## THE PLAANVIEW EVENING HERALD

TWICE-A-WEEK




| Livestock on the $\mathbb{F}$ arm is Advocated by Ballinger Bank |
| :---: |
|  |



FARM AND RANCH LOANS $\because-$ R. A. UNDERWOOD

Special Excursion to Dallas, Texas

Smand
Southern Medical Association Nov. 8th to IIth Tickets on sale November 7 th, 8th and 9th, final limit November 20th. $\$ 14.75$ for the Round Trip or further information phone 224 JOHN LUCAS, Agent


Automobile Owners TEsT the Motor Clinder Oily you are

using by dropping a few drops in | using b |
| :--- |
| glass tull |

AMALIE CYLINDER OIL
 not mix with PENSSY YANAAAMALLE
Oit but will Sink to the botom of oll, but w.
the glass. Sonneborn Bros.


## The Successful Man

will tell you that the first rule of the game is a cash balance in the bank.

It is safe to play the game according to the rules.

## THIRD NATIONAL BANK PLAINVIEW, TEXAS

## CASH ONLY

Beginning on Monday, November 8, we will sell for CASH ONLY.

This "cash only" policy excepts nothing but your physician's prescriptions.

By selling for cash we will give you service unexcelled. Our quality is the best-our prices right.

We appreciate your patronage of the past and will make an added effort to merit it in the future.


WILL BLOOD-MONEY SUFFICE?
 tims of that outrage that it would be extraordinarily difficult an
embarrassing for it now to reverse that attitude and to confess th destruction of the ship to have been unjustifiable. The expectation is, then, that there

## rudging payment of biood-mone

$\begin{aligned} & \text { us. It does not so greatly matter where it would leave Germany. } \\ & \text { we accepted the cash indemnity as a satisfactery }\end{aligned}$
should be acquiescing in Germany's
only to an coblizens, including women and children, a
the gallows, and it is inconceivable that right-thinking American
$\begin{aligned} & \text { can ever otherwise regard it. We should be making ourselves acces- } \\ & \text { sories after the fact to the establishment of the monstrous principle }\end{aligned}$
hat in war a belligerent is free to massace without single
and unoffending non-combatant neutrals, without a siugle provocula
lawful righty and subject themselves to insolent dictation from an
alien power. After all the wrath which flamed out righteousty at
bodies left to be wastrels of the deep, we should be saying 'Oh, well
$\begin{aligned} & \text { let it, go, so long as you pay us the ready cash!' Ho } \\ & \text { baby's life? How much for a wife, a sister, a mother? }\end{aligned}$
be acceptable to the American Nation. We do net case could er
$\begin{aligned} & \text { be acceptable to the } \\ & \text { should necessarily be }\end{aligned}$ should necessarily be war over the matter of the Lusitania, though
wars have been waged over far less provocation. No war could bring
back our dead to life. But we should have to think poorly of the resources of diplomacy if it were impossible in some effective manne to exact from the murderers something m actrocious claim of a right to commit murder
"But it not, if the German Government should persist in abrogat ing the Sixth Commandment and interuational law, then there must
be some way short of war in which to make clear to the world posterity our unchangeable denial and detestation of that murderons attitude, and our unwillingness to accept blood-money as a ful PUBLICITY A CORRECTIVE AND A SAFEGUARD.
of publicity-is corrective. It is a safeguard to searching limelight public. Matters of public import should be aired before the people deserves a pension is afra'd of publicity. No man in public life who
has conducted the affairs of his office and cared for the trust the people have reposed in him is afraid of publicity; neither is ashamed of his record. It is the man who has not been square, th
man who is afraid of his record, who hesitates to have the light man who is afraid of his record, who hesitates to
publicity turned on. The deserving do not object.
of the Commissioners' Court. It is nothing but right that this should be done. The people have a right to know, and it is not enough to
extet that they should be compelled to go to the records of the county exact that they should be compelled to go to the records of the count
and search out for themselves the knowledge wanted. It should b more readily accessible. The taxpayer should be informed io a up-to-date manner just how the money he pays into Hale County is being expended.
exacts it The public have ants in the newspapers, because the law exacts it. The pubhic have a right to know about the condition
public and quasi-public institutions in Texas is published in the newspapers. This is as it should be. The people ought to know about the affairs of the courty. It is business
pure and simple, and the counties of Texas need to be conducted pure and simple, and the counties of Texas need to be conducted on a
more efficient and business-like basis. Using the same lax methods in force in much of the county business of Texas in his own business an individual would soon become bankrupt. County can tell you fiow the money collected for the citizens of Hale year has been spent it maner surmise for taxes during the past dozen men in the county can tell you what the auditor of Hale County reported after his recent examination of the county's books and report is not available yhy probable that this many cannot tell. The a right to know these things, and her officers can allay mey to have giving them to the people in the most accessible form.
Hale County once learned a lesson one of the offices of Hale County were not conducted properly, and that prompt intervention of friends of an incumbent cut short the talk There is talk current now which ought to be check who is deserving does not hesitate to turn on the light of publicity He has nothing to fear.

