

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 75

PLAINVIEW, TEXAS, TUESDAY, SEPTEMBER 19, 1916

140 HOLSTEIN DAIRY COWS SPOKEN FOR

28 FARMERS OF 27 PRESENT MADE APPLICATION FOR REGISTERED DAIRY STOCK.

DISTRICT BULL CLUB FORMED

Mutual Insurance Organization Will Distribute Weight of Loss; Markets Assured for Cream.

At a meeting held in the District Court room yesterday morning at nine o'clock twenty-seven farmers interested in the proposed dairying plan were present. Twenty-two of them made written application for the purchase of one hundred and fifteen registered Holstein cows. Last night, at a similar meeting held at Aiken, five signed up for 25 cows. Others are expected to make application before the committee starts north to make the purchases. Another meeting will be held at Aiken Thursday night at eight o'clock, at which time probably sixty more cows will be spoken for.

C. O. Moser came in Sunday morning from Lubbock, and L. L. Johnson, agricultural demonstrator for the Santa Fe, preceded him a day. These gentlemen arranged to have the three banks of this city to submit a plan for the purchase of cattle to the meeting of the farmers yesterday morning.

The banks agreed to let those farmers who can show that they have plenty of feed in sight and proper accommodations for their cattle borrow for the purchase of cows at seven per cent interest. It is understood that the money can be obtained at this rate of interest for this one specific purpose only. The banks are making this concession purely to promote the dairy industry throughout this district. Those farmers present accepted the proposition of the banks in its entirety as being satisfactory to them.

Those present perfected a permanent organization to be known as The Hale County Dairy Association, and elected C. E. Moore president and H. V. Tull secretary. These gentlemen have been serving temporarily in these positions.

At the meeting, C. O. Moser explained fully the details of a successful dairy industry, and made known that the marketing end of the business was being well cared for. J. N. Morrison, of this city, has made a standing offer of thirty cents for fresh cream, and Nisley & Co., of Fort Worth, and Swift & Co., of Amarillo, are bidding for the output. Professor Farr, with Swift & Company, was here last night to talk over the proposition of getting the cream from the association.

There were also formed at the meeting two community bull associations, known as the Liberty and Aiken association. Each of these associations will purchase one registered bull for community service. One more such association is assured, and probably two others, in the county.

C. E. Moore was elected to represent the farmers in the purchase of cattle in Wisconsin, where the committee will go early in October. The bankers will select their committeeman in the near future. The association also asked the Santa Fe to allow Mr. Johnson to go to Wisconsin in an advisory capacity, and Clarence Ousley, of College Station, has already granted permission for Mr. Moser to accompany them as an adviser. This committee wants if possible to increase the number of cow pledges to one hundred and seventy-five before the time of starting on their northern buying trip.

Those present also agreed on a mutual insurance plan whereby should there be any loss of stock that same will be sustained mutually by all members of the association up to the

PAXTON & OSWALD BUILD EXTENSION TO STORE.

The old metal warehouse of Paxton & Oswald has been moved across the alley from their store building, on lots owned by R. C. Ware, preparatory to the commencement of work tomorrow on the new two-story brick addition to the rear of their store. The old warehouse will be later moved to lots in South Plainview owned by Wayne Paxton and there used as a storehouse for furniture.

The new addition will be thirty-three by sixty feet, and will be used as a show room for the large furniture stock of this company. J. E. Penick is contractor for the new improvements.

Z. E. BLACK IS ELECTED SECRETARY OF Y. M. B. L.

Has Been Publicity Man With the T. L. & D. Co. at Chicago; Will Reach Here Saturday.

Z. E. Black was last night elected secretary of the Young Men's Business League by the board of directors acting with a special committee of ten selected from the membership of the league at large.

Mr. Black accepts the position by wire today, and will arrive in Plainview Saturday and will assume his duties. His salary will be \$125 a month for a period of not less than one year.

Until recently Mr. Black has been associated with the Texas Land and Development Company in their Chicago office, serving in the capacity of publicity director. He is well acquainted with the Plainview country, its virtues and its needs, and should make a most valuable man in the position which he has accepted.

Mr. Black was selected as first choice from a list of more than sixty applicants, and was the unanimous selection of the enlarged board.

amount of \$100, and the owner of the animal will stand the balance. In the payment of loss the assessments will be prorated among the farmers according to the number of cows they own.

The farmers who signed for the original number yesterday morning agreed to place a buying limit on the committee of \$135 each on the cows at the place of purchase, and \$250 each on the bulls.

Those who have signed and the number for which they have signed are: C. B. Reese, 10; J. G. Seipp, 5; J. Q. Thompson, 5; John F. Gargason, 5; H. J. Fair, 5; C. B. Anderson, 5; Edgar J. Johnson, 5; Nick Klein, 5; J. E. Ray, 5; C. E. Moore, 5; E. E. Freeman, 5; L. L. Wheeler, 5; T. H. Hickman, 5; H. V. Tull, 5; Dr. W. R. Ferguson, 5; J. C. Goodwin, 5; R. E. Houston, 5; W. A. Eastridge, 4; O. J. Elliott, 5; A. J. Percy, 5; P. V. Kern, 5, and W. H. White, 5.

HALE CENTER TO RAVE NEW PRESBYTERIAN CHURCH.

The Presbyterians of Hale Center have under construction a new church building. A number of the members of the church and several friends met at the lots last Thursday and began to break the ground for the building. C. W. Harsh has the contract.

NINE CARS OF LIVESTOCK LEFT PLAINVIEW SATURDAY

Five Cars of Horses and Two of Hogs to Fort Worth; Two Cars of Cattle to Wichita.

Nine cars of livestock left the Plainview yards Saturday for market. W. A. Watson consigned two cars of hogs to the Fort Worth market, for which he obtained \$10.75 and \$10.80, the latter figure being the top.

L. A. Knight shipped four cars of horses to Fort Worth and Wheeler & Thompson had another car of horses to the same market.

Two cars of cattle went north to the Wichita market, consigned by Jim Phillips.

SCHOOL BOOKS FOR THE POOR CHILDREN WILL BE COLLECTED.

The committee appointed by the Benevolent League to secure school books for the poor children of the town met yesterday with the superintendent, J. W. Campbell, and they will work together in collecting the books for such children.

They ask that those who have books to contribute to leave them with Mr. Campbell, at his office, and the mothers desiring books will secure certificate from the Benevolent League, which she will submit to the superintendent for the books desired.

With the cost of books so great, the league is doing a work worth while.

DR. I. E. GATES ASSISTING IN MEETING AT HALE CENTER.

Dr. I. E. Gates is assisting Rev. J. H. Longan, the pastor of the Baptist Church at Hale Center. Dr. Gates preaches at the evening services and the pastor occupies the pulpit at the morning services.

PROPOSED NATIONAL HIGHWAY MARKED THRU HALE COUNTY

Fifty Cars Sought to Meet Highway Official at Abernathy; Public Speaking Friday.

O. M. Unger, J. F. Garrison, Robert Malone, and R. P. Smyth, of Plainview, and Tom Malone, of Lubbock, Friday made a trip to Tahoka and Lamesa in the interest of the improvement of the Puget Sound-to-Gulf Highway through the counties of Lynn and Dawson. At both places they held rousing meetings. It has been reported that the highway near Lamesa was in bad shape, but the committee which inspected it found it marked and in good condition. The road near Tahoka is not so good.

Great interest is being aroused in the coming, Thursday, of E. J. Hernan, assistant director general of the National Highways Association, who has already started on a tour of inspection of the road from its southern terminus with a view to recommending for Federal aid and recognition the present highway or the proposed rerouting, which will divert the road from Plainview. These gentlemen visited Tahoka and Lamesa with the hope of having the poorer stretches of roads repaired and marked.

During the past week M. D. Henderson and Col. R. P. Smyth have about completed the marking of the highway through Hale County, and in conjunction with the committee appointed from the Y. M. B. L. are now making an effort to get fifty cars to go to Abernathy to meet Mr. Hernan and escort him to Plainview. The County Commissioners are at work touching up the highway through the county, and it is expected that it will be in excellent shape by Thursday, when Mr. Hernan passes over it. Mr. Hernan will speak here Friday at two o'clock.

That Mr. Hernan is arousing interest in good roads is shown by a portion of a letter received by Mr. Unger from Thos. F. Owen, secretary of the Board of City Development of San Angelo. Mr. Owen says:

"Mr. Hernan arrived here at 4 p. m. yesterday, and addressed a large crowd last night, and you believe me he is some speaker—no foolishness about him, and he puts the proposition up so squarely before you that you can't get away from it. It's up to us. If we want the highway we can get it; but, on the other hand, if we don't want it, all we have to do is to lay down, and it sure is lost. You will realize this to your heart's content when you hear him, and so will everyone else. He means business. Be sure to get everyone out to hear him. He makes one of the best good-roads talk I ever heard in my life, and the people of San Angelo today realize the importance of the Puget Sound-to-Gulf Highway more than they ever did before.

Hernan will be in Big Springs at 2 p. m. Tuesday, September 19th; will be at Lamesa at 10 a. m. Wednesday, and at Tahoka at 8 p. m. the same day. He will then go to Lubbock and speak there at 2 p. m. Thursday and at 8 p. m. the same day he will speak at Hale Center. He will be in Plainview to speak at 2 p. m. Friday, September 22nd.

"Every county down in this territory has marked the highway in very good order, and if you ever come down this way you will see wind bands of blue over red for straight ahead, and blue over red over blue on all turns. I used wagon colors, which are bright and distinct."

MISS GRUBBS TO CHICAGO.

Miss Olive Grubbs, trained nurse, who has been with Dr. Dawson for several months, left this morning for Chicago, where she will take a post-graduate course. When she has finished the course she will go to Lamesa, Texas, where she will be located with Dr. Brice as surgical nurse.

RUNAWAY CAR DOES DAMAGE TO ITSELF AND ITS OCCUPANTS.

Someone had tampered with the Studebaker car of J. O. Brown yesterday afternoon, so when his daughter, Miss Marietta, attempted to crank it the car started in high gear, knocking Miss Brown to the street near the Western Union office, bruising her, but resulting in no serious injuries. The car started toward Broadway, and Lynn Campbell, who attempted to board it, was thrown into the windshield when it struck a post near Eoy's Grocery and severely cut about the head and face. The car is badly damaged.

BANQUET AT WARE GRAND CLIMAX OF DENTIST MEETING

Two Days' Session of West Texas Society Filled With Pleasure and Instruction for Them.

The West Texas Dental Society closed a most successful two days' session here Saturday night with a magnificent banquet at the Ware Hotel, with the following toast program as a farewell reminder of the many pleasant and profitable hours spent by the thirty or more members who attended:

Rev. T. B. Haynie, Toastmaster.
Invocation Rev. J. W. Story
Piano Solo Herbert Wm. Reed
Toast, "The Doctor and the Dentist" Dr. J. F. Clark
..... Dr. J. C. Anderson
Toast, "What We Are Doing to Raise the Standard of Our Profession" Dr. J. F. Clark
Violin Solo Miss Beatrice Story
Vocal Solo Herbert Wm. Reed
Toast, "A Minister's Impression of the Dentist" Rev. I. E. Gates
Toast, "The Pioneer Dentist" Dr. S. L. Ingram
Duet Dr. W. H. Henthorn
Miss Lucy Story, Herbert Wm. Reed
Toast, "Plainview and Texas" Dr. W. H. Henthorn
The toast program came in the nature of a love feast, following a very material feast, as indicated by the menu here given:

Caviar Canape
Tomato Bouillon
Celery Olives
Pate Financier
Roast Young Plains Turkey
Stuffed Potatoes
Giblet Rissoles Baby Lima Beans
Cranberry Sherbet
Tomato Farci Cheese Sandwich
Coupe Veronique Assorted Cakes
Coffee
Cigars Cigarettes

In addition to the visiting dentists, Drs. J. C. Anderson, R. L. Ramsdell, A. P. Lindsay and C. C. Gidney, Rev. R. E. L. Farmer, Rev. T. B. Haynie, Rev. J. W. Story, Herbert Wm. Reed, J. M. Adams of the Plainview News, and E. B. Miller of The Herald were the invited guests.

WEATHERFORD ENDORSES TEXICO-FORT WORTH HIGHWAY.

Letters of interest regarding the establishment of the Texico-Fort Worth Highway via Plainview continue to arrive at the Chamber of Commerce office. Every secretary and every town heard from seems enthusiastic and willing to co-operate in the effort.

Speaking for Weatherford, Colonel Smyth has a letter from the secretary of the Chamber of Commerce of that city in which he says, in part:

"Speaking for Parker County, will say that our roads are not in a condition they should be, and we are making every effort just at this time to educate the people as to the necessity of Good Roads, and have done quite a bit of preliminary work looking to the launching of a campaign (within the next few days) for a bond issue for \$600,000 for good roads throughout the county. Should we be successful in voting this issue, there will be no further trouble as to our link in the proposed highway. Tarrant County already has a good road; also Palo Pinto County."

CITY TRADES OLD FOR NEW STREET GRADER.

The city has traded its old road grader for a new type, better adapted to city street work. S. J. Abrams has charge of the new implement.

PRESBYTERIAN SERVICES TO BE HELD IN CHRISTIAN CHURCH.

This morning the wrecking of the Presbyterian Church is progressing nicely. The roof has been nearly removed, and the work will probably be completed this week.

During the period while the congregation is without a home, regular preaching services, morning and night, will be conducted at the Christian Church and the Sunday School will be held at the Court House. All services will be at the usual hours.

Ten new members united with the church Sunday. The membership of the church has increased fifty per cent during the past fifteen months.

Miss Geneva Seipp is a student of Draughon's Business College of Amarillo.

Miss Laverna Hopping, of Farwell, Texas, came in this morning.

HERALD TO OBSERVE WINDOW DISPLAY WEEK OCT. 9 TO 14

Mrs. F. P. Powell Writes Interestingly of Spring Contest Display in Plainview.

