

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27. NUMBER 77

PLAINVIEW, TEXAS, TUESDAY, SEPTEMBER 26, 1916

COMMITTEE MUST BUY ONLY HIGH GRADE COWS

FIFTEEN ADDITIONAL COWS WERE SPOKEN FOR AT MEETING SATURDAY—TOTAL NOW 170.

LIBERTY BOARD IS ELECTED

Cows to Be Bought Must Come Up to Certain Specifications—Males Must Be Thoroughbreds.

Fifteen additional cows were spoken for at the meeting of the South Plains Dairy Association at the Court House Saturday afternoon, at the hour designated for the regular fourth-Saturday meeting. Three new members requested the number of cows mentioned.

The proposition of the local DeLaval Cream Separator dealers to furnish the members of the association with DeLaval separators at ten per cent less than the list price and to allow terms was discussed at length.

Cows Must Be Standard.

C. E. Moore, president of the association, stated to a representative of The Herald this afternoon that instructions have been prepared by the association for the committee which is to go into the Northern dairy centers to purchase stock. "The committee will be instructed to buy advanced springers of the Holstein breed that shall be as much as 15-16 pure bred. These cows are to have had at least one calf and not over three," said Mr. Moore. "The males are to be registered animals."

"All of the members of the committee have not yet been selected. There is to be a representative from the association and one from the bankers who have agreed to furnish the money for purchasing the stock. The bankers have not yet appointed their committee."

Mr. Moore will represent the dairy association, and C. O. Moser, county agent of Dallas County, an expert in the dairy business, will act in an advisory capacity. Mr. Moser has established twelve dairy associations, which are in successful operation. The nearest of these to Plainview is the association at Wichita Falls.

L. L. Johnson, Santa Fe demonstration agent, will also act in an advisory capacity. Mr. Johnson has stated that when the committee is ready to go to Chicago to begin inspection of herds in that section he will ship his car to that point and have it at the disposal of the members of the committee when they arrive. The committee will leave as soon as Mr. Moser can get away, his duties now being very pressing.

To Buy Co-operatively With Lubbock. Dairy cows will be bought co-operatively for the South Plains Association and for the Lubbock County Association, Mr. Moser having agreed to act in an advisory capacity on both committees.

Mr. Moore continues: "The maximum which the members of the committee can pay for a single cow is \$150. This will include the purchase price of the cow, expenses of the committee and freight. The committee expects to buy the cows at as much lower price as possible, quality being considered."

Will Insure Cows.

The Dairy Association has formed an Assurance Association, which operates through a mutual form of insurance. The limit of insurance any man can take out is \$100 per head. If there should happen any injury to an insured cow whereby she should become unfit for dairy purposes, but usable for beef, the difference between the beef price and \$100 insurance will be paid by the association. In case of accident through death or otherwise, \$100 is to be paid. There is no cost to members until loss shall have occurred, and then there will be a per capita assessment to cover the amount needed. The insurance money may be applied to the purchase price of a new cow or on the payment of the notes.

The males are to be registered animals only, and are to be kept in community centers and controlled by a governing board. One community, Liberty, has elected its board of control, of which J. G. Seipp is chairman and the other members are L. L. Wheeler and Edgar Johnson.

Another meeting of the association has been called for Saturday afternoon, October 30, at 2 p. m., at the Court House. At this time and place unfinished business of the organization will be taken up.

PUBLIC SCHOOL'S FINANCES RECOMMENDATION FOR BOARD

With Only Slight Increase in Tax Rate New Building Will Be Cared For and Full Term Maintained.

Tabulation of the taxable valuations in the Plainview Independent School District has been completed by Earle C. Keck. The total valuations for 1916 are \$4,055,260. Last year the valuations were \$4,017,416. Since land valuations were left practically unchanged from last year's renditions, the increase represents largely livestock and automobiles acquired by the residents of the district during the year past. Personal property for the year 1915 was valued at \$862,676, and for 1916, \$948,670.

The rate of taxation this year is 50c on the hundred dollars. Last year it was two cents less. There is a 31-cent maintenance tax this year, as opposed to a 38-cent tax for maintenance last year; while the tax for interest and sinking fund this year is 19c, as opposed to a 10-cent tax for this purpose last year.

The total maintenance fund this year is \$12,671.30, considerably less than the fund during 1915 for the same purpose; \$15,255.63 being provided last year. However, this shortage in maintenance fund is not to cause a shorter term this year, for there was a considerable sum, approximately \$3,500, left over from last year's maintenance fund. The amount received from the State this year will be about \$1,200 in excess of the amount received last year, according to J. F. Sander, secretary of the school board. Then almost half of the lease and interest money from land and permanent school fund of the county goes to the Plainview Independent School District, most of the pupils in the county residing in this district. This will be considerably in excess of the amount received last year. Although more teachers are employed this year than last, the board plans to conduct a full term of school.

OHIO MAN INTERESTED IN SOUTH PLAINS LAND.

D. O. Helsler, of Conway, Ohio, arrived in Plainview Thursday, and is looking after his property interests in this section.

BLACK IS ON THE JOB.

Z. E. Black, secretary of the Young Men's Business League, arrived Saturday from Chicago, and has assumed his duties.

WILL EXPERIMENT ON HOGS FEEDING BALANCED RATION

Dr. Hare, County Agent, Has Expert From Animal Husbandry Department to Work in Hale County.

Experiments in balanced rations for hogs will be conducted in Hale County this winter on the farms of A. L. White and W. E. Loveless. G. E. Griswald, of the Animal Husbandry Department of the Extension Service, spent the past week in Plainview arranging details of the experiments in co-operation with County Agent Dr. R. F. Hare. Both of these farmers have sows which will farrow early. The pigs will be weaned and part of each litter fed as the usual custom in this section, on kaffir or milo maize alone. The rest of the litter will be fed separately on kaffir or milo maize and tankage.

Professor Griswald will return to begin the experiments early in December.

U. S. DEPUTY MARSHAL SUMMONS LOCAL WITNESSES.

Plainview Men Testify Before Federal Grand Jury in Amarillo.

Baylor Crawford, of Abilene, deputy United States marshal, was here this week on official business. He summoned witnesses to appear before the Federal grand jury at Amarillo. J. M. Gist was wanted as a witness in the matter of the robbery of a U. S. mail box in the Norfolk community several months ago. J. C. Hooper and C. L. Moore, of Plainview, and J. B. Downs, J. W. Smith and Mr. Faulks, of Floyd County, were summoned as witnesses in other cases.

PIGS WILL BE JUDGED IN PLAINVIEW OCTOBER 28

Local Buyer Offers Boys Price Equal to Top of Fort Worth Market for Their Pigs.

Pigs fed by members of the Hale County Pig Club will be judged October 28. The contest is conducted jointly by Dr. R. F. Hare, county agent, and the Young Men's Business League of Plainview. The place for the contest has not yet been selected, but will be announced later.

Dr. Hare stated to a representative of The Herald this morning that W. A. Watson & Son, who buy hogs for shipment, have stated to him that they will purchase any of the pigs brought in that day from pig club boys, paying them within 70 cents of the Fort Worth top for the day. This price is as good as if the boys were to ship in carload lots and get the top. This is the same proposition made to the boys of Potter, Randall and Armstrong counties by Armour & Company during the "round up" for those counties.

Dr. Hare desires the books of the club members to be mailed to him by October first, so that they may be graded before the contest.

The following prizes have been offered for winners in the contest: 1st, registered Duroc-Jersey pig, offered by Geo. R. Quisenberry, manager of Helen-Temple Farm; second is \$15 cash; third, \$7 cash; fourth, \$5 cash; fifth, \$3 cash, and \$25 cash to be placed by the committee on awards at their discretion.

ARE ATTENDING NATIONAL BANKERS' ASSOCIATION MEET.

Guy Jacob, cashier of the First National Bank; R. A. Underwood, cashier of the Citizens National Bank, and L. A. Knight, president of the third National Bank, Mrs. L. A. Knight and Mr. and Mrs. Robt. Malone are in Kansas City, Mo., attending the meeting of the National Bankers' Association.

FIVE BAPTIZED BY BISHOP TEMPLE AT ST. MARK'S CHURCH.

Five were baptized Sunday afternoon at St. Mark's Episcopal Church by Bishop E. A. Temple, of Amarillo. Bishop Temple held confirmation services at the church Sunday evening. Rev. J. S. Wicks, of Amarillo, preached Sunday morning.

QUARTERLY CONFERENCE FOR HALE CENTER AND LITTLEFIELD.

Rev. A. L. Moore, presiding elder of the Plainview District, held quarterly conference for the Hale Center charge Saturday and Sunday, preaching at Hale Center Saturday and at Littlefield Sunday. Rev. B. H. Oxford is pastor of these churches.

R. A. Long returned Saturday from a visit in Central Texas cities.

MCKENZIE BATTLE WAS FOUGHT FORTY-TWO YEARS AGO TODAY

Thirteen Hundred Indian Ponies Killed Near Tule Canyon; Only One of Commanders Survives.

Forty-two years ago today, September 26, 1874, the Battle of McKenzie, in which a tribe of Comanche Indians and United States cavalry were engaged, was fought in Palo Duro Canyon. McKenzie's troops were stationed at Fort Robinson, in the Blanco Canyon. They moved up to the Tule Canyon and pitched camp there. They then advanced into the Palo Duro Canyon, where they met the Comanche Indians and an encounter ensued.

Returning to the Tule Canyon, to the point now known as McKenzie Battleground, on the ranch of Judge L. S. Kinder, thirteen hundred Indian ponies were shot by the U. S. troopers.

A letter from Col. R. P. Smyth to Adjutant General H. P. McCain, at Washington, D. C., gives the information that only one survivor of this encounter, who was an officer with commission at the time of the engagement. This is Col. Chas. A. P. Hatfield, whose address is Fort Riley, Kans. Colonel Smyth is in correspondence with Colonel Hatfield in an effort to learn more of the authentic details of the engagement, in which troops A. D. E. F. H. I. K. and L. Fourth U. S. Cavalry, participated.

STOLEN BUICK RETURNED FROM DALLAS BY OFFICERS.

Value of A. B. Martin's Car Depreciated by Abuse of "Joy Riders."

Saturday Deputy Sheriff Farris Frye returned from Dallas, where he had been to take into custody Oscar Howard and Ward McKinney, two Floyd County boys, whom it is alleged stole the Buick car of A. B. Martin several days ago.

The car has been turned over to the owner. It is in bad condition, having been abused on the long trip.

A preliminary trial was held Sunday. The examining trial has not been set yet.

Young Howard is a son of a former postmaster at Lockney.

PLAINVIEW ATTORNEYS ARE BUSY IN THE FEDERAL COURT.

Judge L. S. Kinder, Judge H. C. Randolph and Judge Y. W. Holmes, of Plainview, and Judge L. C. Penry, formerly of Plainview but now of Fort Worth, have been attending Federal Court in Amarillo this week.

WILL MAKE APARTMENT HOUSE OF SHAFER BOARDING HOUSE.

The old Shafer House is being remodelled and will be changed into an apartment house. Mr. and Mrs. J. M. Shafer, who keep this place, are among the pioneers in Plainview.

FORTY-TWO SIGN AS MEMBERS TEX. GOOD ROADS ASSOCIATION

Banquet Tendered Col. E. J. Hernan at Hotel Ware Friday Evening; Plainview Assured.

Much interest was shown in Plainview in the visit of Col. E. J. Hernan, who came here in the interest of the Puget Sound-to-Gulf Highway. A local organization was formed, the officials of which were named in the latest issue of The Herald, and forty-six were signed as members of the Texas Good Roads Association.

In the interest of the good-roads movement, a banquet was held at the Hotel Ware Friday evening. Rev. T. B. Haynie was toastmaster. A six-course dinner was served.

Responding to the call of the toastmaster, M. D. Henderson spoke on the necessity of close co-operation between all of the people along the line in order to consummate the road planned. Then Mr. Hernan spoke, duplicating portions of his Abernathy, Hale Center and Plainview speeches. He emphasized again the necessity of Texas having a state highway department. He also stressed the fact that Texas should have a systematic system of numbering its motor vehicles, and stated that Texas was one of the two states in the Union which did not have such a system.

Mr. Hernan assured in unmistakable terms that Plainview, through her interest manifested in good roads and her progressive spirit, would be on the national highway permanently.

Following Mr. Hernan, O. M. Unger, who was one of the first in Plainview to interest himself in securing for this section a national highway, spoke interestingly and briefly on the movement.

Among those present were: J. F. Garrison, Rex Lindsay, Sam Johnson, P. B. Randolph, Dr. L. V. Dawson, J. D. Pelphry, Jesse Delaho, J. L. Jacobs, H. M. Burch, C. W. Sewell, Dr. W. J. Lloyd, Dr. J. C. Anderson, D. I. Miller, I. W. Little, G. T. Perdue, W. E. Risser, H. S. Hillburn, O. E. Brashears, J. M. Adams, J. B. Maxey, Ed Daugherty, H. C. Garrison, of Belton; Dr. C. C. Gidney, E. B. Miller, W. A. Todd, H. L. A. Frank, Chas. Reinken, Jos. W. Ryan, P. J. Woodriddle, Guy Gibbs, Geo. Bennett, O. M. Unger, Col. R. P. Smyth, E. J. Hernan, R. E. Cochrane, A. G. Hinn, D. H. Collier, E. E. Winn, Dr. C. D. Wofford, H. C. Howard, L. F. Cobb, Robert Malone, E. L. Doland, Ross Rogers, Dr. J. W. Grant, E. E. Roos, J. M. Waller, Rev. T. B. Haynie, W. F. Garner, J. B. Nance and A. L. Putnam.

Antis Win Tarrant County Election by Majority of 884

Special to The Herald. FORT WORTH, Texas, Sept. 26.—The heaviest vote ever polled in the history of Tarrant County showed the total vote in the prohibition election to be 15,110. The exact figures were 7,997 anti votes and 7,113 pro votes. This gives the antis a majority of 884 votes, and is the closest similar election ever held in the county. Throughout election day there was the bitterest rivalry between the proponents of each side, election day being the culmination of one of the bitterest campaigns Fort Worth and Tarrant County has ever engaged in over any issue.

ONE-STORY BRICKS TO REPLACE BURNED TULIA STORE BUILDINGS.

As soon as insurance adjustments can be perfected, a new block of one-story brick buildings will be constructed at Tulia to replace the buildings destroyed in Friday's fire.

RUBY THEATRE CLOSED.

Dye, Ford & Rogers Will Operate Only One Show in Plainview—Will Rebuild at Tulia.

Dye, Ford & Rogers have discontinued The Ruby Theatre, and will conduct only one show, The Olympic, in Plainview. Manager Ross D. Rogers stated this afternoon that The Ruby has been permanently closed. The firm has discontinued the Universal program, but will continue at The Olympic the Paramount Features, Pathe numbers and choice selections from the General Film Company's bookings.

BANK DEPOSITS INCREASE MORE THAN 53 PER CENT

SUBSTANTIAL GAINS SHOWN IN BUSINESS TRANSACTED BY LOCAL BANKERS.

HALE COUNTY PROSPEROUS

Despite Last Year's Splendid Crop and the Average Crop of 1916, Business Shows Great Improvement.

The Plainview is prosperous is best shown by the figures on bank deposits and loans and discounts. Last year business on this date represented a substantial gain over the year preceding. This year the Plainview banks show a total loans and discounts of \$1,333,675.35, in increase of \$330,926.80, or 33 1-3 per cent, over last year on the same date. Deposits show an increase of \$519,572.70, an increase over last year at the same time of 53 per cent, and showing a total of \$1,485,146.61.

The greatest increase is shown by the Third National Bank, which shows a gain in deposits over the same date last year of 118 per cent. The Citizens National Bank comes next, with 61 per cent; while on the large business done by the First National Bank an increase of 29 per cent is shown.

The Third National has increased its loans and discounts 38 per cent; the Citizens National 30 per cent, and the First National 13 per cent.

