

The Child's Inheritance

By SALLIE MAGNESS, Teacher, Vigo Park, Texas.

Give your child a chance. The child has a right to the best. The great works of art are his by inheritance. Upon the child all things of the future depend.

Don't hinder the child's chance. Abominate cheap shows. I dislike the "funny pages" in the Sunday papers. The vulgarity of the moving picture show is harmful. These things typify the lowest class of people in our country. The child has a right to the best there is. The child will shape the future.

It is mete and right and our bounden duty to safeguard the future. Fill the child's mind with the best things. Every thought of the child mind, his every impulse, is the result of what he has heard or seen. Every word he expresses, every idea his small cranium encloses, is both fruit and seed—the fruit of what he has heard and seen, the seed of his future life.

How shall we give the child the best

things in music, in art and in literature? Music is taught best by hearing it. There should be some way of supplying this great hunger of the mind for good music. If it gets the good first, enough of it to form his taste, he will never accept the poor music.

The best way for the children of a rural community ever to hear the best music is by means of the Victor Victrola. There should be one in every school house. The records should be the National airs of our country and of Mexico, England, France, and Germany. Some of the most popular music of Beethoven, Mozart, Handel, etc., should be included. The teacher should interpret it, give the story of the song, tell of the musician. Let the child hear this music often enough until you hear him humming it on the playground.

There is such a thing as a good theatre. I have never seen one in the West, but I want to tell you what I

heard and saw in the Globe Theatre, in Boston—"Die Walkirie," sang and sweet smiles will grow to be worse than we are.

Not to allow the child to hear the best music is to rob him. Don't cheat your child out of his right to this great motive power—one of the greatest of the soul. Music opens the eyes of the spirit. It quickens great deeds. Give us everything that will generate great thoughts, great deeds, great lives, heroic service. Has music no place here? Don't rob your child. Give him a few pieces of the world's greatest music. It will pay you.

How to teach the child art? Show him pictures—picture after picture, the same picture again and again. Tell him the story of the picture, and of the life of its painter. Many pictures are not suited to the child mind. Pictures by Landseer of animals, are well suited. But the child cannot appreciate such pictures as the "Angelus," "The Man With the Hoe" or "The Gleaners," because he cannot appreciate the artist's feeling of history and socialism worked up in the picture. Rosa Bonheur's pictures suit the child mind.

Pictures of individuals are well adapted for child culture. One I love to show a child is the "Aurora With Her Maidens." Tell him how this is Aurora, the goddess of dawn, bringing in the new day. The beautiful colors, the joy and the myth sing into his soul. Give the child pictures. Don't shut off this avenue to his soul. Beautiful colors are humanizing.

Children have advantages, and many disadvantages, we had not as children. They should grow to be better men and women than we are. Fill their minds with shoddy music, the

base in art and trashy literature and these children of innocent prattle and sweet smiles will grow to be worse than we are.

Wouldn't it be a great honor to raise up some boys to be like George Washington and Thomas Jefferson? Here are the children. Each child is our opportunity. Supply the fertility by giving him the best, and then expect results. Don't turn civilization backward on its hinges. The floodgates of progress are the doors of the school house.

How teach the child literature? Here is one way: Show him a great picture of the Battle of Waterloo; tell him the story of that great fight. Read a chapter from "Vanity Fair;" another from "Tale of Two Cities," and one from "Les Miserables," by Victor Hugo. Recite Byron's poem—

"There was a sound of revelry by night,

And Belgium's capital had gathered then

Here beauty and her crahvity mnrF Her beauty and her chivalry," etc.

There is a piece of instrumental piano music on this subject—"The Battle of Waterloo."

Read "Palgrave's Golden Treasury of Song;" Hale's "Longer English Poems." Do it early—do it now!—for your boy. Effort to escape effort is sin. With industry teach the children to know something. Seek diligently to fix in the child's mind the love of ideal beauty. Fertilize the child's soul with the great works of art. He cannot grow great without it. One great picture is free. The poorest may have it. It is the sunset. Behold the starry heavens. The rainbow like a ribbon zones the sky. Call attention to these things.

BORAX PREVENTS THE FLY.

The Department of Agriculture Discovers Effective and Inexpensive Means of Checking the Spread of Typhoid Fever.

WASHINGTON, D. C., Aug. 31.—As a result of experiments, the specialists of the Department of Agriculture have discovered that a small amount of ordinary borax sprinkled daily on manure will effectively prevent the breeding of the typhoid or house fly. Similarly, the same substance applied to garbage, refuse, open toilets, damp floors and crevices in stables, cellars or markets will prevent fly eggs from hatching. Borax will not kill the adult fly or prevent it from laying eggs, but its thorough use will prevent any further breeding. It was felt that if some means of preventing the breeding of flies near a human habitation could be devised, the diseases spread by these filthy germ carriers could be greatly reduced. While the "swat-the-fly campaign," traps and other devices for reducing the number of typhoid-carrying flies are of value, they are of less importance than the prevention of the breeding. It was realized, however that no measure for preventing the breeding of flies would come into common use unless it was such that the farmer could use it on his manure pile without destroying its usefulness for growing plants and without introducing into the soil any substance that would interfere with his crops.

In the case of garbage cans or refuse piles, two ounces of borax or calcined colemanite, costing from five cents a pound upward, according to the quantity purchased, will effectually prevent flies from breeding. In view of this discovery there now seems little excuse for any horse owner or resident of a city allowing typhoid flies to breed in his stable or garbage can. It is believed that this information will greatly help the health authorities in their campaign against the typhoid fly. The health authorities have long tried to prevent the breeding of flies in city stables through the use of iron sulphide as a larvacide. In the case of iron sulphide, however, a large amount is required, and other insecticides, such as Paris green or potassium cyanide, while effective in killing the flies, are very expensive or extremely poisonous. Borax, which is used freely in most households, and is readily available in all parts of the country, has the advantage of being comparatively non-poisonous and non-inflammatory, readily soluble in water and easy to handle. It can be purchased at retail for ten cents a pound, and a single pound used as directed in a garbage pail or open toilet may prevent the breeding of hundreds of dangerous flies.

