are the quality and the price to your liking? Question answered by a fair trial of our dairy products.

**WRIGHT & DUNAWAY**  
PHONES 35 and 355

## The Dallas State Fair Will Open Saturday, October 18

This Fair has grown to be the largest state fair known. Our Candy Business has shown a large increase every month. "There's a Reason." Try them and you will find the Reason.

**Blasingame & Klinger**  
Telephone Number 263



Copyright Hart Schaffner & Marx

Good suits like this for \$25

## Hart Schaffner & Marx clothes are the favorites with young men of stylish tastes

COLLEGE men like these clothes; high school men prefer them; young men in business appreciate the fact that such quality and style are true economy. Whenever the young spirit in clothes is strong, there's where Hart Schaffner & Marx clothes are in the lead.

You should see what we can show you in a suit or an overcoat at \$25; let that price be a starting point for you; we can offer you the greatest possible economy in clothes at \$25. If you've been accustomed to paying less than \$25 for your clothes, look at these anyway; get a new idea about value-for-your-money in clothes.

We have these suits and overcoats at \$18 and \$20 and finer grades up to \$30 and \$35; we want you to see what we have at \$25.

Arrow Brand Shirts, Knox Hats, Howard & Foster and Edwin Clapp Shoes, Traveling Goods, and all other lines of men's furnishings.

# Carter-Houston Dry Goods Co.

"The Store Accommodating"

### A GREAT YEAR FOR ALFALFA.

Seed Figures Show Why the Crop Pays in Kansas.

The drier the year the better the Kansas alfalfa seed crop. Kansas has more than 8 million dollars worth of alfalfa seed to sell this year, the largest crop of seed the State has produced. When Kansas gets real dry weather for a summer it shows the unusual value of alfalfa, not only as a hay crop, but for its seed crop.

In addition to two or three, and sometimes four and five, cuttings of hay, this year the alfalfa came along with the biggest seed crop in its history and of the finest quality, and when there is less rain than in any previous year.

**Reports from Every County.**  
F. D. Coburn, secretary of the State Board of Agriculture, has just received the reports of his correspondents relating to the alfalfa, kaffir and milo seed crops in Kansas. The reports came from 1,800 correspondents, in every Kansas county.

"We have known that limited rainfall was the best for alfalfa seed pro-

duction, but no one had any idea what this might amount to for Kansas," said Mr. Coburn. "In the years of normal rainfall seed is grown quite generally in a commercial way in the western counties. In the east, too much moisture interferes with its maturing in good condition. A dry season like that of 1913 favors it in the eastern counties, and consequently seed was matured in all parts of the State, as was the case also in 1901 and 1911, which were similar years.

**A Third Left to Seed.**  
"Replies to the inquiries from the State Board of Agriculture, summarized, indicate that a little more than a third of the State's alfalfa acreage, or 352,581 acres, was allowed to ripen seed this year, after giving one to three cuttings of hay. This was much more than usual, and some of the counties set the increase of seed grown as high as 200 and 300 per cent. "The alfalfa cut for seed yielded 1,540,000 bushels, valued at 8 million dollars. This is an average yield an acre of 4.30 bushels, valued at \$5.35 a bushel."—Kansas City Star.

Calling Cards at The Herald.

### THE SHOP GIRL DRESSES LIKE A RICH MAN'S WIFE.

We live in a country that is dedicated to the proposition that all men—and all women—are created equal. That is a priceless privilege, but it has its disadvantages. Among them is the fact that even when we are not really equal to someone else, we try to appear so, and the further from equality we are, the harder we struggle. In nothing is the struggle more manifest than in the matter of dress. With men that is not of much importance, but with women it is more serious.

In other times and other countries everyone had a station in life, and dressed to fit it. The courtier's wife had her garb, the merchant's hers, the country matron had hers, and the peasant girl was known as such by her costume, often more piquant and charming than the great lady's, but quite unlike it.

Here in America the wife of the millionaire and the wife of the clerk, the shop girl and the maid servant all wear the same type of hat, skirt, cloak and shoes—and the maid would very much like to be taken for the woman of millions. It is an expensive custom, and it daily augments the cost of living for the distracted husband and father.

It is also an inappropriate custom. Women who ride everywhere in motor cars can wear very different garb from women who must walk the muddy streets. Women who have maids to care for their garments and to adjust them can wear very different gowns from women who must look after their own wardrobe, and have to dress themselves in a hurry.

Moreover, the custom sometimes leads to a ridiculous incongruity be-

tween a woman's appearance at home and abroad. A woman who looks like a slattern in her kitchen may look like a princess in the street. And one who spends money lavishly for gowns to wear in her neighbor's parlor is likely to think that is a reason why she cannot afford to look neat and tidy at the family breakfast table.

There is no other remedy for this than the wisdom that time brings. Meanwhile let us all, men and women and boys and girls, remember that speech and manners, which cost nothing, go infinitely further than costliness of dress toward proving our equality with the best—especially when dress only serves to emphasize the inequality of speech and manners. —Youth's Companion.

### PRAIRIE AVENUE.

October 13.—A rain and some hail fell here last week.

W. G. Williams had a horse killed by lightning during the storm last Wednesday.

Mr. and Mrs. Joe Barrett and son, Chas., and wife motored to Halfway Sunday, returning Monday.

Wm. Barrett, of Halfway, was in these parts last week.

Chas. Veigal and wife are the proud parents of a 10½-pound girl, born last week.

The P. L. C. quietly entertained their husbands at Mrs. W. C. Ooley's Saturday night. Cake, coffee and chocolate was served at the usual hour.

S. O. Nations visited his mother last Sunday. Jas. Pullen was a Plainview caller Monday.

W. G. Williams and wife were shopping in town Monday.

### THE FORTUNES OF TAFFETA.

White Shirtwaists of This Material Are a Smart Fad for Winter Girls.

There has come a rise in the fortunes of taffeta, says the Kansas City Star. This silk has always proved itself useful, and though from time to time other and softer silks have usurped its place, it has come back into favor again and again.

A stiff, glaring surface is the chief objection against taffeta, from one point of view. The fact that it cracks even when it is hanging unused in the closet is another objection. The woman who thinks of the looks of her clothes makes the first; the woman who thinks of their cost makes the second.

To the second there is little answer. It does crack. That is the fault of the makers who use cheap substitutes for the real silk thread from which it should be made. The present display of taffeta in the shops is an answer to the first objection. They are soft and pliable and their surface does not glare. White taffeta shirtwaists are to be worn a good deal this winter, in general with white waists of all sorts. The shirtwaist pictured is made simply, with long, half-fitting sleeves and a rolling Medici collar. A bow of black velvet, with long ends, relieves the monotony of the white surface.

### AUTUMN IS THE POET'S SEASON.

Autumn is the poet's season. Spring is itself poetry, youth and running sap and first blossoming. When all creation is mating, what chance has the written word? Summer is too idle a season for poetry, or too full of actual enjoyments. Poetry means less

than sunlight. And winter is too cold for verse, unless it be verse in a brisk measure that twinkles its feet on the double-quick to hurry circulation. Autumn is poetry's proper season—partly because of its want of dazzling whites, like winter's, or vibrant heat, like summer's, or incorrigible, heedless youth, like spring's; also because fall is the season of tempered colors and harmonized compositions. The Louisville poet, Madison Caweta, paints the autumn scene:

"The gray decides; and brown  
Dim golds and drabs in dulling green  
express  
Themselves and redden as the year  
goes down.  
Sadder the fields where, thrusting  
hoary high  
Their tasseled heads, the Learlike  
cornstalks die,  
And Falstafflike, buff-bellied pump-  
kins lie."  
The very melancholy of fall time—a gentle, pervasive melancholy that enriches these days of the old year nobly dying—makes for poetry:  
"Deepening with tenderness,  
Sadder the blue of hills that lounge  
along  
The lonesome West; sadder the song  
Of the wild redbird in the leafage  
yellow.  
Deeper and dreamier, aye!  
Than woods or waters, leans the lan-  
guld sky  
Above lone orchards where the elder  
press  
Drips and the russets mellow."  
Autumn is a time of splendid reminiscence and chastened prophecy.—  
Collier's Weekly.

### REPLACING BARN FOUNDATIONS

Concrete is Good Material, as It Will Never Rot Out—Not Affected by Dampness.

[National Crop Improvement Service.]  
Now is the time for farmers to replace barn and other farm building foundations. One of the leading beef feeders in Illinois, near Geneseo, has adopted a unique scheme for conserving manure, the life of his animals and his own convenience. He first laid a concrete feeding floor or pavement, making it approximately 500 feet one way and 350 the other, and 6 inches thick, reinforcing it with triangular metal mesh. After twenty-four hours he covered it with earth and kept it moist for 10 days, so that it could thoroughly "set." All of his barns, corn cribs and other buildings are upon top of this floor or pavement of concrete, which drains off into a cement manure pit.

When foundations of concrete are properly put in they need never be replaced. The mixture and the materials used are of great importance, but if a little care and common sense are used, the farmer can use concrete and other forms of cement construction a great deal easier than any other building material. Engineers recommend for foundations and ordinary walls, greater than 6 inches in thickness, what is known as 1:2½:3 mix, that is, 1 cubic foot or 1 sack of Portland cement to 2½ cubic feet of clean, coarse, well-graded sand and 3 cubic feet of screened gravel or crushed stone, varying in size from ¼ to 1½ inches. Bank run gravel should not be used unless it is first screened through a ¼-inch sand screen or wire cloth. All materials passing through this screen can be classed as sand.

For ordinary barn foundations the width should be 8 inches and the footings should go down below the frost line.

### HOME-KEEPING WOMEN NEED HEALTH AND STRENGTH.

The work of a home-keeping woman makes a constant call on her strength and vitality, and sickness comes through her kidneys and bladder oftener than she knows. But if she takes Foley Kidney Pills their tonic, strengthening effect will invigorate her, and pain and weakness in back, nervousness, aching joints and irregular bladder action will all disappear under the comforting influence of this good and honest medicine. Try them. R. A. Long's Drug Store. —Adv. 66



**A Successful Merchant** is particular about his bank account on just the same principle that he is particular about buying his goods—his

**First Consideration** is Quality and his next, the most for his money. In safety and facility to transact business we offer the best in bank quality, while in courteous treatment and accommodations we give the most liberal returns to our customers.

**Third National Bank**

## Tire Repairing

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

**Carter-Winn Rubber Co.**  
Plainview, Texas

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

Issued on Tuesday and Friday.

**BROWN & MILLER, Publishers**

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

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**NOTICE.**

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

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

The comments of visitors are that  
Plainview needs sidewalks;

The mirey streets remind us that  
Plainview needs sidewalks;

Pairs of muddy shoes and a mud-  
covered carpet at home remind us that  
Plainview needs sidewalks—

Have you let your contract for side-  
walks yet?

**INCREASING THE LIFE RATE.**

"The medicine of the future will be  
'preventive medicine,'" said Dr. M. M.  
Carrick. "It ought to be as easy to  
keep well as to get sick."

Sickness means expense, suffering,  
death. Health means just the opposite.  
Sickness is the result of ignor-  
ance or the willful violation of a law  
of health. Sometime it will be con-  
sidered little less than a crime.