International Window Display Week has been announced for October 9th to 14th. The Herald is planning to co-operate in this movement by again offering heavy cash prizes for the best window displays made by local merchants during that week.

Final plans are not yet ready for announcement, but it has been decided to classify windows and offer cash awards in each class. Last spring when the first effort was made it was found that the grocery windows were at a disadvantage when compared with dry goods windows. To eliminate this, separate classes will be announced.

In connection with this announcement, an article published in Profitable Storekeeping for August by Mrs. Myrtle Middleton Powell regarding The Herald's Window Display Week last March will be of interest. The article is given a prominent position in the magazine, and is well illustrated with views of Plainview merchants' windows. The article follows:

Window Week in Texas—Live Newspaper Gets Merchants Interested in Window Trimming.

Plainview, Texas, is an inland town of 6,000 inhabitants, commercial metropolis and geographic center of a very important agricultural district known as the "Shallow Water Belt" of the Texas Panhandle.

There is in Plainview a newspaper editor with a vision. Recently this newspaper man announced that through the columns of his paper, The Herald, he would offer cash prizes amounting to thirty-five dollars for the prettiest and most tastefully decorated store window in Plainview, the business firms to make formal entry of their windows in the contest and the awards to be made by a committee of disinterested judges. The money was divided into two prizes. Twenty-five dollars was offered for the window which, in the opinion of the judges, was most worthy of such prize, and ten dollars to the window which was most deserving of first place according to

(Continued on Page Two.)

ELLERD PURCHASES 160 YEARLINGS FROM SIMPSON.

J. J. Ellerd purchased one hundred and sixty head of yearling heifers from J. J. Simpson last week. He will place them on his ranch near Olton.

PLAINVIEW LIVESTOCK WINS AT PANHANDLE STATE FAIR

Durocs from Helen Temple Farm and Weyl's Herefords Make Great Showing at Amarillo.

Geo. R. Quesenberry and Fred Weyl returned from Amarillo Sunday night with their show herds of Duroc-Jersey hogs and Hereford cattle. With them they brought many ribbons won at the Panhandle State Fair in the hottest kind of competition.

Helen Temple Farm, of which Mr. Quesenberry is manager, won 1st and 2nd on Duroc-Jersey boar under six months, 1st and 2nd on sow under six months, 1st on breeders young herd over the Childress herd which two weeks ago won the National Duroc-Jersey Association silver cup at the Childress Fair; 1st on get of boar, by Mary's King; 2nd on produce of sow, 2nd on sow over six months, and 2nd on sow over eighteen months.

Eight breeders had good strings of Durocs. Helen Temple Farm won more money than any other breeder, and, while most of the hogs of other breeders which won had been purchased, practically every hog shown by the Plainview farm was bred on their farm.

In the poultry classes, the Stoneker Farm, of Plainview, won first and second hen on White Orpingtons.

In one of the strongest Hereford shows ever known, Fred Weyl won 4th on two-year-old bull, with the grand champion of the Royal Show, of Kansas City, in third place, and the grand champion of the Oklahoma State Fair in fifth place. Mr. Weyl also won 5th on two-year-old heifer, and 5th and 6th on yearling heifers.

Flamm Brothers won all places in the Shetland pony classes.

CITY COUNCIL APPORTIONS TAX ON \$100 VALUATIONS

R. M. IRICK AWARDED CONTRACT TO EXCAVATE FOR SEWAGE DISPOSAL PLANT.

HEALTH OF CITY IS GOOD

Sidewalks Ordered In Along Routes Leading to Central and High School Buildings.

The City Council in regular session last night declared ordinance No. 110 an emergency measure, and passed it, levying a tax and providing for the assessment and collection of same. It fixed the apportionment of the tax on each \$100 property valuation subject to taxation as follows:

General purposes	25c
Streets and bridges	15c
Interest and Sinking Fund, Sewer Bonds	3c
Interest and Sinking Fund, Waterworks Bonds	4c
Interest and Sinking Fund, City Hall	2½c
Interest and Sinking Fund, Sewer Extension	5c
Interest and Sinking Fund, Street Improvement	3c
Interest and Sinking Fund, Sewer and Water Extension	2½c

It was ordered that the bid be accepted as made by R. M. Irick for excavating the filter bed at the sewage-disposal plant at 27½¢ per cubic yard and to furnish, delivered on the ground, 415 cubic yards of rock, crushed from three to six inches, at \$2 per cubic yard, and gravel for concrete at \$1.50 per cubic yard.

Owners of property along routes, set out by a committee of the council as those designated for direct connection with the Central and High Schools, were ordered to be notified to construct sidewalks. This order was for the purpose of creating continuous sidewalks to these schools.

Dr. E. F. McClendon reported one case each of scarlet fever and typhoid fever within the city limits. He also reported the sanitary condition of the city, dairies, grocery stores, ice cream factory, restaurants and meat markets to be excellent.

Mayor W. E. Risser, all the councilmen, city secretary, health inspector, and city attorneys were present.

RANDOLPH CAR DEMOLISHED; OCCUPANTS ESCAPE UNHURT.

An automobile belonging to Judge H. C. Randolph, which was being driven by his son Leslie, was wrecked yesterday morning a few miles north of Tulla, when, in attempting to pass another car on a graded lake road, the car turned completely over. The occupants were kept from serious injury by the strength of the top and windshield, which held the car from crushing Mrs. H. C. Randolph, her sister, Mrs. C. P. Hutchings, and little daughter, of Amarillo; Mrs. J. L. Vaughn, and Leslie Randolph.

Only slight bruises were sustained by any of the occupants of the car, who were taken into Tulla and there phoned for a car to come to Tulla for them.

PARKE DALTON TO COMPLETE LAW COURSE AT CUMBERLAND.

Parke Dalton left the latter part of last week for Lebanon, Tenn., where he will again enter the Cumberland University of Law. He will graduate in law this term.

PARKER RECOVERING FROM AUTO ACCIDENT INJURIES.

A. E. Parker is able to be on the streets again, after being confined to his bed from injuries received in an automobile accident a few days ago.

HUPP BUILDING MOVED.

The old Hupp Motor Sales Building is being moved to the Henderson farm today, preparatory to the commencement of construction of the modern garage which will be built on the old site for this company.

TEXAS U. PROFESSOR HERE.

Dr. M. L. Graves, of Galveston, professor of general medicine of the University of Texas, arrived this morning on a professional visit. He is the guest of Drs. Anderson and Gidney while here.



NEW COATS, NEW SUITS AND DRESSES ARRIVING DAILY

THE WOMEN who buy their garments at our store always enjoy the distinction of wearing absolutely the newest and most original styles. They also enjoy the satisfaction of wearing exclusive garments at the most radical savings in comparison.

Our buyers are constantly in touch with the newest creations and every day you will find something decidedly new added to our most charming selections. You will find our garments superior in style, quality, fit and wearing qualities. We are always glad to show you our line.

DRESSES FOR ALL OCCASIONS

With the club season now at hand you will want at least one pretty dress and you will certainly find one at our store that will appeal to you as well as your associates. We have never shown a more comprehensive assortment of beautiful dresses, and you can easily afford one at the prices we have marked them.

We cannot say too much regarding the beauty, style and quality of these charming dresses in Serge, Charmeuse, Georgette, Taffeta, and combinations. Prices \$11.75 to \$34.50.



Advance Showing of New Coats

We are now showing the authentic styles in Plush, Velour and Sport Coats in a varied assortment for ladies, misses and children.

The coats this season are unusually attractive, depicting the full sweeping lines, large collars and cuffs and many other pretty variations.

CHARMING COAT SUITS

We are featuring the "Shumar" make suits—those noted for their beauty in style and superiority of workmanship.

The suits we are offering in the most favored colors cannot be duplicated in style and price at another store. Everyone who has seen our line has expressed their amazement at the exceptional values we are offering at \$16.50 to \$42.50

Jacobs Bros
THE ONE PRICE SPOT CASH STORE

HERALD TO OBSERVE WINDOW DISPLAY WEEK, OCT. 9 TO 14.

(Continued from Page One.)

a popular vote. In the latter contest everyone interested was entitled to a vote, which must be sent in writing to The Herald office, a blank form for such vote being provided by the management and supplied, on request, at all stores having a window entered in the contest. The windows were to remain decked out in gala attire during The Herald's Display Week of Nationally Advertised Goods. The management offered to furnish free to all merchants entering the contest placards to be used in drawing attention to their windows that had been decorated for entry in the contest, and the judges were instructed to make a special note of the following points in making their decisions: The pulling power of the display—that is, the ability of the window to effect sales; the beauty of display; the cleverness of execution, and such other points as they might deem necessary in making the window effective in its appeal. A copy of the score card used reads as follows:

Allowing 100 per cent as a perfect score, "Sales pulling power" will count for 50 per cent; "Ability to attract attention," 10 per cent, and "Attention to detail," 25 per cent; "Beauty of display," 10 per cent; "Originality of details," 5 per cent.

The photographs show some of the typical window displays made by dealers during the week in question. As the editor no doubt knew, no sooner had the merchants begun planning the most forceful ways in which to present their goods than the buyers began to sit up and take notice. Without a doubt, creating consumer demand is a vital requisite of successful advertising. And The Herald editor was soon receiving favorable comments from the housekeepers of Plainview on his efforts to have the merchants make comprehensive exhibits of their spring goods in such a way that they might be enabled in a single buying trip to study the best that the market for the time afforded. Some time prior to the date set for the gala week a number of manufacturers of nationally advertised goods sent to their local dealers in Plainview window display plans and special decorations to be used during display week. A few merchants converted their entire store rooms into exhibit places for nationally advertised goods during the week, and the general newspaper advertiser could not but be impressed by such a demonstration of dealer enthusiasm.

Incidentally, the sales resulting from the special advertisement and the favorable comment received by the

merchants from their customers have induced many of them to assert their intentions of devoting more time in the future to the decoration of their windows, which will, of course, result in the closer inspection of all windows by the buying public of this trade territory.

Fly Paper Window.

Fly paper is an article in universal demand at this time of year, but the secret of getting your full share of the trade is to remind people of it. A window display which proved remarkably successful in selling these goods last season was arranged by L. D. McWethy, of Warsaw, N. Y., as follows:

First draw the fly in outline on ordinary drawing paper. Give the upper a coat of shellac on both sides. When dry, cut out the fly and leave the markings. Using the stencil thus procured, place it against the glass on the inside and dab on whitening in the manner in which painters use a stencil. Do not brush it on, but put it on with the bottom of the brush, using a thick paste. The other details consist of a dry-goods box covered with empty fly paper cartons and a background of black cloth. The bottom is covered with grass-green tissue shavings and in the rear is a mound with a slab inscribed "In Memory of Mr. and Mrs. Fly, Born August, 1906, and Died Soon After." The spider is made of cotton batting, black cloth, and insulated wire for legs, put together with common pins. The striping is done with white marking ink. The caption, "We keep all kinds of fly catchers," includes spiders, of course. The stencil work on the glass brings the display right out on the sidewalk, so to speak, and raises a barrier before every intending fly paper purchaser which they cannot escape. It costs but little to put in a window of this nature, and those who try it will find it a very profitable venture.—Practical Druggist.

KLINGER AGAIN ON JOB WITH WEEKLY NEWS LETTERS.

In Camp, Sanderson, Texas,
September 10, 1916.

After a lengthy absence, that is in writing, I am now permitted to again let you know of the doings around this camp.

The reason for my not writing you regularly each week, as I started out doing, was that after the Northern militia arrived on the border correspondents from the various papers came with them, and, as life on the border, or rather around San Antonio, where they were stationed, was not very exciting, they thought they would make it exciting, and sent in write-ups in regard to the battle the boys had with the Mexicans. Naturally, their papers took it for granted that it was true, and printed it in full. The result was that orders were issued from the War Department that nothing should go out without special permission, after being censored.

Our lieutenant, C. C. Brown, took the matter up with headquarters in regard to my writing, and this week he received a reply stating that as long as I was not working on a salary basis and that if he would read over my letters, to see that the statements made by me were correct, there would be no objection to my writing; so here we are, by special permission and PASSED

BY THE BOARD OF CENSORSHIP.

A great many changes have taken place around here since my last letter. At times the boys have been roused considerably, as almost every day we receive word from some of the boys from different regiments who pass through here on their way home, stating that they had noticed on the bulletin boards at different headquarters what was going to be done with the Fourth Regiment. At times I have believed these statements myself, as they seemed to be just about what was right; but we are here at Sanderson, and the chances are we will be here for quite a while.

We received word yesterday that the boys of Company L stationed at Alpine had been moved to Marathon, Texas, and their places have been taken by Company K, of El Paso. Well, good luck to Company L in their new home. I know they will be sorry to leave Alpine, for I understand that some very friendly acquaintances have been formed by the boys during their stay there.

We are now, or will be in a few days, very comfortably situated. This week we finished our bath house, and it is a dandy—a room 8x12 feet with three showers—and tomorrow we expect to

finish our new mess hall and kitchen.

On account of it keeping us busy all day long the past week building our bath house and mess hall, the drills and hikes have been dispensed with. However, they will be resumed the coming week, as will also target practice.

Our cook, W. Hines, has been home on a furlough the past two weeks, and his place has been filled by E. G. Owens, and I tell you he certainly has made a good cook, for Earl can certainly make the chili—but Earl does wish that Bill would come back!

One day last week Mr. Nance was out on a hunting trip and caught a javelin hog. He has made us a present of it, and Earl is out now having its picture taken.

The health of the boys is as good as can be expected, for, with few exceptions, we have had no sickness at all since we have been out. The exceptions were boys who were indisposed, which was not more than could be expected.

I am out of practice on this writing, so during the coming week I will have to do some thinking, so that I can do justice next week.

W. J. KLINGER.

HAPPY WILL BUILD NEW SCHOOL HOUSE.

Bonds Voted Thursday for \$8,500 to
Erect Modern Two-Story Building
in Neighboring Town.