PATENT IS ISSUED TO PLAINVIEW MAN.

George W. Graves, of Plainview, has invented a front rigging for riding saddles which manufacturers say is the best improvement for many years. Official notice of a patent issued from the United States Patent Office has been received.

Walter O. Smith, of Spur, has secured a patent for a tank bottom holder.

Call The Herald for Job Printing

MATERIAL FOR GAS LINE ARRIVING.

Special to The Herald. BROWNWOOD, Texas, Aug. 31.—

Material for piping gas into this city from the Bangs and Trickman fields is arriving daily, and work will be started immediately on this task. The line will be fourteen miles long.



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OF

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Always a fresh line of Vegetables, Fruit, Staple and Fancy Groceries

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All kinds of Cement Work—Sidewalks, Foundations, Etc. Contracts executed promptly. All work guaranteed.

Figure with me before letting your contract.

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BUY your Lumber, Shingles, Doors, Windows, Mouldings, Builder's Hardware Direct from Mill, Saving 25 per cent. Payment After Examination Your Town.

Have Shipped Hundreds of House Bills Over Plainview Country During Past Eight Years Saving Consumers Thousands of Dollars.

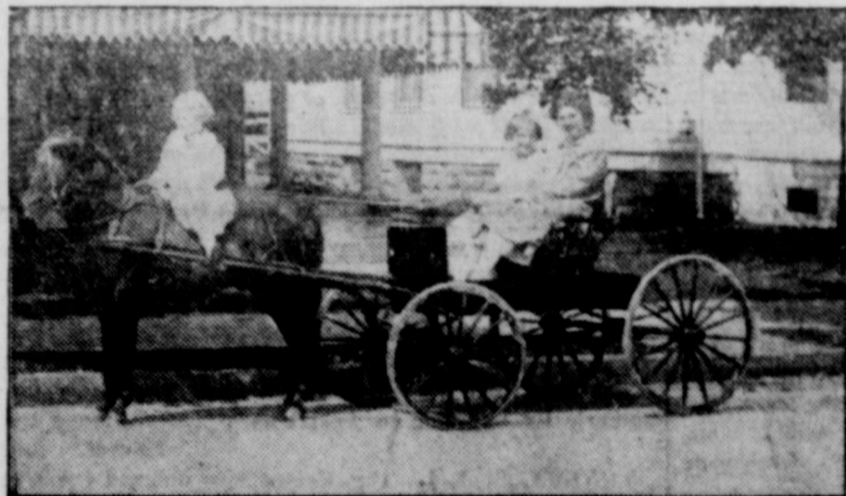
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CONTRACTOR OF Sidewalks, Steps, Floors, Curbing. All kinds of cement work. ALL WORK GUARANTEED.

You Can Keep On Voting in the Pony Contest



The R. A. Long Drug Store

The contestants for the Pony are a fine lot of youngsters whose parents and friends are customers of the 15 principal merchants of Plainview who are authorized to give the votes with cash sales or collections.

WE ARE ONE OF THESE FIRMS

And every cent you pay us or every cent's worth of merchandise you buy of us for cash entitles you to one vote.

We have a clean stock of Drugs and Sundries—Eastman Kodaks, Columbia Phonographs, Griffon Cutlery, Jacob's Candies, Devoe's Paints and Varnish, School Books, Cigars and Fountain Drinks.

THE VOTES ARE EXTRA VALUE

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PLAINVIEW MUSICIANS TO TEACH.

Misses Lula Goode and Flora Mae Scudder Have Positions at Post City and Snyder.

Miss Flora Mae Scudder has secured a class in music at Snyder for the coming winter, and Miss Lula Goode will teach expression at Post City.

These young ladies leave to-day for Snyder, where they will give a recital Thursday night. They will then go to Post City, where they give another recital Saturday night.

The departure of these young ladies is but the beginning of an exodus on the part of the bright set of girls who have enjoyed the many picnics and parties that have brightened the summer.

GOOD BARGAINS in Lands in Swisher County—Shallow Water Belt. Low Prices. E. E. OVERLEY, Kress, Texas.

FOR SALE OR TRADE—Three 1,200-pounds mules and one 900-pound horse in fine shape.

FOR RENT: Furnished rooms two blocks from square. Mrs. L. W. DALTON.

FOR SALE—One 5 1/2-inch x 8-inch Smith-Valle Single-Acting Pump; 6,500 gallons capacity per hour.

I have some Black Emmer Seed for sale at \$1.50 a bushel until further notice.

Get a Carbo-Magnetic Razor. They need no honing. THE R. A. LONG DRUG STORE.

FOR SALE—Eight-room residence and five lots on Seth Ward College grounds.

I have some lots to trade for an Auto; will put in some money.

NOTICE.

I have bought out the Pete Jones transfer line and will appreciate a part of your hauling.

A BARGAIN.

Splendid home and 15 acres of land in two blocks Seth Ward College for sale or trade for cattle or horses.

Scenes in Mexico Battlefields for ONE CENT EACH. THE R. A. LONG DRUG STORE.

FOR SALE OR TRADE—480 acres unimproved land in the Shallow Water Belt for improved residence property in Plainview.

Mexico Battle Scenes for ONE CENT EACH at THE R. A. LONG DRUG STORE.

SILOS.

I want to figure with you to fill them. See or Phone DAN WHITE.

BOARD AND ROOM—First house north of Christian Church. Phone 474.

That Carbo-Magnetic Razor Shaves without honing. THE R. A. LONG DRUG STORE.

Hens 10 cents per pound. Butter fat. 24c. PLAINVIEW PRODUCE CO.