During 25 years deaths from tuber-  
culosis have been decreased 49 per-  
cent. Cleanliness and education have  
practically eliminated yellow fever  
from Cuba and Panama. A scourge  
of typhoid is a cause for shame, be-  
cause it convicts somebody of crimi-  
nal carelessness.

Plainview may not win the "Clean-  
est-Town" Contest. If we do or not,  
the greatest value of the effort for  
Plainview is that we have begun a  
work which will go on. It will save  
human life and add to human effi-  
ciency and happiness.

**WORKING TOGETHER.**

Plainview takes off its hat to O. M.  
Unger.

He never shirks; never quits; never  
quibbles. Mr. Unger has made a per-  
sonal sacrifice to take charge of the  
Chamber of Commerce.

A Chamber of Commerce is an or-  
ganized effort in town building. And  
towns are built to-day through or-  
ganized effort.

The unanimous verdict of visitors to  
Plainview attest our wonderful possi-  
bilities. Other towns have faced a  
rosy future and died. Individuals  
locate where they are sought. Indus-  
trial enterprises go where there  
is profitable field for investment.  
Often there is little to choose from;  
then they go to the location which  
presents to them most succinctly the  
reasons why they should establish  
themselves there.

Working together, we can build a  
city here. Mr. Unger has asked for  
your support.

Every citizen of Plainview ought to  
constitute himself an assistant secre-  
tary of the Chamber of Commerce.

**HUERTA BECOMES DESPOT.**

General Huerta has assumed dicta-  
torial powers. It is a part of the "old  
story" in "sunny Mexico"—the land  
of revolution and bloodshed.

However, the civilized world has  
advanced somewhat too far to look  
calmly on while a successful rebel  
chieftain denominates to himself "di-  
vine rights." And in the face of Presi-  
dent Wilson's refusal to deal with the  
despot the Mexican president seems  
about to revoke somewhat of his dic-  
tatorial attitude.

European nations have a community  
of interest in Mexico, which places  
America in a delicate position. The  
cause of humanity puts a no less  
imminent crisis upon us. Events are  
moving rapidly.

The statesmanship of the Princeton  
schoolmaster has so far comported  
well with the requirements of world  
diplomacy and the demands of human-  
ity in America. When the next elec-  
tion in Mexico shall have been safely  
weathered, President Wilson may feel  
cause for congratulation. The Ameri-  
can people will rejoice.

It is hoped that that election may  
restore peace in Mexico.

**A PRAYER OF THE WEST.**

For the bounties of Nature, for the  
full, rich verdure, token of the grate-  
ful rains after the parching summer,  
for well stocked granaries, for the cat-  
tle of the boundless plains, for com-  
fortable homes—for all that abundant  
welfare that makes possible the spiri-  
tual ideals of a nobler life;

For the season of burning drought,  
for its scorching days and stifling  
nights, putting all our resources to the  
test, training us in the stern school  
of adversity, teaching us our weak-  
ness, sobering us, steadying us, en-  
larging our sympathies, making us  
realize our dependence on each other  
and on our Creator, giving us self re-  
liance, developing those great traits  
which helped our ancestors conquer  
the wilderness;

For these, and all thy untold mercies,  
O Lord, make us truly thankful!  
—Kansas City Star.

**MORE EARTHQUAKES AT PANAMA**

Panama, Canal Zone, Oct. 14.—  
Earthquake tremors continue. Thirty-  
one have been registered by the An-  
con seismograph up to date. Reports  
received indicate another severe  
shock in Los Santos Province on Sat-  
urday night. This disturbance ex-  
tended as far as Panama City.

**PRIZES OF \$2,000 FOR  
POULTRY AND PIGEON SHOW.**

**George Ewald, H. B. Savage and Tom  
H. Woods to Officiate; Local  
Birds Will Enter.**

Fully \$2,000 in prizes, exclusive of  
silver loving cups and other special  
awards, will be given in the third an-  
nual show of the Fort Worth Poultry  
and Pigeon Association, which will be  
held in connection with the National  
Feeders and Breeders' Show, Novem-  
ber 22 to 29. This is the largest cash  
prize list that has ever been offered  
in the Southwest. The official pre-  
mium list was announced this week.

Of this amount, \$1,500 will be  
awarded in the poultry division. The  
State meetings of five different poultry  
clubs and the National meeting of an-  
other have been secured for this year's  
show. These will mean the bringing  
of at least 1,000 additional birds and  
hundreds of exhibitors. The State  
meetings are of the Texas Barred  
Plymouth Rock Club, the American  
Buff Rock Club, the Texas White Wy-  
andotte Club, the Texas Rhode Island  
Red Club and the Silver Wyandotte  
Club. The National meeting is that  
of the American Single Comb Brown  
Leghorn Club. Each of these clubs  
has a large membership.  
About \$500 in money and seven



**Art  
Needle  
Work**

The increased demand for Art Needle  
work materials has prompted us to add  
greatly to our stock making it a most  
complete line in every detail. These  
goods have been personally selected by  
our Mrs. Hattie Quisenberry, a teacher of  
considerable note in needle-craft.

Her 16 years of experience as a teacher  
and the wide experience she has had in  
doing fancy needle work affords her a  
splendid knowledge of materials.

In response to the many requests made  
by our patrons for Mrs. Quisenberry's in-  
structions we have decided to offer

**FREE LESSONS**

each Friday afternoon, from 2:00 to 3:30. Necessarily  
there must be some restrictions and so we confine this  
offer to our patrons.

Customers whose total purchases in our Art needle  
work department amount to \$2 will be given the weeks  
lesson free. When Two Lessons have been taken, or  
purchases amounting to \$4 have been made one addi-  
tional lesson will be given with each Dollars purchase in  
this department, except that only one lesson will be  
given each week.

We sell Richardson Silk and Mercerized Floss,  
Stamped Goods, Etc., and D. M. C. Thread in a num-  
ber of Qualities and Colors.

**Richards Bros. & Collier**

WHERE PEOPLE WHO DRESS BEST TRADE  
102 North Pacific St. PLAINVIEW, TEXAS 107 West Main St.

beautiful loving cups have been of-  
fered in the pigeon division. George  
Ewald, of Cincinnati, Ohio, the most  
famous pigeon judge in America, will  
handle this part of the show. He  
judged in last year's exhibition.

The two most famous poultry judges  
in the South will inspect the poultry  
exhibits. They are H. B. Savage, of  
Belton, Texas, and Tom H. Woods, of  
Fayette, Mo. Both have Nation-wide  
reputations, and Mr. Woods will judge  
the famous St. Louis Show immedi-  
ately after leaving Fort Worth.

Turkeys will again be a big feature  
of the show. J. M. Daffron, of Plano,  
Texas, has offered a prize of \$25 to be  
divided in the several classes.

The Poultry and Pigeon Associa-  
tion has let down the bars to the  
world. The entries close at midnight,  
November 17. Emmett Curran is  
again secretary of the show, and all  
communications and entries should be  
addressed to him. He has already  
mailed out more than 1,500 premium  
lists to prominent fanciers throughout  
the State.

J. C. Goodwin and J. W. Elliott will  
enter pens in this show. Other local  
fanciers may enter birds.

**RAIN REMINDS WALKERS  
SIDEWALKS ARE NEEDED.**

Last night's rain amounted to .37 of  
an inch. It made the streets slippery  
and left sufficient mud to mire a  
pedestrian. The precipitation is just  
a reminder that Plainview needs  
more sidewalks. The children ought  
to have a way to go dry shod to  
school; and grown folks need a com-  
fortable passage to their business.  
You might help matters considerably  
by building your sidewalk.

Incidentally, our streets are badly  
in need of dragging after each rain.

**CIVIC LEAGUE NOTES.**

The President has this message for  
the boys: "Don't lose interest in  
trapping flies, as it means so much  
less effort next spring if they are not  
carried through the winter." The vigor-  
ous campaign this year means prob-  
ably that never again will Plainview  
suffer from this pest as in the past,  
and the boys are sure to do other  
things for their home town. The  
League counts on their help to make  
Plainview one of the best towns in  
Texas.

After this week the Library will be  
open once a week—from 3 to 5 o'clock  
on Saturday afternoons. Mrs. Whitis,  
President of the Federation of Clubs,  
greatly regretted that through a mis-

understanding it was not opened one  
Monday and not until late on another  
occasion. It is sometimes necessary  
to 'phone eight or ten ladies before  
finding one at liberty to act as libra-  
rian, and even then sometimes some-  
thing occurs making it necessary to  
look further.

One reader suggests a Carnegie  
Library, seeming to have a hazy idea  
that it would mean a fine building,  
many books, a paid attendant and an  
end to worry, not understanding that  
it would mean that the city must pay  
a certain per cent of the cost and the  
same amount every year afterward.  
Some towns have found it a burden,  
especially those years when other ex-  
penses were heavier. Besides, it  
savors too much of charity to suit  
some people, and there is no doubt  
that a little patience and hearty co-  
operation will give Plainview a Li-  
brary without outside help.

The President of the League was  
asked recently, "When is Dr. Carrick  
coming?" with the added statement  
that one business man had already  
cleaned up for him twice, and might  
not be willing to do so again. This  
gentleman has missed the crux of the  
question. Dr. Carrick purposely visits  
each town when they are least expect-  
ing him, as he wants to see the every-  
day condition.

A clean-up campaign means get  
clean, then keep so—cleanliness every  
day in the year—and it is just as pos-  
sible for stores, public buildings,  
streets and alleys as it is for homes,  
once the idea is fixed and the work  
becomes a part of the regular routine.  
It is some trouble; so is anything  
worth having. It is an expense of  
time and your own labor, or that of  
others, but the expense is not pro-  
hibitive, and in most cases the whole  
difficulty is lack of will to change—  
living in a rut and not willing to make  
the effort to get out of it.

LEAGUE SECRETARY.

**ABERNATHY.**

October 16.—Mr. Robert Penson,  
who has been visiting his sister, Mrs.  
E. M. Legg, has gone to Coleman  
County, where he will teach school  
this winter.

Mrs. Louise Poole, of Laredo, Texas,  
has come to spend the winter with her  
brother, J. J. Merrill.

Mr. S. R. Merrill took Mr. Mitchell  
Thomas and I. D. Merrill and family  
to Clovis, N. M., last Sunday.

Mrs. E. M. Legg's cousin spent Fri-  
day and Saturday with her.

Misses Dora Thomas and Bessie  
Hagans spent from Saturday until

**AN ANGEL.**

I know not if an angel walks  
Forever by my side,  
With shining brow and hair of gold,  
And wings so white and wide;  
I only know I have a friend  
With soul so crystal clear  
That where the thought of her abides  
No evil can come near.

I know not if an angel guards  
The bed wherein I sleep,  
Nor if whenever I do wrong  
He turns aside to weep;  
I only know her loving heart  
Doth supplication make,  
And when I fall her eyes are dimmed  
With shadows for my sake.

I know not if when danger's near  
He shields me with his wings,  
Nor if through all my falls he keeps  
A hope of better things;  
I only know that she has thrown  
Her heart's door open wide,  
And taken me with all my faults  
And weaknesses inside.

I know not if he ever stoops  
To lay his cheek on mine,  
The while he seeks some human word  
To tell of love divine;  
I only know that when she speaks  
Her accents, pure and fond,  
Transport my thoughts into the world  
Of heavenly love beyond.

