# THE PLAINVIEW EVENING HERALD <br> <br> TWICE-A-WEEK 

 <br> <br> TWICE-A-WEEK}

| Volume gr. ntiber 76 | Phantien, texis, fridit, shitmiber m, 1916 |
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| HERNAN TALKS ON NEW CLASSES FOR ALL STORES CANADA-TO-GULF RIOAD INTHE WINOOW CONIESI | Plainview Boy Tells of Life On U.S.Steamship in China |

Stafe highway opp. ne:edo

Community Correspondence
Nater

# The Opportunity of a Lifetime! 



## Cole's Hot Blast Ranges <br> On the Special Date printed below we will conduct a Big Sale on <br> -The Best Range Ever Built for Family Use

We Invite the Entire Community To Visit Our

## Big Factory Stove Sale



October 13th, 13th and 14th
(Finu R. C. WARE HARDWARE CO.


The Plainview Evening Herald -Published Every Tuesday and Friday Evening
THE HERALD PUBLISHING COMPANY,

| HERBERT S. Hilburn, Editor $\quad$ E. B. MiLLER, Business Manage |
| :---: |
| Entered as second class mail matter July 1, 1914, at the Post Office at |
| Piainview, Texas, under the act of March 3, 1879 |

61.50 a Year; 75c, 6 Months. Advertising Rates on Application.


Food For Thought
The wisdom of the wise and the ex
preserved by quotation.- Benjamin Dirraeli,
Defeat is only a reason for
time.-Washington.
Little minds are tamed and
minds rise above them.-Washingto
Swift.
The slander of some people is
praise of others. -Fielding.
Misunderstood! It is a right f
misunderstood? Pythagoras was a man pays
Jesus, and Luther, and Copernicus
every pure and wise spirit that eve
misunderstood.-Emerson.
Hate no one ; overturn a mans
him, unless it must be done in ove
A man's good breeding is the
ill manners. Chesterfield.
Walisavo colicete votes.
The rules were suspended for the

## The rules were suspe B. Y. P. . social at Miss enberry's Friday night.

## Reverend evangelist, ices Monday

## ices Monday mos. enjoyed by all.

Friday evening President Farmer de-
ivered an address and Professor
Crabb gave a violin solo to the Dental
The first-year Spanish class has en-
rolled forty-four. This number being
too large for one teacher to do per-
into two parts. President Farmer considers it a most pleasing embarrass
ment for the classes to get too large.
Miss Sarah Wayland, a pupil of Pro-
fessor Crabb, played a simple violin
fessor Crabb, played a simple violin
solo in chapel after having only three
lessons. She was applauded by all.
Ten new students have enrolled this
week.
Reverend T. B. Haynie, of the Pres-
byterian Church, conducted the chapel
exercises Wednesday morning. His
Wayland and the High School played

## Wayland and the High school played a practice game Tuesday evening. Great interest was shown on both

## A. C. Hatchell, nominee for District

student body Thursday morning. His talk was to the point, it being on th
art of living.
guest of his brother, J. F. Garrison. Miss Dorothy Hutchings, former
$\begin{gathered}\text { Mr. and Mrs. C. D. Nohles are enjoy } \\ \text { pupill. at Amarillo. of Miss }\end{gathered}$
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THIRD NATIONAL BANK
AT PLAINVIEW IN THE STATE OF TEXIS, AT THE CLose OF BESINESs
Os SEPTEMBER 12, 1916.


## A FEW SPECIALS AT GORDON'S STORE

5 gallons*"best oil<br>Sugar, 13 pounds Flour, 100 pounds Meal, 17 1-2 pounds, Bran, 100 pounds Chops, 100 pounds Shorts, 100 pounds, Regular 25c K. Navy Beans, 10 pounds,<br>\section*{price.}<br>- Save money by trading with me as I have small expense.

## T. L. GORDON

## There Is a Good Reason Why Your <br> Shoes Should be Bought at



PACKARD
$\$ 5.00$ Custom
Fine glazed Kangaroo Ritz Last English Walking Shoe


Vici Kid Bal
Medium Toe
Price $\$ 6.00$
-This is the store that always keeps the quality up.
-The store that sells shoes that bear a guarantee to wear.

## PACKARD AND STETSON for men

are good fitting too. They are made over correct lasts, of soft, tough, selected leather.

Prices now $\$ 4.00$ to $\$ 7.50$ Other makes for less Richauds Srwobollies

## Fall

## Preparedness-

The man who thinks before he buys-will judge of values and then come

## HERE

to get them.

## REINKEN'S

Clothing and Shoe Store
-We Do As We Advertise"

## Preparedness

Nomatter what's coming preparednessis worth the effort
WINTER IS COMING
Better have your Auto and Buggy Tops made new in order that they will stand the rigid weather and you may be comfortable. We rebuild them or repair them according to their needs, and give prompt service in doing so.