Big, fresh shipment of Uvalde Honey just received. SEWELL GROCERY CO.

Phone SEWELL GROCERY CO. for Pure Uvalde Honey.

FOR SALE, CHEAP.

Fine 3-year-old bay Percheron stallion. Will trade for lots, cows or cash.

Uvalde Honey in bulk at SEWELL GROCERY CO.

Texas Mineral Production on Increase; Over Thirty Millions in Nineteen Thirteen

Special to The Herald. WASHINGTON, D. C., Sept. 1.—Texas, the largest of all the States in area and fifth in the number of inhabitants, ranks nineteenth in the value of its mineral production, according to the United States Geological Survey.

In each of the last two years Texas advanced two numbers in the rank of mineral-producing States, from twenty-third in 1911 to twenty-first in 1912 and to nineteenth in 1913. In the percentage of its increase in 1913 over 1912 Texas was exceeded by only one other State—its northern neighbor, Oklahoma.

The only other mineral products of Texas which contribute as much as \$1,000,000 to the total value are asphalt, cement, clay and natural gas. The clay-working industry in 1913 contributed wares valued at \$3,049,349, compared with \$2,886,068 in 1912.

The manufacture of Portland cement in Texas is an industry barely five years old at the end of 1913. The construction of the plants was begun in 1907, and in 1908 the total production of the State was 500,000 barrels.

Second in importance among mineral products of Texas, reckoned by the value of output, is coal, including lignite, or brown coal, the combined production of which amounted in 1913 to 2,429,144 short tons.

The production of bituminous coal represents more than half of the total output in quantity and about 75 per cent of the total value. In 1913 the bituminous coal mined in Bastrop, Erath, Maverick, Palo Pinto, Webb, Wise and Young Counties amounted to 1,197,207 short tons.

Lignite areas extend in a belt from the Sabine to the Rio Grande, and the production is limited at present to eleven of the above-named counties, among which the principal ones are Milam and Wood. The total area that is believed to be underlain by lignite is about 55,000 square miles.

The value of the petroleum product in Texas in 1913 represented a little more than 45 per cent of the total for the State. The production increased from 11,735,057 barrels, valued at \$8,852,713, in 1912, to 15,099,478 barrels, valued at \$14,675,593, in 1913.

The value of the natural gas produced also showed a substantial increase, amounting to \$2,073,823 in 1913, against \$1,405,077 in 1912.

The asphalt obtained in Texas, which is principally residue obtained from the heavy asphaltic oils, amounted to 122,026 short tons in 1913, valued at \$1,970,354.

The only products of any importance which did not show an increase in value in 1913 over 1912 were gypsum and salt. In gypsum there was an increase in the quantity of the crude material mined.

The principal gypsum operations are at Acme, in Hardeman County, and at Hamlin, in Fisher County.

son Counties, and is used for building, for foundations, for curbing and flagstones, for road-making, for concrete and for flux.

Other mineral products of the State are copper, gems, a small amount of gold, iron ore, lead, lime, mineral waters, quicksilver, sand and gravel, sand-lime brick, silver, sulphur and zinc.

ALL KINDS OF FARMERS COMING TO NATIONAL CONVENTION.

FORT WORTH, Texas, Aug. 28.—Tables will be turned by the farmers of the Nation in a business-like little educational campaign they will begin for the benefit of the public after the Tenth Annual Convention of the National Farmers' Union, that opens here September 1.

"Currency reform, as the need is understood by the farmer, will be an important subject with the Union at the approaching convention," A. C. Davis, of Gravette, Ark., National Secretary-Treasurer, said recently.

The impression has gotten abroad in some sections that the farmer, in seeking some form of rural finance, is asking for charity.

The convention will open September 1. Unlike most big conventions, its program is not set as to time. The convention will adjourn when the farmers have finished their business.

Secretary Davis is jubilant over the reports that are coming to him of large crowds that will journey to Fort Worth from every section of the country for what officials of the Union regard as the organization's most important convention.

The convention, though, will not be sectional. Every section of the country will send delegates and visitors, and every line of agricultural industry will be represented.

The tobacco growers of Virginia, the Carolinas, Kentucky and the East will be here in large numbers; raisin growers of California, the peach growers of Georgia, Texas and Arkansas; the orange growers of Florida; grain and stock men from the Northern and Middle Western States, the cotton planter of the South and truck growers from every quarter of the land.

will come to the council in representation of rural life conditions. Twenty-two states, reaching from Virginia to California and from Washington, will send representatives from their organized State Farmers' Unions, while seven or eight states, in the process of organization will be represented on the convention floor with men picked from their most progressive farmers.

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We are in a better condition now to take care of our students as we have spent several hundred dollars in equipping our class rooms, offices, etc. We give the same courses that are given by Toby's Business Colleges, Waco, Texas, and New York City.

Take your course in a business college that runs all the year whether we have one student or five hundred. Plainview and every town on the Plains is behind us.

If you want to see Wayland Business College you are welcome, or if you are interested in a Business education it will pay you to investigate.

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To open an account with us, whether your deposit is small amount to deposit. We want to show you what the Sign of Service really stands for.

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ENTER YOUR BOY OR GIRL IN THE SHETLAND PONY CONTEST

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Trade with the 15 merchants of Plainview who give votes with every purchase or payment on account.

The contestant who gets the most votes gets the \$300 Shetland Pony, Vehicle and Harness.

ENTER TODAY AND GET STARTED



SOCIETY

ODDITY CLUB WITH MISS GARRISON.

Asters of royal purple and others of pink and white welcomed the Oddity girls Wednesday at the home of Mr. and Mrs. E. Harlan.

Miss Faye Garrison, their sister, was hostess for the girls, who came with their embroidery at ten o'clock. They sewed and talked industriously until the serving of ices and cake.

Miss Blanche Gist was invited by Miss Garrison to meet the club girls on Wednesday.

HONORING MILDRED SHOFNER.