A tabular statement of the loans and discounts and deposits of the three banks follows:

First National Bank.	
1916 Deposits	\$785,157.40
1915 Deposits	604,598.17
29 per cent increase	180,559.23
1916 Loans and Discounts	594,918.08
1915 Loans and Discounts	519,609.58
13 per cent increase	75,306.50
Citizens National Bank.	
1916 Deposits	\$254,793.38
1915 Deposits	167,940.41
61 per cent increase	96,852.97
1916 Loans and Discounts	237,370.82
1915 Loans and Discounts	197,336.53
30 per cent increase	60,034.29
Third National Bank.	
1916 Deposits	\$145,205.83
1915 Deposits	992,748.55
118 per cent increase	241,160.50
1916 Loans and Discounts	381,388.45
1915 Loans and Discounts	275,802.44
38 per cent increase	105,586.01
Totals.	
1916 Loans and Discounts	\$1,333,675.35
1915 Loans and Discounts	992,748.55
33 1-3 per cent increase	\$330,926.80
1916 Deposits	1,485,146.61
1915 Deposits	966,573.91
53 per cent increase	519,572.70

AUTOMOBILE BLUE BOOK ROUTE CAR IS COMING.

Is Finding New Good Roads for Booking In Leading Tourists' Guide.

A letter from the Automobile Blue Book Publishing Co., of Chicago, to Secretary Col. R. P. Smyth of the Chamber of Commerce, states that F. S. Whiting, representing the publication, has started on a trip through the Western States on a tour of inspection and that he will probably book new routes for the 1917 book. Colonel Smyth is interesting himself in securing a log of a direct route from Plainview to Fort Worth, through Floyd and Crosby counties, thence by way of Seymour, Palo Pinto and Weatherford to Fort Worth. This route, if completed, would connect with the Puget Sound-to-Gulf Highway at Plainview, giving a direct route from Fort Worth to Colorado and points in the far Northwest.

Mr. Whiting will tour Colorado, New Mexico, Texas and Oklahoma.

POST OFFICE WILL CONSIDER BIDS FOR LARGER QUARTERS.

C. W. Long, post office inspector, of Dallas, was here yesterday on official business. He authorized the advertisement for new quarters for the Plainview post office. The contract will specify a five- or ten-year term of lease, the lessor to furnish lights, heat, water, etc., safe or vault, and the quarters must contain at least 2,400 square feet of floor space. The present lease contract on part of the First National Bank Building expires February 1, 1917. The present quarters contain about 1,700 square feet of floor space.

The Buyer and "Advertised Goods"

Increasing interest is being shown in The Herald's contest to be held during International Window Display Week. The division of stores into classes, with a first award for each class, is proving an incentive to the merchants. A majority of the stores of the town will decorate special windows.

The co-operation of many jobbers and wholesalers, as well as manufacturers of "Nationally Advertised Goods," assures success of the move. At this date it seems that the efforts of the merchants and The Herald in their co-operative move of March 20th to 25th of this year will be eclipsed by the fall showing, October 14-19.

Shoppers are beginning to realize that goods which are nationally advertised are dependable goods to buy. The manufacturers have a reputation at stake, and many of them do not expect to make money during the first few years of operation. While in the process of building a business they must keep up the quality of their goods if they hope to succeed. Customers, too, are recognizing the fact that by reason of advertising throughout the Nation the sales are increased, and increased sales make possible large-scale production, one of the most potent factors in manufacturing.

It is a significant fact that almost every nationally advertised product is backed by the manufacturer's guarantee. The merchant stands by nationally advertised goods, because the manufacturer makes good to him any faulty merchandise.

Nationally advertised goods are most up to date; for the big business men are appealing to the taste of the people for something new and something better, knowing that the novel and the excellent will sell more readily on first appearance and that on these products there will be the largest number of "repeat" sales—their hope of successful marketing.

The trademark of standard lines is a mark of certain value. Things of the same mark are as near the same the world over as scientific management and machinery can manufacture.

Nationally advertised goods are good goods to buy; cheapest by reason of large-scale production; best because manufacturers with universally used output feel the necessity of building and sustaining a reputation.



New Correct Styles Always Shown First at Our Store at Most Popular Prices

The best dressers of Plainview realize that our garments are always the newest designs—bought when they are new, in a wonderful variety of styles and colors and always marked at the most attractive prices.

We have never before shown such an extensive assortment of individual styles noted for their original lines and superior quality.



New Charming Blouses

We are now showing the most exquisite models in Georgette Crepe, Crepe de Chine and Tub Silks, all finished in the most delicate manner and featuring the new collars, cuffs and sleeves.

We are offering the most exceptional values at—

\$2.50, \$2.95, \$3.95

NEW COATS, COAT SUITS AND DRESSES

The most exquisite garments made expressly for Jacobs Bros. Co., which means original styles and superior quality, coming in daily in addition to our most elaborate assortment.

Our styles are always different and the garments represent the best values in the city. Let us show you.

Jacobs Bros
THE ONE PRICE SPOT CASH STORE

"If Its New We Have It"

North Side Square

OUR NEW BOOTS

Your costume is not complete without a pair of our beautiful kid boots in solid grey, brown, black and combination two-tones.

TODAY'S ARRIVALS

9 inch Brown Kid, superior quality, only \$7.50
8 inch solid Grey, all kid, french heels, at only \$6.00 and \$7.50

We carry a most complete line of shoes for misses and ladies in all sizes and leathers from \$2.50 to \$5.00. If you would save money on your shoes buy from us.

Community Correspondence

NEW OFFICERS GIRLS' CLUB ELECTED BY CENTER PLAINS.

CENTER PLAINS, Texas, Sept. 20.—Mrs. Anne Jones, of California, is visiting her sister, Mrs. W. B. Jones.

The girls of the Center Plains school met Tuesday and organized a Home Economics Club, with the following members: Frances Cunningham, president; Mae Smith, secretary; Georgia Threadgill, Amy Ramsey, Cora Ramsey, Beulah Kellar, Jessie Belle Bennett, Imo Duncan, Thetus Boyd, Mattie Crouch and Ethel Bennett.

Mrs. S. S. Howard, of Halfway, is visiting her friends, Mr. and Mrs. J. W. Stevens, this week.

Mr. Duncan is on the sick list this week.

Our neighborhood was much grieved last Tuesday, when a message came from Hale Center that little Clarence Boliver was dead. He was the son of Mr. and Mrs. Will Boliver, who live in New Mexico. The community extends to the bereaved family its deepest sympathy in their days of sorrow.

The farmers are very busy planting wheat and harvesting their crops.

Sam Jones, of Jenkins, New Mexico, is visiting his parents, Mr. and Mrs. W. E. Jones.

Mr. and Mrs. Calvert, their daughter, Miss Nannie, and their niece, Miss Hettie Thomas, of Plainview, visited the home of Mr. and Mrs. B. F. Thomas Saturday.

Our "school pig" is getting very fat. We think he will be ready to sell by Christmas.

PETERSBURG MOTHERS' CLUB WILL HELP FURNISH SCHOOL.

PETERSBURG, Texas, Sept. 25.—Another light rain fell here last night, which was the very thing needed on wheat just planted.

Marcus Gregory shipped two cars of hogs Saturday to Fort Worth.

Mrs. J. W. Thorpe and her daughters, Mrs. Maude Merrick and Miss Hattie Thorpe, entertained the ladies of the Needlecraft Club Wednesday evening, honoring Mrs. H. A. Gilliam, a former member, who was on a short visit here. "Such a jolly good time as we had!" Miss Hattie led the way to the grove, where the well and large tank are situated, and we found some ice-cold watermelons ready for us. We spent quite a while out there eating and watching the ducks swim. Later, just before we took our departure, ice cream and cake were served.

Rev. Wilkins, Methodist pastor, preached at the regular hour this morning, at the Baptist Church.

Rev. Black has accepted a call to the Christian Church at this place.

Several car loads of our people attended the show in Plainview Saturday.

Miss Knupp spent Saturday and Sunday with home folks, in Plainview.

The Mothers' Club met Friday evening. Only a few were present, but some work was planned, and the club hopes to be ready to do their part toward furnishing the new school building when it is built.

The Needlecraft Club enjoyed their regular session on Thursday evening.

September 21st, when their members and their guest were entertained in the hospitable home of Mrs. A. O. Gregory. The guests were Mrs. W. B. Armstrong of Plainview, and Miss Ruby Curtis, near town. We were glad to have Mrs. E. C. Reagan with us once more, also the other teachers, Misses Darby, Pinson and Knupp, whose names were added to our roll. Club meets with Mrs. Jesse Boyd on October 6th.

A small "shower" fell at the home of Mr. and Mrs. George Thorpe Monday, and their tiny "flower" was well remembered.

School is progressing fine now. Another building has been moved on the campus, and each teacher presides over her own grades.

L. C. Claitor has gone to Dallas on business. He will visit his brother at Gorman as he returns.

John Bradford has returned from a visit to Canyon.

Mr. and Mrs. Ed M. White have moved to New Mexico. They are of our oldest settlers, and we are loathe to see them leave our midst, but they go thinking the change will benefit their health and we hope it will.

Dr. H. A. Gilliam and wife were pleasant visitors to our town recently.

ALFALFA FOR SILAGE.

There are often times, owing to a wet season or to an early frost, that farmers experience difficulty in saving one crop of alfalfa. Some farmers have learned that this crop may be saved by making silage of it.

During the fermentation process, which takes place immediately after the silo is filled, the sugar in the green crop is converted into acid.

The most important acids formed in silage are lactic acid, the same acid which develops in the souring of milk, and acetic acid, the same acid which gives to vinegar its sour taste. These acids serve to preserve the silage from further decomposition. This fermentation is similar to that which takes place in the fermenting of sour kraut.

The alfalfa plant is deficient in fermentable sugars. For this reason alfalfa alone does not make silage which will "keep." Acid is not produced in sufficient quantities to preserve the silage. This, of course, means that the silage is likely to rot.

It has been found that corn meal or molasses mixed with alfalfa produced excellent silage. Corn was added to alfalfa in the ratios of 1 to 10, 1 to 20, 1 to 30, and 1 to 40. Similar mixtures were made with molasses. The 1-to-40 mixture kept just as well as the 1-to-10 mixture. The molasses and corn furnish the necessary fermentable sugars from which the acids are produced.

In September, 1914, the Nebraska Agricultural Experiment Station constructed six small silos having a capacity of about 1 ton each. These were filled—1 with corn, 1 with Black Amber cane, 1 with alfalfa, and 3 with alfalfa-cane mixtures in the proportion of 1 part alfalfa to 2 parts cane, equal parts of cane and alfalfa, and 2 parts alfalfa to 1 part cane, respectively. The sorghum cane contains a higher percentage of fermentable sugars and makes up the deficiency of the alfalfa

in this respect. These silos were opened in August, 1915, after having been filled for nearly a year. The silage in all except the one containing only alfalfa was found to be in perfect condition. The silage made from 1 part cane and 2 parts alfalfa was just as good as that containing larger proportions of cane. The silo which was filled with corn contained, at the time of opening, normal corn silage. The moisture content was 67.25 per cent and the total acidity 1.61 per cent, expressed as acetic acid. These figures are normal for corn silage. By means of electrical resistance thermometers, temperatures in this silo were recorded for several weeks after filling. These agreed very closely with temperatures taken in one of the large silos at the Experiment Station. These facts would seem to indicate that the quality of silage is in no way related to the size of the silo.

The amount of acid in the cane-alfalfa mixtures was less than that in the corn silage. The silo containing corn gave a silage carrying 67.25 per cent moisture and 1.61 per cent acid, calculated as acetic acid. The alfalfa 2 parts, cane 1 part, mixture gave a silage of 62.13 per cent moisture content and an acidity of 1.40 per cent, calculated as acetic acid. The lower acid content in the alfalfa-cane mixture is a desirable quality.

Alfalfa, 2 parts, mixed with cane, 1 part, makes a highly desirable silage. Silaging alfalfa with cane in the manner here described is recommended as a means of saving the last crop of alfalfa when conditions are such that it cannot be made into hay. Whether or not it will be profitable to silo alfalfa is a question which can only be answered by the farmer himself under the individual conditions.—National Alfalfa Journal.

TEXAS CAN BECOME A GOOD ROADS STATE BY EXAMPLE.

Texas has a big problem ahead of her in road building, but she has a big advantage in being able to profit by the experience of others.

The pioneer "Good Roads" states, Massachusetts, Maryland, Pennsylvania, Illinois and several others have spent a great deal of money in searching for the type of road which would stand up under all classes of traffic.

During this wide and expensive search experiments were made with a great many different materials and types, and it is only recently that hard and long service has brought forth what experts declare to be the ideal road. Many believe it will become the American standard road.

It is a composite type of highway, using three standard road materials—concrete, stone and asphalt, and devotes these materials to the purpose for which nature intended them.

The base, or foundation of the road, is made of Portland cement concrete, usually five inches thick.

The surface consists of two inches of natural lake asphalt mixed with stone, known as asphalt macadam. This waterproof surface will not soften in the sun and provides a resilient, easy-riding, long-wearing top, and at the same time protects the concrete from the weather and prevents it from cracking and disintegrating—a common fault in the all-cement road. Cast integral with the base are curbs

which come flush with the surface of the road and hold the asphalt firmly in place at the edges.

The cost of this type of road is considerably less than any other road of anything like the same durability.

Riverside Drive, New York City, one of the heaviest-traveled roads in the world, is built in this manner. After years of heavy traffic it shows no sign of wear. Maryland, Michigan, Pennsylvania and other states are building sixteen-foot asphalt macadam country roads on a concrete base for about \$13,000 a mile. This is as little as it is safe to pay for a road. To pay more for any kind of road is to waste money.

This new development in road building is a gift to Texas road builders.

They do not have to bother with experiments, but build with a certainty the road that has proved best under actual service.

GENERAL MILLS SUCCEUMS TO ATTACK OF PNEUMONIA.

WASHINGTON, Sept. 18.—Major General Albert L. Mills, chief of the Bureau of Military Affairs, holder of the army medal for bravery under fire, builder of the new West Point and former president of the Army War College, died here today, after fifteen hours' illness from pneumonia.

Apparently he was in the best of health when he left his desk at the War Department late Saturday after-

noon, and so sudden was his death that many of his fellow officers stubbornly refused to believe first reports that he was dead. No funeral arrangements had been made tonight.

In a statement made tonight, expressing regret of the War Department, Secretary Baker declared that General Mills' devotion to his work took strength with which he might have resisted at attack.

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.

Who's your Tailor?

Again, Our Guaranty!

The following letter from our famous Chicago tailors, Ed. V. Price & Co. means much to clothes-buyers

Chicago, Sept. 1, 1916

Following the custom pursued by us for many years, we wish our old customers as well as our new, to return any coat made by us during the past season in which the lining has not given satisfactory wear or the fronts have not held their shape. We will be pleased to re-line the garment and put in new fronts, or if this cannot be done, make a new coat free of charge.

Yours very truly,
Ed. V. Price & Co.



Why not select one of our handsome new woollens and leave your measure for your new Autumn suit—today?

Prices Reasonable

WALLER TAILORING CO.

Phone 188



Motor News of General Interest

MOTORISTS PAY ABOUT TWENTY MILLION IN TAXES FOR YEAR.

WASHINGTON, D. C., Sept. 16.—"Though they will pay over \$20,000,000 in registration and other taxes for the year 1916, motor car owners of the country as a class have not protested vigorously against the varied ways in which they have been asked to pay, though acceptance of the discrimination against them has been prompted by the quite general expenditure of the money thus raised in road maintenance or construction," says President H. M. Rowe, of the American Automobile Association.

"In the past few months, however, A. A. A. national officials have sensed an accumulating objection to taxation increases," continues President Rowe, "for the truth is that the public conscience is gradually beginning to realize that the special taxes placed on motorists are unjust, and there are thousands of citizens who do not own motor cars who will vote with the motorists when the issue is raised, and that time is not far distant."

"It is a source of considerable humiliation to Marylanders that their Congressional delegation considers it necessary to oppose the common sense Adamson bill in so far as it relates to the District of Columbia, the National Capital district of our country. District owners pay a personal tax, but the registration tax is only \$2 and is perpetual. Many Marylanders also pay this \$2 fee, and thereby obtain a never-ending permission to enter the District of Columbia, the motorists of which contribute some \$80,000 yearly for using the Maryland roads. When the Adamson measure, with an amendment discriminating against the motorists of the National Capital, was referred to me, it met with my instant disapproval, and I believe that the executive board of the American Automobile Association will back me up in this opinion. The time has come for us to be truly national in our road intercourse, and the Adamson measure would remove all barriers and there would be year-round reciprocity among the several states."