## J. J. Lash's

 REAL ESTATE CORNER```
\
    dence in Plainview, Texas, or will trade for 320 acres land sout
    west of Portales, New Mexico.
    400 acres highly improved land in Oregon County, Missouri;
ITMn orchard, two good sets improvements; on-half mile from railroa
adjoining county,
    80 acres land in P
    adjoning counties,
    100 acres improved land in Vernon County,
    for land in Hale or adjoining counties.
    lisix-room house four blocks of
    Good six-room house in west part of Plainview will trade for bo
For Sale, Exchange, Rent, Lease, Phone 653, Front Room, Opera House Building
```


## The Lighting Wonder of the Age

## The New Edison

 Kerosene Lamp650 candle'power, 16 hours on one quart of any grade of coal oil, less than $1-8$ cent per hour cost.
Absolutely Safe and Non-Explosive
It produces a steady, pure white light, no smoke, no odor, no wicks to trim, no chimneys to clean. Better than electricity or gasoline and 90 per cent cheaper.

## Blau Gas Systems for Heating and Lighting

Installed in your house at small cost. Domestic science schools and the finest homes everywhere are using the individual plant systems.

You will welcome the day you ask us about it.
Plainview Plumbing \& Electric $\mathbf{C o}$.
Wayland Building
Phone 447

# Men's and Young Men's Suits and Overcoats 

Don't wait any longer but come right in and get you a suit and overcoat and save from $\$ 5.00$ to $\$ 10.00$.

Remember the newest and the most pleasing styles of the season. The tailoring and fabrics of the highest quality.

## Kirschbaum Men's and Young Men's Suits

$\$ 25.00$ values to clean out quickly now - \$18.50
$\$ 20.00$ values to clean out quickly now - $\$ 15.75$
$\$ 15.00$ and $\$ 16.00$ values to clean out quickly $\mathbf{\$ 1 1 . 5 0}$

## SAVE MONEY ON YOUR OVERCOATS AND MACKINAWS

In overcoats quality counts a big deal-the average coat should last two or more years-and when we say "last" we don't mean a shoddy, worn-looking garment in a few months that will hold together for two years, but a coat that will last well andwear well.
We have such coats here guaranteed to give two season's wear and priced right-
\$12.50 \$15.00 \$16.50
Mackinaws at $\$ 6.00$ and $\$ 8.50$
dacobs Bros



## "Do Your Christmas Shopping Early"

(1. The above slogan in the hands of an astute business man, changed the whole practice of Christmas shopping and stimulated holiday business as nothing else could have done. This man, with the nerve of a Barnum and the judgment of a Wanamaker, grabbed the thought from the public mind and put it into big BLACK TYPE where "He who runs may read"-in the newspaper! He backed a popuwould be better for everyone concerned if the inevitable Christmas would be better for everyone concerned if the inevitable Christmas
purchases were made at once while stocks were fresh and new and the choice was wide and ample.
Tr The result not only paid the advertiser as it always does-but the whole country profited beside.
(1F This slogan has since slipped into práctical use in every corner of "Safety First", which has reduced the perhaps its fellow slogan it has done more good in the world than any business phrase ever coined. It has been the means of discontinuing the time honored practice among large metropolitan department and specialty stores of keeping open in the evenings a week or two preceeding Christmas Eve. It has enabled manufacturers to prepare their goods and fill orders far enough in advance to insure clear store rooms long before the Yuletide candles were lighted. It prevented the disappointment of millions of Christmas shoppers who were wont in times past to wait for the more attractive novelties which turned up at the last moment. And not the least important, it saved the heartaches of neglected ones who leant upon the broken reed of mere man's thoughtlessness
T That phrase, "Do your Christmas Shopping Early", was instantly taken up and flashed before the eyes of the world through the medium of its newspaper. Just as every other. worth while thing is told this nation of readers by the ever present, constant, reliable, allknowing morning, evening, weekly, or Sunday newspaper. Nothing the world does is done without ITS knowledge, nothing you want the world to know can be made known without it said. Almost any nationa manufacturer will tell you that most of his fame and profit were the
product of newspaper advertising. No newspaper advertiser who product of newspaper advertising
kept it up wisely ever lost money.
$\boldsymbol{T}$ The newspaper pays the advertiser. The latter merely invests in beppelin -it pubeverity. The cost of advertising is like a phantom Zeppeiin-it never lights anywhere. It is a bugaboo made of thin air and a yellow streak. The common supposition that advertising ex the matter is that the non-advertiser pays for it out of the busines he loses to competitors who do advertise.
T Advertising doubles output, halves overhead, divides selling cost BEFORE, it creates a hundred per cent. increase in profit-out of which any business man can well afford to pay for his own advertising. G MORAL FOR MERCHANTS: Advertise in THE PLAINVIEW EVEN. ING HERALD and do your Christmas BUSINESS early.

## OTTO J. SALOMON

184 william Stre LEATHER