Ruby Mae Harder Entertains with Movie and Slumber Party Honoring Port Lavaca Guest.

In honor of Miss Mildred Shofner, of Port Lavaca, daughter of W. A. Shofner, Miss Ruby Mae Harder entertained Friday night with a slumber party.

Meeting at the home of Rev. and Mrs. J. M. Harder, on West Third Street, the party went en masse to the Ruby and to Willis', at the latter place ices being served. Upon returning to the home of the hostess, watermelons were enjoyed on the lawn.

A delightful breakfast was served the next morning by Mrs. Harder and her daughter, Mrs. George Hutchings, to the hostess and the following guests: Misses Mildred Shofner, Sadye Earle Adams, Lula Malone, Elaine Wood and Mary Ellen Malone, of Dallas; Johnnie Rowan, Maurine Richards, Electra Anderson, Gladys Speer, Ollie Dean Doubleday, Helen Bolton, Marguerite Willis and Vera Alexander.

MIDDLETON—PEARSON.

H. S. Pearson, an old resident and well-known citizen of Plainview, was married August 17 at the District parsonage in Brownwood to Mrs. Lizzie Middleton, of that city.

Mr. and Mrs. Pearson left immediately to visit relatives at Troy and Rosebud, Texas. From there they will visit Mr. Pearson's daughter, Mrs. V. T. Glenn, at Wellington, Texas.

They will return to Plainview in a few days and make this place their home.

ANNOUNCEMENTS.

At a late meeting of the executive committee of the Federated Clubs it was decided to open the Public Library on Tuesday and Fridays from 3 to 6 p. m., beginning September 1st.

The Civic League will meet in regular session Wednesday afternoon at 3 p. m. in the Club room. Immediately after the meeting of the Civic League there will be a meeting of the Library Committee.

JAPAN DISCUSSED AT FEDERATED MEETING AT ST. MARK'S YESTERDAY.

Splendid Organization Solidifying All Churches in Mission Study; Report on Care of Charity Dependent.

As the fifth Mondays continue to roll around the Federated Missionary Societies meet in regular session, with the president, Miss Edna Mayhugh, presiding. Thus all Protestant denominations are brought together by the common cause of missions and thereby grow to know and love each other more.

The meeting yesterday was held at the Episcopal Church, the subject being Japan.

Mrs. Tom Carter was organist. The program printed last week was carried out in full with the exception of a beautiful vocal solo that was given by Miss Laura Mastin, and a paper, "Home Life in Japan," read by Mrs. Fred L. Brown, in place of Mrs. W. I. Scudder.

At the close of the program, Mrs. Otis Trulove, chairman of the committee who had charge of Mrs. M. A. Beard, was called upon for a report. The committee had been comprised of members of the different churches who, in connection with the Benevolent League, had taken care of Mrs. Beard during her sickness.

The next meeting of the Federated Missionary Societies will take place Monday, November 30th.

PRAETORIANS ENROLL TWELVE.

A social meeting of the Praetorians was held Friday night at the Odd Fellows' Hall. There was a large attendance, and twelve new members were taken in.

Unknown to the others, Mayor Dorsett and Charlie Cole slipped out and soon reappeared with iced lemonade and cake, which were enjoyed by all.

\$206,000,000 SPENT ON ROADS IN 1913.

Special to The Herald.

WASHINGTON, D. C., Sept. 1.—Statistics issued by the Department of Agriculture show that the local cash road and bridge expenditures on the part of counties, districts and townships for 1913 is ten per cent lower than for 1912. An expenditure of State funds for roads in 1913 amounting to \$38,750,000 is shown. The local road expenditures, if a ten per cent increase over 1912 is correct, would amount to \$151,250,000. In addition amount to \$151,250,000. In addition, there must be counted approximately \$15,000,000, as the value of statute labor in working out the road tax. This makes a total outlay for roads in 1913 of about \$206,000,000.

In 1904 the total expenditures for labor aggregated a little less than \$80,000,000, so that the present annual expenditure for roads is more than two and a half times as great as it was nine years ago.

The fact that the States for 1914 have appropriated nearly \$43,000,000, or an increase of more than \$4,000,000 over the 1913 appropriation, and an increase of nearly \$13,000,000 over the 1912 State appropriation, indicates an increased interest in the State development of good roads. The mileage of roads built with the aid of State funds to the close of 1913 aggregated nearly 21,000 miles, or only about 2,000 miles less than the famous national road system of France.

It is interesting to note that there are now but nine States that set aside no State funds for road building, and there are only seven States which now have no State highway law.

Automobiles Contribute Nearly \$8,000,000 to Road Building.

Automobile owners paid in licenses and fees in 1913, \$7,820,895, nearly all of which was applied to road work. This sum is about one-thirtieth of the total State and local expenditure for roads.

Miss Eula Howell goes to-morrow to visit friends in Silvertown.

ing of meats to be used in commence as bitter almonds. The shells will be sold as fuel.—Hansford (Kings County, Calif.) Sentinel.

BURNING CHICAGO STEAMER RUSHES FOR HARBOR.

By United Press

CHICAGO, Ill., Sept. 1.—An excursion steamer of Chicago, wrapped in flames, raced with a hundred and fifty passengers for harbor, crashed into her pier and sank. On man was missing, but steamer officials say that all can be accounted for.

Fire tugs and excursion boats rescued passengers. Many leaped into water. Most of the passengers were women and children. The boat was inbound from Benton Harbor. Fire started in boiler room from unknown cause. Distress signals brought rescue fleet. Smoke drove the scantily-clad passengers from berths to upper decks.

LESTER'S MACHINE TURNS OVER.

L. T. Lester's auto turned over on him Monday at his place northeast of the city. He was pinned under the machine for one hour, but it now seem that he will escape without severe injuries.

He was at the place looking after his hogs.