I know not if an angel pleads  
For me before the Throne,  
Nor if among so many souls  
He claims mine for his own;  
I only know what'er befalls  
My friend will hold me dear;  
In this sweet thought I rest content—  
I have an angel here.  
—Katherine Quinn, in Nautilus  
Magazine.

Monday with home folks.  
Mr. Will Thomas has purchased  
himself a new motorcycle. Will spins  
some now.

Mrs. W. B. Evans, who has been  
visiting in Iowa for some weeks, has  
returned home.

S. R. Merrill made a business trip  
to Plainview one day last week.

Mr. Hardesty and Mr. F. W. Struve  
and Mrs. W. H. Ragland were Plain-

view visitors yesterday.  
M. Z. Holland and wife and Misses  
King and Evans were Plainview call-  
ers yesterday.

The Ladies' Study Club met with  
Mrs. S. R. Merrill last Saturday.  
Meadames Fuchs, DeWald, Bucha,  
Crow and Legg were present. They  
had a very interesting program, and  
refreshments of fruit salad and cake  
were served.

**YOU, Mr. Small Merchant**

Many a small merchant or tradesman hesitates to advertise because  
he thinks it takes "a barrel of money" to get a start.  
Nothing could be further from the truth.

**A Very Small Sum**  
concentrated in THE HERALD Want Ad Columns will often point  
the way to advertising success.

**For As Little As 50c a Week.**

you can have your little advertisement in THE HERALD.

Think of it.  
For only \$2.00 a month you can have your little advertisement in  
8 issues of THE HERALD.

Don't get the notion that you must have \$5,000 or \$25,000 before  
you can advertise successfully.

Not a bit of it.

Start with \$5.00 in the Want Ad Columns of THE HERALD—if  
that is all you can afford. Increase your expenditure gradually on a  
definite constructive plan.

The business will come if you keep everlastingly at it.  
Come in and let us talk it over—or, just telephone 72 and we'll  
send an advertising man to see you.

**The TWICE-A-WEEK HERALD**

**Box, Kiser and Snyder**

have agreed to accept the  
challenge of Bob Manogoff,  
Turk wrestler of Chicago.  
Manogoff agrees to throw each  
a fall in one hour to win.

**Schick Opera House**  
**Saturday Night, Oct. 18**

**INSURANCE**

**I WRITE POLICIES FOR  
Life, Automobile, Fire,  
Hail, Plate Glass and  
Tornado Insurance  
for the best companies**

For rates and other particulars  
see or write me or  
phone 178

**Lee Shropshire**

# The Fourteen Big Selling Days Begin Saturday, Oct. 18, 1913

Lots of New Winter Goods Received This Week.  
All Go on Sale. Don't Fail to Visit Us.

# SHELTON BROTHERS

## MAJESTIC BULLETIN

Mutual Program  
No. 121  
Monday, Oct. 20  
The Quakress

*Broncho*  
Dramatic Battle Picture in two parts. Thrilling Scenes  
A Chip Of The Old Block—*Keystone*  
A reward to the person that fails to laugh at this comedy.

No. 122  
Tuesday, Oct. 21  
An Even Exchange  
*American*  
Fine Western Story

Runa Plays Cupid  
*Reliance*  
Dramatic Novelty  
Fickle Tramp  
Horse On Fred  
*Majestic*  
Split Reel Comedy

No. 123  
Wednesday, Oct. 22  
Of Such Is The Kingdom  
*Reliance*  
A drama of Great Heart Pathos.

The Lie That Failed  
*Thanhouseer*  
Detective Story  
Waiting For Hubby  
*Thanhouseer*  
A Classy Comedy

## Majestic

The Photo Play House Ahead  
ROSS D. ROGERS, Proprietor

Miss Nina Farris, who is teaching expression at Abernathy, came in today to visit home folks.

### LOCAL AND PERSONAL

Mrs. Eva Barnes went to Dallas today, to attend the Fair.

Mrs. H. C. Peterson, of Crosbyton, went to Hale Center today.

Mrs. S. S. Alcorn, of Floydada, went to Hale Center today.

Miss Flora Smith left yesterday to enter school in Kansas City.

Mrs. J. W. Dunaway and daughter, Miss Ursula, left today for Dallas.

J. A. Askew left today for Amarillo. Later he will continue to his home, at Marlin.

Clint Shepard and wife, with their baby boy, went to Dallas today, to attend the Fair.

Mrs. J. E. Splawn, of Floydada, went to Bridgeport today to visit her aunt, Mrs. W. M. Dunn.

Mrs. M. L. Zackery went to Fort Worth Thursday to visit her daughter, Mrs. Hubert Gifford.

C. E. Anthony and family moved today to Linden, Iowa, where they will make their future home.

C. W. Sewell has bought the Bruner property, at the south end of Prairie Street, and has moved into it.

Mrs. Ed Dunaway and babies left on the 1 o'clock train for Fort Worth, to visit her mother, Mrs. C. P. Reed.

Clarendon Ions, of Amarillo, is in Plainview today. Mr. Ions is one of the "good roads boosters" of the Plains.

Mr. and Mrs. Nick Alley, of Hale Center, spent Wednesday night with Mrs. Alley's parents, Mr. and Mrs. W. B. Knight.

Rev. M. D. Hill, of Coahoma, is visiting in Plainview. Rev. Hill will move to our town after Conference, in November.

L. H. Liston, of Floydada, was in Plainview today, en route to the Dallas Fair. He will have a position with Butler Bros. while in Dallas.

T. B. Irwin and family left yesterday for Excelsior Springs, Mo., where they will make their future home. Mr. Irwin sold his home to H. I. Miller.

C. L. Thompson and wife returned to Vandalia, Missouri, Wednesday. Mr. Thompson has been associated with Lee Kemble in the Busy Bee until recently.

W. H. Mason left yesterday for New York City and other Eastern points. Mr. Mason will return in about a month. Mrs. Mason is spending the winter in New York City.

W. L. Rockwell, of San Antonio, left Thursday. Mr. Rockwell is Government engineer in charge of Texas. He is making investigations looking to the establishment of special experiments with irrigated crops in the Plainview district.

L. E. Moore, of Runningwater, was a visitor in Plainview today.

Miss Vera Newton returned today from a visit to Saigling's ranch.

A baby boy was born to James R. DeLay and wife Thursday night.

Miss Corine Hosford, who visited Mrs. L. A. Matlock, returned today to Sterrett, Texas.

Miss Mary Hinn left today for Kress, where she will visit her sister, Mrs. Geo. Henkel.

W. A. Shipley and wife, who have been in Plainview visiting their sons, returned today to their home, in Floydada.

Tom and Dutch Malone are in Plainview this week. Messrs. Malone are in charge of the Light and Ice Plant at Lubbock.

Rev. Bruce Meador, Business Manager of Stamford College, is visiting Rev. S. A. Barnes, pastor of the Methodist Church.

Mrs. L. W. Dennison and Miss Effie Fitzloff, who have been visiting J. Fitzloff, at Olton, returned to Los Angeles, California, Thursday.

Mrs. C. C. Coats, of Sweetwater, was in Plainview today. She left for her home, where she will join her husband, and go on to the Dallas Fair.

J. A. Snodgrass and wife have leased the Westcott property, on White Street, and have moved in. They will open it for a rooming and eating house.

C. B. Campbell and wife and little girl, Zola, went to Fort Worth today, where they will visit some days, after which they will go to Mineola, Texas, before returning home.

Messrs. C. K. and R. L. Chanslor, of Amarillo, came down Wednesday in a Cadillac. Messrs. Chanslor are enthusiastic over irrigation possibilities in the Plainview district.

Homer Steen, editor of the Hesperian, at Floydada, was in town today. Floyd County is in good condition, Mr. Steen says, except that they are having too much rain. Floyd County had plenty of rain all spring and summer.

### WE NEVER KNOW.

We never know the joy of it  
Till love has turned to hate,  
Nor heed the crimes that we commit  
Until it is too late.

We never miss the sun so much  
As when it has gone down,  
Nor know the bliss that's in a kiss  
Till we have felt a frown.

The empty arms when loved ones part  
From being idle, ache;  
We never know we've got a heart,  
Till it begins to break.

—Cy. Warman.

### SOCIAL HAPPENINGS.

#### A WEDDING DINNER FOR TOM SHAFER AND BRIDE.

Mud Delayed Bride and Groom, but the Feast Was Eaten by Fortunate Guests.

A wedding dinner without bride and groom was what it like to have been at Mrs. J. M. Shafer's to-day. Rain interfered, and some of the guests had engagements which made it necessary for them to eat and depart. The absence of Tom and his bride, since we felt sure that they were coming, made the feast more unique.

Tom Shafer and Miss Olga M. Schaefer were married, in Tulla, at the home of the bride's parents, Wednesday. This morning, in company with Ellis Carter and Miss Ottilla Hein, from Loraine, Kansas, they started to Plainview in Tom's car. Last night's rain had made it muddy, and the party was delayed two or three hours en route. The diners ate to the health of their absent hostess and host.

The dinner was such as only "Mother" Shafer knows how to prepare. Such dinners are seldom served now, and he is fortunate who is invited to one. About thirty of Tom's friends were invited. And those who had not the misfortune to have engagements which took them away waited for the bride and groom; others feasted and left with good wishes.

Tom and his bride will be at home in Plainview after November 1. A host of friends wish the former manager of The Herald a happy wedded life.

#### METHODIST LADIES SERVE WESLEY TEA.

Many Good Things Went with the "Cup That Cheers;" President Welcomed Guests.

A "Wesley Tea" was what the good women called it; men would have said "a dinner;" because men judge from the sumptuousness of a feast. The invitation was extended by the ladies of the Missionary Society of the Methodist Church, and tea was served at Mrs. Otis Trulove's residence, 506 Wayland Street, from 3 to 7 o'clock yesterday afternoon.

Mrs. T. E. Richards, president of the Society, met the guests at the door. Mrs. Otis Trulove presided over the teapot, and explained to guests that the "urn" was a fac simile of the teapot presented to John Wesley, the father of Methodism, by his parishoners in "Old England" more than a

hundred years ago.

The house was decorated with cut flowers. Cheese, tongue, bread-and-butter sandwiches and spiced tea were served.

#### MRS. GIDNEY WINS AT HIGHLAND CLUB MEETING.

Mrs. Garrison Served Visitors Two-Course Luncheon; Mrs. Slaton Entertains Next Meeting.

The Thursday Highland Club met this week with Mrs. J. F. Garrison, 815 Restriction Street. Mrs. Garrison had as guests and substitutes Mrs. J. M. Adams, Mrs. Henry Slaton, Mrs. C. C. Gidney, Mrs. J. C. Anderson, Mrs. G. F. J. Stephens, Mrs. T. P. Whitis, Mrs. R. C. Bethel and Mrs. H. C. McIntyre.

Score was not kept; Mrs. Gidney won nine games of "42" during the afternoon. A salad course and a sweet course were served.

The next meeting of the club will be with Mrs. Henry Slaton, 406 North Prairie Street.

#### FIVE HUNDRED CLUB MEETS WITH MRS. C. E. McCLELLAND.

Mrs. Jere Deal, a sister of Mrs. E. E. Roos, substituted at the meeting of the "500" Club with Mrs. C. E. McClelland Tuesday afternoon. There were three tables of "500."

