## THE ri¿INVIEW EVENING HERALD

## TWICE-A-WEEK

| SETH WARD IS LUCKY IY | Y. M. B. L. Members Will Have Luncteon Thurslay Night | SEvVE NEW IRRIGATION | COUNCL TO CONSOERPEOOLING LAW LATER | Brich Business House One of 3 New Buildings Allowed | VILL WILL FIGHI U. S. |
| :---: | :---: | :---: | :---: | :---: | :---: |
| IO WIN FFOM A. M. A. |  |  |  |  | IF NECESSARY, HE SAYS |
|  |  |  |  |  |  |
| TICCHOWW Dectos it |  | sm | Relure Conrracors buo |  |  |
| Tasw |  |  |  |  |  |
|  |  |  |  |  | nemicm |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | (2) |  |
|  |  |  |  |  |  |
|  |  |  | -mis | comm |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | \%manm | \% |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | $\pm$ |  |  |
|  |  |  |  | in |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  | mear |
|  |  |  |  |  |  |
|  |  |  | mate misem |  |  |
|  |  |  |  |  | - |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | Fur mival Curremine | OWN LIft Win Pio |  |  |
|  |  |  | \% |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | \% |  | cosem |  | bexam |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| =in win wim |  |  | 边 |  |  |
|  |  |  |  | - |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | , |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | - |  |
| min |  |  |  |  |  |
|  |  |  |  |  |  |
| \% | maman memm |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

# THE STORE OF BIG FALL VALUES 

As the Fall Season comes to us it is opportune that we think of our wearing apparel for the colder days of winter
This new store is full of the best and newest goods to be had anywhere at prices that will meet all competition when quality is considered. We call your attention particularly to our complete stock of

## Ladies' and Misses' Ready-to-Wear Men's, Young Men's and Boys' Clothing Dress Goods, Shoes, Hats, Etc.

in fact, large assortments of the proper styles for every member of the family.
Our policy is now, as it always has been, to satisfy each and every customer. Our One Price Spot Cash System and our BuYing Powers make it possible for us to sell goods at a very small margin of profit.

We invite you and yours to visit our new store, with the assurance that we can make the winter days the happiest of the year, by supplying you with good warm winter wearables at the very lowest possible prices.

## LADIES AND MISSES NEW SUITS, COATS and WAISTS

SHOWN FOR THE FIRST TIME TODAY

## ACT NOW

If you want a brand new 1915 model at a big saving

## A. B. Kirschbaum \& Co. Men's and Young Men's Suits

Again we invite you to come where the
spirit of hospitality and homelikeness spirit of hospitality and homelikeness prevails-and where you are positively guaranted to get full value for your money.


| $\$ 25.00$ Suits at $\ldots \ldots . \$ 18.50$ |
| :--- |
| $\$ 20.00$ Suits at $\ldots \ldots \$ 17.75$ |
| $\$ 15.00$ Suits at $\cdots \quad \$ 11.50$ |

This is brought about so early in the season on account of a MIISUNDERSTANDING between the



## Special Art Subjects

Hand tinted masterpieces and photogravures of popular home subjects mounted on heavy mat boards ready for framing or hanging without frames.

Large size 20x24 Special at 25 cents
Small size $14 \times 20$, Special at 15 cents

## Iron Sox for Men

"Wear Like Iron"

Blacks and tans, nicely finished, 4 thread reinforcement of heels and toes.

Special at 15 cents per pair, 2 pairs for 25 cents

## J. F. Coan \& Son <br> Telephone Number 269

AJalfa, Hogs and Herforord
Cattle in Planview Country

Get It Where They Have It and Guarantee the Quality
THE R. A. LONG DRUG STORE

| Namemom mowem |  |
| :---: | :---: |
| Important Notice |  |
| AMALIE | Special Excursion to Dallas, Texas |
| YLINDER OIL | 1 |
|  | , Tiek |
| and | 14.75 tor the Round |
| Sonneborn Bros. | John LUCAS. Abent |

## The Friend Making Store

## Quick Sales-Small Profits

## The Policy of this Store:

Give every customer oid or young the best value possible for the money. Prompt attention to every one. Satisfy every customer, big or little, or refund the money.

We prefer to sell the best, most satisfactory, rather than something not quite so good on which we make a few pennies more. If we can mak
themselves.