The enterprising town of Happy will have a new school building by Christmas, as a result of an election held last Thursday in that little city. Bonds were voted for \$8,500. They have been sold, provided they meet the approval of the Attorney General, and the contract for the building is let. All is in readiness to begin work on the school building at the time the bonds are approved.

The building will be of brick, two story, and modern in all respects. The people of Happy are to be congratulated upon their enterprise in making their school the very best.

Harry Starr is principal of the school for the coming year, with the Misses Knox and Agee as the other teachers.—Randall County News.

ROOM AND BOARD.

We are offering to a limited number room and board with a private family in a modern home. Phone 516. 3t.

All Kinds of Ford Parts

And a knowledge of how to adjust them make this a repair shop of interest to all Ford owners. We have a full stock of these various Ford parts that you may get the kind of service that we are trying to render to all motor car owners.

Don't think that this means that we are not prepared to handle any make of car—we are—and that with satisfaction. We will appreciate your repair work and we insist that we will please you and FIX your car.

A. W. (Dutch) Oberste
Avery Building next door South of Nash Hotel

LONG-HARP DRUG CO.

"THE NYAL STORE"

We Have a Complete Stock of School Supplies

We have purchased the exclusive rights for this town of Stafford Inks. This ink is sold in bottles which will not spill. You can turn it over—roll it around—and your ink will not spill.

We Can Sell You Six Pencil Tablets for 25c

See Our Stock Before Buying
We are here to serve you

Long-Harp Drug Company
PROGRESSIVE AND PROGRESSING

Free Delivery

Phone 161

DEATH RATES IN PART OF THE UNITED STATES IN 1915.

WASHINGTON, Sept. 19.—A preliminary statement just made public by Director Sam. L. Rogers, of the Bureau of the Census, Department of Commerce, and prepared under the supervision of Mr. Richard C. Lappin, chief statistician for vital statistics, shows a death rate of 13.5—the lowest on record—per 1,000 estimated population of the registration area of the United States in 1915. This rate was based on 909,155 deaths returned from 25 states (in one of which, North Carolina, only municipalities of 1,000 population and over in 1910 were included), the District of Columbia, and 41 cities in nonregistration states, the total population of this area in 1915 being estimated at 67,337,000, or 67.1 per cent of the total estimated population of the United States.

There is a widespread and increasing interest throughout the country in respect to vital statistics. The states of North and South Carolina, which recently enacted the "model law" for the registration of births and deaths, were admitted to the death-registration area for 1916, increasing the estimated population of the area to 70.2 per cent of the total for the United States in that year.

Lowering of Death Rates During Decade.

The death rate for 1915, 13.5 per 1,000 population, is the lowest ever recorded, the most favorable year prior to 1915 having been 1914, for which the rate was 13.6. It is markedly lower than the average rate for the five-year period 1901 to 1905, which was 16.2. The decrease thus amounts to 16.7 per cent, or almost exactly one-sixth, during a little more than a decade. When due allowance is made for the addition of many new states to the registration area between 1905 and 1915, and comparison is confined to the group of registration states as constituted during the period 1901-05—the present population of which is about one-fourth of the total country—there is still shown a very considerable decrease, from 15.9 to 14.3 per 1,000 population, or 10.1 per cent. This decrease, on the basis of the present population, would amount to 42,876 deaths. On the assumption that a corresponding reduction has taken place throughout the entire country, this would indicate a saving of approximately 170,000 lives in 1915 for the United States as a whole.

The annual report for 1915, to be issued later, will state that changes in the age and sex constitution of the population must be considered before the exact nature and extent of the lower general mortality can be understood. It is certain, however, that the great progress made during recent years in the sciences of medicine and sanitation, together with the widespread awakening of the people throughout the United States to the support of public health authorities, has resulted in the saving annually of scores of thousands of lives that would have been lost under the conditions prevailing only a few years ago.

RECENT DEVELOPMENTS IN PACIFIC-COAST SHIPPING.

WASHINGTON, D. C., Sept. 19.—The recent purchase of three large ships by the Pacific Mail Steamship Company marked the turning point in the fortunes of American shipping on the Pacific, states a report on trans-Pacific shipping just made public by the Bureau of Foreign and Domestic Commerce, of the Department of Commerce. This purchase adds 17,100 gross tons to the 5,000 tons that remained of American shipping on the Pacific. Prior to the war the total American tonnage engaged in this trade was 80,000 gross tons.

The war has cut down the total shipping of all nations engaged in trans-Pacific trade from 380,000 gross tons to 280,000.

Before the war American shipping comprised 21 per cent of the total, British shipping 39 per cent, and Japanese 33 per cent. Up to the time the recent purchases were made,

American shipping had fallen off to 2 per cent, British tonnage had fallen off to 30 per cent, Japanese tonnage had increased to 55 per cent of the total, and Dutch shipping had jumped from practically nothing at all to 13 per cent. English tonnage fell from 150,000 gross tons to 84,000 tons, Japanese tonnage increased from 125,000 to 155,000 tons, and the Dutch increased from a negligible quantity to 35,000 tons.

A very interesting section of the report is devoted to shipbuilding activities in Japan and China. Japanese shipyards are taxed to the limit of their capacities. Orders for ships from abroad have been refused, as the yards have booked orders for Japanese ships that will keep them busy for the next two years. The builders, however, are handicapped by a lack of material, and it is an interesting fact that one large shipbuilding company is buying all of its material from this country. Boilers, engines, and other fittings can not be had at very reasonable prices, for they cannot be manufactured at home as cheaply as they can be turned out in the United States and England. But in spite of all handicaps, Japan is losing no time in taking advantage of the present unparalleled opportunities. Purchases of foreign ships have been made at very high prices. The report calls attention to the fact that although the keel of the first steel vessel was laid in Japan as late as 1890, the total shipping tonnage of the country at the present time, including vessels registered in the colonies, is no less than 2,158,000 gross tons.

The Chinese are also busy at their yards in Shanghai and Hongkong, although badly handicapped by scarcity of materials. One Hongkong company is at work on eight ocean freighters for Norwegian owners. Two more of a similar type will be started as soon as facilities will permit, and there are additional contracts for five others. This company recently voted to increase its capital stock to \$1,500,000.

Gradually the American flag is returning to the Pacific. The United States has more merchant vessels under construction than any other country in the world, and while the greater part of this tonnage is not intended for immediate use on the Pacific, it is probable that sooner or later some of it will be diverted to the Far Eastern trade. Whether American shipping will fully regain its former standing on the Pacific cannot now be definitely foretold, but there is no further danger of the flag disappearing in that quarter.

CUT OUT THE COWS THAT DON'T PAY THEIR WAY.

It is strange with what tenacity the average dairyman hangs onto his poor cows. It is generally true that in the average herd about one-third of the cows do not pay their feed bills; another third about pay their way but make no profit; while the other third are profitable.

This being true, the average dairyman would be better off with one-third the cows he is now caring for

and milking. Only the average dairyman can see the economy of milking cows that make no money or even cause a loss, but he will tell you he just must have the milk, that he can look after a large herd more economically than a small one, and a lot of other similar fallacies. He cannot attend to a large herd of cows, one-third which alone makes any money; economically as he could the one-third which alone makes any money; but he is generally dead set in his refusal to get rid of the poor cows. In fact, his fondness for keeping cows which will not pay their keep is strange, beyond understanding.

The dairyman who does not weigh the milk and keep a record of each cow's production is in about the same

position as would be the merchant who didn't keep books. It must be that these dairymen don't believe that there are cows in their herds that are not paying for their keep, but in that case the results are not altered,

and unbelievers pay the penalty just the same.

FOR SALE OR TRADE—New Jesse French Piano. Will give terms. See W. J. SMITH, at Post Office. 2t.

THE PLAINVIEW REPAIR SHOP

Does all kinds of motorcycle, bicycle, gun, lock and key repair work and guarantee it. We also do upholstering and make auto tops and curtains.

We have for sale at all times second-hand autos, motorcycles and bicycles, as well as all kinds of new bicycle repairs, and motorcycle and bicycle tires.

We have an Automatic Lawn Mower Sharpener for mower blades, paper cutters, planing mill bits, etc. See Us First Door West of Plainview Rubber Co.

CASH GROCERY CO'S SPECIALS

12 pounds Pure Cane Sugar \$1.00

FLOUR.

Red Star, best for bread \$2.15
Light Crust, all purpose \$2.15
Lilac, a hard wheat milled in Texas and guaranteed to please. Our special price, per sack \$2.00
Per 100 pounds \$3.75
Red Star Health Bran. Too much cannot be said of this high-grade product. Uniformly flaked and absolutely free from all impurities. The purity of this product, together with its value as a natural vegetable laxative, makes it in a class to itself. A book of receipts in each package. Ask the clerk. Price 25c

GRAPE JUICE.

A new shipment at bargain prices.
4-oz. bottles, 3 for 25c
Pints, 30c value, our price 21c
Quarts, 60c value, our price 39c
Half gallons, \$1.00 value 75c

FRUIT JARS.

Remember our special price. Fully equipped with tops and rubbers.
Pints, Mason 59c
Quarts, Mason Out
Half gallons, Mason 79c

BINDING TWINE.

No. 1 Sisal, Peerless Brand. The best by test. Every pound guaranteed or money refunded. Only a limited amount to sell at our special price; pound 11½c

HONEY.

New South Texas Honey at special prices.
3 pounds Comb, absolutely pure 45c
5 pounds Comb 70c
5 pounds Extracted 60c
10 pounds Comb \$1.40
10 pounds Extracted \$1.20

BAKING POWDER.

Regular 25c values in K. C., Calumet, Health Club and Dr. Price's—our standing price 20c

PACKING-HOUSE PRODUCTS.

Majestic Sugar-Cured Hams, any size desired; our price, pound 23c
Majestic Breakfast Bacon, pound 30c
Laurel or Faultless Bacon, pound 23c
Oxford or Sycamore Bacon, pound 21c
Dry Salt, for seasoning, pound 18c
Large-size Crisco \$1.10
Large-size Compound, any kind, including White Cloud, Swift's Jewel, Advance or Purity \$1.40
Large-size Cottolene \$1.55
Large-size Crusto \$1.50

STIMULATORS.

3 pounds White Swan Coffee \$1.19
6 packages Rub-No-More 25c
6 packages Pearline 25c
6 packages Gold Dust 25c
6 bars Ivory Soap 25c
6 bars Glycerine Soap 25c
13 bars Laundry Soap, any kind 50c
6 cans Milk, any kind 25c
6 cans sardines 25c

EXTRA—ALL THIS WEEK AND NEXT.

OFFER NO. 1.—14 POUNDS PURE CANE SUGAR FOR \$1.00 with orders amounting to \$5.00 and above, exclusive of sugar.

OFFER NO. 2.—16 POUNDS PURE CANE SUGAR FOR \$1.00 with orders amounting to \$10.00 and above, exclusive of sugar.

OFFER NO. 3.—20 POUNDS PURE CANE SUGAR FOR \$1.00 with orders amounting to \$20.00 and above, exclusive of sugar.

REMEMBER—The above offers are for a limited time only. Better order today by phone or mail.

CASH GROCERY CO.

Pure-Food Products. O. E. BRASHEAR, Mgr. Phone 101.
Orders amounting to \$1.00 and above delivered free. Deliveries leave on schedule time, making it convenient for you to know exactly when to depend on your orders—9:00 and 11:00 a. m. and 3:00 and 6:00 p. m.

PREPAREDNESS Is The Thought of the Hour

Don't over-look your coal bin in the rush. Meet Jack Frost with the bins full of Simon Pure Niggerhead Lump and Nut or Peerless Egg or Chestnut. You will forget he's on hand.

E. T. COLEMAN
COAL AND GRAIN DEALER

Phone 176 Between Depots

PLAINVIEW, TEXAS

Under Canvas—One Night Only

SATURDAY SEPTEMBER 23

THE GEORGIA SMART SET COMPANY

A Colored Musical Extravaganza

30 PEOPLE 30 BAND AND ORCHESTRA

Tent Located One Block West of Postoffice

This is the Stove Polish YOU Should Use



It's different from others because more care is taken in the making and the materials used are of higher grade.

Black Silk Stove Polish

Makes a brilliant, silky polish that does not rub off or dust off, and it shines four times as long as ordinary stove polish. Used on sample stoves and sold by hardware and grocery dealers. All we ask is a trial. Use it on your cook stove, your parlor stove or your gas range. If you don't find it the best stove polish you ever used, your dealer is authorized to refund your money. Insist on Black Silk Stove Polish. Made in Brazil or parts—use quality.

Black Silk Stove Polish Works
Sterling, Illinois

Use Black Silk Air-Drying Iron Emulsion on grates, registers, stove pipes—Prevents rusting. The Black Silk Metal Polish for silver, nickel or brass. It has no equal for use on automobiles.

A Shine in Every Drop

IN THE MINDS OF THE Housewives of Plainview and Hale County Heliotrope Flour

Stands out as a winning flour in the preparation of all that is dainty and wholesome on baking day.

As the days grow cool the family demands more home cooked bread, and more hot biscuits and pastries. Better start the winter baking right by having the right flour with which to bake. We firmly believe that if you will start the season with Heliotrope Flour that you will use no other when spring comes.

Heliotrope Flour is no more expensive than other flour and is full value in quality, in fact it is much cheaper than many flours offered at practically the same price for there is more quality than in many.

Don't forget that we also offer you a complete line of fancy and staple groceries for every day and for every occasion.

PIERSON & SMITH

Phone 348

Motor News of General Interest

CAPITAL-TO-CAPITAL TOUR REACHES AUTO CENTER.

DETROIT, Mich., Sept. 16.—Today the United American Tour paused long enough in its course from capital to capital to pay its respects to J. Walter Drake, president of the Hupp Motor Car Corporation and originator of this tour in the interest of good roads.

The party left Lansing, the sixteenth capital on its route, early in the day, and was met just outside of Detroit by a large party of good roads enthusiasts, who formed a guard of honor and, led by a band, escorted the tour car through the downtown section and out Woodward Avenue to the Hupp plant.