Mrs. McClelland served a salad course, followed by doughnuts, mints and hot coffee.

Mrs. Theo. Shepard is hostess at the next meeting, two weeks hence.

#### CHORAL CLUB WILL NOT CHANGE DATE OF MEETING.

Misunderstanding of Members as to Practice Night Makes Work Unsatisfactory.

Because of a misunderstanding as to date of meeting, many members missed Monday night's practice of the Choral Club. There had been some discussion as to changing for this week to Tuesday night, on account of the Fine Arts Recital which Seth Ward College had planned. The college postponed its recital and regular meeting night was kept, as announced a week ago.

It was voted Monday night not to change the day of meeting. The club will practice Monday night, at the Calvary Baptist Church. Mrs. Pritchett, director, says the work is crippled by absences. The club is studying The Holy City.

#### ANNOUNCEMENTS.

The I. F. E. Girls will meet with Mrs. Jim Anderson next Wednesday.

## The Sealy Salesman Says

"A Sealy Mattress will put an owl to sleep"

Verily, if you have the owl-like habit of keeping awake nights, and long for a change which will permit you to sleep like a healthy growing youngster, simply let the billowy, tuftless Sealy Mattress reach up and support those weary muscles and nervous, twitching spots in your anatomy.

We are exclusive agents for the White Sewing Machine and Sealy Mattress.

We are showing just now a splendid line of new Rugs, Matting and Lineoleums.

E. R. Williams  
Across From Postoffice

A. A. Newell and wife, of Floydada, were in Plainview today, on their way to the Fair, at Dallas.

## DO NOT READ THIS--

Unless you want to learn how you may secure Absolutely Free one of the beautiful Dresden China Dinner Sets we are giving away.

If you would like to have one, all you have to do is to save the coupons we are giving with every purchase made in our store, until you have accumulated \$5 worth, then you get a piece of this set, and votes to be used in securing either a Game, Berry, Cake, Lemonade, Hot Cake or Coffee set that we are going to give in addition to the regular Dinner Set, to the party holding the largest number of votes in our store each day at 3:00 o'clock, commencing Monday, October 20th, and continuing for ONE HUNDRED DAYS.

We will be glad to have you call and let us explain this proposition to you more fully.

"The Store Where You Feel at Home"

# DUNCAN'S PHARMACY

"The Store Where You Feel at Home"

# PRACTICAL BAKING LESSONS

## PAPER BAG COOKERY



Cooking in Paper Bags, for meat, vegetables and pastries is becoming so popular that recipes for this method are greatly in demand. Many articles are greatly improved by using paper bags. One can buy the especially prepared bags at all grocers in assorted sizes at a very small cost. Below I will give you a few recipes which I have found are much finer in the bags than baked in the open oven.

*Nevada Briggs*

### Apple Dumplings Paper Bagged

2 cups sifted pastry flour  $\frac{1}{4}$  teaspoonful salt  
2 level teaspoonfuls K C Baking Powder  
About  $\frac{1}{4}$  to 1 cup milk  $\frac{1}{4}$  cup shortening  
Cinnamon or nutmeg Sugar  
Sift together, three times, the flour, baking powder and salt; work in the shortening and mix to a dough with milk as needed; roll into a square sheet one-third inch thick and cut into four pieces. Lay a cored and pared apple on each piece, fill the center with sugar and cinnamon, then draw up the dough to cover the apple; make smooth and place in a well-buttered paper bag, giving plenty of space in the bag for the dumplings to rise. In using the bags, oil the entire inner surface, have the seam side up and pin mouth of the bag securely. Place the bag on a shallow pan. Have a slow oven when the bag is placed in the oven and increase heat later. I find the most frequent mistake in using bags is to have the oven too hot. It takes much less heat to bake in a paper bag than in the open oven. To determine when the apple dumpling is baked, make a small hole in the top of the bag and test with a fork. You will find apple dumplings baked in bags are delicious, the pastry being very light and soft. So often apple dumplings baked in the old way in the open oven have a very hard crust. Serve dumplings with cream or Hard Sauce.

### Hard Sauce

Beat half a cup of butter to a cream, gradually beat in one cup of sugar and press into a dom shape on a glass or china plate. Grate a little nutmeg over the top.

### Beef Roll in Paper Bags

3 cups flour 1 teaspoonful salt  
 $\frac{1}{4}$  cup shortening Sweet milk  
2 beaten eggs Grating of onion  
3 level teaspoonfuls K C Baking Powder  
1 cup each, chopped cooked beef and ham  
 $\frac{1}{4}$  teaspoonful mixed mustard  
 $\frac{1}{4}$  teaspoonful each, salt and pepper  
Broth or water  
Mix a biscuit dough of the flour, salt, baking powder, shortening and milk, and roll into a sheet half an inch thick, having the ends even. Mix the other ingredients by themselves, using liquid as needed to make a paste. Spread the paste over the dough and roll like a jelly roll.  
Other cooked meats may be used in the same way. Often we have several different kinds of cold meats left, with not enough of any one kind for a particular purpose. One can use these several kinds putting them through the food chopper, using two cups of this chopped meat, seasoning as desired. For baking in the paper bag prepare the bag as for apple dumplings and bake by same rules. Serve with a brown gravy.

### Brown Gravy

2 tablespoonfuls of butter,  $\frac{1}{4}$  teaspoonful of beef extract; brown this with one tablespoonful of flour, add  $\frac{1}{4}$  cups of cold water, salt and pepper to taste and cook ten minutes. 2 tablespoonfuls of beef frying may be used instead of the butter for gravies. Always use cold water to avoid lumping.

### Left Over Sausages In Paper Bags

2 cups sifted flour  $\frac{1}{4}$  teaspoonful salt  
Milk or water Cooked sausage  
2 level teaspoonfuls K C Baking Powder  
2 to 4 tablespoonfuls shortening  
Sift together, three times, the flour, baking powder and salt; work in the shortening and add milk or water to make a dough. Roll into a thin sheet, cut into squares or rounds according to shape of sausage. Lay the sausage on the pieces of dough, brush the edges with cold water and fold to cover sausage. Place in the paper bags the same as apple dumplings. Serve hot with gravy made by browning flour in sausage fryings instead of butter or beef fryings as in brown gravy.

### General Rules for Paper Bag Baking

1. Use only bags especially made for cooking.
2. Always grease the entire inside surface of the bag for meats and pastries.
3. Lay bag on the pan seam side up.
4. Always pin the mouth of the bag securely.
5. In a gas oven place the bag on the grate of the broiler pan, placing the broiler pan in the upper oven.
6. Above all don't have a hot oven; it burns the bag and makes it brittle and easily broken. Have a slow even heat for bag cooking. Remember food cooked in bags will cook more quickly and with less heat.
7. All kinds of meat, fish and fowl are excellent cooked in bags, all the natural flavor and juices being retained. Place the meat, fish or fowl in the well oiled bag, using the oven directions above. Allow 15 minutes to each pound.
8. For all kinds of pastry, I recommend the use of K C Baking Powder, especially where slow baking is required. K C is really a blend of two baking powders, one of which acts as soon as moisture is added; the other is inactive until heat is applied; the two together keep up a sustained raise until the dough is thoroughly cooked, insuring light, fine textured biscuits, pastry and cakes and eliminating all danger of falling.

### NOTICE

So many requests are being made for lessons that have been missed, that we have had the complete series of lessons durably bound and will send it free on request. If you have missed any of the lessons, or would like to have them in convenient form for future use, or if you have a friend to whom they might be helpful, drop us a postal and a bound set will be promptly mailed FREE.

K C BAKING POWDER MFGS., 16th and Canal Sts., Chicago, Ill.

### MODEL DAIRY HOUSE AT FAIR THIS YEAR.

Complete Creamery to Be in Operation, Making 500 Pounds of Butter Daily.

The dairy exhibits and experiments at the State Fair, in connection with the competitive contests for the economical production of milk and butter, will form the greatest dairy show in the history of the South, according to the predictions of State Fair officials and those immediately in charge of the

**WILLIAMSON HAFFNER CO.**  
ENGRAVERS-PRINTERS  
DENVER, COLO.

dairy departments at the exposition, says the Dallas News.

W. C. LeBaron is superintendent of the dairy demonstration department, W. H. Gaston director and C. O. Mosher superintendent of the dairy products department. E. L. Fillpen is director and D. B. Lyon superintendent of the dairy breed department.

The show will be held under the auspices of the Texas Dairymen's Association, and in further recognition of the importance of the dairy industry and to increase the interest in the work, the Fair management has designated October 27 as Dairymen's Day.

A model dairy house suitable to the needs of the modern dairyman will find a practical and yet absolutely scientific demonstration of butter-making. In this work the students of the Agricultural and Mechanical College will take a prominent part.

A complete creamery, making 500 pounds of butter daily, will be in operation during the entire Fair. A complete ice cream factory in actual operation will also be shown.

A model dairy of twenty cows will be conducted adjoining the main dairy building. Modern machinery will be

used, and the cows will be milked mechanically, cream separation, churning and all processes continuing by machinery.

In the competitive butter scoring contest the judging will be conducted by an expert of the United States Agricultural Department, who will be sent here from Washington to supervise this feature during the Fair. Prizes of more than \$100 are offered in this contest.

In the tests, as conducted during this demonstration, each cow is charged with all the feed consumed and credited with all butter fat produced, so that each day the standing of all cows in the contest can be seen.

### CONFIDE, BUT NOT TOO FREELY.

"Tell less than you feel like telling, and you'll always be glad of it."

That is what one wise mother told her daughter at the end of a little homily delivered just as daughter was leaving home to begin a business life.

It is splendid advice, though it can't be called new. Nothing as good as that could be new.

The confiding habit is a dangerous one. The trouble being that once started on confidences it is so hard to stop.

One almost always says more than one meant to say, rather than less. It is so easy to get carried along, to drag in other people, to assert things as fact that are only guesses—until, when the confidences are over, one usually wishes with all one's heart one had never started to make them.

But the wish to confide is an almost universal desire. The person with no real confidant is to be pitied. Much of the sorrow of life is lightened if there is someone to whom you can safely confide it, and often the joy is doubled for the same reason. It would hardly be human never to confide, and certainly it would not be lovable.

Only you ought not to confide in every new friend who turns up. And you should not confide other people's affairs even to your own best friend. It is better to hurt some one's feelings by not giving them a confidence than to tell something you have no right to tell.

Few things that happen to you are entirely your own property, for usually another person at least is concerned. Just remember that you have not the right to confide that other person's secret or secrets, even though you can tell your own.

Keep your confidence for the very few. Don't blab. And don't give away what isn't yours.—Kansas City Star.

### HEALTHY LIVER MAKES BEAUTY.

#### Famous Actress Finds That a Healthy Liver Is Necessary to Good Looks and Youthfulness.

One of the best-known women of the American stage is writing a series of articles on the preservation of beauty. She attaches great importance to keeping the liver active at all times, and she is right. Neither good looks nor happiness will stay long with any man or woman who lets the liver get lazy and sluggish.