"This disposition to put an end to unjust automobile taxes is not confined to Maryland. In greater or less degree it is manifesting itself more and more in all parts of the country. Motorists would never have submitted to paying special license taxes had it not been for their anxiety to have good roads. It is worthy of note that this motor taxation tendency is meeting with a resistance from the farmer owners, who are now buying more automobiles than the people in the centers of population."

HOW GEAR TEETH ARE TESTED FOR STRENGTH.

Every part that enters into a high-grade motor car must pass a series of rigid tests. In the best plants nothing is left to chance. Every part is not only thoroughly tested, but so carefully are tests conducted that it is definitely known just what each part will stand.

In testing the teeth of gears the ordinary test has been to deliver a powerful blow against the teeth. The effect of the blow was easily apparent, but it was impossible to measure how much force had been expended. The problem was put up to the engineers of Dodge Brothers, and they developed a machine that delivers the blow and at the same time measures the force used.

The principle is the same as though workman took a chisel, placed it against a tooth and struck the chisel with a hammer. In the case of the machine, a sharp blade is forced against the tooth with a heavy impact, and on a dial the "left over energy" is registered. It is a simple matter of mathematics then to calculate the amount of force needed to break the tooth.

ARM CREDITS PLAN UNWIELDY.

It seems the usual amount of red tape and unwieldiness is to surround the operations of the new Rural Credit Act. If this be true, it will be an unfortunate thing for both the farmer who wants to borrow money, and the salers with whom that farmer trades and for whom the dealer can wish nothing but the greatest prosperity.

A number of farmers who have mortgages on their farms upon which they are paying anywhere from seven to eight per cent, have been known to look for the papers pertaining to their loans and to have taken up correspondence with the Federal Department with a view to obtaining the money for a less rate, in order that they may take up the loans now held against their farms.

After a few months of maneuvering with the Federal Department, the result given us by the old-line loan contracts is to the effect that these borrowers come back to them and declare that they would rather pay the excess than to undergo the rigors of an

investigation such as the Federal authorities require, also to comply with all the red-tape necessary to have their loan favorably passed upon.

This will be an unfortunate condition, if it is allowed to prevail. There is every reason why the Federal authorities should allow the farmers to borrow money upon the value of their land and to pay for it at a very nominal rate of interest. This would bring about a condition of general prosperity in which the dealer, next to the borrower, would participate. The general prosperity consequent upon these new conditions on the farm

would add to the buying of the farmer consumer and materially help the business of the dealer in the small rural trading points.—Wichita Daily Stockman.

C. R. SPENCER,
PUBLIC STENOGRAPHER.
High-Class Work Only.

Office No. 21, 1st Nat'l Bank Bldg.
Phones: Office 544; Home 354.
Paragon Typewriter Ribbons.

Willard

Looking for Facts?

There are a lot of things you ought to know about the electrical system on your motor car. We'll give you a booklet full of valuable suggestions.

PLAINVIEW BATTERY CO.
714 BROADWAY

Free inspection of any battery at any time

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

- comforts

Too many in the new SERIES 17 Studebakers even to mention here—but one of them is typical: the new DIVIDED front seats that are made adjustable so that you can move them forward and aft as you please. The new cars show many refinements that all multiply Studebaker COMFORT. Wish you'd come in and let us show you. You will surely appreciate their comfort.

J. D. PELPHRY, DISTRIBUTOR

40 h. p. 7-passenger FOUR—\$875
50 h. p. 7-passenger SIX—\$1085
F. O. B. Detroit



Hupmobile

Designed and Built for Satisfactory Service

Hupmobiles have always been known as dependable cars. Previous to the 1916 Hupmobile we have built just three chassis models—each has been increasingly sturdy.

The first Hupmobile "20's" are still in daily service. Their owners declare they can't be worn out. The Hupmobile "32" was admitted by rival manufacturers to be the most dependable car in its class. The 1915 Hupmobile maintained our enviable reputation for quality production.

On top of such a reputation as this we positively declare that the 1916 Hupmobile is the sturdiest and most dependable car we have ever built. In it we have come nearer to mechanical perfection in the Hupmobile than ever before. Note these features, please, and you will understand why we are so confident in this assertion:

Tungsten steel valves, the hardest steel and the most costly valves made; will not warp or pit; used only in the highest-priced cars—and in the Hupmobile.

Bijur starting and lighting system—used on the highest-priced cars of American and European manufacture. This system is as near trouble-proof as human intelligence can make it. The Hupmobile installation is the most effective designed thus far, and is exclusive to this car.

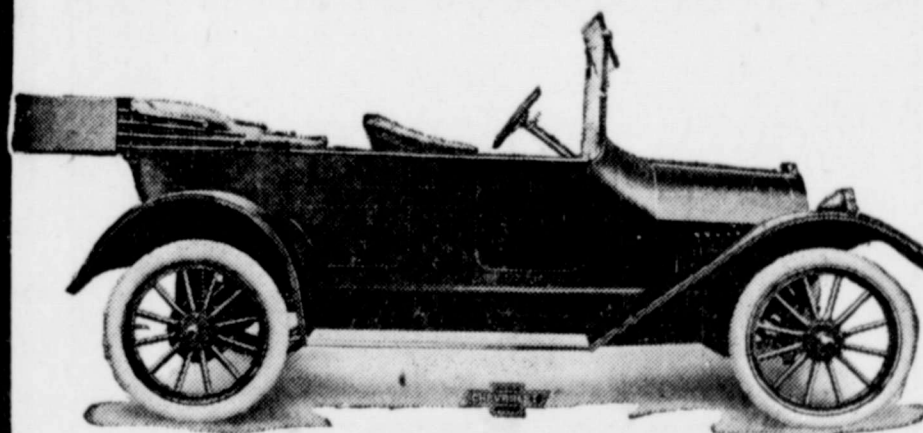
Multiple disc clutch with the seventeen hardened and ground saw-steel plates operated by eight large springs—the strongest clutch construction we could devise, and at the same time the smoothest operating.

Atwater-Kent battery-type ignition. This system recently received the Scott medal for the greatest advance in electrical ignition during the past year. It is simple, sound and durable—which means the elimination of all ignition trouble. It has the steady, hot spark at all speeds, which is possible only with battery ignition. It is this perfected battery ignition which has relegated the magneto.

HUPP MOTOR SALES CO.

TEMPORARILY LOCATED IN ELLERD BUILDING,
PLAINVIEW, TEXAS.

CHEVROLET



Chevrolet "Four-Ninety" a Car of Exclusive Features

The Chevrolet "FOUR-NINETY" is a car of exclusive features, and differs in many respects from all other automobiles, irrespective of price.

MOTOR—Celebrated Chevrolet valve-in-head type—different from ordinary valve-in-head motors in many respects, and is the most powerful motor, size considered, in the world.

Shock-absorbing duplex front springs, making it the easiest riding car for its size in the world.

Self-lubricating clutch collar, eliminating clutch-collar troubles, such as friction, heating and wear. Rear wheel bearing carried on wheel hub, just the reverse of the ordinary construction, the bearing being three times the size used in ordinary axles. This extra large bearing, carried in the axle housing, takes the load—the axle shaft carries no load.

Compound steering gear, simplest and safest ever invented, and adjustable to wear.

Unit power plant, carrying transmission in open brackets, which gives accessibility to clutch and allows removal of transmission if necessary in twenty minutes.

Special brake arrangement, which insures powerful, quick-acting and smooth brakes. Not a single hinge joint to squeak or a spring shackles to rattle and only six grease cups on the entire car.

AUTO-LITE—Two-unit electric starting and lighting system. Built in the car and guaranteed. Abundance of power for its weight; economical operations, comfortable riding qualities and distinctive appearance characterize the Chevrolet "FOUR-NINETY." The marked fuel economy in Chevrolet cars is an outstanding feature. An average of many owners shows approximately 25 to 40 miles per gallon of gasoline.

COMPLETE WITH ELECTRIC LIGHTS AND STARTER

New Price \$540

F. O. B. PLAINVIEW

The Lowest Priced Electrically Equipped Car in the World

CHEVROLET "FOUR-NINETY" —A Car of Exclusive Features

A Study in Percentage

THE PRODUCTION OF CHEVROLET CARS IN 1914 WAS 5,000. IN 1916 IT IS TO BE 96,485—AN INCREASE OF OVER 1800 PER CENT IN TWO YEARS.

THE 1916 PRODUCTION REPRESENTS AN INCREASE OF MORE THAN 600 PER CENT OVER THE PREVIOUS YEAR, WHILE ORDERS ON HAND EXCEED BY OVER 1000 PER CENT THOSE OF A YEAR AGO THIS TIME.

In other words, the demand for Chevrolet motor cars maintains its lead over our steadily increasing production capacity—because Chevrolet production from the beginning has not been mere cars, but, in every sense of the term, QUALITY MOTOR CARS.

E. N. Egge Auto Company

THE CELEBRATED Hawaiian Troubadors

Thursday and Friday, Sept. 27-28

SIX CLEVER SINGERS PLAYERS, DANCERS

Singing and Playing Their Quaint Melodies

Native Dances in Costume by the Little Dancing Girl

You Have Heard Their Enchanting Music on the Phonograph Now Hear Them in Real Life

MAE I. THEATRE

ADMISSION: CHILDREN 25c; ADULTS 50c

RURAL SANITATION NEEDS ATTENTION.

The general health conditions are better in rural than urban districts has been generally admitted for ages. In every century people have gone to the country for their health, while it is unheard of for a physician to recommend a patient to go to a city for that purpose. Nevertheless the greatest improvements in sanitary conditions in recent decades and the consequent reduction in the death rate have been made in cities, rather than in rural districts. This does not mean that the city is as healthful as the country; it does mean that more attention has been paid to sanitary and hygienic problems. Yet the rate of sickness and death in the country could be greatly reduced by attention to a few of the simplest and best-known rules of hygiene and sanitation.

One of the most important problems in rural districts is that of the purity of the water supply. Of necessity, most of the water used by families on farms and in small communities is drawn from wells, generally wells on the premises. Water from wells, especially deep wells, is apt to be cool and palatable. It is an excellent source of supply if obtained under proper conditions; but unless close attention is paid to these conditions it is almost inevitably a source of danger. Not only minor intestinal troubles, but more serious diseases, such as typhoid, in our rural districts are largely due to impure water. The toll annually taken by typhoid in the rural districts of Oklahoma is far too high. A great majority of these untimely deaths and unnecessary causes of sickness could be prevented by proper precautions in regard to the water. Nor are these precautions difficult to take.

Some Practical Precautions.

Not only should every well be at a considerable distance from any cesspool, pigpen or other possible source of infection, but the lay of the land and character of the soil should be taken into consideration. If the land slopes from the cesspool towards the well it is obviously a source of danger, even if a considerable distance removed. In porous soil seepage is apt to exist. While the top of the well should be concreted or otherwise protected, it must be remembered that infectious material may seep down into the well a distance from the top. It should be remembered that water may be cool, clear and sparkling and yet abounding in micro-organisms which produce disease. Where there is the least question as to the purity of the water, it should be analyzed and tested. The State Board of Health, if requested, will make such tests of drinking water in the state laboratory. These tests are made free of charge, and special containers for collecting and forwarding samples of the water will be sent on request. Directions as to the method of collecting and sending samples are also given. This is a matter of importance, for the purest water may fall below the standard if the impurities or infectious matter enter it during the collection of samples.

Fresh Air and Good Food.

It might be supposed that fresh air would be the one thing universal in rural districts, but as a matter of fact too many persons, especially in cold weather, take elaborate precautions to keep out fresh air. There should be perfect ventilation and fresh air in every sleeping room, winter as well as summer. Cold air cannot harm a person in ordinary good health. Too many persons, even today, hold to the old superstition that there is something harmful about "night air." The only night air that can injure health is that of a poorly ventilated room; the air provided by nature's vast outdoor reservoir is beneficial.

Especially care should be taken in regard to the purity of the milk supply, for certain germs, especially those of typhoid, multiply rapidly in milk. A properly varied diet not only is a most important general health factor, but an almost certain preventive of pellagra and similar diseases. If these few practical precautions were observed it would only be a question of a comparatively short time before sickness and mortality rates in the rural districts would drop decidedly below those of the cities.—Oklahoma Daily Live Stock News.

A FEW DON'TS TO BE OBSERVED IN THE HANDLING OF LIVESTOCK.

Leaving out the humane side of the question, it is good business from the standpoint of economy and efficiency to be considerate in the treatment of farm animals. They will more than repay in better service and longer life for such treatment.

A few "Don'ts" in the handling of farm animals, compiled by the editor of Extension Farm-News, North Carolina Agricultural College, are worthy of consideration. These are:

"Don't work or ride a horse with ill-fitting or unsuitable harness or saddle.

"Don't use animals with sore shoulders and back, unless they can be protected from further injury.

"Don't work lame or sick animals to keep them from getting stiff; turn them in pasture or lot and allow voluntary exercise. Forced exercise will nearly always do harm.

"Don't work a soft horse like you would a well hardened one. Season him gradually.

"Don't overload and don't overwork.

"Don't fail to prevent many diseases by good hygienic and sanitary measures. An ounce of prevention is

worth a pound of cure."

"Don't forget that a correct diagnosis is essential to good treatment. Guesswork and 'hit or miss' methods are poor policies.

"Don't give medicine when you don't know the nature of the disease or the action of the drug. Most patients recover in spite of treatment rather than because of it. Give nature a chance unless you know what to do.

"Don't ever drench through the nose; the dose will be liable to go into the lungs instead of the stomach.

Don't expose young or susceptible animals to infectious diseases. Quarantine infected animals and premises.

"Don't produce colic by careless feeding, watering and work. Nearly all are caused by such.

"Don't treat colic by working or running the suffering animal.

"Don't induce colic by working or running the suffering animal.

"Don't induce heat stroke in summer. Avoid it in about the same way you would colic. Most cases occur when the animal is otherwise indisposed and usually when digestion is disturbed, as in changing from old to new feed.

"Don't neglect the teeth of horses and mules. Irregular and decayed teeth are responsible for much chronic

indigestion and thriftlessness, especially in old animals."

It pays to buy at BONNER FASHION SHOP.

A Safe Food For Baby

Thompson's Food (Peptonized) is peculiarly adapted to infant feeding as it is most nearly like mother's milk. It contains all the elements so necessary to the proper growth of the infant and is the only brand of food containing in combination the food values of pure sweet milk, select barley malt and the elements of beef juice.

If you want your baby to become strong, healthy, full of life and vigor, feed it Thompson's Food (Peptonized). Ready for use by simply adding water.

We suggest that you try a 50c package with our guarantee of satisfaction.

Long-Harp Drug Co., Plainview.

Store Closed

On account of holiday our store will be closed all day THURSDAY, SEPTEMBER 28th.

Kindly arrange your shopping accordingly.

Jacobs Bros. Co.

A FEW SPECIALS AT GORDON'S STORE

5 gallons best oil	60c
Sugar, 13 pounds,	\$1.00
Flour, 100 pounds,	\$4.40
Meal, 17 1-2 pounds,	45c
Bran, 100 pounds,	\$1.50
Chops, 100 pounds,	\$1.65
Shorts, 100 pounds,	\$1.75
Regular 25c K. C.	20c

Bring me your produce. Highest market price.

Save money by trading with me as I have a small expense.

Yours to serve,

T. L. GORDON



For Correct Millinery and Right Prices

SEE US

R. & H. MILLINERY CO.

Up-to-Date Hat Shop

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

SOME PRACTICAL METHODS OF FERTILIZING WHEAT CROP.

Eleven years' work on the soil experiment fields in practically every section of Missouri has shown on most of the soils—especially the thinner and more worn ones—that the addition of available plant food has materially increased the yield and quality of wheat and has paid good returns on the money invested in fertilizers. On medium to poor lands the amount of available plant food is always one of the limiting factors in wheat production.

The average farmer cannot greatly change the fertility of his land in a short period of time, but he may often temporarily increase its productivity to a very marked extent. This is most commonly done by the addition of barnyard manure or some form of commercial fertilizer. Manure is, of course, the material most advisable so long as it lasts, but most farmers, especially those on the thinner lands, find their manure supply exhausted long before their fields are covered. Then in order to obtain the best yields from the rest of their land an application of some soluble plant food must be made. It is a general practice among farmers to add manure to the corn crop and apply commercial fertilizers when necessary before wheat. Wheat is the most universally fertilized cereal. This is largely because it responds more readily to treatment than the other grain crops. Like cotton, it is a cash crop of considerable value, and the money expended for fertilizers is recovered as soon as the crop is sold.