Driving along the bank of the creek, the machine skidded and turned completely over the bank, landing within three feet of the water's edge in weeds much higher than a man's head. Mr. Lester was pinned under the machine. It was fortunate that Wes Meyers was in the same field and saw the machine disappear, or Mr. Lester might have laid there for hours before he was found. Mr. Meyers and another man tried for a long time to raise the machine, but were unsuccessful. Misses Winn and Oldham came along in the Winn car and drove to the Prichard home for help. The car was soon lifted after the Prichard boys arrived.

Mr. Lester was badly bruised just below the chest and around the hips. The physicians believe that no internal injuries are likely and that he will soon recover.—Randall County News.

Miss Bessie Shook, instructor in English at Seth Ward College, has returned from Austin, where she has been taking some special work in the University of Texas summer session.

Boyd Elliott is here from Hale Center visiting Lister Quisenberry.

HOMER FAULKNER WILL PREACH MISSIONARY SERMON.

Homer L. Faulkner, recently returned from China, will preach a missionary sermon Sunday night at the Pentecostal Mission.

As far as is known, Mr. Faulkner is the first missionary ever sent out from Plainview. He has curios from China that will be exhibited at the Hale County Fair.

PLAN TO HANDLE COTTON CROP.

Special to The Herald.

GALVESTON, Texas, Aug. 31.—At the quarterly meeting of the East Texas Central District Farmers' Union in this city last week several matters of importance were brought up, among the most vital being the marketing of the Texas cotton crop. A plan to establish offices in New Orleans, Galveston and other ports was discussed, but definite action will be deferred on this matter until the annual meeting of this body in Fort Worth.

WHALES APPEAR AT PORT ARANSAS.

Special to The Herald.

PORT ARANSAS, Texas, Aug. 31.—The first whales seen in this section for thirty years were discovered a few days ago by a number of fishermen. According to the report, the leviathans were a cow and a calf of the black species. No reason for their appearance could be advanced.

COTTON CROP OVER MILLION BALES.

Special to The Herald.

DALLAS, Texas, Aug. 31.—A bulletin just issued by the Texas Industrial Congress places the estimate on the cotton production of the State for 1914 at 4,066,000 bales. The yield for 1912 was 4,645,000 and for 1913 3,943,000 bales.

SUDAN GRASS GROWERS ORGANIZE.

Special to The Herald.

LUBBOCK, Texas, Aug. 31.—Sudan grass is developing into one of the most successful agricultural crops in Texas, and as a result of its progress a number of farmers gathered here recently and organized an association having for its purpose the marketing of the seed from this product.

Rev. I. E. Gates spent Saturday and Sunday in Hereford.

WAR SHORTENS PAPER SUPPLY IN FAR COUNTRIES.

Special to The Herald.

CHICAGO, Ill., Sept. 1.—Practically every newspaper published on the European continent will be forced to suspend within the next thirty days because of the insufficiency of print paper. Thousands of newspapers in other parts of the world will also be forced to close down unless a new source of supply, the United States, is drawn upon.

This is the serious situation confronting the publishers as a result of the European conflict, as outlined yesterday by George M. Seaman, of Birmingham & Seaman, a large Chicago wholesale paper house.

Sources of World Supply.

"A glance at the sources of the world's supply tells the story," says Mr. Seaman. "The United States manufactures about 5,600 tons of print paper a day; Canada about 1,500, and Europe—that is, Norway, Sweden, Russia, Germany and the United Kingdom—about 5,000 tons. Practically all the last source is cut off. Even Scandinavia cannot export on account of dangerous mines in the channels of the North Sea.

"The only available sources of supply now is the United States, and the mills probably can increase their output ten per cent. The demand cannot be filled. South America just now is demanding enormous quantities. The piece of print paper, because of the scarcity of it and the increased demand on the part of American newspapers to care for rapidly-growing subscription lists and sales, advanced ten per cent."

R. C. Liebrecht, head of the Export Advertising Agency, illustrated this scarcity of print paper in Latin America. He has received two and four-page papers printed on colored tissue and wrapping paper. Foreign papers in trying to conserve their supply have reduced their papers from twenty-two and twenty-four pages to four pages.

Local manufacturers favor fitting a ship with samples of American wares and sending it to South America. It is proposed to charter a ship of 5,000 tons to make the trip, so that the smaller harbors could be reached.

B. T. Hatchell returned Saturday from Winters. Mrs. Hatchell accompanied her husband as far as Lubbock, stopping off there to visit relatives. Mr. and Mrs. Hatchell have been visiting the parents of Mrs. Hatchell in Winters for several weeks.

The Silo on a Texas Dairy Farm
By A STAFF CORRESPONDENT
Farm and Ranch

Twenty years ago Joe Bobbitt was an ordinary blackland farmer in Central Texas. Like all of his neighbors, every year he planted a fair acreage in corn, some oats and occasionally a little of other grains; the rest of the farm was in cotton. Like his neighbors, also, Mr. Bobbitt "ran an account" at the store for the year's supplies, and at the end of the year, if the season was good and the price of cotton a little up, he about broke even, and could begin the new year with a clean sheet—no debit, no credit; if the cotton market was rotten—and it often was—he sometimes lacked a little "coming out," and started the new year behind. But land was cheap, supplies didn't cost much, and he managed to get along and accumulate a comfortable area of black land.

Along about the same time the Bobbitts were milking six or seven cows, ordinary scrubs of those days and void of a single drop of dairy-type blood.

"The whole herd," Mr. Bobbitt told me a few days ago, "barely supplied our little family, and the cream that rose on the milk was no thicker than a newspaper. When they all went dry at once, I was so disgusted that I sold the entire bunch for \$10 a head and bought two young registered Jerseys for \$250. We have never been without plenty of milk and butter since."

When Mr. Bobbitt bought those two Jerseys, 20 years ago, he had no more idea of getting into the dairy farming business than of becoming a railroad president or a Mexican revolutionist. He was simply tired of depending on scrub cows for milk that, at best, was scant in cream and quantity, and determined once and for all to provide for a future supply, abundant, rich and never failing. Unconsciously and without intention he grew into dairy farming.