New York, Nov. 5, 1915

Mr. John Meisterhans,
Plainview.
Dear Sir:
Your letter to hand, goods were sent out today.

You made a great purchase. Don't sell any skins or any fronts unless you double your money. They are worth any price. None can be had. I made bill out 2 per cent 60 days.

I want you to make money and I can only tell you again you can do it. Your competitors have not this leather so you are boss and you can get a big price for boots. You will have to get a famous name in Texas, as you can tell your customers you are the only man that has Imported Wax Kips and NO OTHER has it.

I just favored you and want you to make money out of it. If you wanted to pay me $\$ 500$ a pound I could not give you any nor any other man.

So hold tight on to your pudding.
Best regards,
Otto J. Salomon

While this leather lasts I expect to continue to sell the best cowboy boots you can buy at MY OLD PRICES.
Better place your order now if you are going to need boots in the next few months.

RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE

THE MARKET PLACE
OF THE
SOUTH PLAINS



| KEEPING PUMPKINS. | Than one you know nothing ab Endorsed by unknown people. |
| :---: | :---: |
| who have plenty of pumpkins | Mrs. W. J. Mitchell, W, California |
| better than | Plainview, says: "Doan's Kid- |
| mpkin pie or pumpkin bread our mothers used to make? | ney Pills are a good medicine for weak kidneys, We got our supply |
| These delicious dishes need not | from the Long Drug Co. and gave them |
| nfined to a few weeks in late sun | to a child who had trouble with the |
| mer or early fall. We may have them | kidney secretions. Doan's Kidney |
| all the winter if we will store the pumpkins. | Pills were the only medicine that brought beneficial results." |
| Pumpkins make most excellent feed | Mrs. Mitchell is only one of many |
| cows and feeding cattle. Wth | Plainview people who have gratefully |
| grain, pumpkins make a good rati | endorsed Doan's Kidney Pills. if your |
| for hogs and sheep. The animals rel- | back aches-if your kidneys bother |
| ish pumpkins and they afford a suc- | you, don't simply ask for a kidney |
| culent material as well as nutrients | remedy-ask distinctly for doan's |
| The best specimens should be gat | Kidney Pills, the same that Mrs. |
| ered before any very severe frost, as | Mitchell recommends-the remedy |
| they will keep better if gathered be- | backed by home testimony. 50c at all |
| fore the vines are killed. All inferior, | stores. Foster-Mililburn Co., Props., |
| immature specimens should be fed | Buffalo, N. y. "When Your |
| once and not stored. The well m | Lame-Remember |
| ed pumpkins should be stored in a |  |
| and covered with hay, foddef or straw. | 6, |
| Where barn room is not availab | Funeral Dire |
| they may, be piled in a long heap in | Embalm |
| the field or barn lot and covered w |  |
| straw or hay. | pt Serrice Day |
| A ration of pumpkins given the a | Phones 105 and |
| ls two or three times a week, | + + + + + + + + + + + + + + |
| even once a day while pumpkins last, |  |
| Il be greatly relished. Plenty |  |
| seed should be saved and a libe planting made next year. | $\begin{aligned} & \text { DR. MINIE B. HARMO } \\ & \text { Osteopathic Physician. } \end{aligned}$ |
|  | * Oifice of Dr, \. B. May |
| d | Grant Building. |
|  |  |
|  |  |




## HUSBAND RESCUED DESPAIRING WIFE

After Four Years of Discouraging Conditions, Mrs. Bollock Gave Up in Despair. Husband Came to Rescue. g ${ }^{1}$ had gotten so weak I could not stand,
and I gave up in despair.
At last, my husband got me a bottle of
Cardui, the woman's tonic, and I com-
menced taking it. From the very first
dose, I could tell it was helping me. I
can now walk two miles without its
cairing me, and am doing all my work." Catron, Ky.-In an interesting letter
from this place, Mrs. Bettie Bullock writes as follows: "1 suffered for four this time, I could only sit up for a little while, and could not walk anywhere at all. At times, I would have severe pains in my left side.
The doctor was called in, and his treatment relieved me for a while, but I was soon confined to my bed again. Atter soon confined to my bed again. After Write to: Chatennoser Maticitre co.


## For Sale by Owner

West half Survey No. 3, Block C-2, on main road from Petersburg to Abernathy, 320 acres, of which 240 are in cultivation, good three-room house, stable, County. County.
Price $\$ 6,500$. Terms: $\$ 2,000$ cash, $\$ 500$ December $1,1917, \$ 00$ December 1, 1919, and $\$ 3,0$ per cent ber 1, 1922. Deferred payments draw per cent
and payable on or before maturity. Can you beat it?
Address MRS. O. B. IRIONE, Worthington, Ohio


## Ship Your Live Stock



FORT WORTH, texas
We Sell 'ems Ourselves'
Tom Frazier Sells the Hogs No Better Service Anywhere
Write or Wire for Market Information

## Floyd County Land \& Abstract Company

Lands, Loans and Abstracts

## C. H. FEATHERSTON

FLOYDADA, TEXAS

## BE READY <br> FOR THE INEVITABLE <br> COLD SPELL

It will come soon enough. Will you be ready to guard the family against the dangers of the change?
Place Your Coal Order Now
We can give you quicker service and you won't have to shiver and wait when the change comes.

## ALLEN \& BONNER <br> PHONE 162