Detroit marks the end of the first division, 3,050 miles long, of a 20,000-mile tour which includes the capital of every state in the Union, all of the big cities, and all of the wonder spots of the country, such as Yellowstone Park, Yosemite Valley and Grand Canyon.

Bearing on its filler cap the gold eagle of the National Highways Association and bidden godspeed by Logan Walter Page, U. S. Road Commissioner, the tour car left Washington, D. C., August 28th. Since that date it has passed through Annapolis, Md.; Harrisburg, Pa.; Dover, Del.; Trenton, N. J.; Providence, R. I.; Hartford, Conn.; Boston, Mass.; Augusta, Me.; Concord, N. H.; Montpelier, Vt.; Albany, N. Y.; Columbus, Ohio; Indianapolis, Ind.; Lansing, Mich.—sixteen capitals in eighteen days, besides such metropolitan cities as New York, Philadelphia, Portland, Buffalo, Cleveland, Cincinnati, and Toledo.

It speaks well for the judgment of the tourists in picking their season and their route, that in the eighteen days' travel no real bad weather or real bad roads were encountered. Good mileage was made every day.

It was hoped by the party that the tour thus far would constitute a pretty thorough test of the car used, a stock 5-passenger Hupmobile, and give them some indication of what they might expect on the Western and infinitely more difficult end of the journey. But the road conditions have been too favorable. The Hupmobile has easily negotiated the most rigorous grades of New England, Pennsylvania and New York.

FADS AND FANCIES FOR THE MOTORIST.

Fashion signs point to the fact that royal purple is to be the leading color for autumn wear. Jersey cloth sport suits with fur-trimmed sweater coats to match are popular for between seasons motoring. Moleskin and seal are the furs chosen for trimming the purple garments and just an edge of the fur outlines the crown of the long purple velvet turbans worn with the suits. The large mesh purple veils, not being generally becoming, are worn draped back from the face, and a white shadow veil is worn over the face.

White washable glaze kid gloves, stitched with black and trimmed with black, are extensively used for motoring. The gloves have the wrist straps and are fastened with large black-trimmed white buttons. They are smart in appearance and wash well.

Dark brown satin is used in a smart extra coat made in one of the new pleated models. A convertible collar of natural badger fur finishes the neck; deep cuffs to match are on the sleeves, and a band of the fur is around the bottom of the coat. The girdle is deep and shirred in the back, and is buttoned in front with three fur buttons. The coat is lined with brown and yellow silk. The hat worn with the coat is a satin turban with a Tam-

o-Shanter crown held close to the left side by an ornament of the fur.

Red veils, red bags and red hats always have a brief popularity in early autumn. This year red has an extra vogue in autumn tinted cushions. They are striking and pretty, especially as autumn leaves and red sumach spikes and purple thistles are used in the flower vase instead of flowers.

For early autumn camping, when a little heat in the tent is desired, the tent heater or pot stove is a great comfort. It is made of sheet steel, is 11 inches in diameter, and 11 inches high. It has four lengths of two-foot telescopic stovepipe. One hole is made tight, so it holds the fire all night. The stove comes in a canvas bag and weighs eleven pounds.

Women will find the "parka" excellent for late autumn camping. It is a loose shirt made of olive drab cotton cloth. It has loose sleeves that button closely at the wrist, a pocket with flap at the left side and a hood to pull up over the head. The garment is windproof and is worn over a sweater. There is a yoke and box pleat in back, which allows plenty of room.

MA AND THE CAR.

By PERCY SHAW.

Not long ago when tourists pale
Sought summer inns by hill and shore,
The temporary social scale
Was balanced by the clothes they wore.
With studied sigh and filmy gown
The shoppgirl reigned, a fortnight's queen,
And golfing clerks, tanned meerschaum brown,
Strolled Croesus-like across the green.

Then tips made Algernon de Lack
The hero he had hoped to be
When fitting shoes with aching back
To soleless femininity;
Hauteur then made Nanette Adair
The image of her dearest dreams,
When, apron-clad as Jane Eclair,
She sorted chocolate creams.

Now all is changed, for gasoline
Unmasks the goddess of pretense,
And only they are king and queen
Who travel at the most expense;
Observe the never-ceasing stream
Of new arrivals near and far;
All things are really what they seem—
Each guest is rated by his car.

MAXWELL CARS AID TO EVANGELIST BILLY SUNDAY.

Billy Sunday, the baseball evangelist, realizes the value of the automobile in conducting his great religious revivals throughout the country. During his recent campaign in Kansas City, Mr. Sunday and his aides used a fleet of Maxwell cars in getting about the city. Billy used a Maxwell Sedan constantly during his stay in the Missouri city.

The evangelist was immensely pleased with the service rendered by his car. In fact, he was so pleased that he wrote an appreciation to the company. His letter follows:

"I wish it were possible to have every one generally understand how much you have contributed to the success of the campaign here in Kansas City. It would not have been possible for me to speak as many times and as many places but for the excellent automobile service you furnished.

"The cars have been dependable, reliable and comfortable. They have always been in order, clean, attractive, and we have had no trouble or delay at any time. I thank you most heartily.

"I had no idea that a light, inexpensive car could arouse so much admiration as the Maxwell has done. With best wishes for your continued success and with kind regards,

"Sincerely yours,
"W. A. SUNDAY."

NEW PLANT FOR MARION.

JACKSON, Mich., Sept. 16.—A flurry in the local real estate market was caused by the registering of the transfer of the big quarter-million-dollar plant owned by the Imperial Automobile Company to the Mutual Motors Company. This is one of the largest industrial plants in the city, and while it has been occupied for the last year and a half under lease by The Mutual Motors Company, speculation has been keen as to who would secure the large, modern and thoroughly equipped plant.

FORD FUND IS PROVIDED FOR CRIPPLED CHILDREN.

WELLESLEY, Mass., Sept. 16.—It has been announced here by Rev. Samuel S. Marquis, head of the Ford educational department, that an unlimited sum has been set aside by the Ford Motor Company, of Detroit, Mich., to be devoted to the treatment of crippled children throughout the country who are in need of surgical care. Speaking at a conference of business men here, he said that a fund

originally had been created for the use of cripples in the families of the employees of the concern. Because of its limitations, however, the fund had been provided for, he said, to be devoted to children throughout the country who need treatment and have not the means to pay for it. Further details of the plan were not made public.

during the gestation period preceding birth.
WANTED—Roomers and boarders. Phone 500.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

Willard

When Your Battery Goes "Dead"

Don't try to bring it back to life with acid. Let us recharge it and tell you how to keep it alive.

Plainview Battery Company

714 Broadway

Free inspection of any battery at any time

Values

When we first saw these new SERIES 17 Studebakers, we just stood speechless at the values represented. We have never seen cars to equal the new 40 h.p., 7-passenger FOUR at \$875 and the new 50 h.p., 7-passenger SIX at \$1085

And mind you, this isn't merely enthusiastic talk about goods that we have to sell. It's VALUE that we can show you and PROVE to you whenever you'll take time to come in. We can show you how to buy MORE value for every dollar you put in a car. Come in today and see.

J. D. PELPHRY, Agent



Dealer in Second Hand Vehicles

If you want to buy or sell any kind of second hand vehicle see Oscar Hill at the Elk Barber Shop.



One way second class Colonist tickets will be on sale September 28th to October 8th to California and certain intermediate points.

Sovereign Grand Lodge I. O. O. F., Chattanooga, Tennessee, September 13th to 23rd, final return limit September 28th, round trip \$43.40.

Old Cowmen's Reunion at Sweetwater, September 7th and 8th. Tickets on sale September 6th and 7th, final return limit September 11th; one and one-third fare for the round trip.

State Livestock and Products exposition at Roswell, N. M., September 18th to 22nd. Tickets on sale September 16th to 21st, final return limit September 24th. Round trip \$10.00.

For further information call on or phone 224.

JOHN LUCAS, Agent

Announcement

During the period of construction of our modern sales and show room and workshop we will be located in the Ellerd Building, back of the Ellerd law office, facing Seventh Street.

While we are but temporarily located we can still sell you a Hupp in the same old way and guarantee the same service connected with the sale. The streets are not crowded and we will be glad to give you a demonstration of the merits of this superb car. Call on us.

Hupp Motor Sales Co.

W. W. CONNELL, Manager

All States—All Capitals One Flag—One Nation

Hupmobile United America Tour Has Started From Washington

A 20,000 Mile Tour for This Great Car

Visiting Every Capital and Governor in the United States

WATCH the performance of this car for durability and performance on all kinds of roads, in all altitudes, under all conditions. Watch how little repair is necessary under adverse conditions. Watch its weather performances. Watch the high mileage obtained on the minimum amount of oil and gas.

This tour will include Texas. Watch for its coming and watch how the Hupp will perform on Texas roads.

Hupmobile

Plainview Distributors

We carry a complete line of parts for all model Hupps and will appreciate the opportunity of supplying your needs.

The Kleine-Edison Feature Service presents **ARTHUR HOOPS** and **RUBY HOFFMAN** in George Kleine's

FIVE PARTS

"THE DANGER SIGNAL"

Adapted from "Canavan, The Man Who Had His Way," by Rupert Hughes

Also a **VOGUE COMEDY**

MAE I. THEATRE, WEDNESDAY, SEPTEMBER 20th

Admission 5c and 10c

Matinee 2:15

Evening 7:30

Mother's Club Organizations

By Mrs. E. M. Johnson at Request of Teacher's Institute.

In the discussion of mothers' club organizations, three important topics must be considered—the child, the home and the school.

The story is an old one that when Webster was once traveling in the West a native of the plains who had been boasting of his state's immense wheat fields, its wide-spread corn lands and vast pasturage facilities, asked his guest, "What do you raise on the few hilly, rocky acres of your New England farms?" "Men!" was the great lawyer's laconic reply.

Not only the New England farms, but the farms and small towns all over the land are producing boys and girls who must do their parts in weaving the fabric of our future civilization.

On what does the future safety of our country depend? On its magnificent warships, with their possibility of doing such dreadful damage to human life and happiness? On the number of men we can bring in the field and the perfection of their equipment to destroy and kill? No; it is not guns and battleships that make a nation strong. Whether in time of peace or time of war, it is men and women, and we can secure no surer preparedness than in conserving and safeguarding our growing boys and girls to a clean, wholesome, honorable citizenship, that they may be prepared to meet the great responsibilities that must soon rest upon them.

Surely, then, our very best attention should be given to the education of our boys and girls in the home and in the public schools. I believe every person in the room this afternoon will voice the sentiment of the poet who said:

"Our common school, oh, let her light Shine through our country's story; Here lies her health, her wealth, her might,

Here lies her future glory."

But the school is not the only important factor in education, for "As our homes are builded is our Nation built." Home is the fountainhead of all the streams of life, and these streams carry with them much of the sweetness or of the bitterness given them at their source. I believe there is no time in a person's life during which such lasting impressions are made as during the years spent in the childhood home and in the common school. If this be true, think of the responsibility of the home makers and the school teachers.

If we would have our children grow up refined and cultured, firm to resist temptation and strong to meet the demands of these stirring times, the fathers and mothers must join hands in making their home influence and must co-operate with the teacher in making the school influence the best possible to nourish their entire natures.

Most parents do not need to be told that their most important duty is to train the child entrusted to their care; yet many seem to think their duty done if the child is kept in school, and perhaps may never have seen or may never have made an effort to become acquainted with the person in whose care their child is placed for nine months of the year.

MONEY

to loan on improved or unimproved plains land. We loan on school land as well as patented land. Buy or extend Vendor's Lien notes. No waiting, money always ready

SHALLOW WATER LAND & LOAN COMPANY

D. HEFFLEFINGER, Manager

Progressive men and women of every profession attend conventions and meetings where they are aided by an interchange of ideas.

Our laws require teachers to spend much time in the study of child nature and best methods of government and to attend institutes.

The farmer also attends institutes, that he may be better prepared to care for his cows, his pigs and his growing crops. If all these bring good results, how infinitely more important it is that mothers should organize thus, co-operating with the teachers to solve the great problem of the training of their children.

Women's clubs are doing much for the protection of the home and family. The mothers' club is breaking down the barrier between parents and teacher, and the establishment of truly friendly co-operative relationship will mark a new era for parents, teacher and pupils.

By meeting at the school house, many come early and visit the school who otherwise might not have done so. Perhaps some difficulty has arisen between their children and the teacher. A few minutes' talk with the teacher may shed light upon the matter, so altering the mind of the parents that they will be saved weeks of needless worry; while the teacher, having gained the confidence of the parents, will be in a much better position to deal with their children.

Women who perhaps live only a mile or two apart meet for the first time at the mothers' club and become acquainted.

Women have joined our club who send no children to school. Thus we find that we have those in our community who do not begrudge the school tax nor their time an labor, knowing that it will make better citizens of their neighbors' children.

In many clubs the trustees of the school have given their aid and support by becoming members.

The teachers have expressed themselves as feeling well paid for the time and effort given to the mothers' club in encouragement and inspiration which they receive.

The mother of today is coming to realize that when she gives herself up entirely to feeding and clothing her

family and keeping her house in order, she is sinning against herself as well as against her family—against herself, because the mind unused becomes incapable of use, and she is barred from intellectual progress, that great source of happiness. "There is no standing still. She must go forward or must backward go." She is sinning against her children, because her duty to their intellectual needs is as great as her duty to their physical needs.

Mothers' clubs are providing needed equipment for the schools, are purchasing playground apparatus, are installing drinking fountains in place of the unsanitary drinking cup, and are working to procure better sanitary conditions at school and in the neighborhood. They are encouraging the beautifying of the school grounds and the removal of unsightly objects, knowing the children surrounded by beauty, cleanliness and purity are more sure to grow up to abhor ugliness and impurity.