It is not always safe to take calomel, the old liver remedy. Doctors agree that it is a very uncertain drug. But R. A. Long Drug Co.'s drug store has a remedy for sale that they guarantee to take the place of calomel absolutely, and still be harmless, causing no restriction of habit or diet. This remedy is Dodson's Liver Tone.

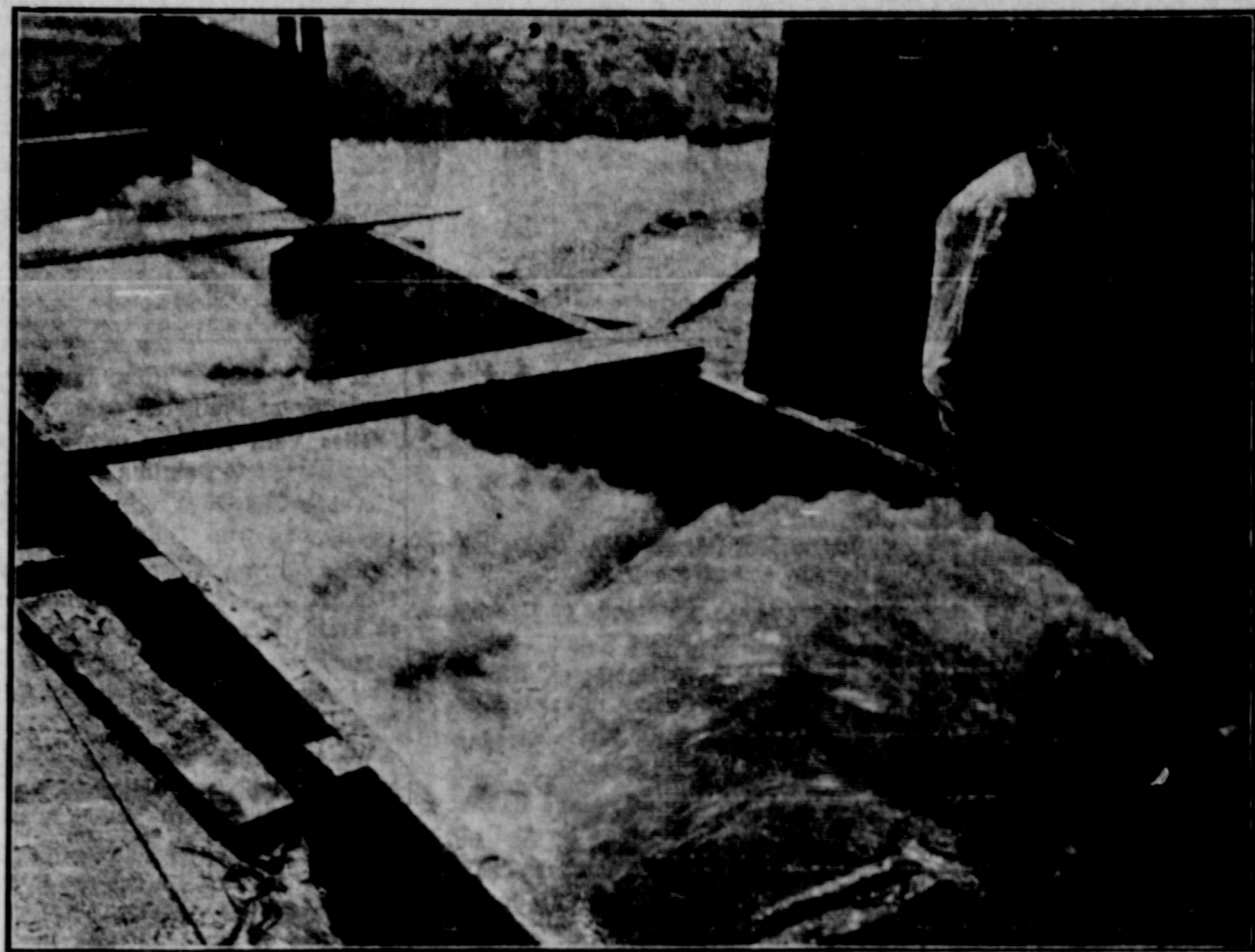
Dodson's Liver Tone is a pleasant-tasting vegetable liquid, but it starts the liver gently and surely and relieves constipation and biliousness so promptly that it has become a dependable remedy in thousands of homes in the United States. There are scores of families in this vicinity who will not be without it in the house and who

# 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

would not think of starting on a trip without a bottle of it.

R. A. Long Drug Co. has sold so much Dodson's Liver Tone that they are convinced of its merits, and will give any person his 50 cents back who buys a bottle and does not find that it takes the place of calomel to perfection. —Adv. 62

### HALE CENTER.

October 15.—The business men of the town purchased a curtain for the stage of the auditorium of the public school building by having advertisements placed on the curtain. The curtain will cost \$80.

The Mothers' Club will give an entertainment next Friday evening, and, among other numbers on the program, will serve refreshments. The admittance price will be 25 cents, and the proceeds will be applied to the enlargement of the public school library. Farmers are very busy, saving their feed. Mr. Robert Alley is building a large silo to take care of his feed. Silos are interesting the people more and more.

Saturday afternoon the irrigation committee met and discussed irrigation again. What the farmers around Hale Center want now is money to equip irrigation plants. They are ready to start the work if the means can be procured.

### QUICK HELP TO BACKACHE AND RHEUMATISM.

The man or woman who wants quick help from backache or rheumatism will find it in Foley Kidney Pills. They act so quickly and with such good effect that weak, inactive kidneys that do not keep the blood clean and free of the impurities that cause these symptoms, are toned up and strengthened to healthy, vigorous action. You can not take Foley Kidney Pills into your system without having good results. Contain no habit-forming drugs. R. A. Long's Drug Store. —Adv. 66

Mrs. L. Pennington went to Amarillo Thursday to visit her aunt, Mrs. M. Starkie.

### VERIFY IT.

The Proof Is in Plainview, Almost at Your Door.

The public statement of a Plainview citizen is in itself strong proof for Plainview people, but confirmation

strengthens, the evidence.

Here is a Plainview citizen who testified years ago that Doan's Kidney Pills relieved weak kidneys, and now states the result was permanent. Can any sufferer from kidney ills ask better proof? You can investigate. The case is right at home.

P. C. Russell, Moreland St., Plainview, Texas, says: "I have used Doan's Kidney Pills, procured from the Long Drug Co., for acute lameness in my back and sluggish kidneys.

They have certainly helped me, and are the only remedy that ever gave me lasting relief. I still use Doan's Kidney Pills when I need a kidney remedy, and always get benefit. You are at liberty to continue using my testimonial, as heretofore."

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

Remember the name—Doan's—and take no other. —Adv. 62

## Busy Bee Cafe

### Sunday, Dinner, October 19th

- Soup
- Cream of Celery
- Relishes
- Dressed Tomatoes Stuffed Olives
- Entrees
- Saute of Chicken giblets on toast
- Cream Puffs
- Meats
- Baked Young Hen with Oyster Dressing
- Roast Sirloin of Beef with Yorkshire Pudding
- Vegetables
- Snowflake Potatoes
- Creamed Peas
- Tiny Lima Beans
- Asparagus Tips on Toast
- Dessert
- Fruit Ambrosia with Cake
- Vanilla Ice Cream with Cake
- Drinks
- Tea Coffee Sweet Milk
- Cafe Noir Butter Milk American Cheese

50 Cents Per Cover

# WELL DRILLING

IN BOTH SHALLOW AND DEEP WATER BELTS

Well on Dr. A. C. Scott's Farm Pumping 3,000 gallons per minute. Drilled by Layne and Bowler.



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

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

**LAYNE & BOWLER CO.**  
Plainview Texas Houston



# CAN YOU BEAT THESE COMBINATIONS?

	Regular Price	Combination Price
The Twice-a-Week Herald, one year	\$1.50	
The Cosmopolitan Magazine, one year	1.50	
	<b>3.00</b>	<b>\$2.00</b>
The Twice-a-Week Herald, one year	\$1.50	
Good Housekeeping, one year	1.50	
	<b>3.00</b>	<b>2.00</b>
The Twice-a-Week Herald, one year	\$1.50	
Hearst's Magazine, one year	1.50	
	<b>3.00</b>	<b>2.00</b>
The Twice-a-Week Herald, one year	\$1.50	
Harper's Bazar, one year	1.25	
	<b>2.75</b>	<b>1.85</b>
The Twice-a-Week Herald, one year	\$1.50	
The Cosmopolitan Magazine, one year	\$1.50	
Good Housekeeping, one year	\$1.50	
	<b>\$4.50</b>	<b>3.00</b>

	Regular Price	Combination Price
The Twice-a-Week Herald, one year	\$1.50	
Harper's Bazar, one year	\$1.25	
Good Housekeeping, one year	\$1.50	
	<b>\$4.25</b>	<b>\$2.85</b>

**NOTICE:--**Positively the above combinations will be withdrawn on November 5th and it will never again be possible to subscribe for any of these publications combined with the Herald or any other publication at reduced prices. This is a "Last Chance" proposition.  
We also offer in combination with the Herald the following:

	Regular Price	Combination Price
The Twice-a-Week Herald, one year	\$1.50	
Oklahoma Farmer-Stockman, two years	.75	
A Large Map of Texas	\$1.00	
	<b>\$3.25</b>	<b>1.75</b>
The Twice-a-Week Herald, one year	\$1.50	
Holland's Magazine, one year	1.00	
	<b>2.50</b>	<b>1.60</b>
The Twice-a-Week Herald, one year	\$1.50	
Daily El Faso Herald, one year	7.00	
	<b>8.50</b>	<b>6.75</b>

	Regular Price	Combination Price
The Twice-a-Week Herald, one year	\$1.50	
Denver Weekly Post, one year	.35	
	<b>1.85</b>	<b>\$1.50</b>
The Twice-a-Week Herald, one year	\$1.50	
Farm and Ranch, one year	1.00	
	<b>2.50</b>	<b>1.75</b>
The Twice-a-Week Herald, one year	\$1.50	
Hale Center Mirror, one year	1.00	
	<b>2.50</b>	<b>2.00</b>

**SPECIAL:--**The Twice-A-Week Herald one year and The Weekly Kansas City Star one year for the price of the Herald alone **\$1.50**

**IMPORTANT:--**The above combination prices are open only on new subscriptions to the Herald. Add 35 cents to combination prices for renewals to the Herald.

## HERALD PUBLISHING COMPANY

CALL AT OUR OFFICE, WRITE, OR PHONE 72

### MYSTERIOUS EXPLOSION FIRED LINER; RESCUED NEAR SHORE.

#### 50 Sailors and Steerage Passengers Die Fighting Flames; Heavy Seas Makes Rescue Difficult.

On Board North German Lloyd Steamer Grosser Kurfuerst, at Sea, by Wireless to Cape Race, Oct. 13.--(From the Fort Worth Star-Telegram)—With 165 survivors on board from the steamer Volturno, burned to the water's edge during a gale in mid-Atlantic and abandoned Friday last, the Grosser Kurfuerst is approaching New York.

Passengers and crew of the Grosser Kurfuerst witnessed some thrilling scenes when their vessel, called by distress signals from the Volturno, arrived in her vicinity.

They found the Volturno burning fiercely and her crew and passengers helpless in the heavy seas. It was learned by wireless messages from the flaming vessel that the fire had been started by an explosion in the forward hold at 7 o'clock on Thursday morn-

ing, ship's time.