Nearly all of the thinner soils of the state are comparatively low in available phosphorus. Applications of this element in soluble form usually gives the largest and most profitable returns. It is the cheapest and most easily obtained of any of the important plant-food elements. The supply for this part of the country is found mainly in bonemeal, acid phosphate, or in various mixed fertilizers. Bonemeal may be applied at the rate of from 125 to 150 pounds an acre, but sixteen-per-cent acid phosphate should also give good results if applied at the rate of about 150 or 200 pounds per acre, and mixed fertilizers which carry a small supply of nitrogen as well as considerable phosphorus will give good results on lands that are deficient in nitrogen and organic matter. Most of them should be applied at the rate of 125 to 150 pounds an acre. Nitrogen gives good results with wheat, but it costs so much in fertilizers containing more than two or three per cent of it. Potash is another fertilizer that is good in increasing wheat yields, but is entirely too high for use at present on account of the European war, which has cut off the supply from Germany.

It must also be remembered that the use of commercial fertilizers alone is not to be considered a reliable or practical means of keeping up soil fertility or insuring high yields, but rather as a temporary method of increasing crop yields and enlarging the profits from thin or worn lands. In this way they enable the farmer to put more money into the improvement of his soil. However, the sensible rotation, manuring, green manuring, and systematic soil management that will tend to maintain or increase the organic matter and nitrogen content of the soil.—F. L. Duley, Missouri Agricultural Experiment Station.

AVERAGE AGE OF TEXAS UNIVERSITY STUDENTS IS 21.42.

AUSTIN, Texas, Sept. 14.—The average age of the 2,429 students in the Main Department of the University, at Austin, for the past session, was 21.42 years. The youngest freshman student was fifteen years old, and the oldest freshman student was forty years old. There were 43 students in the University of Texas during the past session thirty-five years of age and over. Eight were thirty-five years of age; one, thirty-six; six, thirty-seven; seven, thirty-eight; seven, thirty-nine; five, forty; one, forty-one; one, forty-two; one, forty-three; one, forty-five; three, forty-six; one, forty-seven; one, fifty-one (a woman). Of the 1,013 students who came to the University for the session of 1915-16 for the first time, thirty-four came from the preparatory schools in other states; 281 came from other colleges; and five hundred and forty-nine were graduates of high schools in Texas affiliated with the University. Ninety-one first-honor freshman students, or students holding a scholarship awarded annually to the boy and girl making the highest grades in each affiliated school, came from the 175 affiliated high schools.

One thousand and twenty-nine students, or 42½ per cent of the total number of students in the University, belong to the self-supporting class, of these, 887 were men and 162 were women. This was a slight increase over the figures for the previous session when 965 either wholly or partially supported themselves while carrying on their University work.

Mrs. J. W. Pierson arrived yesterday morning from Amarillo for a visit of a few days with her son, Paul Pierson.

ATTENDANCE AT TEXAS U. FOR 1916-17 ESTIMATED AT 3,000.

AUSTIN, Texas, Sept. 14.—Registrar Mathews of the University of Texas estimates that the attendance at the University of Texas for the session of 1916-17 will reach three thousand students. Already the institution is the largest in the South, and in attendance and equipment ranges close to the State University of Missouri and the State University of Kansas. The attendance at the University of Texas for the past decade has steadily increased at the rate of 10 per cent per year. In thirty-two years the student body has grown from 221 to 3,000, and these figures do not include more than a thousand who attend the summer session and another thousand who take college courses by correspondence every year.

UNCLE SAM'S DOMAIN.

From the Chicago Journal.

Secretary Lane has given out some public-land figures which are rather surprising. He shows that Uncle Sam still owns 254,945,589 acres of vacant

land, situated in 25 states. This is just about 400,000 square miles—an area equal to the combined extent of England, France, Holland, Belgium and Italy, with almost enough left over to include Switzerland, too.

Most of this vast domain is located in the Western States, of course, but 710,564 acres are in the Southern States, largely in Arkansas, and 798,804 acres in Minnesota alone. Florida is the only state fronting on the Atlantic which has any public land.

The agricultural value of this national farm is very limited. Most of the Western land, unless located on inaccessible mountain tops, is dry as an undertaker's eye, and most of the Southern and Minnesota acreage goes to the other extreme, and is wet as a First Ward ball. A great deal of mineral wealth is found on the public domain, however, and much of it is good for grazing purposes.

Irrigation and a grazing homestead law will help to settle some parts of the Western domain, but in the South the National Government should get more land before parting with any that it now holds. The problem of the Mis-

issippi River never will be rightly dealt with until the Government takes over the flood lands at their existing value, reclaims them with comprehensive levees or a spillway system, and then by selling this reclaimed acreage pays back to the national treasury much or all of the expenses incurred.

VARIATION IN SUPPLY OF SWINE.

Swine are born mostly in the spring months and are slaughtered mostly in the winter; inconsequence of this difference in the monthly birth date and

death rate, the number on hand varies from month to month. The annual births in recent years have averaged approximately 71,000,000, distributed by months about as follows: January, 2,600,000; February, 4,400,000; March, 16,400,000; April, 15,400,000; May, 10,900,000; June, 5,200,000; July, 2,700,000; August, 3,100,000; September, 6,500,000; October, 4,700,000; November, 2,700,000; December, 1,900,000.

The disposition is distributed by months approximately as follows: January, 10,000,000; February, 6,400,000; March, 5,000,000; April, 4,300,000; May, 3,600,000; June, 3,600,000; July,

2,900,000; August, 2,900,000; September, 5,000,000; October, 7,100,000; November, 10,000,000; December, 10,700,000.

With this distribution, the numbers on the first of each month are approximately as follows: January, 56,000,000; February, 54,600,000; March, 52,000,000; April, 59,000,000; May, 70,100,000; June, 77,400,000; July, 79,000,000; August, 78,800,000; September, 79,000,000; October, 80,500,000; November, 78,100,000; December, 70,800,000. These figures are for the United States, and are compiled from the records of the Department of Agriculture.

NEW ARRIVALS

Silk ribbons 10c to 35c the yard. These are EXTRA GOOD ribbons suitable for hair ribbons, fancy work and Christmas gifts.

- Silk waists, special \$1.00
- Knit underskirts \$1.00
- Children's wool sweaters \$1.00
- Boy's and girls raincoats \$2.25
- Ladies serge skirts, blue, black, navy and brown, \$2.50
- Ladies outside skirts, in black, \$7.50
- Ladies satine underskirts, black and colors, 50c
- Silkoline underskirts \$1.00
- Mary Pickford caps, 50c and 65c
- Ladies outside Burson hose 25c
- Children's hose, pair, 10c to 25c
- New sport hats 50c

Good line underwear, men's, ladies' and children's. Better hurry and get your part of the high-grade aluminum cooking vessels.

Extra good values in glassware. A special value is the cut blown tumblers at 75c set.

Pure, wholesome cat dies 15c pound. Coal hods, stove boards, dampers, window shades.

SOMETHING NEW EVERY DAY. ANYTHING FOR ANYBODY

LANDERS "Right Price Store" Wayland Building

This Week's Specials
AT L. J. WARREN GROCERY COMP'Y

Don't understand that the few items below represent our new goods or our special bargains. We are getting in new goods daily as the season changes and the markets offer fall grocery specials. As to prices these are just a very few of the special offerings we have for you.

Libby's Gallon Pickles at 40c come in barrels, some are sour, others sweet.

Marichino Cherries, special at 30c, 50c and 90c.

10 pound cans of Calumet Baking Powder, regularly \$1.50 for \$1.25.

New Barrel Kraut, of the famous Libby make, just received.

"Now", a guaranteed cleaner in cans, 2 for 25c and 25c straight sizes.

Wesson's Cooking Oil at the right price in spite of the increases in all lards, compounds, and oils.

A big shipment of assorted brands of fancy table and cooking syrups.

We appreciate your trade and want to merit more of it for next month. If good groceries at just a little less money will be of any interest to you we believe that you will give us your November business.

L. J. Warren Grocery Co.

Phones 233 and 234

Save this Valuable Coupon Good for \$11.00

Worth of Pure Aluminum Ware 22 pieces

When presented in connection with the purchase of a Cole's Hot Blast M or R Model Range during the date of our Big Factory Stove Sale as printed below—remember the date.

The Opportunity of a Lifetime!

On the Special Date printed below we will conduct a Big Sale on

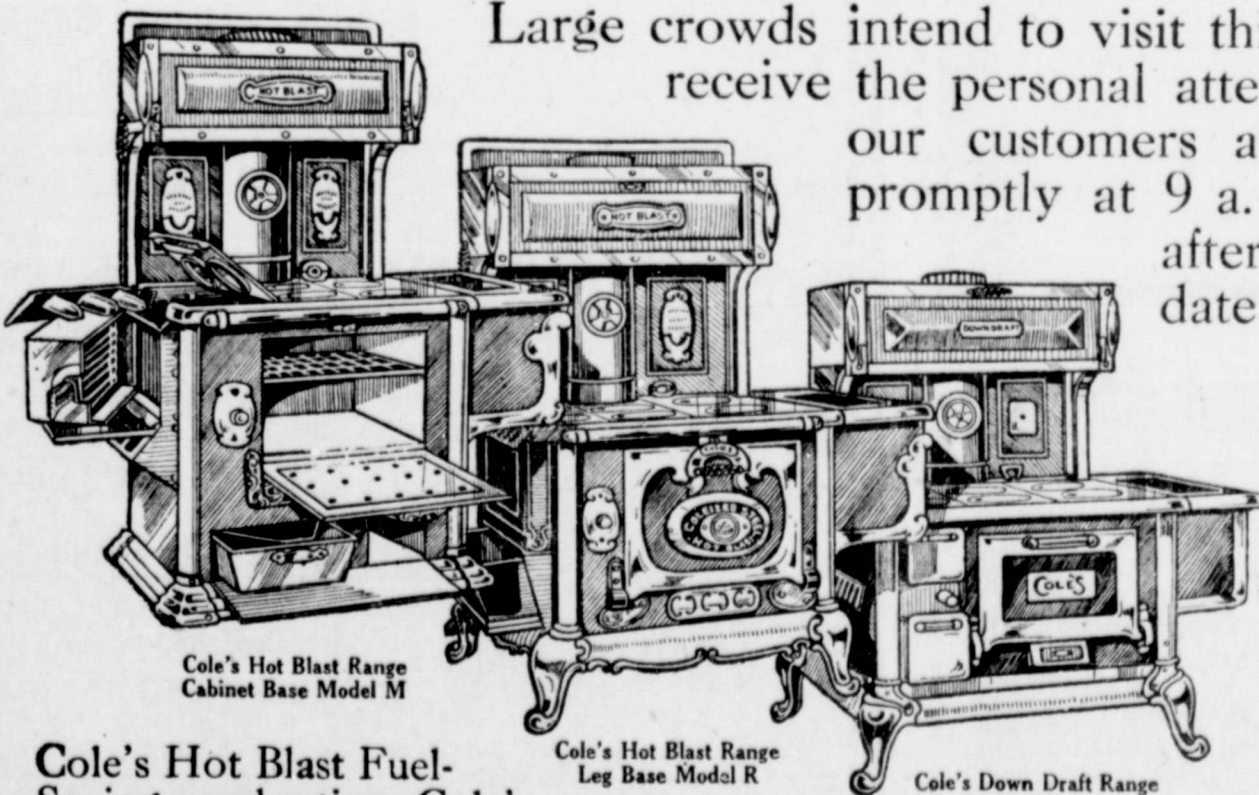
Cole's Hot Blast Ranges

—The Best Range Ever Built for Family Use

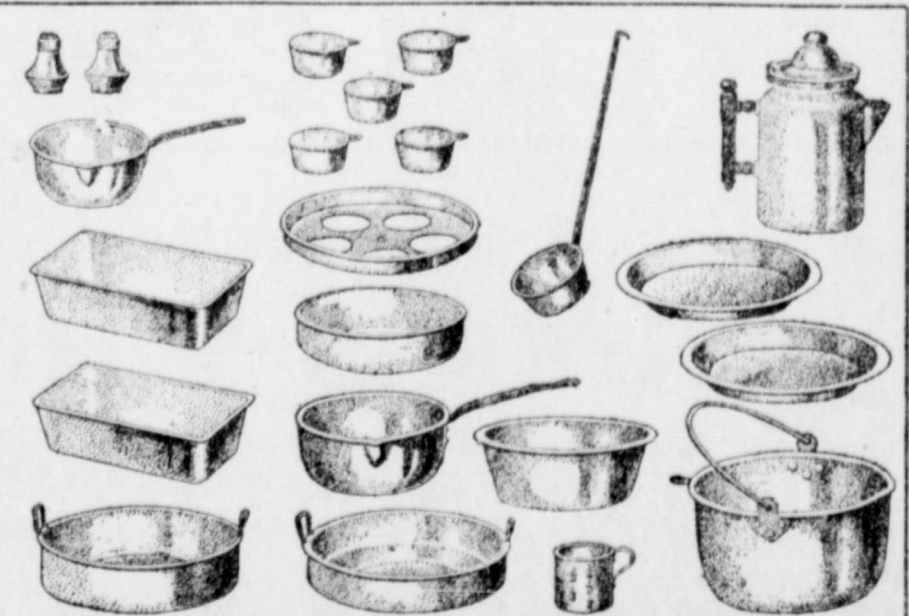
We Invite the Entire Community To Visit Our

Big Factory Stove Sale

Large crowds intend to visit this Big Sale. In order that you may receive the personal attention of the factory expert we remind our customers and their friends that the Sale starts promptly at 9 a. m. It continues both morning and afternoon. *Come early*—Remember the date—Everybody cordially welcome.



Cole's Hot Blast Fuel-Saving combustion, Cole's Smokeless and Odorless Broiler and Toaster that broils meats to a queen's taste, Cole's Automatic Fresh Air Oven that bakes evenly on all sides, and the many other Special and Exclusive Features, make Cole's Hot Blast Range the most durable, the most economical, and the greatest time and labor saving range ever placed on the market.



22 Piece Set of Pure Aluminum Ware



October 12th, 13th and 14th

R. C. WARE HARDWARE CO.



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.

Amarillo Day at the Panhandle State Fair drew 8,000 admissions at the gate. Interest centered largely during the afternoon in the initial registered Hereford sale, at which individual stock sold as high as \$1,600. Texas is making gratifying progress in breeding high-grade livestock. The Amarillo incident is a fine boost for the blue-ribbon cattle industry.—Star-Telegram.

And, incidentally, a boost for the South Plains County. "Beau Matador" was sold by E. C. Dodson, a South Plains farmer who has a nice herd of Herefords and is making an exemplary success of diversified stock farming.

The condition of Lake Plainview demands attention. For many days no fresh water has been pumped into the lake, and it is becoming stagnant. Lake Plainview, if properly maintained, will afford much pleasure to the citizens of Plainview. If allowed to become stagnant, the fish will die, it will become a menace to health and a public nuisance. Lake Plainview is private property; but it is of such a nature that its benefits or harmful effects interest the whole community. If its private owners do not feel justified in maintaining the Lake, The Herald is of the opinion that some steps should be made by the public to maintain it. It's the best nucleus for a park Plainview has.

TEXAS CAR REGISTRATION SYSTEM IS A JOKE.

In calling attention to the weakness of the Texas automobile registration law, Col. E. J. Hernan is not the first. However, he does present in his talks on good roads convincing arguments to prove that Texas needs a change in her statutes in this regard. The relation of the automobile owner and driver to the public is a new question, and in arriving at conclusions Texas lawmakers have been a trifle behind other states.

Texas should have such registration laws as will identify any car within any part of the State. As a hypothetical case, we will take a car from Plainview, bearing alone the Hale County number. Suppose it carries only "No. _____, Texas," as so many of the cars do. When outside of Hale County, in case of accident or law violation, it would be impossible to locate the car. There is no Texas registration number! The registration is by cities or counties, and "450 Texas" might mean any one of two hundred different cars.

Texas needs such a registration system that each car will bear a number which will IDENTIFY it.

There's no little advertising value to the State to be gained, as Colonel Hernan suggests, from having a uniform Texas number plate, so that Texas cars are recognized wherever seen. Who will gainsay that California's bear on her registration plates is not worth thousands of dollars in publicity.