The main purpose of a mothers' club, then, is that of promoting harmony among school board, patrons and teachers, encouraging the pupils, improving the minds of the members, and for the benefit of the public in general. This sounds like a great deal to do, but it is being done in many places in Hale County, and we hope before the end of another year that every school district in the county will have a live mothers' club and that each club will be a part of, and working with, the County Federation. A bright ray of promise in the work of clubs today is this golden circle of federation, binding together the little country club with its big sister in the city. A club may do good work for its own neighborhood and not belong to the federation, but how much deeper might be its own life, and how much broader its influence, were it linked up with its neighboring clubs doing similar work!

Our women have gone into the work with a determination to succeed and with a belief that they must place their standard high if they would achieve any degree of success, knowing that no earnest striving for the right was ever lost—somehow, somewhere, bear fruit it must.

CHILD BURNED TO DEATH BY GASOLINE ACCIDENT.

One of the greatest calamities that ever visited the little city of Brownfield happened last Friday, when Aubrey Banowsky, 12, undertook to fill a gasoline stove, thinking the fire to be out, but dropped the can, thus

causing an explosion that enraptured the little Maude Eythel Banowsky in flames and set the whole kitchen in roaring flames.

Mrs. Banowsky and Aubrey managed to get the little girl out of doors, but before help could arrive she was burned to a crisp. She never lost consciousness, and was immediately carried to a sanitarium at Post City, where she died like a little martyr at 6 p. m., continually urging her parents to take it as easy as possible. J. Drinkard was the first to reach her, and says she realized she was facing death even then, but she always talked as though she did not greatly dread death.

Their nice little home was a total loss, as they only saved a feather bed and a center table, as the flames spread so fast. Eight hundred dollars insurance was carried on this home.

Funeral services were conducted at the grave at 11 a. m. Saturday by Elder Shaggs, of the Church of Christ, and although the weather was threatening, there was a large crowd of people at

the funeral services to hear one of the best grave-side talks ever heard in Brownfield. The floral offerings were profuse.—Terry County Herald.

450 STUDENTS ARE IN THE WEST TEXAS STATE NORMAL.

The enrollment in the State Normal reached 450 yesterday. This is a good gain over the same date of last year, an ten more than the total enrollment of last year.

Miss Martha T. Bell is here as assistant in the Home Economics Department. Miss Bell has taught in the Denton Normal and for the past year was in New York.—Randall County News.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. ft.

Headquarters for pure candy at 15c pound, fine chocolates at 25c pound, pencils, tablets, dishes and notions. Use peroxide? See me next time you buy.

Footquarters for school shoes and stockings. Don't forget the old "Red Goose." IT TAKES LEATHER TO STAND WEATHER. My shoes are the "ALL LEATHER LINE."

A few years ago a fellow got the idea that a suit for men at \$15.00 would be a winner. It was too and his business has grown to immense proportions on account of the extraordinary value put into these suits. Usually this line is not found except in cities but the gentlemen of Plainview who know THE SCOTCH WOOLEN MILLS are invited to inspect their line of fall styles and fabrics at this store.

New Arrivals

Popular priced cut glass, prettiest you ever saw. Tumblers, covered dishes, lamp chimneys, lamps, lanterns, coal hods, stove zincs, shovels, pokers, lifters, corn poppers, velocipedes, express wagons and forty-nine others too numerous to mention.

Keep your eyes on this store.

ANYTHING FOR ANYBODY

LANDERS "Right Price Store" Wayland Building



PATHEPHONES

We sold three \$200.00 Pathephones last week.

THERE IS A REASON

Come in and let us show you.

DYE DRUG COMPANY

THE REXALL STORE West Side Square Phone 23



You take the greatest care picking the finest fruits.

You are as careful as can be in cleansing, sweetening, boiling, and bottling, so you will get delicious preserves.

But all this is wasted labor unless you use the best of seals to keep your jars and bottles dust-proof, moist-proof, and mould-proof.

TEXWAX

protects the preserves.

This pure, white, tasteless wax seals your jars and bottles—keeps the fruit flavors in—and keeps out the dust, mold and moisture.

Keeps your preserves fresh and delicious till you want them for the table.

Get TEXWAX in one-pound packages from the nearest TEXACO dealer. He has other TEXACO PRODUCTS for home use.

THE TEXAS COMPANY

Houston, Texas

Distributing Points Everywhere

Call at Barker & Winn's quick and see the new

1917 MODEL FORDS

before they're all delivered.

All cars in today's shipment are sold. Better get your order in now.

BARKER & WINN

Ford Building

The Plainview Evening Herald

TWICE-A-WEEK

Published Every Tuesday and Friday Evening by—
THE HERALD PUBLISHING COMPANY,
Corner Broadway and Second Sts.

HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

TAXATION AND THE PUBLIC SCHOOLS.

Texas spends annually \$15,000,000 on her public schools, colleges and universities, but Texas schools are not what they should be by any means. Texas school teachers are, just as in other states, underpaid for their services. There is a lack of co-ordination in the various public schools of the country. But Texas schools are improving!

Texans are keenly interested in education, as the bill passed by the Legislature two years ago providing for a million-dollar fund to be apportioned to the schools of the rural districts; as the bill requiring compulsory attendance on public schools; and as the proposed amendment which will give the people in school districts the right to assess a higher school tax than fifty cents on the hundred dollars—as these good measures indicate.

Few doubt the wisdom of the law which provides an appropriation for the aid of rural schools. The compulsory school law has the support of Texans, first, because it is law; then, the progressive thinkers of the State believe in the efficacy of the law and its justness. But when you talk of increased taxes the people are slow to favor a measure. The measure which will be voted upon in the general election regarding a law which will allow a school district to assess a tax for school purposes not to exceed one dollar for each hundred dollars' valuation does not mean that taxes will necessarily be raised. It is OPTIONAL with the people in each district what school tax they will assess. Under the proposed law a district which wishes and NEEDS for the maintenance of its school more than fifty cents as a tax can assess more than fifty cents—any amount not to exceed a dollar. If a ten-cent tax is all that any district needs or desires, that tax can be assessed. Many school districts feel the NEED of a higher tax than fifty cents. Often that need is only temporary and a high tax will have to be assessed for only a very few years. But at times the need is imperative. The school must be allowed to close after only a short term, or private subscription taken to make up the deficit. Texas recognizes the equity and justness of a school tax. There is no danger in raising the limit. Texans will not spend too much on education.

GOOD ROADS LESSEN TRANSPORTATION COST.

Good roads are trade arteries. The live, wide-awake town will not only improve its roads and keep them in a passable shape, but it will post its roads, so that the traveller who is a stranger will have no trouble in finding his way. The psychological effect on the casual traveller of good roads, well posted roads, is wonderful.

Good roads bring the farmer nearer to town. If he can come to Plainview fifteen minutes sooner by reason of good roads, the effect is the same as his living that much nearer town. He comes oftener with his produce and to shop and transport his stock, grain and poultry to market at lower cost. Improving the highways is the same to the farmer, in effect, as the removal of differential freight rates is to the jobber and merchant.

The wise town sees that its roads are the best possible.

Gordon, a small son of Mr. and Mrs. Geo. Locke, of Runningwater, was brought to the Plainview Sanitarium Monday night seriously ill with appendicitis.

Miss Rebecca Chumbley went to Ralls this morning for a visit with her sister, Mrs. Lawrence Kerr.

Miss Nolla Jones went to Norfleet this morning for a few days' visit with friends.

Mrs. Mollie Jetton, of Hale Center, who for the past year has been teaching a class in music in the home of Mrs. I. W. Elliott, came up yesterday and opened her studio.

John Vaughn, city marshal, who has been confined to his bed for about a week, is much improved, and expects to resume his duties in the near future.

Chas. Walsh, general baggage agent of the Panhandle and Santa Fe, was here yesterday on business.

H. S. Hilburn and his father, Rev. W. C. Hilburn, of Hico, arrived by auto from Dallas this afternoon.

During last week R. A. Underwood, Claude Nobles, Mrs. Robert Myers, Byron Brown, W. B. Knight, Geo. Quisenberry, Mrs. A. H. Lindsay, Mr. and Mrs. J. W. Saffle, Geo. May, B. F. Johnson, Miss Clara Hooper, Mrs. J. B. Scott, F. B. Gouldy, Fred Weyl, H. A. Wofford, Mrs. W. A. Todd, C. E. White, J. D. Pelphry and P. J. Wooldridge visited the Panhandle State Fair, at Amarillo.

Miss Elizabeth Williams went to Canyon Monday.

Sheriff Robert McQuillan, of Lamb County, was here on business Saturday.

Mr. and Mrs. T. B. Carter returned Sunday night from an auto trip of several weeks through Colorado. Mr. and Mrs. I. K. Young and Miss Linda Mayhugh, of Pueblo, Colo., cousins of Mrs. Carter, accompanied them home.

BIRTHS.

Born, to Mr. and Mrs. G. M. Wright, ten miles west of Plainview, on September 7th a girl.

Born, to Mr. and Mrs. Walter Belloh, of Hale Center, on September 3rd, a boy.

Born, to Mr. and Mrs. Thos. Richey, 7 miles south of Hale Center, on August 19th, a boy.

Born, to Mr. and Mrs. Ben Gardner, September 19, a boy.

STATE FOOD INSPECTOR IS PLEASSED WITH CONDITIONS HERE.

C. M. Cocononger, State pure food and dairy inspector, of Austin, was in Plainview yesterday. He and Dr. E. F. McClendon, city health officer, made inspection of the restaurants, butcher shops, grocery stores and slaughter pens.

Mr. Cocononger states that as a whole he found things here far above the average, and better than he had expected.

Reader's Forum

Reader Pleased With Proposed Highway Camp Sites.

Editor Herald—Dear Sir: This is just a line to say how fine I think the project mentioned in The Herald of last week would be. I mean the establishment of an automobile highway from Texico to Fort Worth through Plainview and the providing of free camping grounds and certain facilities for the accommodation of such tourist travel.

While such tourists would naturally spend a little money in Plainview, this is not by any means the most important point in such an arrangement. The idea is to get them to "Stop, Look and Listen." Then, if treated right and shown some of the good things that we favored folks enjoy, they may come back some day. Or, if not able to do this, they will at least tell others that the Plainview district is just as it has been represented to be, only more so, and it is this publicity that we need. When people from less favored districts find out about our soil and climate and water they are going to get started in this direction with no uncertain impulse; and this will be one of the very best projects of all to disseminate such advertising.

READER.

A Plea.

What household thoughts around thee, as their shrine, Cling reverently?—of anxious looks beguiled? My mother's eyes, upon thy page divine, Each day were bent—her accents, gravely mild, Breathed out thy love: whilst I, a dreamy child, Wandered on breeze-like fancies oft away To some lone tuft of gleaming spring-flowers wild, Some fresh-discovered nook for woodland play, Some secret nest; yet would the solemn Word At times, with kindlings of young wonder heard, Fall on my weakened spirit, there to be A seed not lost—for which, in darker years, O Book of Heaven! I pour, with grateful tears, Heart blessings on the holy dead and thee."

There are probably boys and girls in the Plainview Public Schools who never read the Bible, nor are they members of any Sunday School class in the city.

May we not appeal to the worthy superintendent of schools of our city that he introduce the reading of a chapter from the Bible each morning as a part of the opening exercises of the respective schools? It would most assuredly be of great benefit, not only as a great moral force, but of literary merit as well. The Bible is a masterpiece of literature, something rare and unique, and no education is complete without a knowledge of its style and diction.

As to its force morally and religiously, perhaps a seed sown now in the fresh and fertile soil of young hearts may bring forth a Talmage, a Jane Addams or at least a well rounded Christian character and a fine citizen. Why not the Bible in the public schools? M. JULIEN.

MARRIAGE LICENSES.

County Clerk B. H. Towery issued marriage license to Miss Carena Dent and E. L. Sanders on September 18th, and on Saturday, the 16th, license was issued to Miss Edna Harrington and Paul Barker.

Fall Preparedness Week

Beginning tomorrow, you men and young men are invited to view our extensive preparations for fall.

Here is a men's store adequately prepared to solve every good clothes problem for fall.

PREPARED to show you all the favored styles for fall—models for young men who like a liberal measure of the extreme in their clothes; models for the ultra conservative in taste; styles for men who like the happy medium in clothes.

PREPARED to show you fabrics of long fibre wool quality—dependable in color and pattern. Rich dark greys, greens, browns, blues and fancy mixtures as well as ample showings of conventional black.

PREPARED to give you perfect fitting clothes; a service in itself that makes for satisfaction. The coat collar must hug the neck, the coat must drape the shoulders without a wrinkle, the lapels must not pucker; the trousers must hand without a sag. The clothes must faultlessly fit you before they leave the store.

PREPARED to give your wants the closest attention whether you buy or not. Ready with a cordial welcome at all times and especially so this week when fall stocks are complete and most interesting.

Fall Preparedness In the Boy's Department

You'll bring your boy here to get outfitted for fall, if you take this opportunity to view our fall preparations. Clothes that will give him the best of service—clothes in correct fall styles and good looking fabrics. A showing every mother, father and boy should see.

- WOOLEY BOY Norfolk suits, in all wool grey worsteds, the fabrics which will wear... \$10.00
- Stout wearing mixtures in tan and grey, two pairs trousers... \$6.00
- Tweeds, excellent for wear, tan and grey, one pair trousers... \$4.50
- Fast color blue serges, all wool, \$5.00 to \$8.00



ONE OF THE LATEST STYLES IN MEN'S SUITS

Fall Preparedness in Shirts

Ready to meet any and all demands for good dress shirts. Any number of new and beautiful patterns in fast colors to show you. All sizes of neck bands. Come and see them.

50c, \$1.00, \$1.50 and Up

Fall Preparedness In Neckwear

A new and distinctive variety of patterns in wide-end four-in-hands, all made from dependable silks that hold their shape.

50c, 75c and \$1.00



Fall Preparedness in Hats

Selections that show we have chosen wisely. New styles, new colors and a full range of sizes in each shape. Every hat shows a full measure of quality for the price—\$2.50 to \$6.00.