On the arrival of the Grosser Kurfuerst the flames from the hold of the Volturno were leaping eighty feet into the air through a hatchway. Fifty or more of the Volturno's crew and steerage passengers had been killed.

#### Two Boats Got Away.

Six boats were lowered from the Volturno's davits. Three of them, still empty, were smashed against the vessel's side. One boat, with forty passengers, capsized while launching. All perished. The two others, with sixty to eighty passengers on board, got away, but apparently were lost in mountainous seas.

Twelve liners were brought by wireless within hail of the Volturno. The Cunarder Carmania was first. She reached the scene about noon. Then followed the Seydlitz, the Grosser Kurfuerst, the Kroonland, the New York, the Devonian, La Touraine, the Naragansett, the Minneapolis, the Asian, the Rappahannock and the Czar.

The sea was running too high to allow the taking off of the Volturno's

passengers.

#### Pumps Are Crippled.

During the daytime the flames from the Volturno's holds were kept more or less under control, but about 9 p. m. Thursday the fire reached the coal bunkers and it was found necessary to close the bulkheads. The pumps, therefore, were unable to work at full pressure, and the flames broke out through the entire forward part of the vessel.

At twenty minutes to 10 on Thursday night another explosion occurred on the Volturno, and caused a panic among her despairing passengers and crew.

The Grosser Kurfuerst launched three boats and rescued thirty-two persons who had been washed into the sea. One of the rescuing lifeboats was out for six hours and was nearly lost.

#### Second Officer a Hero.

All those remaining on the Volturno crowded together at the end of the vessel and were taken off safe before daybreak on Saturday. Second Officer E. E. Lloyd of the Volturno was one of the heroes of the disaster. He fell from a height of twenty feet while repairing the wireless apparatus on board his vessel, but fought the fire all day until 7 o'clock in the evening, making a perilous trip to the Grosser Kurfuerst in a small boat with three others from the Volturno.

The light craft was left sinking when she was picked up by one of the lifeboats from the Grosser Kurfuerst. The total number of those saved is believed to be 523.

#### INDIAN SUMMER.

Indian Summer wakens the day with her wind song in the trees, the trees that are trying to hide their nakedness in scarlet and gold. She deepens the color of the sky to the deep blue of midsummer and then softens her morning song to a lullaby so sweet that the earth and clouds dream that she has come back to stay. Those drifting clouds, however, are not summer clouds. They are white, but they have caught the light of the gold of the fallen leaves and the pink of the faded roses, and close to the horizon they meet the mist and the gray of winter.

Indian Summer scatters the leaves, and shows that the grass is still green. She pretends that the golden-rod belongs to her. Here and there she persuades the violets to bloom again, and she coaxes the birds to stay and play with her. The sun loves summer and appreciates her brave little farewell display. There is sunshine all the day and the stars are no less kind than the sun, for the splendors

of the day are reflected in their light.—Indianapolis News.

#### SHERIFF'S SALE.

THE STATE OF TEXAS, County of Hale.

BY VIRTUE of a certain Order of Sale, issued out of the Honorable District Court of Hale County, on the 11th day of October, 1913, by B. H. Towery, District Clerk of said County, against F. E. Brown and Eulis B.

Smith for the sum of Five Hundred and Forty Dollars and Ninety-six Cents (\$540.96), and costs of suit, in cause No. 925 in said Court, styled P. F. Bryan versus F. E. Brown and Eulis B. Smith, and placed in my hands for service, I, J. C. Hooper, as Sheriff of Hale County, Texas, did, on the 11th day of October, 1913, levy on certain Real Estate, situated in Hale County, described as follows, to-wit:

All of Lots Nos. 1, 2 and 3, 4 and 5, in Block No. Ten, in Nob Hill Addition to the town of Plainview Texas, and levied upon as the property of said F. E. Brown and Eulis B. Smith. And on Tuesday, the 4th day of November, 1913, at the Court House door of Hale County, in the City of Plainview, Texas, between the hours of ten a. m. and four p. m., I will sell said property at public vendue, for cash, to the highest bidder, as the property of said F. E. Brown and Eulis B. Smith, by virtue of said levy and said Order of

Sale. And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Hale County Herald, a newspaper published in Hale County. WITNESS my hand, this 13th day of October, 1913.

J. C. HOOPER, Sheriff, Hale County, Texas. By W. H. BOX, Deputy. Adv. 66

### COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

ANNOUNCEMENT OF REMOVAL. DRS. GUYTON & NICHOLS have moved their offices from the Finnie Building to the First National Bank Building. Phone 538.

# F. & B. Cafe

for good things to Eat. We Feed The People Quick Service Our Motto--Quality We will appreciate your patronage

## On Monday, October 20

WE will be located in our large new store room in the Masonic Building where we will carry complete lines of hardware, windmills, cream separators, farm implements and machinery, queensware, wall paper, stoves and ranges, washing machines, churns, ammunition, etc.

Come to See Us

# Plainview Hdw. Company

Phone 293

Warren & Scudder are too busy selling HIGH GRADE GROCERIES to write an ad this week. Come and See Us.

# High Fuel Bills

are cut in two by the use of

*Cole's High Oven Specialty*

A heater and cook stove combined. The economical use of fuel is a feature of the High Oven Specialty. The High Oven on level with shoulders--saves stooping and back-aches. Can be used in dining room. It occupies no more space than an 18-inch heater.

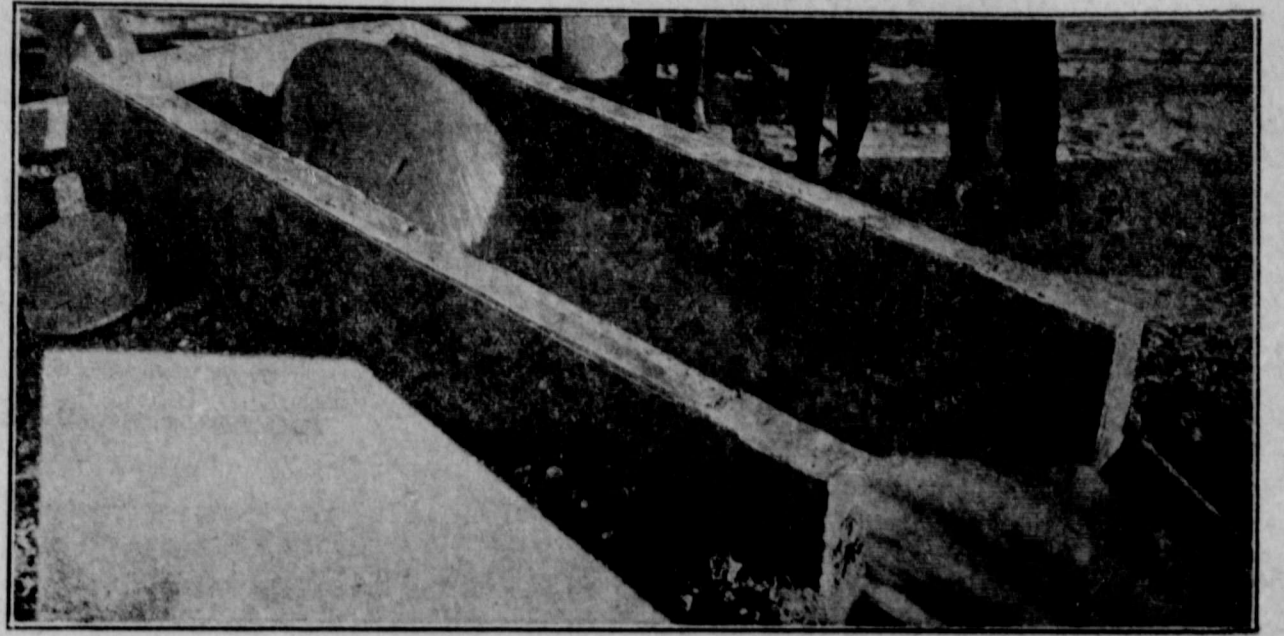
For Demonstration See

## R. C. Ware Hardware Co.

Telephone 178

7. What can we do personally to insure success?
  8. In what may the work of our society be improved?
  9. What can the prayer meeting committee do, the look-out committee, the social committee, others?
- Inspiring Points from Eloquent Pens.**
1. "No great things were ever accomplished by half-hearted work."—D. L. Moody.
  2. "More men are injured by having things made easy for them than by having their paths beset with difficulties."—Charles H. Parkhurst, D. D.
  3. "In battle the only shots that count are those that hit."—Ex-President Roosevelt.
- Thoughts by the Wayside.**
1. Try each day to live on a higher plane.
  2. Be faithful in attendance at all religious services.
  3. Associate much with other Christians.
  4. Read good books. You will not be troubled with ennui if you get acquainted with the best literature.
  5. Do all the good you can, and forget it.
  6. Don't try to make it appear you work harder and have more trouble than other people.
  7. If you have a ray of happiness in you, don't try to keep it; give it to those around you, a kind word here, a smile there.
  8. Learn the art of doing without and making the most of what you have.
  9. Do not accumulate debts. Be wisely economical, and you will not regret wasted time, material or opportunity.

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



## E. E. WINN REALTY COMPANY

Rooms 15 and 16 First Nat'l Bank Bldg.

Plainview, Texas

### CHRISTIAN ENDEAVOR LESSON FOR OCTOBER 19TH.

Subject—"How to Make This Your Society's Best Year."—Phil. 3:7-17.

#### Daily Readings.

- By humility—Romans 12:3-10.
- By co-operation—1 Cor. 3:6-11.
- By faithfulness—John 12:20-26.
- By following Christ—1 Pet. 2:21-25.
- By hard work—1 Tim. 4:6-16.
- By soul-winning—Acts 2:40-47.

#### Special Features.

One of the ways to set folks at this meeting will be by a motto on the wall. Get some good printer to copy, in very large and black letters, these sentences by Phillips Brooks, signing

his name at the end: "We must go forth and leave our past. Let us go forth nobly. Let us go as those whom greater thoughts and greater deeds await beyond."—Phillips Brooks."

#### Question Spurs.

1. How will humility help make this the best year?
2. How will co-operation help this year best?
3. How will faithfulness help the society do best?
4. How will following Christ help make the best?
5. How will soul-winning help the society?
6. What special work can we do this year?

### DAIRY A DROUGHT SOLUTION.

#### Barton County Farmer Converted from Wheat to Cows.

Great Bend, Kans., Oct. 16.—Along in July, following the failure of the wheat crop and the long continued drought, the farmers of this vicinity took a great deal of interest in plans

which might do away with the necessity of depending upon wheat as the main income for a farm. A score of farmers made plans to go into the dairy business on a large scale. The continued drought and the high price of feed caused most of them to give up their plans for this winter, as they believed the high price of feed would knock out what profits they might expect to make.

#### One Who Went Ahead.

One of the men, R. G. Russell, went ahead with his plans and finished the erection of a dairy barn to house twenty-two cows. It was built mostly by his own labor, with the help of one experienced carpenter. A cement man laid the floor and a tinner did the work of making the troughs. He bought fifteen cows, Holsteins, which, with two cows he had, constituted his herd.