There was a natural increase in the number of milk cows. Mr. Bobbitt soon saw that to keep up their quality he must have a bull of unimpeachable pedigree, and to do this with profit a still larger number of cows had to be kept. This meant a greatly-increased supply of cream and a growing number of surplus calves. Six miles away, at Hillsboro, was an unfailing mar-

ket for all the butter he could furnish, but it was too far to deliver milk. A market at good prices was never wanting for all the calves, male and female, he would sell. From the beginning, therefore, his dairy farming found two avenues of income—making butter and selling it in Hillsboro and selling the young stock he did not find it convenient to keep.

Mr. Bobbitt has 300 acres of land, part of it creek bottom and part of it upland and broken. Some 250 acres are in cultivation, and the remainder, mostly broken and hills, is in pasture. In his herd of Jerseys are 33 milk cows and as many more calves and yearlings. At different times, as his experience as a breeder prompted, he has brought in new blood, and in getting what he wanted he has never been stung. The splendid bull now at the head of the herd was imported from the island of Jersey, where he had been first and second, once each, in the great shows held annually in the original home of his breed.

Mr. Bobbitt's farm, known as Plum Hill Dairy Farm, is, as its name implies, devoted entirely to the dairy business. Some cotton is planted every year, but principally as one item in his general scheme of diversification and rotation. The equipment of the farm, its crops, its operations and its business transactions are all aimed at the production of perfect butter and as nearly as possible perfect butter producers.

Plum Hill Farm is fenced into a number of different enclosures, so that at any season of the year there is some crop or pasture on which the cattle may run and find rich grazing except during an unusually severe winter season or a long-continued summer drought. At present, for example, there are two or three winter oats pastures and a permanent pasture of native rescue grass. The latter pasture is also green with mesquite grass in the spring and summer. Mr. Bobbitt has a splendid dairy farm, but his cattle, milk cows and all, run in the pasture day and night the year round. Very seldom indeed, he told me, is the weather such as to necessitate their spending a night in the barn. Thus practically all manure is returned immediately to the

land from which it comes and without labor, and keeping the dairy barn clean is an easy matter.

Six years ago Mr. Bobbitt built the first two silos in Hill County—now there are many of them. They were each of 55 tons capacity and made of staves. Inexperienced and therefore uncertain as to the effect of the Southwestern climate on a stave silo when exposed to extremes of heat and moisture, he inclosed them with boarded walls and put a roof over them. Two years ago he bought another, 150-ton silo, but its concrete foundation and floor, set three feet in the ground, increases its capacity 15 tons. A covered and walled-in area, roomy and well-lighted, connects the three silos with the dairy barn.

CHIROPRACTIC LYCEUM
ATTRACTING MANY IN IOWA.

The Herald is in receipt of an account of the Chiropractic Lyceum recently held at Davenport, Iowa. Dr. B. J. Palmer, the head of the Palmer School of Chiropractic, was present. The following is a part of one of his lectures, and is a good illustration of the science of Chiropractic:

One of the conclusions is this: "At one time Benjamin Franklin ran up his kite and thereby tapped a wonderful hitherto unknown reservoir of force. While he did not quite realize what he had done, yet he knew that if it could be harnessed, brought to earth, that it could be made to do many things. Little did he think that before very long Thomas A. Edison would harness that very force, make it cook food, run autos and street cars; light, cool and heat our homes, etc. Franklin found it, but Edison utilized it.

"The same is true of man. His brain is a wonderful reservoir of power. D. D. Palmer realized this and told us about it, but others had to come since who could demonstrate how to harness and control it to definite places for definite forces, and make it do all the things we want done within our human bodies. The successful man is the powerful one.

"Yesterday was an age of the tallow dip, the candle, then the kerosene lamp. But a few years ago we were driving oxen with stage coaches over our roads; then came the horse, and now we are supplanting all of this with electricity. To-day we are doing many wonderful things with commercial electricity. It is an electrical age. Who can look forward and tell us what

Seth Ward College
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With an endowment which makes it possible to accomplish more

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Special Training in Voice, Piano, Art and Expression and Athletics

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WRITE FOR CATALOGUE

C. L. McDonald, M. A., or J. E. Willis, M. A.
President Dean
Plainview, Texas

MICHELIN

Unlike Other Tire Makers--
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Price, Quality and Production the same as before.

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In addition to the Michelin Tires and Tubes we have complete stocks of Goodrich and Diamond Tires and Tubes.

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we will not be doing in the next 50 years?

Chiropractor Human Electrician.

"The same is true of man. Man manufactures, every hour in the day, his own human electricity. We call it mind—thoughts, if you please. When that electricity can get to all parts of his body it will make heat as well as cold; tear down foods and build up nourishment; secrete and excrete all the fluids; produce and reproduce, etc. It is when this electricity can't get through to its many dynamos that the Chiropractor comes into play—he is the adjuster of the vertebral buttons that turn off or on the current as it passes between the dynamo that makes and the motor that uses.

"Yesterday was but an age when we bled people, and everybody took Hood's to purify the blood. Now we take serums to strengthen the nerves. The age of medicines and surgery is fast going; the age of nerves and human electricity is just beginning to come into its own. The Chiropractor is proving that, with this human electricity, as wonderful things can be expected as does the city with its commercial electricity."

HOW ELEPHANTS TAKE CARE OF CHILDREN IN INDIA.

In India it is not an uncommon thing for the children of a mahout—the keeper of one or more elephants—to be cared for by his animals. Instances are not wanting, says Harper's Weekly, of a mother's sympathetic placing of her baby in an elephant's care and within reach of its trunk while the mother herself goes to fetch water, or to get wood or materials to cook the family meal.