Fall Preparedness in Underwear

Fall and winter styles in light and heavy wool, medium and heavy cotton and fleece lined cotton of dependable quality. Perfect fitting, latest improved makes of union suits and shirts and drawers. Every size is here. Union suits \$1.00 to \$5.00 Drawers and undershirts 50c to \$1.25

REINKEN'S

CLOTHING AND SHOE STORE

"WE DO AS WE ADVERTISE"

A New Shipment of

Wedding Rings

Just Received.

W Peterson
Jeweler and Optician

The HALLMARK Store

OUR STATEMENT

Statement of the Condition of THE CITIZENS NATIONAL BANK, PLAINVIEW, TEXAS, At the Close of Business September 12th, 1916.

RESOURCES.	
Loans and Discounts	\$258,346.16
Overdrafts	None
U. S. Bonds, Stocks and Securities	107,600.00
Real Estate, Furniture and Fixtures	30,422.95
CASH	109,402.56
	\$501,771.67
LIABILITIES.	
Capital	\$100,000.00
Surplus	20,000.00
Undivided Profits	14,362.54
Circulation	100,000.00
DEPOSITS	267,409.13
	\$501,771.67

SOCIETY

Telephone Number 72

ANNOUNCEMENT.

The Woman's Missionary Society of the Presbyterian Church will give a Silver Tea at the home of Mrs. T. B. Haynie on Tuesday afternoon, September 26th. The hours will be 3 to 5 o'clock.

A quiet, though a wedding of much interest took place Sunday morning at 8.30 o'clock, when Miss Edna Harrington and Paul Barker were married. They were married at the home of the bride's parents, Mr. and Mrs. W. L. Harrington, 701 West Eleventh Street. Rev. T. B. Haynie performed the ceremony.

HARRINGTON-BARKER.

money. Only the parents of the bride and groom were present.

The bride wore a handsome tailored suit of wisteria, with hat and other accessories to harmonize.

Mr. and Mrs. Barker left on the nine o'clock train. They will tour all California and will visit in Portland and Seattle.

The bride is from one of Plainview's leading families, being the daughter of Mr. and Mrs. W. L. Harrington. Mr. Barker is also a member of one of Plainview's best families. He is a son of Mrs. and Mrs. K. Barker.

BENT-SANDERS.

Miss Caresa Dent and E. L. Sanders were married last night at 9:30 o'clock. In the clerk's office, by Judge W. B. Lewis.

MISSIONARY SOCIETY MEETS WITH MRS. W. E. RISSER.

The Woman's Missionary Society of the Presbyterian Church met yesterday afternoon, in regular session, at the home of Mrs. W. E. Risser.

A large number of the members were in attendance, and the program was very instructive and interesting. Mrs. H. D. Hyde gave a splendid paper on the "Missionaries in Africa." Mrs. J. W. Richards also gave a good paper, her subject being "Africa, the Field," and Mrs. G. Graham delighted the members with two readings.

During the social hour Mrs. Risser served tea and wafers.

NEW MEMBERS ADDED TO CENTRAL MOTHERS' CLUB ROLL.

The Central Mothers' Club met Friday afternoon with good attendance and an interesting program.

Much good is being realized from these clubs. More and more mothers are being interested in the work. A number of new members were added to the roll Friday.

The program follows:

Piano Solo—Miss Raye Fowler.

Reading—Miss Effie Murphy.

Paper—"What Other Mothers' Clubs Are Doing"—Miss Jackson.

Paper—"Our Club and Its Aim"—Miss Brown.

After the program a social meeting was held and ice cream and cake were served.

MEETING BAPTIST MISSIONARY SOCIETY WITH MRS. CROW.

The Baptist Ladies' Missionary Society will have their regular monthly missionary meeting at the home of Mrs. G. W. Crow on Monday afternoon at 4 o'clock, September 25.

The program follows:

Subject—"Our State a Mission Field."

Leader—Mrs. D. L. Hammer.

Hymn—"Coronation."

Prayer.

Bible Study.

Hymn.

One-Minute Reports from States.

"Our Own Field"—Mrs. J. M. Malone.

Prayer for Our Mission Field.

Vocal Solo—Miss Donnell.

Reading—Miss Brown.

Piano Solo—Miss Ziegler.

MISS CLAUDIA QUISENBERRY HOSTESS TO BAPTIST SOCIETY.

Friday evening Miss Claudia Quisenberry was hostess to the B. Y. P. U. and a few invited guests. Games and conversation formed the principal diversion.

Several musical selections were given by Miss Allene Boswell and Mrs. J. Q. Adams. Misses Lillie Ellerd and Mildred Farmer delighted the guests with a number of readings.

At the close of the entertainment delightful refreshments were served.

Menu.

Chicken Salad

Butter Bread Sandwiches

Potato Chips Pickles

Hot Chocolate

Those present were: Misses Urshul Sanderson, Hettie Lee Thomas, Edith McCall, Annie Joe Gates, Minnie Quisenberry, Allene Boswell, Helen Barnett, Esther Mitchell, Esther Anderson, Ora Mitchell, Mabel Bonner, Vada Russell, Lillie Ellerd, Elsie Ellerd, Clara Turner, Lula Mae Rankin, Alta Cook, Cora Anderson, Cotta Sisk, Bessie Davenport, Minnie and Ethel Covington, Mildred Farmer and Vivian Dunn; Mesdames C. O. Wingo and J. Q. Adams; Mr. and Mrs. J. L. Gallaway; Messrs. Herbert Rayzor, Will McHann, Wren Blackwell, Chas. Wingo, Willard Harp, Buster McHann, Dixon Turner, Frank Bowron, Lorenzo Engelmann, Rufus E. Brazil, Ester Noble, Oliver Smith, Stewart Goodwin, Mack Noble, Elbert Evans, David Burnett, Judson, David and C. H. Covington, Bunyan Hale and Rev. R. E. L. Farmer.

LEAVES FOR THE WEST.

Miss Hallie Groce left Wednesday evening for Hilton, Nolan County, where she will be a special tutor in the home of Dr. Beakley, thirty-five miles from Sweetwater. Miss Groce will have in her charge two young ladies, aged fifteen and seventeen, and will instruct them in literature, music

and domestic science. Miss Groce is a student from the school of music at Trinity, and also took special training at Hollins, Va. Her literary work has been supplemented by extensive travel abroad, and her varied accomplishments well fit her for the position of private tutor.—Waxahachie Light.

Miss Groce spent last winter in Plainview, and made many friends while visiting in the families of her cousins, Mrs. H. C. McIntyre and Mrs. J. M. Adams.

Chas. Stephenson spent the week end at Canyon.

Misses Lena Donohoo and Sue Doubleday left Sunday for Dallas to attend school at St. Mary's.

Claude Beck, who is with the Texas Utilities Company at Lubbock, spent Sunday here.

Chas. Vincent returned from Lubbock Sunday.

Judge R. C. Joiner and W. N. Baker went to Floydada Sunday to open a term of District Court there yesterday.

R. A. Long left for Erath County Sunday to be with a brother-in-law who is seriously ill.

T. B. Triplett and C. H. Featherstone, of Floydada, were here yesterday on business.

Mr. and Mrs. Andrew Jackson, of Noga, Illinois, arrived this morning for a visit with their brother, O. B. Jackson and family. Lysie and Harry Jackson accompanied them home, after a few weeks' visit in Illinois.

E. E. Roos, who has been seriously ill for several weeks, was able to be out for a few hours Saturday.

Miss Jewell Donnell came in Monday morning from Abernathy. She was accompanied by her little niece, Esther Mae Smith, who has been visiting there.

Warren Gibbs left Monday for Dallas, where he will enter Southern Methodist University.

Mrs. B. S. Adams and Miss Sallie Owens, of Emery, Texas, who have been visiting with their sister, Mrs. E. L. Stephenson, left Monday for their home.

Austin F. Anderson was here over Sunday. Mr. Anderson, who has recently moved to Ralis, is establishing a good law practice at that place.

Miss Josephine Goode left Monday for Abilene, where she will enter Simmons College.

Miss Pauline Gates will again enter Baylor University. She left Monday for Waco.

Albert S. Half, of Lubbock, spent the week end with friends here.

E. N. Egge returned home Monday from a visit in Nebraska.

Mrs. W. A. Donaldson returned home Monday morning, after a few days' visit with friends in Amarillo.

Mr. and Mrs. F. W. Clinkscales returned Sunday from an auto trip of more than a month's duration, principally through the state of Colorado.

Again We Say—

Buy Shoes at

The Rich-lier Store

We FIT FEET With Soft, Comfortable, Durable Shoes



Early Fall Special Fancy Shoes, Special Prices

White Buck Boots for high school girls, lace sport styles, \$4.00 values **\$3.50**

Ladies White Kid French heel \$5.00 boots, special at **\$4.00**

Ladies Brown or gray Kid Vamp, white kid top, lace boots, leather Louis heel, \$7.50 value for **\$6.00**

All White Kid lace and button boots, Ivory sole, Ivory Louis heel, \$7.50 value for **\$6.00**

We Know How to Fit and Have the Lasts and Styles That Will Fit

Richards Bros. & Collier

WHERE PEOPLE WHO DRESS BEST TRADE

Dr. W. R. Ferguson and family arrived in Plainview last week, and will make this their home. For a number of years they have lived in Hale Center.

Mr. and Mrs. A. Bailey went to Slaton Monday morning.

Col. R. P. Smyth, of the Chamber of Commerce, and E. L. Doland, of the Y. M. B. L., are today finishing the marking of the Puget Sound-to-Gulf Highway through Hale County. They are working today near Abernathy.

F. C. Vickery returned this morning from Ennis, where he spent a week with his family.

P. R. Napier, of Dallas, division commercial manager of the Western Union Telegraph Company, arrived this morning on a tour of inspection of the local offices of the company in Northwest Texas.

Dr. K. L. Buckner and family, of Bridgeport, arrived this morning for a visit with the family of J. M. Hamner. They will go to Lubbock tomorrow.

Mrs. H. C. Ramsdell, of Cheyenne, Wyoming, arrived this morning for a visit with her son, Dr. R. L. Ramsdell, and family.

Mrs. Gussie Cannon, of Slaton, who has been visiting with Mr. and Mrs. J. W. Patterson, returned home this morning.

Barnett O'Bryan, of Hale Center, is today assisting Col. R. P. Smyth and E. L. Doland in marking the Puget Sound-to-Gulf Highway.

Mrs. L. C. Bennington will return the last of September and open an art studio down town. She has a great many new and beautiful designs and studies.

Its a New, Thoroughly Cleaned, Thoroughly Sanitary Grocery Which Will Greet You on Your Next Visit

We have spent several days thoroughly renovating, painting, and generally cleaning our building, our fixtures and our stock of staple and fancy groceries following the removal of the meat market from our store room and invite you to visit and inspect a thoroughly sanitary grocery store on your next buying trip.

We expect to keep our store and our stock up to the highest standard of cleanliness and believe that our customers will appreciate this effort.

We have arranged to display our stock better than ever before so that your grocery buying will be made easy.

With these improvements we ask you to try our service and our goods, assuring you that here you will find good groceries at fair prices. Our lines are being improved daily so that you will always find surprises in new things here.

Let's get better acquainted—it will do us both good.

E. G. BENNETT GROCERY CO.

Phone 35

This is a Great Season for Coats

—A Great Variety at Carter-Houston's



—Good, Warm, Stylish Coats as Low as \$12.50---and More at \$15, \$18.50, \$22.50, \$30, \$38.50, \$45, up to \$100.00.

There are coats of distinctive style—there are hundreds of coats in many modes, fabrics and colors—surely in such a vast assortment, choosing must be a pleasure—anyway we would like to have you come in while the assortment is so ample.

If you are not ready to buy, come in anyway. You'll enjoy trying on the Coats—and we enjoy showing them. You'll find us going out of our way to please.

Carter-Houston's

Superior Grain Drills, Disc Harrows and McCormack Row Binders. Its time for you to be thinking of these things.
 Phone 80 DONOHOO-WARE HARDWARE COMPANY Phone 80

BOX SUPPER PLANNED BY NEW MOTHERS' CLUB.

RUNNINGWATER, Tex., Sept. 18.—Misses Gladys Knight and Cora Kindred have entered school at Plainview High School.

Lee Ott has gone to Stamford to school.

School opened here Monday, with 39 pupils in attendance. A number of the patrons met with the teachers and pupils. Gabriel Upton and Miss Pearl Wright are the teachers. They desire the help of all interested in school work, to help make this the best school that has been taught here.

Misses Rachel Elder and Nora Gehrls have been holding a series of meetings here. These girls belong to the Nazarene Church, and are earnest workers. A number from the Nazarene Church in Plainview attended here Saturday night.

A number of the ladies of the neighborhood met at the school house last Friday afternoon and organized a Mothers' Club. The following officers were elected: Mrs. H. R. Tarwater, president; Mrs. M. J. Meisenheimer, vice president; Mrs. L. D. Tipton, secretary and treasurer. The club has fourteen charter members, and hopes to enroll every lady in the neighborhood. The object is the advancement of the school work and the improvement of the property and equipment. The club will meet every two weeks, on Friday afternoon, at the school house. The next meeting will be on the 29th.

A box supper will be given by the Mothers' Club on the night of Friday, October 6. The funds raised will be used to buy some needed equipment, probably maps and an encyclopedia. All are invited.

Ray Upton, of Plainview, is in charge of the store at Runningwater.

Mrs. J. E. Bailey, who has been ill, is much better.

Lynn Gordon Locke is quite sick. It is feared he has appendicitis.

Mrs. E. E. Monzingo has gone to Waco and Lovena on a visit.

Tobe Gibson and son, Troy, made a trip to Floydada Saturday.

Willard and Russell Hurst, who have been working at Knight's Ranch, have gone to their home, in Floydada.