Mr. Russell expected that his milk check ought to average about \$175 a month. The statement furnished considerable amusement to his friends, and they would stop him on the street and tell him to cut that amount in half and consider himself lucky if he got it. Instead of seventeen cows, he has been milking sixteen, having sold one of the grade cows he owned, and his milk checks for the last month were \$220.40.

This month he expects the check to be \$50 higher, owing to the fact that the weather permits grazing and he will have wheat pasture for the herd. This winter, when he is feeding alfalfa and other dry feed, the output of milk probably will drop somewhat, but he will be making a big profit even then.

#### Only One Man to Help.

With the assistance of one man he has tended the herd, done the other work on the farm, spent only \$30 for dry feed and the herd has been turned on the alfalfa, on some wheat land, where the wheat was not cut, and in pasture. The entire expense of the herd has not been more than \$75 or \$80 for the month. The price of bran and wheat is so near the same now that he feeds the whole wheat, ground, instead of the bran.

The milk is sold at 15 cents a gallon and the herd is paying, in the most unfavorable conditions, more than 100 per cent. Next summer he intends to build a large hay barn and two silos, to further reduce the cost of feeding and also make things more convenient about his farm. The dairy barn has a cement drain and the liquid manure is carried in pipes underground through the cow lot to a field on the farm which it will make one of the richest pieces of land in the county. After several years of ordinary farming, he has found something that will pay handsome returns and by which his land is being con-

stantly made better.

#### Still Has Time for Field Crops.

And he still has the time to put his farm in crops as in the past, with the exception that the enriching of the land will bring larger returns and what is made from the crops thereon means that much more profit.

One other man is making a handsome profit from the dairy business—Fred Hemker, who for ten years or more was in the hardware business. A year ago he sold out, and, though he lives in town, has rented some hay and alfalfa land, has a large barn in town and lot for his cows to run in and is making the dairying business pay a profit, despite the fact that he practically has two places to run. And his three boys are learning a business which is worth while.—Kansas City Star.

#### MARTHAS VINEYARD IN 1602.

Here is what Bartholomew Gosnold wrote of his voyage to Marthas Vineyard in 1602:

"We stood awhile like men ravished at the beauty and delicacy of this sweet soil; for beside divers clear lakes of fresh water (whereof we saw no end), meadows very large and full of green grass and such an incredible number of vines that we could not do for treading on them. This is the goodliest land ever we saw, for it is replenished with faire fields and in them fragrant flowers; also meadows and hedged with stately groves."

Marthas Vineyard is still covered with the wild grape vines, which gave it its name, and the farms have often a high standing for productiveness. Indeed, one of these farms once boasted the largest corn crop ever produced on an acre. The yield was 125 bushels of shelled corn.—Christian Science Monitor.

#### AT THE SCHICK OPERA HOUSE.

During the engagement of the Dougherty Stock Co., the week of October 20th, the following plays will be presented: "A Quaker Tragedy," "Gamblers," "The Slave Girl," "The Game of Life," "Polly Primrose," "She Couldn't Marry Three." Should it prove that any of these have been seen in Plainview, others will be substituted, as the repertoire of the company numbers 24 different plays. Each play will be given elaborate stage settings, as all special scenery is carried. The Vaudeville is a distinct feature, and not the usual mediocre specialties used with the ordinary stock company. The Famous Boston Trio is alone worth the price of admission. Monday night, "A Quaker Tragedy." Prices, 25, 35 and 50 cents. Adv. 62

Get Stationery at The Herald.

**WE WANT YOUR CREAM**

We offer you a steady market and the best price

**PLAINVIEW CREAMERY CO.**

**DR. C. B. BARR,**  
Veterinarian

Office at Gilbert's Barn  
Phones: Office, 219; Res., 473  
Plainview, Texas

**WONDERFUL PROGRESS MADE IN TEXAS DURING PAST TEN YEARS.**

The World Wonders at Texas Progressiveness.

There is no state in the Union nor any country on the globe that has witnessed such remarkable growth and development as Texas. It stands today as the leader in the march of progress and is a shining example of what can be accomplished through co-operation and honest effort. A few years ago our state was one vast uncultivated area where the buffalo and coyote ran at large and grazed contentedly beneath the slender shade of sage brush and mesquite. Texas was the rendezvous of renegades and travel was unsafe. Remarkable changes have transpired during the past few years and the evolution goes steadily onward. Our lands are producing bountiful crops which excel in quality and quantity any other country and the hills of Texas are covered with the homes of prosperous and contented farmers. The bad man of old has given way to the law-abiding peaceful citizen of today who is ever striving to assist in the welfare of his community. Cities and villages, connected by good roads and transportation facilities, are found on every hand and Texas is fast becoming an Empire within itself. Nature in all its glory has assisted in the development of Texas far more than one realizes and the contentedness of our people is due, to a great extent, to the use of RENALT, a purely vegetable compound that gives quick relief to Kidney, Bladder and Stomach Troubles, Bright's Disease, Catarrh, Rheumatism, Indigestion, Nervousness, Blood Disease or any breaking out of the skin. RENALT IS NATURE'S GIFT TO MANKIND and NEVER FAILS IN THE HOUR OF NEED.

In speaking of RENALT, A. C. Chase, Master Mechanic, Stock Yards Company, Fort Worth, said: "I have used Renalt as put up by the Ferrel-Saunders Company and cheerfully recommend it to sufferers from kidney and stomach troubles. As a sufferer for years RENALT was recommended to me and has done more good than any or all of the doctors and other remedies tried." If your druggist cannot supply you accept no substitute, but send us \$1.00 in stamps, postoffice order or express order and full size bottle will be sent you prepaid. FERREL-SAUNDERS CO., Fort Worth, Texas.

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

# PUBLIC SALE!!

I will sell to the highest bidder, 7 1-2 miles northwest of Abernathy and 4 miles east of Bartonsite, beginning at 10:30 a. m., **Tuesday, October 21, 1913,** my stock, feed, implements, etc.

- 1 fine jack, 15 hands high, fine worker
- 7 mares, five of which are work mares, all in foal by fine jack
- 2 good young geldings, 3 and 4 years old
- 5 good 2-year-old mules, about 15 hands high
- 1 span red sorrel mare mules, 14 1-2 hands high, one-year-old beauties
- 1 filly colt
- 1 horse mule, one-year-old, 14 1-2 hands high
- 1 odd mare mule, 1 year old
- 2 mule colts
- 1 work mare mule 14 1-2 hands high
- 1 jennet, ready to foal by fine jack
- 2 jersey cows, good ones
- 1 brood sow and three shoats
- 15,000 bundles of feed--maize, kaffir and millet
- 1 P. & O. lister, nearly new
- 1 12-inch John Deere gang plow, with rod attachments for sod
- 1 Campbell subsoil packer
- 1 range cook stove
- 1 heating stove

**TERMS OF SALE--**Will sell for cash, or on 1 year's time on approved notes bearing 10 per cent interest. Will give 2 years, if desired, on jack if properly secured. 5 percent discount for cash on purchases amounting to \$25 and over. All sales under \$25 must be for cash.

**John Yarbrough, Owner**  
**W. A. NASH, Auctioneer**  
**Dinner on the ground. Come early**

**HERE AGAIN!**  
Bigger and Better Than Ever  
**STATE FAIR of TEXAS**  
Dallas, October 18 to November 2



Will Authorize Usual Excursion Rates

See Your Local Agent for Particulars Concerning Special Rates and Train Service

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

**SWEET POTATOES MUST BE KEPT DRY AND WARM.**

Proper Ventilation Is Necessary, Whether They Are Stored in House or in Bank.

The keeping of sweet potatoes in storage is one of the most important problems the grower has to deal with. There are a few things that should be kept in mind when handling the crop and when storing:

1. Dig the potatoes carefully and dry thoroughly in the sun.
2. Sort out the sound ones and handle them carefully. A bruised potato does not keep well.
3. Keep the potatoes from getting chilled.
4. Place the potatoes where they will be dry and warm. A temperature of from 50 to 65 degrees has been found to be about right for keeping sweet potatoes.

**Storing in Banks.**

Make a circular bed about six feet in diameter, in some sheltered location, by throwing up the dirt from the sides. Put on top of this a few inches of straw or hay. Erect a ventilator or flue in the center of the bed. The ventilator should be six inches in diameter and numerous holes should be bored in the sides. It should reach above the completed bank. On a dry, warm day put the potatoes around the flue and cover with hay or straw or similar material to a depth of three or four inches. On top of this is put two or three inches of earth, and this amount should be increased as the weather grows colder.

The potatoes should not be covered too deep with earth at first, as the potatoes go through a sweat and rot is likely to start if covered too deeply. The heap ought to be examined in a week or ten days after putting up, and if too much moisture is present, uncover the pile and let dry as they stand for a few hours and then cover again.

**Storing in Sand.**

The tubers may be taken to a dry, warm room and stored in sand. A tight room in an unused building will

**The Herald's Classified Want Ad Section**

**IMPLEMENTS AND VEHICLES**

FOR SALE AT A BARGAIN—One 32-horse Reeves Plow Engine and 12 steam lift mould board plows and 40-63 separator. Price, \$1,000. C. I. WAGNER, Canyon, Texas. Ad. 62-pd.

**REAL ESTATE**

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

FOR SALE—An east-front residence lot 40 x 110 feet on Archer Street in desirable residence section of Plainview well fenced, good outbuildings, cement sidewalks, fine fruit, etc. For prices, see or address OTUS REEVES REALTY COMPANY, Plainview, Tex. —Adv. (Fridays only). tf.

Hail and tornado on dwelling and contents and mercantile building and contents for one year, \$3.00 per \$1,000; for 3 years, \$6.00 per \$1,000. Better get busy. J. M. MALONE. Adv. 61

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

Call The Herald for Business Cards.

**NOTICES**

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

answer very well, if some ventilation is provided for. The method of procedure is as follows:

**IF you have a used automobile, or any thing else "on wheels" which you would like to sell, let a Herald For Sale Ad bring you a buyer who NEEDS IT, and to whom it would be a bargain at a FAIR price! Not in "keeping everlastingly at it," but in keeping at it until you accomplish it—that is the winning policy in Herald want advertising.**

**LIVESTOCK**

FOR SALE: 25 head high-grade Hereford steer calves, 8 miles northwest of Runningwater. L. E. MOORE, Runningwater, Texas. —Ad. 63-pd.

**TO TRADE FOR CATTLE.** 320 acres fine land, clear of incumbrance, 2 miles from Floydada, to trade for cattle. BROWN MOTOR CO. —Adv. tf. Plainview, Texas.

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

**FOR SALE.**

FINE YOUNG STALLION; or will trade for 4 good, young milch cows. See or write FRED STEVENS, 5 miles west. —Adv. 63-pd. Tues. Will trade good mares for young mules. SANSOM & SON. —Adv. 66

Calling Cards at The Herald.

**MISCELLANEOUS**

Hail and tornado on dwelling and contents and mercantile building and contents for one year, \$3.00 per \$1,000; for 3 years, \$6.00 per \$1,000. Better get busy. J. M. MALONE. Adv. 61

**WANTED.**

Clean rags at Herald Office. Ad. tf. We don't meet prices—we MAKE 'em. PEOPLE'S SUPPLY STORE, East Side of Square. —Adv. tf.