It is pointed out that no jackal or wolf would be likely to pick up and carry off a baby which was thus confided to the care of an elephant. Most people who have lived in the jungle know how very possible it is for an animal of the first class to carry off a baby when it is lying in a hut or when the mother is unprovided with means to flight off the marauder.

Children brought up in the companionship of an elephant become ridiculously familiar with the big pachyderm, and take all manner of liberties with him, liberties which the elephant seems to endure on the principle that they do not annoy him while they amuse the child.

One may see, it is averred, a little native child, quite naked, about two feet high, standing on an elephant's bare back and taking it down to the

water to bathe, vociferating all the while in most unbecoming terms of native abuse.

On arriving at the watch the elephant, ostensibly in obedience to the child's command, lies down and enjoys himself, leaving just a portion of his body, like a small island, above the water. Upon this part of the elephant the child will stand and shout, yelling all the more if he has several

companions of his own age also in charge of elephants, all wallowing in the water around him. If the child should slip off his island, the elephant's trunk immediately replaces him in safety.

These urchins, when they grow up, become assistants to the mahouts, and in time eventually attain to the dignity of becoming mahouts themselves.—Dallas News.

About
CHIROPRACTIC AND CHIROPRACTORS

- | | | |
|------------------|----------------|----------------------|
| C - Concentrated | NOT MEDICINE | C - Coexisting |
| H - Honest | NOT SURGERY | H - Harmony |
| I - Is | NOT OSTEOPATHY | I - Innately |
| R - Rooting | | R - Recurs |
| O - Out | | O - Outwardly |
| P - Personal | | P - Provided |
| R - Ridiculous | | R - Recoil |
| A - About | | A - Adjustments from |
| C - Chiropractic | | C - Chiropractors |
| T - Talent being | | T - To You |
| I - Inadequate | | O - Occur |
| C - Clumsy | | R - Regularly and |
| | | S - Scientifically |

Billings and Billings

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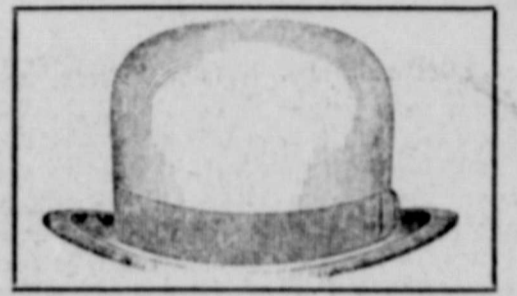
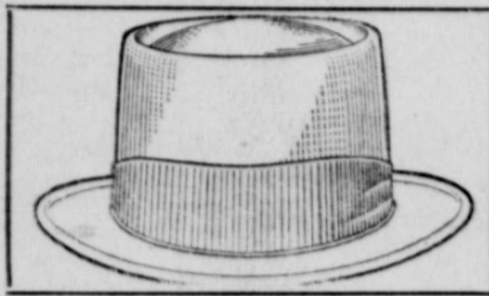
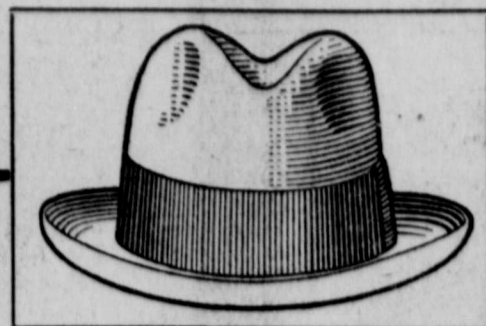
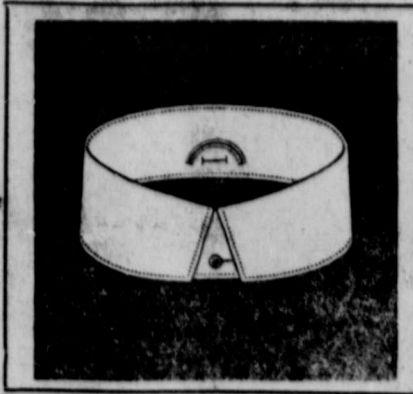
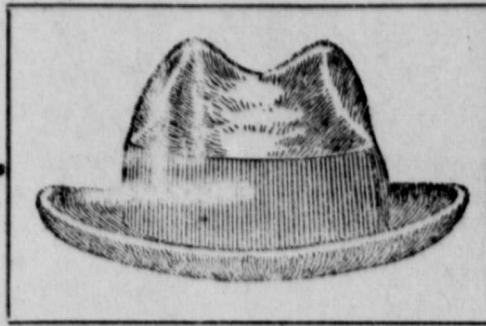
"If It Is n't Good, We Make It Good"

WINFIELD & PERRY

PHONE 95

NOTICE

The temporary office of The F. A. Farmer Business College is in the Directory Room of the Citizens National Bank. Those who desire information in regard to our course may call at our office or phone 123. Ask for Mr. Farmer, President of The College. It is necessary that you do this at once in order to get the Charter Member Rate.



These Cuts Show a Bit of the Snappiness of Our New Fall Lines

To appreciate the full Value, Style and Quality you must see and handle the Goods. This is what we invite you to do

INSPECT THE GOODS THEMSELVES

THERE ARE MANY NOBBY PATTERNS IN THE NEW KUPPENHEIMER SHOWINGS

Mothers Who Appreciate Wearing Strength

in School Clothes for Boys will welcome the new arrivals in Hercules Clothes--they wear like iron--a quality you can't overlook when buying apparel for the rough and tumble boys.

While this advertisement is largely for the Men and Boys you no doubt appreciate Stylishness in the hats your Wives and Mothers wear.

The Fall Millinery is Beautiful

Beautiful in color effects, trimmings and shapes. Our Millinery Department is overflowing with beautiful patterns.

PLAINVIEW MERCANTILE CO.

"A Dry Goods Store in a Block to Itself"

FLOYDADA

Dr. V. Andrews spent Tuesday in Plainview on business.