J. F. Watson, of Plainview, is erecting a residence on his land south of this place.

Roy Skipworth and Geo. Houser, of Kress, were here Sunday.

Mrs. J. E. Connard, of Oklahoma, who has been visiting with her sister, Mrs. Lee Stephens, returned home this morning.

No. 553.

OFFICIAL STATEMENT

Of the Financial Condition of the

FIRST STATE BANK,

At Abernathy, State of Texas, at the close of business on the 12th day of September, 1916, published in The Evening Herald, a newspaper printed and published at Plainview, State of Texas, on the 19th day of September, 1916.

RESOURCES.

Loans and Discounts, personal and collateral	\$74,176.27
Overdrafts	1,998.96
Real estate (banking house)	2,500.00
Other Real Estate	931.70
Furniture and Fixtures	500.00
Due from Approved Reserve Agents, net	12,581.97
Due from other Banks and Bankers, subject to check, net	1.00
Currency	4,824.00
Specie	878.22
Interest in Depositors Guaranty Fund	545.15
Other Resources as follows:	
Assessment Guaranty Fund	228.56
TOTAL	\$99,165.83

LIABILITIES.

Capital Stock paid in	\$15,000.00
Surplus Fund	500.00
Undivided Profits, net	4,225.74
Individual Deposits, subject to check	73,296.79
Time Certificates of Deposit	6,143.30
TOTAL	\$99,165.83

STATE OF TEXAS,
 County of Hale.

We, S. R. Merrill, as president, and W. A. Richter, as assistant cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.
 S. R. MERRILL, President;
 W. A. RICHTER, Asst. Cashier.

Subscribed and sworn to before me, this 18th day of September, A. D. 1916.
 N. C. HIX, Notary Public.
 (SEAL) Hale County, Texas.

WEST SIDE ORGANIZED A MOTHERS' CLUB SATURDAY.

The ladies of the West Side community met September 16 and organized a Mothers' Club.

The officers are: Mrs. Ira Hammer, president; Mrs. Ed Bryant, vice president; Mrs. M. C. Corneliu, treasurer; Mrs. C. H. Scales, secretary and press reporter. Other members are Mesdames Jim Johnson, Tom Johnson, J. C. Homan, D. H. Spense, F. W. Severs, J. Chilton, Melvin Emerson, and Will McClain, and Miss Bessie Branson.

The second Friday in each month is their meeting day. The club is going to do some good work for West Side, along with the Girls' Home Economics Club. PRESS REPORTER.

WOODROW HOME ECONOMICS CLUB ELECTS OFFICERS FOR YEAR

The Girls' Home Economics Club met Friday, September 15, and elected the following officers: Yolanda Makinson, president; Beulah Shelton, secretary; Majorie Marshall, treasurer. Other members present were Madalene Makinson, Ruby King, Estelle Allison, Frances Selpp, Lilla Mae Greneath, Louise Fuller, Ita Long, Marion Hammond, Maud Perkins, Lois Leach and Mrs. Hickman.

The club will meet every Friday afternoon. We are entering into the new year with the determination to accomplish something.

BEULAH SHELTON, Reporter.

RESOLUTIONS BY JUNIOR MISSIONARY SOCIETY.

WHEREAS, God has called from our midst one of our much-loved members, in the person of Vivian Helen Swartz, and whose body was laid to rest in the Plainview Cemetery on the tenth day of September, 1916; and

WHEREAS, her loved ones and friends and the members of this organization will greatly miss her; therefore, be it

RESOLVED that we do hereby express our appreciation and sympathy for the loved ones by spreading a copy of this resolution upon the minutes of the Junior Missionary Society and sending a copy to the family and one to The Plainview Evening Herald, and we pray God's richest blessings upon the bereaved family.

(Signed)

MRS. JOHN LUCAS,
 HELEN JACKSON,
 LEORA SEWELL,
 J. M. CONNER.

WICHITA FALLS IS BECOMING SUCCESSFUL DAIRY-PLAN CENTER.

The plan by which the Wichita Falls Chamber of Commerce is intro-

ducing high-grade dairy cattle into this section may be adopted throughout Texas and may be applied, not only to dairy cattle, but to hogs and poultry as well, if the plans of C. C. Waller, of Arlington, chairman of the dairy committee of the Farmers' Union, are carried out. Mr. Waller is now in this city, investigating the workings of the plan.

"I am sure the plan can be followed in thickly populated counties where a number of farmers would go into it," said Mr. Waller, "but what we want to do is to work it out so that any responsible farmer, no matter where located, can supply his farm with live stock upon the same terms as the man who lives right near a large city.

"We want to include poultry and hogs as well as dairy cattle, and one of the banks at Arlington has already consented to finance farmers in purchasing stock of that kind. The man who can market a few eggs each day is a good man to have in your county."

Mr. Waller attended the meeting of the stockholders of the Farmers' Cotton Oil Mill this afternoon and addressed them on the subject of the cause he represents. While here he is studying the dairy ordinance recently passed here.

While here Mr. Waller expected to talk with Will C. Young, of the City National Bank, who was due to return today from Wisconsin, where he purchased two more cars of high-grade dairy cattle which will be distributed here upon the same terms as those previously imported. Inasmuch as Wichita Falls has set the pace for the rest of the State in extending and building up the dairying industry, Mr. Waller thought he could obtain much valuable information here. He saw John W. Thomas, acting secretary of the Chamber of Commerce, who put the plan into execution here. Mr. Waller spent Tuesday afternoon at the Kemp dairy farm, where he found much to see and admire.—Wichita Falls Times.

DO NOT PERMIT YOUR CATTLE TO WASTE FEED.

Do you know how much feed your animals waste when they are allowed free run of the corn or velvet bean fields? They harvest efficiently as long as they are hungry, but once they become full they wander round and nibble here and there at will. As a result the feed is knocked down and either comes in contact with the ground or is trampled into it. Most of that feed spoils, and even if it is not damaged seriously, the animals will not eat it unless they are extremely hungry.

E. S. Pace, District Agent for the University of Florida Extension Division, suggests that the animals be confined by cross fences or allowed

the run of fields only a short time each day. Some farmers have found the latter practice profitable. They turn the animals on the field about

two hours each day. They are usually hungry and do not spend any time wandering. As soon as they have filled up they should be removed. In

this way the feed will last longer and very little of it will be wasted.

ROOMS FOR RENT. Phone 355. 2t.



Modern Gullivers

Some men stand out from the crowd as Gulliver towered over the Lilliputians. By superior energy, activity and reserve strength they predominate. Feeling right within, is one of the fundamentals of physical and mental strength, and is largely the result of proper nourishment.

Grape-Nuts

With Cream

is the logical food for thinkers and doers. It contains all the nutritious elements of whole wheat and malted barley, is partially predigested, and supplies an abundance of energizing nourishment without overworking the stomach. It also includes the vital mineral salts of the grain which are lacking in white bread and many other cereal foods.

There's able help for many in Grape-Nuts.

"There's a Reason"

Sold by Grocers everywhere.

SPECIAL ATTENTION TO PARTIES

We have arranged our serving parlor that we may be well equipped to pay especial attention to party service. No matter if it is an after matinee informal service to your friends or a formal evening service we are prepared to care for your wishes.

If you are planning any sort of a social event and will advise us four or five hours before you expect us to serve refreshments to your guests we will have such a menu prepared as suits your fancy and will be well prepared for the service of it. Already our parlor is becoming popular for this party service and we especially cater to it.

If you wish to take a pleasant remembrance to the family as you go to supper some night drop in for a box of our fancy chocolates. We have the magazines and Kansas City Star and Times for your reading these cool fall nights.

Our fruit service will be kept to such a standard that you may expect to find here what the best markets afford. Our cigar and tobacco stock is equalled by few and we invite your patronage.

Everybody's Confectionery

H. E. JOBE, Proprietor

PLAINVIEW SATURDAY, SEPTEMBER 23
 The World's Best Show

HOWE'S GREAT LONDON SHOWS

1000 PEOPLE 1000
 500 HORSES 500 51 CLOWNS 51
 BIG DOUBLE MENAGERIE
 ROYAL ROMAN HIPPODROME
 THE ONLY BIG SHOW COMING TO WEST TEXAS

TY-BELL SISTERS
 DIRECT FROM NEW YORK HIPPODROME

ONE OF THE BIG FEATURES THIS YEAR
 FREE HORSE FAIR AND PARADE AT 10 A. M.
 PLAINVIEW, SATURDAY, SEPTEMBER 23

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 Dry and Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. -Adv. tf.

It pays to buy at BONNER FASHION SHOP. tf.

FOR SALE.

Good four-room house, pantry, well and auto shed. Block 30, Highland Addition. Bargain if taken soon. Inquire J. L. FRAM, Kingfisher, Okla. tf.

It pays to buy at BONNER FASHION SHOP. tf.

FOR SALE—One good horse. G. E. LEWIS. tf.

Black and White at THE REXALL STORE. tf.

WANTED—To buy 100 young pigs, 20 sows, 25 gilts and 100 one- and two-year-old steers, October delivery. C. O. MAKINSON, R. F. D. No. 3, Plainview. tf.

SEED RYE—\$1.25 per bushel. W. M. JEFFUS. 2t.

FOR RENT—Nicely furnished rooms; hot water and bath. 807 El Paso Street. THE WESTCOAT HOUSE. 2t-pd.

FOR RENT—Two furnished rooms for light housekeeping. Apply at 706 El Paso Street. 2t-pd.

We have for sale several hundred pounds of choice Alfalfa Seed. CARTER-HOUSTON DRY GOODS CO. tf.

FOR SALE. We have some good young ewes and some fall and winter lambs that we want to sell. Will sell in small flocks. If you want something good, see us. JORDAN & COLE. tf.

It pays to buy at BONNER FASHION SHOP. tf.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

WANTED—Someone to disc and sow eighty-six acres to wheat two and one-half miles from Abernathy. Address GLEN B. MUNSON, 1110 Douglass Ave., Kalamazoo, Mich. tf.

WANTED—Two furnished rooms for light housekeeping for husband and wife and three small children. Leave information for "REEVES," at Texas Utilities Co. tf.

It pays to buy at BONNER FASHION SHOP. tf.

FOUND: Friendship bracelet. Call at HERALD OFFICE. tf.

It pays to buy at BONNER FASHION SHOP. tf.

Black and White at THE REXALL STORE. tf.

We are in the market for Dry and Hides in any quantity. RUCKER PRODUCE COMPANY. tf.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

It pays to buy at BONNER FASHION SHOP. tf.

We pay the highest cash prices for Poultry, Eggs, and Hides. Don't fail to call and get our prices before you sell your produce. Phone 637. Opposite passenger depot. WRIGHT PRODUCE COMPANY. tf.

It pays to buy at BONNER FASHION SHOP. tf.

It pays to buy at BONNER FASHION SHOP. tf.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

FOR RENT—One furnished room, close in. Inquire Herald office. tf.

It pays to buy at BONNER FASHION SHOP. tf.

USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER. tf.

Black and White at THE REXALL STORE. tf.

If your buggy needs painting, see Z. T. NORTHCUTT. 2t.

FOR SALE—A few Durham milk cows, one fresh, and a few heifer calves. BOB MARTINE, 3 miles east of Seth Ward. tf.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. tf.

ATTENTION, MR. FARMER.

We have on hands two sixty-ton Tulsa Silos, which we will sell at cost on time. Call and let us show you these. It means money to you. A. G. McADAMS LUMBER COMPANY. tf.

LOST—33 x 4 Firestone casing and rim. Reward if returned to RUSHING LAND CO. tf.

See DR. ROSS and have your mules, horses and dogs vaccinated against the distemper. Oct. 11.

See DR. ROSS and have your mules, horses and dogs vaccinated against the distemper. Oct. 11.

FOR SALE—My home place, six-room modern house with nice garage and other improvements; three blocks from the square. Will show at any time. See me at E. R. William's W. FLAKE GARNER. tf.

FOR TRADE—For land near Plainview, twelve-room residence in Ada, Oklahoma; value, \$4,000.00; close in, two blocks from paved street. W. F. WHITE, Holdenville, Okla. 4t-pd.

WANTED—Second-hand Row Binder. Must be cheap. Send card, stating prices and kind. E. W. BYARS. Phone 22.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO.'S. tf.

It pays to buy at BONNER FASHION SHOP. tf.

FOR SALE—160-acre alfalfa farm; running water, 70 acres sub-irrigated, smooth, fenced. Description, N. W. 1/4, Section 19, Block S1; price, \$30.00 per acre. Write direct to owner, J. R. LIEDERBACH, Rockford, Minnesota, Route 2. tf.

ALFALFA SEED: New crop, first quality, prompt shipment. Order direct from the greatest producing section. Write for prices and free sample. Be sure to state amount wanted. LEO TURNER, Yuma, Arizona. Oct. 24.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. -Adv. tf.

See DR. ROSS and have your mules, horses and dogs vaccinated against the distemper. Oct. 11.

ALFALFA SEED 15c a pound. PLAINVIEW PRODUCE CO. tf.

See DR. ROSS and have your mules, horses and dogs vaccinated against the distemper. Oct. 11.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. tf.

ROOMS FOR RENT. Phone 355. 2t.

FURNISHED HOUSE for rent. Only one child preferred. Call 403 West Main. Mrs. H. O. RODEN. tf.

SOWS FOR SALE.

Cholera-immune Duroc sows; various ages; bred to registered Duroc-Jersey. See DR. C. C. GIDNEY, 6t.

FOR SALE—Full-blooded Duroc-Jersey boars, 1 1/2 years old, eligible to registry, or will trade for young sows or shoats of same breed. Apply to J. F. GARRISON, at Garrison-Conner Electric Co., or GARWOOD FARM, 2 1/2 miles northwest of Court House. tf.

Black and White at THE REXALL STORE. tf.

FOR SALE—At my place, southeast of Plainview, about 65 bushels of nice, clean alfalfa seed; 16c per pound. T. J. TILSON. tf.