"CONVINCE A WOMAN AGAINST HER WILL"—AND MAN'S THE SAME.

Claude Callan, in the Star-Telegram, conducts one of the most human columns in any Texas newspaper. He occasionally gets close to life as it really is, and when he wrote the following was one of those occasions:

"Uncle Buckram and Uncle Josiah are on opposite sides of the question, and unfortunately they spent last night at our home. We were in hopes there would be no mention of it, but finally Josiah said to Buckram: 'Well, what do you think about the election?' Buckram started in to tell him, but we soon saw that Josiah didn't care anything about what Buckram thought. He wanted to do all the talking himself, and Buckram wanted to do it all. What worried Josiah was the fact that Buckram wouldn't listen to reason, and what worried Buckram was the fact that Josiah wouldn't listen to reason. When Josiah tried to say something, Buckram interrupted him, and when Buckram tried to say something, Josiah interrupted him. Well, after a few minutes Josiah said to Buckram: 'You are just a fool, that's all!' This caused Buckram to turn red in the face, and he called Josiah a certain kind of fool—the kind of which there are so many. Things went from bad to worse until one of them struck the other. Several blows were exchanged before they could be parted. We held Buckram, who is our uncle, and she held Josiah, who is hers. There was only one spare bed in the house, and we calculated on them both sleeping in it. Buckram sat out on the back porch all night, thinking Josiah was in the bed, and Josiah sat on the front porch thinking the bed was occupied by Buckram. At the breakfast table they didn't speak, and while nothing more was said during their stay at our home, we have since learned that Buckram occupies the same position he occupied before the argument, and that Josiah has not changed his position."

Food For Thought

Worry is as a dangerous, injurious book, the reading of which not only takes up the time that might have been spent in reading a good, instructive and helpful book, but, at the same time, poisons the mind of the reader, corrupts his soul with evil images, and sets his feet on the pathway to destruction.—From Commercial House-Organ.

If wisdom be not our guide in the journey through life, it is more than probable that self-conceit will take its place.—Dillwyn.

PAPER SITUATION MAKES A RAISE NECESSARY.

Announcement of a raise in subscription rates of The Herald from \$1.50 to \$2.00 per year for the semi-weekly paper is made on another page of this issue. The attention of old subscribers and prospective new ones is directed to the time limit mentioned in this announcement.

THE PUBLISHERS.

SATURDAY NIGHT'S RAIN GENERAL OVER PANHANDLE.

Nearly an inch of rain fell Saturday night. It will be of material benefit to wheat, a great deal of which has been planted in the South Plains. The rain extended throughout the Panhandle section, continuing as far north as the Oklahoma line.

Rev. W. C. Hilburn left yesterday morning for his home, in Hico, after a visit with his son, H. S. Hilburn.

Miss Nobles has returned to her home, in Amarillo, after a visit with her brother, C. D. Nobles.

Glenn Smith spent the week end here with friends. He is in the employ of the Nunn Electric Company, at Amarillo.

Austin F. Anderson, of Ralls, spent Sunday with his parents, Dr. and Mrs. J. C. Anderson.

Rev. A. L. Moore returned yesterday from Littlefield, where he has been to conduct quarterly conference for the pastor, Rev. B. H. Oxford.

Jas. Duncan, of Tabor, Iowa, returned yesterday morning to his home. He has been the guest of his son, E. G. Duncan.

H. Wurdack was here during the week end. He is superintending the installation of new machinery in the Lubbock plant of the Texas Utilities Company at Lubbock.

A. F. Quisenberry was here from Hale Center Sunday visiting his children. Mr. Quisenberry reports that Mrs. Quisenberry, who is in El Paso, is improving in health.

Chris Hinn left yesterday morning for a visit in Killeen, Texas.

Mrs. F. M. Lester, of Canyon, arrived Sunday. She will spend the winter with Mrs. L. A. Knight.

James Duncan, of Thurman, Iowa, arrived Thursday for a visit with the family of his son.

R. A. Long received a message today from a member of the family of his brother-in-law stating that he is yet alive, but that there is no chance for his recovery. Mr. Long's kinsman lives in Erath County.

John Garrison, of California, is the guest of his brother, D. M. Garrison, and his niece, Mrs. E. Harlan.

Mr. and Mrs. W. C. Klopp, of Muleshoe, were here Saturday.

R. W. Hough and family and Miss Velma Chapman, of Hereford, were here Saturday.

Arthur Barker, John Broyles, Carl Ayres and W. Griffith, of Lockney, were here Saturday.

Tony Chism, Hudson Super-Six dealer, was here Saturday from Amarillo.

Mr. and Mrs. E. G. Glover, of Dallas, were visitors in Plainview yesterday.

Rev. B. H. Oxford and son, Royce, of Hale Center, were here yesterday on business.

W. B. Martin, of Matador, was here Friday on business.

I want to operate your gas tractor for you. Any make. Two years' experience. Write JOHN G. MCKALLIP, Plainview, Texas. It-pd.

Roy K. Bruner, of Floydada, was here Saturday.
Mr. and Mrs. W. Emerick, of Olton, were here Saturday.
Mrs. O. L. Keenan, of Olton, was here Saturday.

Geo. F. Fairris returned this morning from Lubbock, where he has been visiting his father.
Jeff Williams returned this morning from Amarillo, where he has been on business.

M. P. Garner, of Canyon City, is here visiting with relatives and attending to business.
J. C. Rawlings returned this morning from a business visit in Sweetwater.

HAMNER'S DRY GOODS STORE
Showing of Fall Merchandise

CHILDREN'S SCHOOL SHOES

We are showing a very complete line of shoes for children. We believe we have the best line made in our "Gladfoot" and "Special" lines foot form last and at prices extremely low for all leather shoes.

Ladies Two-Tone Effect in Fine Footwear

We are showing a second shipment of these white with black and fawn with brown in two grades. Inspect this line before you buy your dress shoes.

OUR FIRST SHOWING OF LADIES COAT SUITS

arrived last week. We are expecting another lot this week of popular priced suits. You will be surprised at the quality of our \$15.00 to \$22.50 line. When in the market for a ladies coat suit and fall coats see our stock before buying.

HAMNER'S DRY GOODS STORE

"SELLS IT FOR LESS"

Phone 210

Plainview, Texas

END OF THE WEEK OFFERINGS

At the New Store
Presenting the Fall Fashions

Of Distinctive Styles in Ladies' Apparel of the Highest Character at Popular Prices

Stunning Values in Women's Autumn Suits

Consisting of a large variety of tailored models. Many are plain, including the new checked Wool Velours in Gaberdines, Broadcloths, Whipcords and in every approved color. Also an extensive assortment of fur-trimmed suits—

\$12.50 \$15.00 \$18.00 \$22.50 AND UPWARD.

A Distinctive Collection of Afternoon Dresses

In the newest designs in materials, as Serges, Charmeuse and Satins, Crepe Meteor and Velvets, many of which are hand embroidered in various colored silks; in the latest shades—

\$12.98 \$14.98 \$18.50 \$22.50 AND UPWARD.

An Interesting Selection of Fall and Winter Coats

A complete line of this season's most fashionable models, featuring a comprehensive assortment of Plushes, Broadcloths, Velvets, White Chinchillas, and a remarkable assortment of other novelty materials—

\$4.98 \$7.98 \$12.50 \$18.50 \$22.50 \$25.00 AND UPWARD.

An Attractive Assortment of Separate Skirts—Very Moderately Priced

A very dainty selection of the very newest styles and materials, as Satins, Novelty Serges, Striped Taffetas; all made in the very latest effects and the most popular colors—

\$2.98 \$4.98 \$6.98 \$7.98 \$9.98 AND UPWARD.

Featuring the Very Latest Models in Fall Waists

A combined assortment of Crepe de Chine, Georgette Crepe, Voiles and Organdie Waists, in an extensive variety of designs, including the very newest shades—

\$1.98 \$2.50 \$2.98 \$3.50 \$3.98 AND UPWARD.

The Gold Medal and Fisk Attractive Fall Models on Display in Our Millinery Department

Presenting only those Hats from the leading makers, because of their artistic design and fine material, are worthy of a place in our millinery display.

POPULAR PRICES PREVAIL.

A Few Words of Appreciation

We esteem it a duty just to quote a few words to express our appreciation and extend many thanks to the hundreds of women who have attended the opening month of this store.

HIGH IN STYLE
LOW IN PRICE

Bonner Fashion Shop

AT SCUDDER'S GROCERY

WOMEN'S WEAR

Preparedness

No matter what's coming preparedness is 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.

JESSE DELAHO HARNESS CO.

Phone 589

SOCIETY

Telephone Number 72

TRAVEL STUDY CLUB.

The Travel Study Club met Saturday afternoon, in the club room at the City Hall. The lesson was led by Miss Amy Glenn. Her lecture was on "The National Effect of Dynastic Struggles." The round-table discussions were: Edward Fourth, Warwick the King Maker, William Caxton, and William Third.

SIX-COURSE DINNER FOR LYNN PACE'S SISTERS.

Mr. and Mrs. T. J. Van Arsdell entertained with a dinner party last night, at the Ware Hotel, honoring Lynn Pace and his sisters, Miss Gladys Pace of Salem, Ill., and Mrs. F. Weiling, of Danville, Ill.

A six-course dinner was served to the following: Miss Gladys Pace, Mr. and Mrs. F. Weiling, Messrs. Lynn Pace, Lawrence Gray and D. T. Dillingham, and Mr. and Mrs. T. J. Van Arsdell.

BAPTIST LADIES' STUDY TOPIC "STATE MISSIONS."

A very interesting and enthusiastic meeting of the Ladies' Missionary Society of the Baptist Church was held yesterday afternoon, at the home of Mrs. G. W. Crow. There were fifty-two ladies present, and the program was one of unusual interest, the subject being "State Missions."

Mrs. D. L. Hammer was leader, and opened the program with a Scripture reading. Then followed a hymn by the society and prayer by Rev. I. E. Gates.

The following gave five-minute talks on "Mission Reports From Different States": Mesdames L. N. Brooks, Clint Shepard, W. H. Knupp, S. W. Smith and T. W. Sawyer. Mrs. J. M. Malone gave a good talk on "Our Own Field."

Another pleasing number on the program was a vocal solo by Miss Donnell and a reading by Miss Brown. Misses Ziegler and Withey gave a number of piano selections.

Rev. Gates closed the program with a talk on "Missions" and a prayer for State-wide prohibition.

After the program, a social hour was spent, during which dainty refreshments were served.

TEXAS UTILITIES' MANAGER TO MARRY ARKANSAS GIRL.

From a recent issue of the Southwest American, of Fort Smith, Arkansas: Mr. and Mrs. Joe N. Ward announce the engagement of their daughter, Eva, to Ray Allen Drumm, of Plainview, Texas, the wedding to take place this autumn.

"Though this announcement does not come as a surprise, it is of wide interest, as Miss Ward is universally popular, and her presence will be greatly missed in social and charitable circles. Her fiance, who is a member of an old Missouri family, is a graduate of the Missouri State University, at Columbia. He has made rapid strides in his profession, electrical engineering. He is at present located at Plainview, Texas, where he will take his bride."

Mr. Drumm has been with the Texas Utilities Company here for the past several months, and his many friends will be interested to learn of his approaching marriage.

PARTY FOR ANNIE MAE ROSSER'S FRIENDS ON HER 12TH BIRTHDAY.

Little Miss Annie Mae Rosser invited a number of friends to her home Friday afternoon from 4 until 6 to celebrate her twelfth birthday anniversary.

Various games were played, and then the guests were invited into the dining room, where ice cream, cake, fruit and candy were served. The birthday cake, holding twelve pink and white lighted candles, graced the center of the table.

Those present were: Faye Ola Warren, Louise Graves, Helen, Elizabeth and Gertrude Rosser, Clara Bell Albert, Daisy Hunsaker, Grace Hayden, Alice and Aline Rosser, Irene Howard, Adelle Melton and Rosa Bell Rosser.

MRS. J. J. BROMLEY HOSTESS AT BRIDGE AND "FORTY-TWO."

Mrs. J. J. Bromley was hostess at a very charming bridge party Friday afternoon, at her home, 807 Baltimore Street. The rooms were most attractive with goldenglows and marigolds. In the parlors three tables were arranged for bridge, and at the conclusion of the games ices were served.

Those present were: Mesdames H. W. Harrel, E. H. Bawden, G. C. Keck, L. S. Kinder, Ben Smith, H. M. Burch, Clarence Wayland, J. O. Wycokoff, Wm. Cook, R. B. Tador, B. C. Holle and Jas. R. DeLay.

The Store that Keeps Them Coming SUITS, COATS AND DRESSES

Every day there is a style born in little old New York. Some Good, Some Not. It is the good ones that reach our store and our service is so perfect that they are handed to us almost as soon as they are out.

The Fall Styles now on display are the newest Fashions and you will thoroughly enjoy a visit to our store even though you do not intend buying until later.

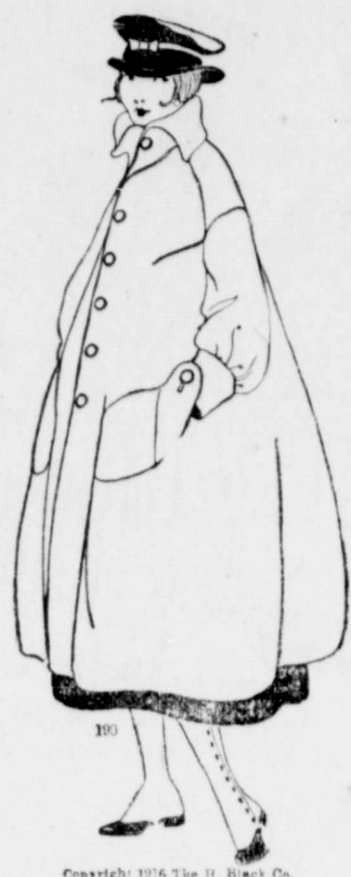
The garments shown are distinctive and designed to meet instant approval. The values, we believe, are beyond your anticipation.

Come today, tomorrow or real soon.

**Ladies' Suits are from \$12.00 up
Ladies' Coats from \$3.50 up**

The store that fits every garment perfectly.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE



Copyright 1916 The H. Black Co.



Copyright 1916 The H. Black Co.

ran for bridge, and at the conclusion of the games ices were served.

Those present were: Mesdames H. W. Harrel, E. H. Bawden, G. C. Keck, L. S. Kinder, Ben Smith, H. M. Burch, Clarence Wayland, J. O. Wycokoff, Wm. Cook, R. B. Tador, B. C. Holle and Jas. R. DeLay.

At "Forty-Two."

The home of Mrs. Bromley was the scene of another pretty party Saturday afternoon. "Forty-Two" was the pleasant diversion of the afternoon. Four tables were arranged for the favored game.

An ice course was served to the following: Mesdames H. C. Randolph, T. P. Whitis, E. F. McClendon, Payne

Rountree, H. C. McIntyre, C. W. Tandy, J. C. Anderson, J. O. Rountree, Clint Shepard, G. B. Doubleday, L. T. Mayhugh, D. F. Sansom and E. T. Coleman

KEY-HOWARD.

Yesterday evening at six o'clock, at the home of Mr. and Mrs. T. Shipley, at Sweetwater, H. C. Howard, of Plainview, and Miss Lena Key, daughter of Mr. and Mrs. J. H. Key, of El Paso, were married by Rev. W. C. Hilburn. J. C. Patterson and Miss Mary Shipley were the attendants. Following the ceremony, an elaborate supper was served by Mrs. Shipley.

Mr. and Mrs. Howard arrived this

morning from Sweetwater. They will be at home in Plainview after October 9th.

YOUNG PLAINVIEW DRUGGIST WILL MARRY WEDNESDAY.

A marriage license has been issued by County Clerk B. H. Towery to Willard K. Harp and Miss Bessie Lee Davenport. They will be married at eight o'clock Wednesday morning.

Mr. Harp is the junior member of the firm of Long-Harp Drug Co. Miss Davenport is a daughter of Mr. and Mrs. G. W. Davenport.

Sam T. Ansley has moved to Mills, New Mexico.

Rev. J. S. Wicks came down from Amarillo Saturday to fill his appointment with St. Mark's Episcopal Church.