Mr. and Mrs. Jack Mitchell, of Plainview, were in town Thursday and Friday of last week.

C. E. McClelland, of Plainview, was transacting business in Floydada from Friday to Monday last.

Miss Salie Ross, of Plainview, is spending the week in Floydada with her sister, Mrs. E. C. Henry, having arrived last Friday.

Car Fat Cows to Market.

N. A. Armstrong shipped another car of fat cows to the Kansas City market last Saturday.

The same day Roy Phillips, of Lockney, shipped two cars of mixed cattle to that market. These cattle were purchased from Roy Bruner. J. F. Ross, of Lockney, had care of the two loads to their destination. He will visit in Missouri before returning to Lockney.—Floyd County Hesperian.

FLOYDADA, Texas, Sept. 1.—Mrs. J. A. Freeman and children left Saturday for Lincoln, Nebr., to visit.

SILVERTON

Miss Myrtle Haynes returned Saturday from the Canyon Normal. She was accompanied by her sister, Mrs. Kile Hoiderness, and little son, of Stamford, who are visiting their mother, Mrs. N. W. Haynes, of this city.

Mrs. Annie Brown, of Plainview, is visiting her parents, Mr. and Mrs. R. A. Watson.—Silverton Star.

LOCKNEY

R. M. Broyles made a trip to Monument, New Mexico, one day last week.

Mrs. L. A. Gunn left this morning for Dallas, where she goes to attend the marriage of her son, Dr. Robert Milwee.

W. M. Cobb, of Providence Lake, La., returned to his home Wednesday, after a few days' visit with his daughter, Mrs. E. E. Dyer.

Mrs. W. A. Brewster and son Leonard returned last Saturday from Panola County, where she visited her mother and other relatives.

Mrs. C. A. Floyd returned last Saturday from Monument, New Mexico. She was called home the next day after reaching Monument, where she had gone to visit, on account of the arrival here of a brother from Memphis, Tenn., whom she had not seen in 35 years.

John Fowler, of Webb City, Mo., was in Lockney the past week looking into the immigration possibilities of the Lockney country. Mr. Fowler is an ex-newspaper man, and while here paid this office a pleasant visit. He was favorably impressed with the possibilities of this section, and predicted a splendid immigration our way in the next few months.—Beacon.

—LOCKNEY, Texas, Sept. 1.—Mrs. L. E. Reeves and daughter went to Tulsa last week to visit. Mrs. Reeves has been visiting near here. Her home is in Dallas.

Mrs. R. C. Cogburn left Saturday for her home, in Cooke County. Mrs. Cogburn has been visiting near here.

Mrs. L. Wynne left Saturday for her home, in McGregor. She has been visiting friends here.

MORE MONEY THAN FLIES.

Catch Fell Off This Week, With Only 70 Pints In.

Seventy pints of flies were brought in to the Civic League this morning, and \$3.50 paid out in return.

Harold Hamilton brought in 36 pints, and received the extra 50c given every week by Blasingame & Klinger.

Mrs. L. Lee Dye, President of the Civic League, asks that the flies be brought hereafter to the laundry between 7:30 and 8:30 every Tuesday morning, as school begins next Monday and the flies must be brought in before nine o'clock. The children are asked to continue the flycatching, as there is money in the treasury to pay for them.

NOTICE TO PUBLIC SCHOOL PATRONS.

The Plainview Public Schools will open Monday morning, September 7th, 1914. The following are the division lines as adopted by the Board of Trustees, to-wit: Beginning at the South end of Grover Street in Plainview; thence North to California Avenue; thence east to Pacific Street; thence North to Second Street; thence East to McClelland Street; thence North to the railroad; thence with the railroad to the corporation limits. All pupils

South and East of said lines from the Seventh Grade and under will attend at the Lamar School. Done by order of the BOARD OF TRUSTEES, Plainview Independent School District. —Adv. 2t.

HERALD REPORTER HAS ANKLE BROKEN IN AUTO MISHAP.

Monday afternoon as Clarence Street, reporter for The Herald, was coming from the depot, he was struck by the car belonging to B. L. Shook just as he attempted to get off the car driven by E. E. Roos.

He was taken to the office of Dr. J. H. Wayland, where his injuries were found to be more serious than at first thought. One small bone was found to be broken and the tendons ruptured around the ankle of his right foot. The fracture was set by Dr. Wayland, after chloroform had been administered.

Clarence was taken to the home of D. W. McGlasson, where he is doing as well as could be expected.

He has been in the employ of The Herald for the past five months, and has proved a most faithful and industrious reporter and general utility boy.

Mrs. T. M. Daniel and two children, who have been visiting her mother, Mrs. Robert L. Faulkner, 305 Alexander Street, left to-day for their home, at Chattanooga, Tenn.

FEATHERS FOR SALE. L. D. RUCKER PRODUCE CO. —Adv. 3t.

J. C. Townes, Jr., of Houston, is attending District Court.

Roy Hyatt, of Roaring Springs, is here this week, prospecting.

FOR SALE—2 spans of mules, one 6 years old, other 4 years past. \$100 down on each span, balance bankable notes at 8 per cent. W. M. BRACKEN, 1 mile east of Ellen. —Adv. 4t.

REGISTERED BREEDING STOCK FOR SALE.

We have just received from Missouri one registered Percheron Stallion, one registered Kentucky Saddle and harness Stallion and one Jack that will be sold on easy payments or exchanged for good Hale County Land well located and free from debt. SHALLOW WATER LAND CO. —Adv. 4t. Plainview, Texas.



If there is an automobile in your family or if any of your friends have a machine bear in mind that we give votes in the

Shetland Pony Contest

for all repair work, auto supplies, accessories and parts.

Just Think How Many Votes

you would get if you would induce someone to buy a

New 1915 Model Overland!

It's Worth the Effort

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Panhandle Distributors of the Overland