WANT ADS BRING THEM RESULTS TRY THEM TRY THEM D SURE FROM WANT ADS

THE KANSAS CITY LIVE STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Sept. 15.—Heavy cattle receipts Monday brought a decline of 10 to 15 cents, but a strong demand and moderate supplies since have carried the market upward to a point 25 to 35 cents above Monday, and 10 to 25 cents above the close of last week. Good grass and cattle putting on weight will hold shipments back, but the strong market since Monday will dislodge a fair run next week in spite of that.

Beef Cattle. Choice to prime fed steers sold up to \$10.85 this week, short-fed cattle down to \$8.50. Illinois feeder buyers took a good many steers at \$8.00 to \$9.25. Pretty good grass steers to killers sold at \$8.00 to \$8.65, weights around 1,100 pounds at \$6.85 to \$7.50, lighter steers \$6.25 to \$7.00, Oklahoma quarantine steers \$5.85 to \$6.75. Cows sold good, fed cows worth up to \$7.50, best grass cows \$6.75, medium grass cows \$5.50 to \$6.25, canners \$4.65 to \$5.00, bulls \$5.25 to \$6.75, veals \$9.00 to \$11.00.

Stockers and Feeders. Feeder competition was pretty strong on steers up to \$7.50, and fairly good above that on suitable fleshy steers, which were scarce. A Kentucky buyer took 400-pound stockers at \$8.70, good Panhandle yearlings sold at \$8.70, good Panhandle yearlings sold steers \$6.25 to \$7.00. Colorado feeders weighing 1,036 pounds brought \$7.40, two-year-old Colorado horned feeders \$6.40 to \$6.65, 850 to 900 pounds average. The yards were overrun with buyers all week, and many did not get the cattle they wanted, insuring a big attendance of buyers next week.

Hogs. Packers attained their ends in bearing the price one or two days this week, but as a rule the inherent strength of the situation cannot be kept below the surface. Receipts are 3,500 here today prices most 10 cents higher, including hogs to packers. Top is \$11.05, bulk \$10.60 to \$11.00, heavy hogs up to \$11.00. The products situation is much stronger, relatively, than it was a year ago, and stocks only half as large, in spite of the fact that live hog receipts at the central markets since August 1st are 50 per cent greater than a year ago.

Sheep and Lambs. The best run of the season arrived this week, embracing good receipts from Utah, Colorado, Arizona and Idaho. The market closes 20 to 30 cents lower on lambs, top today \$10.70, same as yesterday. Utah, Colorado and Idaho lambs brought \$10.50 to \$10.70, no Arizonas here, but they are worth \$10.25, natives about the same figure. Fat ewes sold today at \$7.35, yearlings \$8.25. Feeding lambs are holding up well, best Westerns, 50 to 55 pounds, at \$10.10 to \$10.35, Arizonas weighing up to 65 pounds around \$9.75, breeding ewes firm, \$7.00 to \$9.40, feeding ewes \$5.00 to \$6.50. J. A. RICKART, Market Correspondent.

Anyone having Furniture to store, phone 338. 2t.

We have some fine stationery we want to initial for you. Sometimes distinctly new. Initials in any color. THE HERALD. -Adv. tf.

SHERIFF'S SALE.

STATE OF TEXAS, County of Hale. By virtue of a certain Order of Sale issued out of the Honorable District Court of Dallas County on the 5th day of September, 1916, by Matt L. Cobb, Clerk of said court, against Walter Sievers and Frank P. Robinson for the sum of Thirty-four Hundred Seventy-one and 72/100 (\$3471.72) Dollars and cost of suit, in cause number 21763-A in said court, styled C. C. Slaughter versus Walter Sievers et al. and placed in my hands for service, I, J. C. Hooper, as Sheriff of Hale County, Texas, did, on the 12th day of September, 1916, levy on certain Real Estate, situated in Hale County, described as follows, to-wit: 320 acres, consisting of the north one-half of section number thirteen, block O-2, lying in Hale County, Texas, and levied upon as the property of said Walter Sievers and Frank P. Robinson. And on Tuesday, the 3rd day of October, 1916, 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 Walter Sievers and Frank P. Robinson, 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 Plainview Evening Herald, a newspaper published in Hale County. Witness my hand, this the 12th day of September, 1916. J. C. HOOPER, Sheriff, Hale County, Texas. By J. F. FRYE, Deputy.

SHERIFF'S SALE.

STATE OF TEXAS, County of Hale. By virtue of a certain Order of Sale issued out of the Honorable District Court of Dallas County on the 7th day of September, 1916, by Matt L. Cobb, clerk of said court, against W. P. Soash, Frank Hough and F. A. Connelly for the sum of Four Thousand Thirty-six and 89/100 (\$4036.89) Dollars, with interest and cost of suit, in cause number 21760-A in said court, styled C. C. Slaughter & Co. versus W. P. Soash et al., and placed in my hands for service, I, J. C. Hooper, as Sheriff of Hale County, Texas, did, on the 12th day of September, 1916, levy on certain real estate situated in Hale County, described as follows, to-wit: The southwest quarter of section number thirteen, block S-4, Hale County; also the southwest quarter of section number nineteen, block S-4, Hale County, Texas, and levied upon as the property of said W. P. Soash, Frank Hough and F. A. Connelly. And on Tuesday the third day of October, 1916, 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 W. P. Soash, Frank Hough and F. A. Connelly, 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 Plainview Evening Herald, a newspaper published in Hale County. Witness my hand, this the 12th day of September, 1916. J. C. HOOPER, Sheriff, Hale County, Texas.

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. -Adv. tf.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making Every Druggist in town—your drug—You Sick and Can Not Salivate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason—Dodson's Liver Tone is taking its place. Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Difficulty at Scranton

Mrs. H. E. S., of Scranton, Pennsylvania, was in a bad condition. She could scarcely eat, and couldn't digest what she did eat. Her weight dropped to 97 pounds and she was anemic, very nervous and generally run down. She found in HEMO a strengthening and satisfying nourishment that gave her the strength she could not get from ordinary food. In two months she weighed 112 and looked healthy and was healthy and still is gaining. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co., Plainview.

FARM AND RANCH LOANS R. A. UNDERWOOD

CATTLE MEN

WE MAKE A SPECIALTY OF CATTLE LOANS AND SOLICIT THE BUSINESS OF RESPONSIBLE CATTLEMEN

We Have Strong Connections Reasonable Rates Deal Direct Without Delay

WRITE TODAY THE STOCKGROWERS MORTGAGE LOAN COMPANY

Topeka Kansas Affiliated With The German American State Bank, Topeka. The Farmers & Merchants Bank, Hill City, Kansas.

"BELL" Connection Brightens Farm Life. A telephone, on a line connected to the Bell System, adds much pleasure to life on the farm. Over the Long Distance Bell Telephone lines, you may visit with friends or relatives, near or far, without leaving home. Have you a Telephone connected to the Bell System? THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY.

The Strong Withstand the Heat of Summer Better Than the Weak. Old people who are feeble, and younger people who are weak, will be strengthened and enabled to go through the depressing heat of summer by taking regularly Grove's Tasteless Chill Tonic. It purifies and enriches the blood and builds up the whole system. 50c.

SEE ME FOR FARM LOANS. I also buy vendors lien notes. Money Ready in One Week. Promptest of service. J. C. Rawlings, 3rd National Bank Bldg., PLAINVIEW, TEXAS.

The Quinine That Does Not Affect the Head because of its tonic and laxative effect. LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

Are YOU ARE YOU establishing yourself in the World of Successful Men? A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed. THIRD NATIONAL BANK

MODES OF THE VERY MOMENT AFFORD CHARMING CHOICE Women's Handsome Suits

Styles with a very different appeal to women who appreciate the finer points of mode.

We cannot say too much about the exceptional line of Tailored Suits we have for Fall and Winter. Much of the charm of these Coat Suits is due to their superior materials, the clever ideas of rope stitching, of button, of velvet trims, the excellent tailoring. The belted coats, the full skirts, the longer coat lines with distinctive simplicity. In Serges, Fine Gaberdines, Wool Bengalines, Navys, Purples, Moscow Greens and various shades of Browns. Prices ranging from \$25.00 to \$48.75.



Showing of Popular Priced Suits

We announce the most wonderful collection of New Fall Models at popular prices to be seen in the South. Gaberdines, Poplins, Broadcloths, Velours, English Mixtures and Calfet Checks in the popular colors. Coats lined with guaranteed satin, collars of velvet and fur, fancy pockets and belt ideas in Misses' and Women's sizes.

Prices \$13.75 to \$25

SIMPLE IN LINE, RICH IN FABRIC

ARE OUR WOMEN'S NEW FALL COATS



Distinctively interpreting the new mode as to line and detail come these ladylike Coats.

Enthusiasm runs high in the Coat Section, in afternoon and street styles in Hudson Seal, Chinchilla Skunk and Mole Furs. Snappy pockets and belts. Fancy Brown Gaberdine Coat, with real Seal Fur trimming and ebony buttons with pearl inlay . . . \$60
Newest model of Navy Broadcloth, with shades of velvet for trimming; semi fitting . . . \$45
Black Broadcloth trimmed in "Alaska"; fancy stitching, \$43.75
Black Plush Coat trimmed in Gray Seal . . . \$29.50

Extra good line of Novelty Coats in plaids of different shades; fancy collars of plush;

Prices \$8.75 to \$25

Women's and Misses Dresses of Serge, Charmeuse and Satin

The new Fall Modes in distinctive variety.

Frocks of Satin and of Serge—the universally worn and yet far removed from the usual and commonplace—

For these styles present in clever and original ways the NEWEST OF THE NEW.

Black Satin Dress trimmed in "Marabough" and fancy buttons and braid . . . \$29.75
Violet Color Charmeuse with White Georgette beaded collar . . . \$28.75
Fancy Blue Charmeuse trimmed in Mode Crepe-de-Chine with fancy buttons . . . \$28.50

Select line of Serge Dresses, with a full range of sizes . . . \$8.75 to \$27.50

Plainview Mercantile Co.

An advance picture of Fashion as it will see itself this season is given a most comprehensive and charming portrayal by these

First Extensive Displays of MODES FOR FALL

Millinery
Coats
Frocks

Suits
Furs
Shoes

And other accessories of dress—and the new in Silks, Velvets and Dress Goods assembled with a certain knowledge both of the prevailing mode and the discriminating tastes of our patrons.



HANDSOME AUTUMN MODES

A showing of Imported Millinery; also authentic models, the product of skilled designers.

Correct Millinery for Street and Dress Wear specially featured this week.

Richness of material, simplicity of trimmings, correct lines mark the trend of the Small Chapeaux.

Handsome models in Lyons Velvet, elegantly draped, trimmed in Simple Gold Flowers and Bands, Metal Ornaments, Gold Lace, Glistening Grapes, Chenille Embroidery.

A FEW SPECIAL DESIGNS

The new Postellian Shape, embroidered velvet and trimmings in grey and black; crown trimmed with four Heron feather breasts . . . \$15.00
Black Peon Velvet, Continental shape, trimmed with arrow head of fancy feathers . . . \$15.00
"Japanese Sailor" in Corbean, blue and citron, trimmed in fancy Citron feathers . . . \$19.50

BOY'S SCHOOL SUITS AND OVERCOATS

Good, Live Patterns that will please the boy and his mother.

Full of Service—Suits and Overcoats that will last the whole term through, in spite of the boy's "strenuousness." Values from \$4.75 to \$12.00.

Every description of Boys' Wearables here.

Service in Real Value—

THAT'S WHAT THIS IS HERE FOR: to see that Men, Young Men, Boys and Parents of Boys get real and definite value for the money they spend, and get an assurance of satisfaction with the value, or the money cheerfully refunded.

New Fall Clothes

YOU'LL see a demonstration of this real value in the very remarkable showing we're making of our special Kuppenheimer Suits and Overcoats—exclusive designs, patterns, models—the best things made.

Young men will find great satisfaction in the St. Claire and Lenox Models.



\$20, \$25, \$30 \$35

College, High School, "Prep" Suits and Overcoats Here

Scotch Tweeds in heather shades, rich silk mixtures, two-toned weaves; plain blues, greens, browns, oxfords.

\$15, \$18, \$20, \$25, \$30, \$35

Different Overcoats

We have a lot of new things to show you—New Models, New Colors and Patterns, New Fabrics. Burberry English Overcoats—New Belt Styles, New Motor Styles, New Box and Full Back Styles. Scotch overplaids, venecunas and coverts.

\$15, \$20, \$25, \$30

LATEST NOVELTIES IN FALL BOOTS

A large selection of the new Fall novelties in Ladies' Boots awaits you in our Shoe Department.

It's the LITTLE THINGS That Count in a Costume—
Things Like

CORRECT STYLE IN A SHOE

The new two-tone Champagne and Tan . . . \$8.00
8-inch Black and White Kid, French heels . . . \$7.00
8-inch Black and Grey Button Boot . . . \$7.50
8-inch Havana Brown Boot . . . \$6.00



New School Shoes in Variety

We are now showing complete lines of Young Women's College Boots, sizes 2 to 8, ranging from \$3.00 to \$5.00 a pair; Young Men's School Shoes from \$3.00 to \$4.00 a pair; Boys' School Shoes, sizes 8 to 13 1/2, at \$2.00 to \$2.50 a pair.

Silk Hosiery to match all the new shades . . . \$1.25

YOUR CORSET FIRST— THEN YOUR GOWN

The woman who is correctly corseted has very little trouble with alterations when she selects her gown. Our Corset Section is complete with the most beautiful line of Gossard Corsets we have ever carried. Priced from \$3.50 to \$8.50. We cordially invite your inspection.

A beautiful Pink Brocade designed for the tall, average figure; front lacing . . . Price \$8.50

A model designed for figures large above the waist line . . . Priced \$6.50

A model especially suited for stout figures . . . Priced \$5.00

A full and select line for all figures, \$2.00 to \$8.50.

Our Corsetiere will fit you free of charge.