We are expecting a big shipment of glass sheeting and curtain material and pay the same the careful attention, to fixing your curtains which we ask you to bring us for repair.

EPWORTH LEAGUE PROGRAM
FOR SUNDAY, SEPTEMBER



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


| v. tf. $\qquad$ | We have some good young ewes and want to sell. Will sell in small flocks. 18 you want something good, see us |
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CALOMEL DYNAMITES
A SLUGGISH IIVER
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Take Dodson's Luver
-one instead and feel fine, full of vigor

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                We pay the highest cash prices for \ OUR FLOURS cost you Just & little 
                *)
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See DR. ROSS and have your mules, DON'T $\overline{\text { WAIT 等 }}$ | See DR. ROSS and have your mules, |
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| horses and dogs vaccinated against |
| the distemer to have your heater set. |

Buy your Heater from WINFIELD,

WANTED, TO RENT-50 to 100

1. aceres of land for wheat, Wwil pay
cash in advance. Give location and
$\qquad$


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

## CATTLE MEN

WE MAKE A SPECIALTY OF CATTLE LOANS
AND SOLICIT THE BUSINESS OF RESPONSIBLE CATTLEMEN
We Have Strong Connections Reasonable Rates Withou Without Delay
THE STOCKGROWERS MORTGAGE LOAN COMPANY
Topeka - Kansas
Affiliated With The German American State, Bank, Topeka,
J. C. Rawlings
3.d Naional Bakk Bdds
PLAINIEW, TEXAS




FARM LOANS

Money Ready in One Week

The Value of a Telephone

Place your order with vickerr-
HANCOCK it you want good, traeh
HANCOCK it you mant good, traenh
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prompty. Pbone
TANKAGE-PLAINVIEW PRODUCE
COMPANY.

## The New Fashions Come Marching In!

## It Is Going to Be a Season of Rare Elegance and Color

The hundreds of new suits, coats, dresses and wraps that have come into this store form a bewildering array of beauty and elegance of designs, with their sleek, long, voluminous lines, sumptuous fur trimmings and exquisite linings. Materials are soft and pliable, good to look at and just the kind you love to touch.

## Dresses

We have a collection of serge, satin, georgette crepe, charmeuse, crepe meteor and crepe de chine dresses that will be unsurpassed for simplicity, originality and youthfulness.
Wool embroidery, silk embroidery, bead embroidery.

Odd pockets, interesting new collars, muscovite or bodice lines, quaint sleeves, fringe.
Dresses for all occasions from, the simplest morning frock to the most charmingly fanciful afternoon gown.

Java brown, Moscow green, burgundy, silver gray, mole, crow blue, sapphire and black.
Exquisite taste is shown in combining materials, embroidery, lace, chiffons, satin furs-a color harmony in one frock; nothing that should not be there.

## Up to $\$ 28.50$

Special Values at $\$ 15$

## Women's Suits

Wonderful velour cloths in solid colors and club checks.

Stunning broadcloths, and other soft flnished cloths, in addition to the usual poplins, gaberdines and serges.

Collars have more variety than ever They are unusually large. A woman can adjust her collar in any style best suited to her face.

Coats are long or medium. Take your choice; they are all good.

Lovely shades of brown, green, purple and burgundy, and plenty of black and navy blue.

Up to $\$ 42.50$
A Big Assortment at $\$ 25$

## CARTER-HOUSTON'S

## Coats

Voluminous, yet graceful and light, and never so fascinating.
Colors of the soft velours, bolivia cloths, duvetyns, harmonizing exquisitely with the silk linings and furs.
Big, swinging full coats, yet with a a fullness that is all grace

Up to $\$ 87.50$

## New Blouses

Are Deliciously Gay and Coquettish
Smart conceptions of crepe georgette, crepe de chine and satins.
New collars, new trimmings, new embroidery.
Voile waists that are new in design and promised to be quite the thing this season.
$\$ 1.00$ to $\$ 8.50$


PLEASING others is more
than sentiment-it's almost an obligation.
Your family and friends want your photograph.

Make the appointment today
Cochrane's Studio

## 

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Bonnes, Dr. J. W. Grant, Mr. and Mrs. nathy a premanent organization was
T. A.
 Ir. Hernan was escorted to Plain- Struve is president of the Abernathy Underwood is secretary and treasure Superior Clothing For Men and Young Men


Our Michael-Sterns Suits for men and young men are superior in quality, design and workmanship. They represent the result of fiftytwo years experience in clothes making-and an iron clad guarantee accompanies every suit.

## EXTRA SPECIAL VALUE

All wool serge suits, worth easily $\$ 16.50$, only $\$ 13.75$.

## Men's and Boy's Shoes

We can certainly save you money on your shoes. We carry a complete line of dress and work shoes in tan and black. Be sure and see our line before you buy.

Qacous ovos