**COAL AND GRAIN**

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

Shorts and Bran mixed, Cotton Seed Meal and Cake, and as Good Flour as sold in Plainview, at \$1.30 per sack. Ninety families are using it, and not a sack returned. Buy it and save money.—C. E. WHITE SEED CO. —Adv. tf.

**HOUSEHOLD NECESSITIES**

Pure Lard, COOKING OIL and Compound at PEOPLE'S SUPPLY STORE, East Side of Square. —Adv. tf.

DICK'S TIN SHOP is prepared to put up your Stoves, and do all kinds of Repair Work. —Adv. tf.

No better FLOUR in Plainview than "Panhandle," sold by PEOPLE'S SUPPLY STORE. \$1.50 per sack. Ad. tf.

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

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

Ten-cent, 15-cent and 25-cent bundles of old papers at Herald office, to put under your carpets.

New crop DRIED FRUITS at PEOPLE'S SUPPLY STORE at less than you have been paying. —Adv. tf.

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

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

We guarantee "Panhandle" Flour. \$1.50 per sack. PEOPLE'S SUPPLY STORE. —Adv. tf.

See The Herald for Book Work.

**ROOMS**

ROOMS FOR RENT—First door north of Herald Office. —Adv. 62-pd.

are not worth one-third as much as in Wayne and Pulaeki Counties that week of October 26th, is one of the

oldest and best stock organizations. Mr. Jim Dougherty, Manager and Leading Man, has had experience with the best companies in the country, and for the past ten years has successfully piloted his own attractions. During all this time he has been working for the perfect show, and now has what he considers as near that article as it is possible to obtain. The present people have been with him from three to ten years, which every one will realize is a great advantage. Miss Hattie Dougherty, Leading Lady, has been connected with the best permanent stocks in the country, as well as prominent road shows. Every member of the cast is a seasoned and tried artist, and at home in their separate lines. The Vaudeville is exceptionally good. Monday night, "A Quaker Tragedy"—4 acts of comedy with a real story, and interesting plot. —Adv. 62.

**UNCLE SAM'S LITTLE ONES.**

They Number 29,490,136, Almost One-Third of Population.

The Children's Bureau of the United States Department of Labor, of which Miss Julia Lathrop is Chief, has issued the first part of a handbook of Federal statistics of children, compiled from the reports of the 1910 census.

According to the figures in part 1, on April 15, 1910, Uncle Sam had 29,490,136 children under 15 years of age, and they made up almost one-third of his entire family. Almost all these children were born on his own soil. The foreign-born white children numbered only 759,343 and formed only 2.6 per cent of the total number of children.

\*\*\*\*\*  
**DR. E. O. NICHOLS,**  
 \*\*\*\*\*  
 Specialist in Diseases of the Ear, Eye, Nose and Throat. Glasses Fitted.  
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 Office in Finnie Building, Plainview, Texas.  
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J. E. SLATON, President W. C. MATHES, Vice President  
 GUY JACOB, Cashier

**The First National Bank**  
 Plainview, Texas

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

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

**A. L. LANFORD**  
 DEALER IN

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

Phone 457  
 Plainview, Texas

Place on the floor a layer of sand two or three inches deep, and on this place the potatoes side by side until the sand is covered. Then pour dry sand over then until covered, and then place on more potatoes and cover, as before. A layered bed several feet in height can be built if sideboards are used.

When storing sweet potatoes it will be found profitable to pay close attention to details. The potatoes should be kept dry and warm, and be properly ventilated.—St. Louis Post-Dispatch.

**PHILADELPHIA WOMAN PAYS HIGHEST TAX.**

Mrs. Anna Weightman Penfield Has Income of \$3,000,000; Government's Share is \$245,000.

Mrs. Anna Weightman Penfield, of Philadelphia, will be, it is said, the heaviest taxed woman under the Income Tax Law.

Mrs. Penfield's income from the estate of her father is 3 million dollars a year, and the tax will amount to \$245,000. The value of the property is estimated at 70 million dollars.

Practically all of the property is represented by real estate and other forms of investment upon which no corporation tax was levied. It is all reached, however, by the Income Tax Law.

Mrs. Penfield is the wife of Frederick Courtland Penfield, ambassador to Austria.

**"BE A SUCCESS," AMERICA SAYS.**

That is What Robert Hichens Points Out in His Novel.

Robert Hichens has put into his latest novel, "The Way of Ambition," his impressions of New York, received on his visit two years ago. The hero is a composer, whose first opera is about to be produced here. His wife looks over the audience at the opera house and analyzes them thus: "Beneath the sympathy, the charm, the frankness, the readiness in welcome of these Americans, there was a silent and strong demand—the demand of a powerful, vital country."

"We are here to make you known over immense distances to thousands of people!" the eyes of the pressman had seemed to say. "But—produce the goods!" In other words, "Be a success!"

"Be a success! Be a success!" It seemed to Charmian as if all America were saying that in her ears unceasingly. "We will be kind to you. We will shower good will upon you. We have hospitable hands, keen brains, warm hearts at your service. We only ask to give of our best to you. But—be a success! Be—success!"—Kansas City Star.

Call The Herald for Business Cards.

**TO UNKNOWN DEAD OF 1776.**

A Tablet in a Pennsylvania Church Used as Hospital by Washington.

Lititz, Penn., Oct. 6.—A bronze memorial tablet bearing a medallion of the "Spirit of 1776" and suitably inscribed, erected on the wall of the Moravian Chapel, was unveiled yesterday, to mark the fact that in the Revolutionary War General Washington requisitioned the building for a hospital, where 250 sick and wounded American soldiers were placed. Of these 120 died, and 110 are buried in the adjoining cemetery, unknown dead. The chapel was built in 1761.

A historical sermon was preached by the pastor, the Rev. E. S. Hagen, and an address was made by H. Frank Erselman, a member of the Lancaster County Historical Society.

**GRAYSON COUNTY FARMERS ORGANIZE FOR PORK INDUSTRY.**

"A Hog on Every Farm" is Slogan of Newly-Formed Association; Must Supply Own Needs.

"A hog on every farm" is the slogan of the Grayson County Hog Association, recently formed under the leadership of the Sherman Chamber of Commerce. The association includes all the leading hog breeders and raisers of Grayson County, says a Sherman dispatch.

The ultimate aim of the association is the raising in Grayson County of all the pork consumed in the county, which, according to a careful estimate, will mean an actual saving to the county in dollars and cents of upward of \$750,000 a year, this being the amount that is now sent out of the county annually with which to buy pork and pork products. So far as is known, this association is the only county organization of its kind in Texas.

The Chamber of Commerce has been engaged for several months in an agitation of the possibilities of scientific pork production, and several tours of the county have been conducted under the auspices of this organization, in which some of the most eminent hog specialists of the State have been pressed into service. The organization of the county association is the culmination of the extensive campaigning which has been going on during the past several months.

A large number of farmers responded to the call for the organization meeting, and permanent officers were elected. It was decided to hold a "hog banquet" for the members and their wives at an early date, and a special committee was appointed to perfect arrangements. It was decided to lay plans for an annual county hog show, and another committee was named to take charge. A committee on constitution and by-laws was elected, and these three committees were instructed to bring in recommendations at the next meeting of the association.

It is planned to hold the county hog show in conjunction with the show conducted by the County Poultry Association, and it is not unlikely that the final outcome will be the organization of a Grayson County Fair Association.

Imports of pork into Texas amount to \$24,000,000 a year. Hale County farmers can find a profitable market for all the pork they can grow until this \$24,000,000 is supplied. Alfalfa and hogs mean independence!

**HOW KENTUCKIANS WASTED TIMBER.**

Recently, while repairing an old fence, we found walnut rails which had been made probably forty years ago. Many of them are still serviceable. Also red cedar rails, no doubt as old as the walnut rails. Then we found white oak rails probably thirty years old, and then chestnut rails of about the same age.

When the walnut trees were made into rails the people had no thought of the value. There are plenty of farms

**Panhandle Planing Mill Company**  
 A. J. POIRIER, Manager

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

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

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

**HOGS**

**What's the Use of Feeding**

costly corn, kaffir or maize to a hog that will weigh 150 to 175 pounds at 8 months of age when the same amount of feed may be fed to a pure blood or high grade Duroc Jersey that will weigh from two to three hundred pounds at the same age.

It pays to raise the best type of hogs. Duroc Jerseys are prolific, grow rapidly, have good disposition and attain enormous weights. The head of the herd at Helen Temple Farm is young, vigorous and at present weighs 840 pounds. Many of the dams weigh from 500 to 700.

We now have a limited number of young boars and gilts ready for sale. Prospective buyers are invited to visit our pens 5 miles northwest of Plainview.

**HELEN TEMPLE FARM**  
 R. R. ROSS, Manager  
 Telephone Number 9-RII

**To the Public:**

I have purchased the barn of C. L. Gilbert with all the, buses, cabs, funeral turnouts, baggage wagons, and freight wagons.

I solicit the boarding of your family horses and guarantee they will have proper attention;

Also, your baggage and passenger trade in my special cab service and car service which will be added later I especially ask your patronage in case of theater parties or special private functions.

Having decided to cast my lot with you good people I ask that we try and make all things that are intended for good mutual.

Phone your orders to No. 219 and something will be doing as there is always a man at the other end. Assuring you of my appreciation of all favors, I am,

Respectfully,  
**C. A. GILBERT**

# A Newsy Page of the New Things for the New Season

**The Lion and Stetson Derby and Soft Hats**

will give you the Greatest amount of

**Style Service and Satisfaction**

at every price. Velvets and Velours are especially nobby.

**\$1.00 to \$7.50**

## Nipping Nights Call for Warm Bed Covering

With the prospect of cold weather always in view comes these "clipped close" prices on worthy, warm bed coverings. Timely economies for housekeepers who need Blankets and Comforts.

**Bed Comforts \$1.50 Up**  
**Down Comforts \$2.50 to \$10**  
**Blankets, best makes \$1.50 to \$10**

**THE PALMER GARMENT**

## When the Wind Blows

few people know where it begins or where it ends. But when WE "blow" or say nice things about the garments we sell, we know exactly how much truth there is in our talk. If YOU will come here, you'll find that we have never told you the half of the merits of the "Palmer Garments" suits and coats.

## Men's Mackinaws

The heavy servicable short coats for automobilists and out door workers.

**\$6.50 to \$10**

## Men's Raincoats

In light and heavy weights. Well adapted for light weight use on cool rainy days. Every man needs a rain coat at some season and this is the season.

**\$2.75 and up**



Copyright 1913 The House of Kuppenheimer

## Here's Authoritative Overcoat News from the Live Store

You will find these special cold weather clothes from The House of Kuppenheimer, even more attractive this season than ever.

They're shorter in length, but longer in service-giving quality. The new shawl collars are slightly larger than those of last season. They give a better set to the coats and produce a most welcome change from the old ideas.

Some of the late models are rather close-fitting, belted in the back and with the new narrow, seamless shoulders.

Others are made with the ever-popular box back.

**\$20.00, \$25.00, \$27.50 and \$30**



Copyright 1911 The House of Kuppenheimer Chicago

**We Received a Big Shipment of New Trunks, Suitcases, and Handbags Yesterday**

# Plainview Mercantile Co.

W. A. SHOFNER, Manager