H. C. Howard left Saturday for a business trip to Colorado City, Colo.

Mrs. J. R. Kerley and daughter, Cleo, arrived Saturday, from Amarillo, for a visit with Mrs. Kerley's parents, Mr. and Mrs. G. C. Keck.

George Fort, of Silverton, was here Saturday to help his parents on the train. They are returning home, after an extended visit with him.

W. H. Clarke, of Alvarado, is here today on business.

SCARCITY OF NEWS PRINT PAPER.

Runaway Market Is Feared Owing to Steady Increase of American Demand.

BOSTON.—It is probably no alarmist statement to assert that not for many years have conditions in the news-print industry so threatened a runaway market as they do today. For several years the production of news print in the United States has not only failed to increase, but has slightly retrograded, due to the diversion of mills from news print to other classes of paper production.

For three years the increase in consumption has been subnormal. In fact, for the three years, 1913, 1914 and 1915, official figures show a gain of but 6 per cent in American consumption of news print. All of this increase, and more, too, came from the output of Canadian mills, now estimated to be shipping over 1,000 tons of news print into the United States daily.

But for the last nine months American demand for news print has gone up steadily week by week. The officials of the News Print Manufacturers' Association estimate that advertising in the Nation's papers is running 35 per cent larger than a year ago. This means a big increase in demand for paper for this one purpose.

As a result of the steadily growing demand, the surplus stock of news print in the United States has been drawn down to the smallest figures in history. At this season the mills should be meeting a slump in demand, due to seasonal changes. None has come. There is no chance for mills to accumulate stocks, and all that has saved the situation to date has been the fact that wet weather has enabled Eastern mills to run at capacity where in an ordinary year low water would have forced part-time operations.

Some good judges feel that it will be a miracle if some papers do not have to suspend publication within the next six months. Of course, this does not mean the big metropolitan dailies, but the smaller suburban dailies and the little weeklies.—Wall Street Journal.

Unfortunately, it Had to Come

While the publishers of The Herald regret it as much or more than any of its subscribers, it has become necessary to announce a change in subscription price.

Two years ago news print paper could be purchased as low as \$2.00 a bundle; today the price has soared to \$7.00 and \$7.50 for the same quantity. News print, of course, is the big item entering into the publication of a newspaper, but, unfortunately, it is not the only one. Inks and other necessities have advanced in price as much or more than has paper.

We have resisted a change in the subscription price of The Herald just as long as seemed wise, hoping that future markets might show a decline. Instead, they continue to rise, and there is every indication that if prices change at all they will advance before they decline.

Even though peace were declared in Europe by the time this notice reaches the public, the situation would not be perceptibly affected. It will take a year at least to readjust conditions, perhaps two years, depending somewhat upon the demand for American goods in rebuilding European markets. The heads of the paper mills are today testifying before the Congressional investigating committee that they cannot feel with any degree of certainty that they will be able to renew any of their fall contracts, due to the increased demand for their product and the scarcity of raw materials. It is usual to store the manufactured product during the summer for fall delivery. This it has been impossible for the mills to do. At best, Europe will not be in a position to release her restricted raw materials until her home markets have been established and properly supplied, and were peace declared today it would be many months until Europe could supply her own needs for raw materials. The result must be a continued and increased drain on American markets for raw materials.

Today the supply houses refuse to contract for car shipments at even an approximate date in the future. In other words, no new contracts are being made.

We believe that the public will understand the necessity of a change which until now we have made every effort to stave off.

In view of existing conditions, it becomes necessary that we announce the new price of The Evening Herald at \$2.00 a year. We might have decreased the number of pages, or the cost of the service entering into the publication, or curtailed in the cost in various ways, but we felt that our friends would prefer to have a continued effort to make The Herald the leading publication of the South Plains, rather than decrease its service.

At the new price the paper will come to you twice a week, as usual, averaging as it has ten pages each issue, filled with all of the news of the day and the important merchandising news of South Plains dealers. The new price makes each issue of The Herald cost you less than a two-cent postage stamp.

The new subscription price will go into effect October 10th. This will enable all who care to subscribe or renew for The Herald before that date to do so at the old rate of \$1.50. No renewals or new subscriptions will be accepted after October 10th for less than \$2.00.

PAPER HEARINGS IN WASHINGTON

The deep apprehension regarding the present shortage of news print paper that exists among newspaper publishers of this country was shown when the Federal Trade Commission started its open hearing in Washington on August 1 and 2. The American Newspaper Publishers' Association, National Editorial Association and Pennsylvania Associated Dailies were represented. In addition to several publishers who appeared before the commission as their own advocates, Philip T. Dodge, president of the International Paper Company, attended the hearings, and in behalf of his organization answered questions put by the commissioners and publishers.

The commission devoted August 1 and 2 to taking the testimony of publishers and paper manufacturers, and adjourned until September 14, when both sides will be permitted to present further evidence.

T. M. Robertson, assistant chief economist of the commission, during his examination of witnesses, suggested that manufacturers of news print work out a standard scale of prices based on quantity contracted for and that the publishers raise the price of their newspapers to two cents, since testimony showed that large newspapers are paying much more for their white paper than their circulation returns.

Frank P. Glass, vice president of the American Newspaper Publishers' Association and vice president of the Birmingham (Ala.) News, was first called. "There is not a newspaper in the country that is making money on the actual sale of its papers," said Mr. Glass. He continued:

"Newspaper publishers are facing the future with apprehension. I know from experience that no newspaper gets in return for the sale of papers the actual outlay for the purchase of print paper. Receipts from the sale of papers, in other words, are not equal to the cost of the paper itself. Either publishers will have to advance the price of their newspapers or their rates for advertising. The increase in the cost of print paper in many instances has wiped out entirely the profits of newspapers."—The Fourth Estate, August 5, 1916.



MEN'S All Wool Suits

Every man that purchases one of these hand-made, hold-their-shape suits in serges or striped mixtures will be a satisfied customer of this store.

\$15 to \$20

REINKEN'S Clothing and Shoe Store

"We Do As We Advertise"

WOODEN SILOS NEED TO BE TREATED WITH PRESERVATIVES

Even Such Durable Materials as Heart Cypress or Redwood Are Not Immune, Say Government Experts.

WASHINGTON, D. C., Sept. 25.—Experience with silos built of untreated wood has shown that they are subject to more or less decay. Even such durable material as heart cypress or redwood is not immune. Deterioration usually occurs near the foundation of the silos, where certain conditions of moisture favorable for the development of the fungus of decay exist. Decay may also attack sappy wood in any portion of the structure.

In 1913 about 100,000,000 board feet of high-grade lumber were used in silo construction, and the consumption of lumber for this purpose is steadily increasing. The importance of some kind of preservative treatment to prevent decay in wooden silos, therefore, has become generally recognized. Several manufacturers of wood-stave silos are making use of preservatives, so that it is possible to purchase the silo material already treated.

Of the various preservatives in general use, a good grade of coal-tar creosote is very satisfactory for preserving timber. Almost any thorough method of treatment with this preservative ought to add to the life of the silo. Superficial methods, however, such as applying with a brush, dipping in the preservative, or spraying are not sufficient. By far the best method is to have the staves treated with the preservative in a closed retort under pressure, and when so treated they should last indefinitely and should be more satisfactory to the purchaser.

Those who are considering the purchase of treated silos should investigate carefully the methods used, and if greatest permanence is desired should choose only material that has received a thorough pressure treatment. Silos built of such material have the additional advantage of reduction in the swelling and shrinking of the staves, and, hence, they can be kept tight more easily. Another advantage of silos built of well treated wood is that they need not be painted.

Effect of Treatment on Silage.

To determine the effect of a preservative treatment upon the durability of wood used in silos, and to obtain information as to the effect of the treated wood upon the surrounding silage, the Federal Forest Products Laboratory began experiments in 1910, in co-operation with the University of Wisconsin. About five years after the experiments were begun the treated wood had not commenced to decay. Information in regard to the effect of treated wood upon the surrounding silage was obtained by an independent test after the first season, wood treated with creosote having been buried in the silo during the process of filling. This contaminated the silage sufficiently to give a strong odor, but the quantity of creosote in the feed could not be determined by analysis. This silage when fed to cows was not relished, and two of the animals were affected slightly by it. This was a very severe test, however, for the wood was given a heavier treatment than is now considered necessary. Moreover, had the contaminated portion been thoroughly mixed with the rest of the silage it is considered doubtful whether the effect would have been noticeable. This conclusion is borne out by the results obtained in practice. During the several years in which it has been the practice

to treat wood for silos, the Dairy Division has not heard of a single case in which the health of the animals has been impaired by feeding such silage.

MORE MONEY FOR SCHOOLS.

House Joint Resolution 30, passed by the 34th Texas Legislature, submits an amendment to the State constitution to be voted on by the people at the general election to be held in November, 1916, providing that the Legislature may enact a law permitting common and independent school districts to levy a local school tax not to exceed one dollar on the \$100 of assessed property valuation by a majority vote of the qualified property taxpaying voters of the district, and also permitting counties to levy a county school tax of 50 cents on the \$100 of assessed property valuation to supplement the county school fund if a majority of the qualified property taxpaying voters of the county desire to do so.

The adoption of this amendment does not, therefore, impose a tax upon anyone, but simply removed the constitutional handicap which forbids many localities having efficient schools, and allows the people of school districts to do so to provide adequate financial support from their own funds for the proper maintenance of their own schools.

In many sections of the State the schools are suffering seriously on account of insufficient funds. The people of such districts desire better schools for their children, but the constitution stands in the way. Is this right? If you do not need the amendment in your county or district, will you not help your fellow citizen in some other section who does need it?

The state of Arkansas has a constitutional limit of seven mills for local school purposes, as against five mills in Texas. The people of Arkansas are asking that this limit be raised to 12 mills. The people of Texas are asking that the limit be raised to only 10 mills. Oklahoma already has a state school tax of 15 mills.

It is an acknowledged fact that Texas is considerably below the average among the states of the United States from the standpoint of an efficient public school system, and the main reason for this state of affairs is attributed to the fact that many of the schools of Texas are hindered by a constitutional restriction which forbids the people to provide out of their own means sufficient funds to maintain good schools, although, in a majority of instances, they are eager and willing to do so. Should not the constitution and the laws serve the educational needs of the people?—Farm and Ranch.

TEXAS BREAKS THE RECORD ON TICK ERADICATION.

WASHINGTON, D. C., Sept. 25.—The people of Texas have broken all records by carrying out both in July and August more dippings to eradicate cattle ticks than have been performed by any other State in a single month. The U. S. Department of Agriculture's field reports from Texas show for July 760,846 dippings and for August 740,751 dippings under Federal or State supervision. The reports from the field indicate that cattle dipping is being systematically carried out in this State in a larger number of counties than ever before.

Mississippi holds second place for the number of cattle dippings in a single month. In August the people of Mississippi had provided 1,056 dipping vats, and at these vats 795,424 dippings of cattle were performed under Federal or State supervision. This is an increase of 35 vats and 15,000 dippings over the work accomplished in that State during July. The Legislature of Mississippi recently passed a law requiring that tick eradication shall be taken up by every county after January 1. The people of Mississippi, however, are not delaying their active campaign against the tick until their State law makes this compulsory upon them.

CONCRETE SHIPS HAVE STEEL RIBS AND CONCRETE HULLS.

Apropos of the statement in recent press dispatches that Norway has just put into operation the first stone vessel ever built, resembling a barge, the ribs of steel and the hull of concrete, the Bureau of Navigation, Department of Commerce, says that it may be worth noting that the scows A. S. and G. Company No. 33 and No. 66 were built of concrete at Fairfield, Maryland, in 1912 and 1913, respectively, by the Arundel Sand and Gravel Company of Baltimore, Maryland. These vessels measure approximately 112 feet in length and 28 feet in beam, and it is believed they are the first vessels ever built of concrete. The No. 66 was abandoned as unfit for service in the early part of the current year, and the No. 33 is still in commission.

Mr. and Mrs. Schott and Mrs. Kitchens, of Silvertown, were here yesterday, shopping.



No Matter What Style Dress You Prefer— We Have the Fabric Best Suited to It

There's no limit to the variety of charming styles you can create from the Fashion Book now being distributed at our Pattern Section.

The suggestions you will find for Afternoon, Street, Theatre or Party dresses are not nearly so difficult to adapt to your individual requirements as they may appear, and, if you will accept of our advice and help, it will be a very simple matter to pick out a fabric style exactly suited to these same requirements.

Let our Dress Goods experts assist you. Simply tell us the character of dress you prefer. We can surely offer a correct style because

Our Showing of **LaPoite** Fabrics Is by Far the Most Complete Obtainable

The advantages of our direct-buying in connection with the Mills—are apparent to all who make this store their Dress Goods Style Headquarters. These advantages are seen in the greater assortments, the superior qualities and the greater variety of styles we are able to display.

THE STYLES IN WOOL

and Worsted Dress Goods are smart and serviceable. We have the newest novelty weaves to offer—we have all the dependable staple fabrics—but if you have an eye for extreme, freakish creations, we cannot meet your demands because our customers don't ask or expect us to handle them. We have a few and can secure more if you want them. See our Serges, Plaids, Worsted Corduroys, Tweeds, Broadcloths and Costume Velvet.

Prices 50c to \$3.50 per Yard

OUR SILK STYLES

Are unsurpassed in beauty, richness and quality—

They reflect the most up-to-date ideas without bordering on the extreme.

For refined elegance, exceptional service, we can do no better than recommend our Striped Taffetas, Plaids, Checks and Novelty Styles, also full range of plain silks.

Prices \$1.25 to \$2.25 per Yard

SILK HOSE Our line is complete, including both fancy and plain silk hose in black and the wanted colors. Wayne knit quality

CARTER-HOUSTON'S

"Goods That Speak for Themselves"

ONYX IVORY

The Newest Creation

- Combs
- Brushes
- Mirrors
- Manicure Sets

This shipment has just arrived.

Also white ivory, mesh bags and other items suitable for gifts.

VISIT FOUNTAIN
**DYE DRUG
COMPANY**

THE REXALL STORE
West Side Square Phone 23

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

Raising Alfalfa by the Square Mile in Texas

How a Texas Farmer Developed Alfalfa to Proportions Requiring Square Miles Instead of Square Acres. By Myrtle M. Powell in Sept. Alfalfa Journal.

In September, 1913, I saw a tract of sod planted to alfalfa. In 1914, five tons of hay were harvested per acre. In 1915, the yield was seven tons per acre. This illustrates how alfalfa does in the Texas Panhandle where water is easy to get if you have a pump.

The apparently inexhaustible water supply has been the big reason for the unusual interest in alfalfa near Plainview. It is here that the farm of Dr. F. S. Pearson is located which contains a square mile of alfalfa. Dr. Pearson established the farm some time before his death and his son, Ward, is carrying it on with the same object in mind that inspired his father to make the big investment.

The farm actually contains a square mile of alfalfa. Furthermore, all the hay is fed on the farm. It isn't raised for marketing as hay. It is raised for feeding hogs, and the hogs do their own harvesting. In other words, the square mile is used for pasture. The farm is managed by Mr. Griscom Bettle, and it was with Bettle that I studied the methods that have made pork production on alfalfa pastures a success on this big farm.

The alfalfa will carry 2,000 pounds live weight per acre—that is to say, ten head of 200-pound hogs or twenty head of 100-pound pigs. It is figured that an acre of irrigated alfalfa will add 1,000 pounds to young pigs in a season. Mr. Bettle told me that they had 2,000 pure-bred hogs on the place and that the plant had been referred to by Swift and Armour as one of the best and largest hog-breeding establishments in the United States.

There are many varieties of hogs on the farm—Poland Chinas, Hampshires, Yorkshires and Berkshires. But the Duroc-Jerseys outnumber the others to such an extent that the owners have been accused of "painting the country red" with this favorite breed. A cross being watched with much interest is that of the Tamworth and Duroc, with the idea of perfecting a bigger-bodied bacon hog.

The mile-square tract of alfalfa is all under irrigation, being watered by four big wells, which are kept pumping night and day.

Asked about this method of cultivation, Mr. Bettle said that the 640 acres of alfalfa was seeded three years ago, the seed being drilled in with a twenty-hoe drill. The soil was sod land and was well prepared by thorough cultivation. His usual yield of alfalfa hay is from one to one and a half tons to an acre per cutting, and a yield of two tons is only a matter of getting the water on it.