We are always glad to see you at our store. We will give children the same full value we would give grown-ups. We consider School Children great advertisers. Satisfied customers are our best advertisements. Your parents need not worry but can send you store with the certainty you will get just what you wan
Now don't you enjoy dealing with a store like this, one that you can depend upon in every way? Surely you do.
We carry a full line of groceries-the best of everything.
Along with this policy we employ such high-class assistance as Miss Madie Crager, who is our efficient cashier and bookkeeper. If she happens to make a mistake we are always glad to correct it A. J. Crager and Frank L. Stovall are two of the most efficient grocery salesmen in Plainview. They are at your service at this store

| For this Week We Offer |  |
| :---: | :---: |
| - 81.00 |  |
| -4.25 <br> $\$ 1.25$ |  |
| 促 | we are still seling this |
| Stano Can | \$3.75 |


|  |
| :---: |

## Slow Moving Groceries

are unknown here. We never have any o
tock to clog up our shelves. There's reason of cours the kind of groceries after trying. Anothe prices are very low for such good groceries, as you will discover with your first order.

## L. J. Warren Grocery Co. <br> Phones 233-234



The Plainview Evening Herala
THE HERALD PUBLISHING COMPANY,
IERBERT S. HILburn, Editor
Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879 61.50 \& Year; $75 \mathrm{c}, 6$ Months. Advertising Rates on Application. "FARMER JIM" AND THE UNIVERSITY
If the attitude of the press of Texas as a whole is an index, the
people of Texas are looking with disfavor on Governor Ferguson's
assumed relation to the Univessity of Texas, and especially with
reference to the election of a new president for the school.
reference to the election of a new president for the school.
It will be remmbered that in the early part of the present year
it was generally rumored, and, in fact, the story was sent out by the
leading press agencies, that Governor Ferguson was attempting to
foree the school of journalism of the University out of existence by
causing a curtailment of appropriations for the department. Of
course, the Governor had a perfect right to view the sehool of journal.
ism as a success or as a failure but he was, indeed, exceeding his
rights when he sought to bring preponderance to bear upon the board
of regents in apportioning the appropriation to the various depart-
ments of the school.
"Farmer Jim "has made a better governor in many respects than
the majority of Texans expected him to be. But his attitude in
bringing political chicanery in play in connection with the University of Texas is making him mighty unpopular with the people.
If there is any institution which ought to be above If there is any institution which ought to be above pal
politics and pork-barrel policy. it is the educational institutions. Herald gives it as a deliberate opinion that 'Dr. Battle cannot hold Herald
out
"The the machine is headed for him carried the news informally that
regents not to consider his name.
regents not to consider his name.
"Mr. Ferguson is sweeping
but Ferguson men on guard: The board that in any way disputes $h$ is apparent claim that he is monarch of all he surveys soon finds itsel with a different personnel. One
are falling into the waste basket.
are falling into the waste basket.
"The public doesn't seem to mind."-Waco Times-Herald candidate for the presidency of the University. Having worked from an instructorship in the University to within one step of bein
its head, naturally he was disappointed. It was a laudable ambitio its head, naturally he was disappointed. It was a laudable ambitio
to be the head of the great educational institution. Although he ha to be the head of the great educational institution. Although he ha
not expressed it himself, probably this has been the goal of his year The people of Texas, it has been stated repeatedly from man sources, have not taken the keen interest in their institutions o
higher learning they ought to have, but the time will come in Texas when Texas

IS THE WORLD MONEY MAD?


Lines to Be Remembered
$\square$
Digest of the Day's News
Dis.
J. J. Lash's

REAL ESTATE CORNER

For Sale, Exchange, Rent, Lease, Phone 653, Front Room, Opera House Building



THIS PICTURE SHOWS WHAT WE MEAN BY STYLE

YOU can't point out just where the style is in a well-cut overcoat any more than you can draw a diagram of a man's good character.
If it's there, it's there, and you know it.
This picture shows what we mean by style; what you want when you're looking for style. Did you ever see a better-looking overcoat? We believe not. It is

## Varsity Six Hundred

$\qquad$
The Stylish Overcoat

## Made by Hart Schaffner \& Marx

These famous makers get real style into their clothes by knowing how. They have the kind of men who know how to really design, to carry out the tailoring and workmanship, to get the results.
Mr. Bennett of Paris hos assumed charge of our Men's Clothing De-
partment. We will be pleased to have you become acquainted with mos. Bmat

## Carter-Houston's

The home of Hart Schaffner \& Marx clothes


atention to Details Necessary to De
relop Large Healibs Litter Large, Healthy Litter
Feeding Ration.
$\qquad$

## 

## 

## 365 Copies

The Fort Worth
STAR
TELEGRAM
paper, which has the larg-

## For $\$ 3.25$

 -urw 2anSave $\$ 2.75$

## Remember, The Star-Tel- egram is a seven-day-a

 egram. is a seven-day-a.week paper, with both
diek day and night full wire
service, and is printed at departures from Fort
Worth, the filload cen-
tet. This exclusive sysLatest News First And in addition to the
complete daily ssue, with complete daly ssue, with
its many exeflent features you get the big Sunday
copy, with its magatine. copy, with its magatine.
color section. A paper of unusual interest to every Call at This Office And we will send your you the bother. Don't forget the Annual "Bargain
Days" date is betweenDECEMBER 1 to 15 Only