Over yonder several baling gangs were employed, and the "pop-pop" of a nearby engine showed that the recently cut tract was being flooded to insure another crop within a few weeks.

The hay is put into bales weighing 65 pounds each. The day before they had cut 60 tons, and on account of the dryness of the atmosphere in this altitude the hay is baled within a few hours after being cut, thus there is little danger of any of it being spoiled by rain.

Until a few years ago you never heard of hog-raising on the Texas plains. That section was thought of only as a cattle country. And a great deal of it still is. But in the irrigated district around Plainview, county seat of Hale County, the porkers far outnumber the beefers, and the number of hogs is increasing 100 per cent every year.

The reason is obvious. Since the discovery of an inexhaustible supply of water in this section, about five years ago, near enough to the earth's surface to make possible profitable irrigation by pumpage, the Plainview people have been accused of having gone "hog wild." And here's the connection. The inexhaustible water supply makes alfalfa pastures a certainty. And the alfalfa, in turn, assures the profitable production of pork.

Add to this that hogs in this section do not have cholera, that the sure crops of such drouth-resistance as kaffir corn and milo maize make ideal feed with which to finish off the porkers for market, that the altitude (3,000 feet above the sea level) assures a climate that is ideal for man and beast—add these and you will understand why this section of the Southwest is coming to be referred to as the "most piggish part of the United States."

About five years ago, when the first one of the "big" wells which are now so common was brought in and furnished, under pressure, from 1,500 to 2,000 gallons of water a minute, people said "Wonderful, indeed, but it can't last." Today, within a radius of fifteen miles of Plainview (the geographic

center and commercial metropolis of this proven belt of shallow water), there are more than a hundred such wells with a capacity of from 2,000 to 3,000 gallons of water a minute, and the strength of the original flow has in no wise abated.

This never failing water supply, near enough to the earth's surface to make possible profitable irrigation by pumpage, makes alfalfa growing a certain proposition, and the hog men of this section have a saying, "Turn a pig on alfalfa and he will make a hog of himself." Though the pigs would probably do better to have some grain during the winter, yet many farmers depend on alfalfa pasturage alone, and with good results. I am informed by a reliable hog grower that he puts ten seventy-pound pigs on each acre of alfalfa about November 1st, and that they can live there until March 1st upon alfalfa and water alone and make a good growth without injuring mature alfalfa and without affecting the following hay crops.

Dr. A. C. Scott, owner of Helen Temple Farm, near Plainview, specializes in Duroc-Jersey hogs; and a few weeks ago there was held at this farm the second public auction sale of pure-bred hogs ever held in the State.

On the Texas Land and Development Company's demonstration hog farm and experiment station, two miles east of Plainview, there is a unique arrangement of hog pastures, consisting of a twenty-acre plot of alfalfa divided by cross fences into four pastures of equal size; and devoted to four different breeds of hogs. In one plot is kept a herd of Berkshires; in another, Hampshires; in another, Duroc-Jerseys, and in another, Poland-Chinas. A windmill in the center of the twenty-acre plot furnishes a constant supply of fresh water to each of the four herds of hogs; and the feed troughs are arranged so that the hogs can all be fed from this central point.

On account of the altitude—3,500 feet above sea level—the Missouri College of Agriculture has tried substituting torage crops for some of the grains previously used in fattening.

never been a case of cholera in this favored district. The animals are healthy because they live in the fresh air the year around, and expensive hog barns are not necessary. Every corn-belt farmer knows that given economy of production and freedom from cholera there is more money in hog raising than in any other industry. Around Plainview the litter is eight, and the range is from two litters a year to three litters in two years.

A few months ago Dr. J. T. Jones, of Salem, Illinois, purchased an irrigated farm near Plainview and began an experiment in hog raising. When one of his Duroc-Jersey sows brought a litter of sixteen pigs the doctor remarked to a friend that that is what he called "sixteen to one" money.

It is not so very long ago that the idea prevailed among hog growers that Indian corn was the only thing with which to fatten hogs for market; but the Plainview hogs, fattened on kaffir and maize, have topped the Fort Worth market so many times over the corn-fed hogs of Oklahoma and East Texas that the matter has ceased to be a subject for comment.

Mr. J. C. Simmons, a Texas Plains farmer, put 90-pound pigs on kaffir last year. They averaged 245 pounds at the end of a hundred days' feeding and topped the Fort Worth market, bringing eight cents. The fat was a perfect white and firm as marble. The lean had that valuable rich-pink tint. It is considered most profitable to put pigs on the market here at about six months of age and weighing about 250 pounds.

Modern pork production calls for rangy hogs, with better developed carcasses well marbled with fat and lean meat. The Plainview hog raisers are working to that end by crossing the Tamworth, the long "bacon hog," with the shorter-bodied Durocs and Poland-Chinas. Also, the use of pasture and forage beats dry-lot feeding, as it reduces the cost of producing pork at least twenty per cent; it turns over to the hog some of the labor of harvesting the crop; it guarantees health and makes for larger litters; and it distributes the fertilizer out in the field, ready to be plowed under for another crop.

The low prices of hogs for some months has inspired a number of men to figure out ways to produce pork cheaper. Among others, the Missouri College of Agriculture has tried substituting torage crops for some of the grains previously used in fattening.

They have found that alfalfa is the best of these, and that it actually reduces the cost of producing pork so that instead of getting 86 cents a bushel for corn fed to hogs, \$1.10 a bushel is realized, when fed in connection with alfalfa. We have had a great many reports from practical farmers telling of the additional profits made by feeding alfalfa to hogs, but there are still some few hundred thousand farmers in the United States that have not been

convinced of its value for this purpose, so we shall continue to publish articles of experience on this subject.

It pays to buy at BONNER FASHION SHOP.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

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.

Slip a few Prince Albert smokes into your system!

You've heard many an earful about the Prince Albert patented process that cuts out bite and parch and lets you smoke your fill without a comeback! Stake your bank roll that it proves out every hour of the day. Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

There's sport smoking a pipe or rolling your own, but you know that you've got to have the right tobacco! We tell you Prince Albert will bang the doors wide open for you to come in on a good time firing up every little so often, without a regret! You'll feel like your smoke past has been wasted and will be sorry you cannot back up for a fresh start.

You swing on this say-so like it was a tip to a thousand-dollar bill! It's worth that in happiness and contentment to you, to every man who knows what can be gotten out of a chummy jimmy pipe or a makin's cigarette with Prince Albert for "packing"!

THE Prince Albert tidy red tin, and in fact, every Prince Albert package, has a real message-to-you on its reverse side. You'll read—"Process Patented July 30th, 1907." That means that the United States Government has granted a patent on the process by which Prince Albert is made. And by which tongue bite and throat parch are cut out! Everywhere where tobacco is sold you'll find Prince Albert awaiting you in tippy red bags, 5c; tidy red tins, 10c; handsome sound and half-pound tin humidors and in that clever crystal-glass humidor, with sponge-moistener top, that keeps the tobacco in such fine condition—always!

R. J. REYNOLDS TOBACCO CO. Winston-Salem, N. C.

This is the reverse side of the tidy red tin

GRIMP CUT LONG BURNING PIPE AND CIGARETTE TOBACCO

TOBACCO IS PREPARED FOR SMOKERS UNDER THE PROCESS DISCOVERED IN MAKING EXPERIMENTS TO PRODUCE THE MOST DELIGHTFUL AND WHOLESOME TOBACCO FOR CIGARETTE AND PIPE SMOKERS

PROCESS PATENTED JULY 30th 1907

R. J. REYNOLDS TOBACCO COMPANY WINSTON-SALEM, N. C. U. S. A. DOES NOT BITE



What's There?

Whole wheat is sweet, but when you add the zest of malted barley you have a flavor that no food made of wheat alone possesses.

The famous food, Grape-Nuts, has a delightful taste that everybody likes, and it lies in the "magic of the malt"—

Then, too, malted barley contains, besides its great nourishing qualities, a digestive which makes Grape-Nuts food particularly satisfying to weak, as well as strong stomachs.

Ready to eat, easy to digest, delicious—every table should have its daily ration of

Grape-Nuts

"There's a Reason"

—at Grocers.

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

Motor News of General Interest

HINTS TO CAR OWNERS.

The porcelain of the spark plug will sometimes crack and permit a short-circuit within the plug. This is often hard to detect unless the porcelain is removed and carefully cleaned. The slightest indication of a fracture is sufficient to condemn the porcelain.

Gear case grease should not be too stiff. It should be able to flow between the teeth of the gears freely. For this reason a lighter grade of lubricant should be used during cold weather.

Check valves which control the flow of oil through the pump where pressure feed lubrication is used should be cleaned occasionally to insure positive working.

When a motor knocks it means that something is wrong. Whenever there is a rattle something is loose which ought to be tight. And remember that lubricants are of vital importance. It is very difficult to get too much oil in the crank case. You should keep sufficient oil, but not an overamount. If you do happen to get too much oil in the crank case the spark plugs will foul and you will have trouble with missing cylinders.

When a gasoline fed pipe is looped or otherwise bent in order to avoid the rigidity and liability to breakage of a straight pipe, air locks and consequent interruptions of the flow of fuel the likely to occur after filling the tank unless sufficient gasoline is poured in to produce the pressure required to drive out the air that will be trapped if the loop or bend is made in a vertical plane. If the loop is turned so as to lie horizontally, however, there will be no such trouble. Incidentally, a complete loop is the best safeguard against crystallization and consequent breakage of the pipe.

USE MOTORS IN SHEEP RAISING.

The profitable use of gasoline and motors is being extended to the raising of sheep in the vicinity of Roswell,

New Mexico. One sheepman has equipped motor trucks with watering troughs with which, in dry weather, he hauls water to his flocks in order to save them from long walks, which reduce the weight of the animals and make them less valuable. Figuring in pounds of mutton, he finds the experiment pays. Some of his neighbors are preparing to follow his example, while others, whose well are situated on high ground, plan a system of pipe lines to convey water by gravity down hill to the grazing grounds of their flocks.

How time may be saved through the use of the motor was shown last week by one sheep raiser, who, needing a herder, motored to town to get him. He got his man Friday at noon, delivered him at the ranch, and was back in town on another errand Saturday, having in the meantime covered more than 100 miles, put his shepherd at work, delivered supplies to three camps and attended a meeting of the board of school trustees of his district.

Sheep raisers of New Mexico are finding that these innovations may be rather expensive at the start, but that they aid in properly caring for the flocks and help to overcome those heavy losses which have been the chief drawback of the industry.—El Paso Herald.

STUDEBAKER LEADS IN SEVEN-PASSENGER CARS.

During the last 14 months, according to information just made known, the Studebaker Corporation led the automobile industry in the production and sale of seven-passenger cars. In that period 70,000 Studebaker seven-passenger automobiles were built and shipped. Not only is this a larger number than any other maker of seven-passenger motor cars placed in the hands of owners during the same time; it is also a record number for any 14 months' period in the history of the automobile industry.

In addition to the seven-passenger cars, there has also been a large increase in the output of roadsters and closed cars; in fact, in all the models built by the Studebaker Corporation.

The Studebaker business has shown a 100-per-cent increase during the past year, and production at present is at the rate of 100,000 cars annually. This will show a gain of 60 per cent over the output of last year, which up to that time set a new record for Studebaker. Two years ago the production was 37,000 Studebakers for the year. The dealer organization has grown from 2,000 to more than 6,500 dealers.

HERE'S A CHANCE TO WIN CAR BY WRITING SEQUEL TO MOVIE.

To give thirteen Overland cars is the latest wrinkle in prize contests adopted by O. E. Goebel, president of the Consolidated Film Corporation, which company is presenting the newest big serial, "The Crimson Stain Mystery."

The entire United States has been divided into thirteen zones, and for the best idea submitted for a five-reel sequel to its "Mystery" picture in each of these thirteen districts a brand-new Overland car will be given.

TOLL GATES HINDER AUTO TOURS IN TIME.

"Why a toll gate?" is a question that C. E. Salisbury, chief pilot of the United America Tour, insists has never been satisfactorily answered. In trying to make time between Annapolis, Md., and Harrisburg, Pa., in the first stage of a tour that includes every capital city, the Hupmobile tour car was halted by no less than nine of these obstructions.

The tour is in the interests of interstate good roads.

TO KEEP WINDSHIELD CLEAR.

Before you go out into a rain storm wet a piece of waste with kerosene, or, better still, glycerine, and rub it on a small portion of the windshield. You will then find that the water will run over the part so treated evenly without forming drops and clouding it. There are preparations on the market that are much more effective for this purpose than the fluids mentioned.—September Outing.

FORD SCORNS ASSISTANCE.

J. M. Setterington has just arrived in Detroit, from Pensacola, Florida, in his Ford touring car.

As a tourist, Mr. Setterington is unique. He decided to sell his farm, nine miles from Pensacola, and travel north; so he went to town, bought a 1915 model Ford touring car which had already run 9,000 miles, and went back for his family.

He had never driven a car before, but he had firm faith in the Ford, which his trip at once proceeded to justify.

As an illustration of the road conditions which were met, Mr. Setterington had to drive 1,550 miles, in place of the 1,400 miles called for in the road book, in order to find roads that were open and bridges that were up.

After crossing the Tennessee River near Decatur, Ala., he reached a stretch of road where a native with an eye for business was doing a thriving

trade pulling each and every motorist through behind a husky team of mules. The Ford, however, scored their services, and came through with nothing worse than a very adhesive coat of mud.

Recent storms had put the roads in even worse than their usual shape, and Mr. Setterington says that the brought his Ford through a number of places that he did not know of any other car having passed unassisted.

"The extreme simplicity and strength of that Ford car," said Mr. Setterington, "are shown not only by its having arrived, but also by the fact that I had never driven before, and didn't know the first thing about a car."

FOR SALE—Two trail outfits, harness for ten head, and eight head of good, young work mules. Also complete set of house furniture. R. W. VANDERSLICE. Phone 606. 4t-pd.

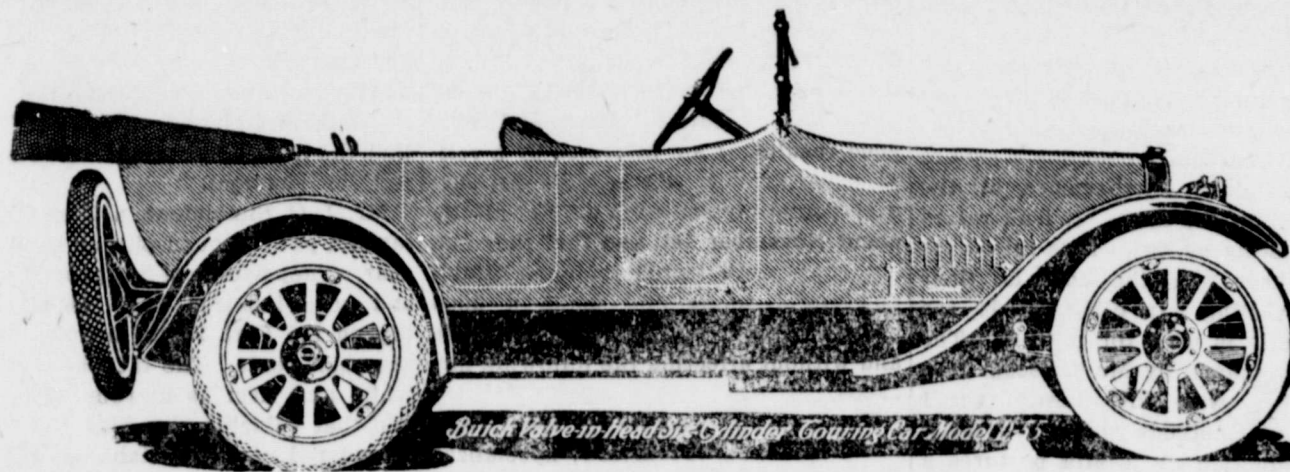
THE PLAINVIEW REPAIR SHOP

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.

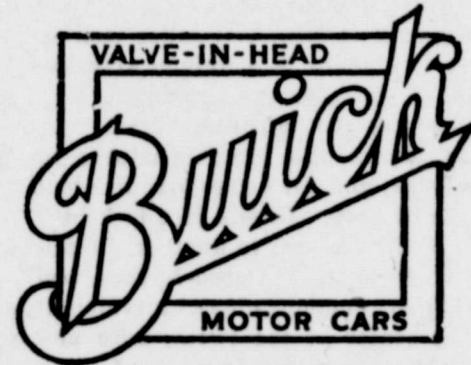
We have for sale at all times second-hand autos, motorcycles and bicycles, as well as all kinds of new bicycle repairs, and motorcycle and bicycle tires.