THERE ARE
two great classes of people-t $h$ e BUILDERS and the DRIFTERS.
The BUILDERS cultivate the habit of saving money; the DRIFTERS never upon a BANK ACCOUNT
TO WHICH CLASS DO YOU BELONG?
Answer this question by opening a BANK ACCOUNT
THIRD NATIONAL BANK plainview, texas

## THE ALLEN "37" $\$ 795$ <br> F. O. B. Fostoria <br> A Better Car With More Power for Less Money

## High Spots in the Allen Specifications

Full five passenger body--ample leg room, wide seats, wide doors, deep upholstering
Unit power plant-- Ly nite aluminum housings
Long stroke Allen-Sommer motor
Full 37 H. P.--3 3-4 inch bore by 5 -inch stroke
Special Stromberg carburetor
Westinghouse electric starting and lighting Headlights with dimming switch
Full floating rear axle--pressed steel housing
12 inch brakes with pressure equalizers
55 inch underslung rear springs
"Built-in" Windshield--rain vision and ventilating 112 inch wheel base
Firestone demountable rims--one extra
Non-skid tires on rear
One-man top with top cover
Light weight, $2,300 \mathrm{lbs}$.
Stewart-Warner vacuum fuel feed system with tank hung at rear Crowned fenders-rounded radiator
A Larger Car with More Room but Less Weight
We Announce the Agency for 22 Panhandle Counties. We will sell these two great cars, the Buick and the Allen

## Plainview Machine and Auto Co. E. E. ROOS, Proprietor

## TEN CENTS SAVED ON EVERY DOLLAR

In accordance with our policy of giving the best value for the lowest price the quality of the merchandise will permit, we take pleasure in announcing to our many friends and customers that beginning Monday, November 8, 1915,

## All Sales Will be Made for Cash

By doing away with the expense of a bookkeeper and collector, and the percentage of loss occasioned by failure to collect some accounts, we will be able to turn this loss and expense to the benefit of our customers in closer prices.

## But we offer you an additional saving on purchases

With every article bought you will receive a Cash Register Ticket showing the exact amount of the sale. Save these tickets until you have ten dollars worth and we will redeem them with one dollars's worth of merchandise of your own selection which means a saving to you of ten cents on every dollar spent with us.
We will appreciate your cooperation in this move for greater efficiency

RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE TELEPHONE NO. 72

THE MARKET PLACE OF THE SOUTH PLAINS

## We are in the market for Sroen HIdes in any quantity Ear PRODUCE COMPANY.

## Those hot drinks ar

Black silk para
cure same by cal
office.
OUR FLOURS
Ioss and are fust
other brands.
loss and are fo
other brands.
MILs.
other
MLLLS.
and

Kalamazoo
Imported Codit
VICK


## Smartly Tailored and Exclusive

 Coats and SuitsNew models that express the very latest ideas are now to be seen in our garment sec tions and as the season advances many new and pleasing models claim their place each day, and as in the past you will always find our stock complete and most reasonable in price

## Be Fitted in a Gossard Corset

No ladies wardrobe could be complete without a good corset. It's the foundation of your costume. Gossards are praised by millions of women. Any living woman can obtain a perfect fit at $\$ 2.50, \$ 3.50$, $\$ 5$ up to $\$ 25$.

## Ladies Knit Caps and Toboggans

Seem to be the special favor of the auturnn days and Dame Fashion has paid them a special call this season. The combination colors are simply beautiful ${ }^{-} \mathrm{We}$ are showing all the new shades and models at 50 c and up.
Beautiful premiums given for return of your cash register receipts.


Latest Styles in Tailored and Trimmed Hats
New and attractive shapes re ceived in the last few days add special interest to our millinery section.
Fur trimmings seem to be in special favor while others are trimmed in braids and flowers. The small shapes seem to predominate. Popular prices.

## Ladies New Blouses and Shirt Waists

Just in. Many new and re fined models are shown, long sleeves, convertable collars, and the trimmings are very pretty. Most of them are pink, flesh and white Crepe de Chine, while others are shown in plaids and Georgette crepe and Taffeta combinations, all sizes. $\$ 1.25$ and up to $\$ 8.50$.

## Ladies Crepe de Chine Underwear

Gowns and Teddys in flesh and pink and light shades of Crepe de Chine, collars and sleeves beautifully trimmed with lace. These garments are unusually beautiful and very reasonable in price.

## Queen Quality Shoe Department

Your shoes are always the keynote to your costume. Queen Quality shoes are smart and refined and the price is reasonable considering the quality $\$ 3.50$ to $\$ 6$. If you have never worn them try a pair. Our stock is complete in both style and sizes.
Your keen and critical inspection wanted a all times.

## PLAINVIEW MERCANTILE COMPANY <br> BIGGEST, BUSIEST, BEST