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.



TWO CARLOADS HERE TODAY OF THE



A KNOWLEDGE of motor car principles leads the prospective buyer to the Buick car—as surely and inevitably as the needle seeks the pole.

There is no greater fallacy than the oft expressed one that "any standard motor car is a safe buy." When a member of a man's family becomes ill he doesn't turn to the classified directory in the telephone book and send for "any regular doctor." Indeed not! He sends for that doctor about whom he has knowledge.

And knowledge of motor cars is the guiding principle by which you should be actuated in making a purchase. It is the principle that the Buick Motor Company is extremely anxious for you to accept in reaching your decision.

A knowledge of motor car principles will lead you to the conviction that the Buick Valve-in-Head motor is the most powerful and efficient motor made—the most powerful because it conserves and uses a higher percentage of the heat energy contained in gasoline than any other motor, and the most efficient because it is so constructed that each fresh charge of gasoline vapor taken into each cylinder is not diluted through mixture with portions of the dead gases remaining from the last previous explosion, as is the case with other types of motors. The power and efficiency, because of these reasons, is approximately one-fifth more than in other types of motors of the same cylinder dimensions.

You will regret it if you allow yourself to be stampeded into buying a motor car. Make sure that you understand the fundamentals. You can very easily acquire an understanding of those underlying mechanical principles which it is necessary to have in order to buy a motor car intelligently. We will be very glad indeed to help you acquire this knowledge at any time.

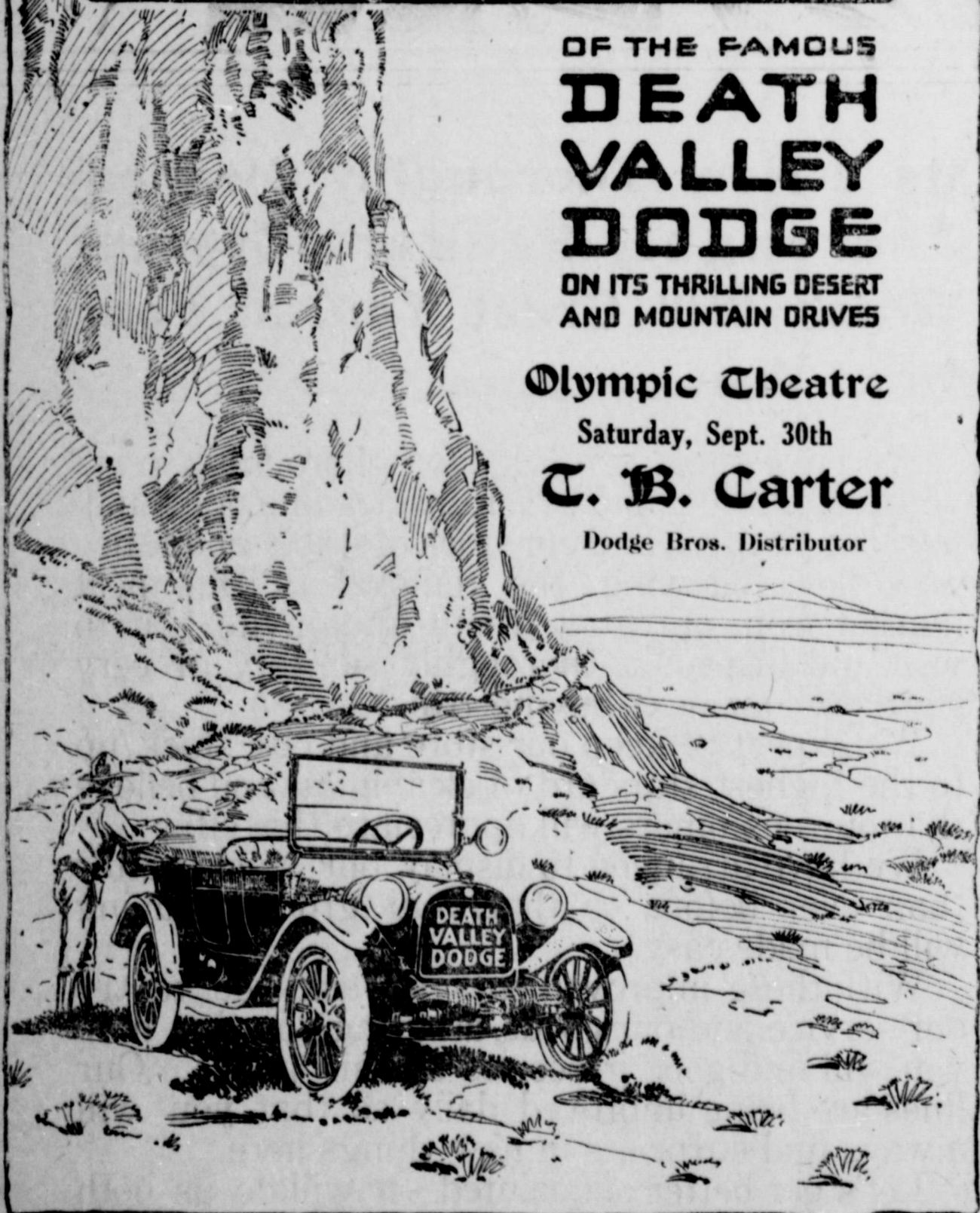
PHONE 16 FOR DEMONSTRATION

ROOS GARAGE

Motion Pictures

OF THE FAMOUS
DEATH VALLEY DODGE
ON ITS THRILLING DESERT AND MOUNTAIN DRIVES

Olympic Theatre
Saturday, Sept. 30th
T. B. Carter
Dodge Bros. Distributor



The Death Valley Dodge Film will be shown in addition to the regular program at the Olympic Theatre Saturday Night

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 Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers.

It pays to buy at BONNER FASHION SHOP.

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.

FOR RENT: Newly papered rooms for light housekeeping. 706 Fresno Street.

Nicely furnished front room; hot water and bath; 2 block from square. MRS. D. L. MILLER. Phone 355

WANTED—A good, gentle pony for his feed for the winter. JACK ALLEY, Runningwater, Texas.

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.

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

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

FOR SALE—One 50x140-foot residence lot, close in. Cheap for cash. BOX 473, Plainview, Texas.

FOR SALE—One Ford touring car; in first-class condition. See DOC HINDS, at Roos' Garage.

Black and White at THE REXALL STORE.

Anyone having Furniture to store, phone 338.

FOR RENT—Nicely furnished downstairs bedroom with board. MRS. L. W. DALTON.

WANTED—To buy direct from owner, small tract of land; small payment down; long time on balance. Address FARMER, care Herald.

FOR SALE—Several teams of young Belgian mares, or trade for cattle. F. A. BAYLIES, Ranch 10 miles south-east of Hale Center.

It pays to buy at BONNER FASHION SHOP.

FOUND: Friendship bracelet. Call at HERALD OFFICE.

It pays to buy at BONNER FASHION SHOP.

LOST—In circus tent, white coat. Finder please return to Herald Office.

WANTED—Married man to work on farm. H. J. FAIR, 8 miles north of Plainview.

Black and White at THE REXALL STORE.

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

TANKAGE—PLAINVIEW PRODUCE COMPANY.

It pays to buy at BONNER FASHION SHOP.

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.

TANKAGE—PLAINVIEW PRODUCE COMPANY.

It pays to buy at BONNER FASHION SHOP.

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

FOR SALE—One good horse. G. E. LEWIS.

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

It pays to buy at BONNER FASHION SHOP.

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

Black and White at THE REXALL STORE.

FOR RENT—Two or more furnished rooms; modern; close in. 406 East Seventh Street.

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

FOR SALE.

One horse, buggy and harness; in good condition. Terms to right party. ALFALFA LUMBER CO.

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

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

FOR SALE—Incubator; new; 60-egg capacity; price \$8.00. Address MISS MONTE GRAVES, Plainview, care General Delivery, or inquire 402 East Sixth Street.

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.

It pays to buy at BONNER FASHION SHOP.

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.

We have two second-hand Ford Cars for sale cheap. E. N. EGGE AUTO CO.

HOUSE FOR RENT, on Wayland Boulevard occupied by Rushing. C. W. TANDY.

WINFIELD has a full line of new "Charter Oak" Heaters and Base Burners. Will take your old heater in exchange. Phone 95.

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

It pays to buy at BONNER FASHION SHOP.

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.

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.

ALFALFA SEED 15c a pound. PLAINVIEW PRODUCE CO.

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

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

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

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.

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

WANTED—Roomers and boarders. Phone 500.

DON'T WAIT until the northern comes to have your heater set. See WINFIELD now. Phone 95.

Buy your Heater from WINFIELD, and see how quick his truck can bring it to your home. Phone 95.

NOTICE.

All who have ice-cream tubs or cans, big or little, will please phone us, so we may call for them. We are needing them, and they can be of little or no service to you. PLAINVIEW CREAMERY. Phone 361.

MUST SELL AT ONCE.

Modern six-room house within three blocks of square. Garage. Will sell at a bargain. W. F. GARNER, owner, at E. R. Williams' Furniture Store. tf.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Sept. 22.—Cattle receipts this week exceeded 80,000 head, not including 7,000 calves that came along. Prices declined steadily all week, butcher grades escaping with scarcely any loss, best stockers not much lower, prime corn-fed steers 10 to 15 cents lower, grass beef steers and feeders 25 to 40 cents lower, low grades of stock steers off 50 cents. Reduced supplies are expected next week.

Beef Cattle.

Prime beef steers sold at \$10.90 Monday and again Tuesday, and corn-fed cattle sold from \$8.50 upwards. Grass beef steers reached \$9.10, feeder buyers bidding on suitable steers all the way from \$6.50 up to that price, in competition with killers, Illinois men taking a fair number at \$8.00 to \$9.10 for a quick turn in the feed lot. Light-weight Oklahoma steers sold at \$6.00 to \$6.50, quarantine grass steers \$7.75 to \$7.10. Canners are not much changed in price, around \$4.65, wet cows \$5.00 to \$5.50, fleshy grass cows \$5.75 to \$6.50, grass heifers up to \$8.25, some quarantine mixed cows and heifers today at \$6.25.

Stockers and Feeders.

Demand has been strong, and shipments out for the week will be upwards of 35,000 head. Prices on the best stock steers are nearly steady, but common stuff has been cut severely, some pretty decent cattle now available around \$6.00, and a good many cattle under that figure, Panhandle ones and twos at \$7.00 to \$7.75, Colorado yearlings \$7.50. Feeders sold at all prices from \$6.25 to \$9.10, and closed the week 25 to 40 cents lower.

Hogs.

Packers put in some good licks toward breaking the hog market this week, though sales today are mostly 5 cents higher than yesterday, top \$10.80, bulk \$10.10 to \$10.70. Surface conditions favor continued strong prices for hogs, but the fall break is almost due, and it may come in spite of favorable appearances of the situation. Weights are running lighter every week, average 180 pounds this week, lightest this year, a good many pigs included, at \$9.25 to \$9.75. A break in fat hogs would naturally be followed closely by cheaper immune stock hogs, and some feeders are waiting for that development.

Sheep and Lambs.

Buyers took 30 cents off lamb prices yesterday, and the market is 50 to 60 cents below a week or ten days ago. The run this week is heaviest of the year, 72,000 head, but the decline in prices is due to outside influences, demand here being ample to take care of the supply. Best fat lambs are

worth \$10.35, natives around \$10.00, fat ewes \$6.75 to \$7.25, feeding lambs \$9.75 to \$10.35, breeding ewes \$7.00 to \$9.25. J. A. RICKART, Market Correspondent.

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, 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.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 195 and 376.

EVER SALIVATED BY CALOMEL? HORRIBLE!

Calomel is Quicksilver and Acts Like Dynamite on Your Liver.

Calomel loses you a day! You know what calomel is. It's mercury; quicksilver. Calomel is dangerous; it crashes into your bile like dynamite, cramping and sickening you. Calomel attacks the bones, and should never be put into your system.

When you feel bilious, sluggish, constipated and all knocked out and believe you need a dose of dangerous calomel, just remember that your druggist sells for 50 cents a large bottle of perfectly harmless and doesn't gripe. Dodson's Liver Tone, which is entirely vegetable and pleasant to take and is a perfect substitute for calomel. It is guaranteed to start your liver without stirring up your inside, and can no salivate.

Don't take calomel! It makes you

W. A. TODD, Agent All Kinds of Insurance. Office No. 14, First National Bank Building, Phone 129.

L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. Home Phone 423.

sick the next day; it loses you a day's work. Dodson's Liver Tone straightens you right up and you feel great. Give it to the children, because it is perfectly harmless and doesn't gripe

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. Home Phones, 328 and 423.

DR. W. J. LLOYD, Dentist. Rooms 4 and 5, First National Bank Bldg. Phone 143.

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

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.

Your Bell Telephone and PARCELS POST. Constitutes a partnership that should work out uncommonly good results, since City shops are brought conveniently close to the country customer, and city people may obtain from the country the various products of the farm. BELL TELEPHONE SERVICE provides the means for placing the orders, and delivery can be made at your door by Parcels Post promptly, and at slight cost. THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY.

SEE ME FOR FARM LOANS Cattle 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. L. V. DAWSON, M. D., Physician and Surgeon. Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m. Office 158—Phones—Residence 232

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



Be Sure That Your Front Lace Corset is The Gossard

—of greater value than any other Corset, dollar for dollar, in style and perfect fit.
\$2.00 to \$10.00.

Plainview Mercantile Co.

Choice Creations in Woman's Fall Footwear

Our Women's Boots for Fall wear have a trimness of outline and an air of superiority that is charming to the woman who cares for and appreciates the best in Footwear.
\$3.50 to \$8.00.

FASHION UTTERS HER LATEST DICTATES AT THIS STORE OF DISTINCTIVE APPAREL

—Featuring Hundreds of The Newest Suits

The Palmer GARMENT

Luxurious Fabrics and Furs, liberal use of materials, sweeping lines of style, accompanied by those individual style touches that make the selections perfect in every way, combine to make our display full of charm for the woman desiring style perfection and unexcelled workmanship, yet at a reasonable price

THE SHADES

FOR FALL ARE BURGUNDY CEDAR GREEN, ROSE, TAUPE SEAL BROWN, NAVY BLUE TETE DE NEGRE, WISTERIA AND RASPBERRY.

THE FABRICS

MOST WANTED ARE WOOL VELOUR, CHIFFON, BROADCLOTH, KITTEN'S EAR PANNE VELVET AND BOLIVIA CLOTH

Description can not do justice to our splendid selections. Their distinct individuality will speak for itself. The values are unexcelled: \$18.75, \$22.50, \$29.75 up to \$47.50.

The Newest and Most Attractive Coats

For this season the coat adage runs: "Fullness around the bottom of the skirt, height around the neck, width in the sleeves and volume in the pockets," in the following colors and materials:

Black Seal Plush, Navy, Forest Green and Black Velours, Black Velvet, with full ripple back, smartly belted front, cuffs, novelty collars edged with velvet or opossum colors.

\$25.00, \$29.50, \$43.75, \$45.00 and \$75.00.

A beautiful line in novelty coats in plaids of different shades with fancy collars of plush—\$8.75 up to \$25.00.

New Autumn Blouses

Beautiful Blouses in the New Designs—

Prices \$3.50, \$5.00, \$6.50, \$7.00 and up.

Blouses with tone and individuality of their own, in a great variety of new effects in Georgette Crepe, Crepe de Chine and Striped Taffetas—styles that appeal to the woman of refined taste.

Beautiful Assortment of Petticoats

in plain and in all new shades that harmonize so delicately with the new suit colorings.

\$1.25, \$2.50, \$3.50, \$5.00 and up.



MEN'S FALL SHOES

In purchasing Fall Shoes get the greatest amount of value for your money. We have a large selection of the best lines and styles of Men's and Young Men's Shoes in all leather at \$3.00, \$4.00, \$5.00, \$6.00 and \$6.50.

SCHOOL HATS.

The best styles in Girls' School Hats, which we have in Velvet and Plush; all good colors.
The Price Range, \$2.50 to \$5.00.

New Fall Hats

We announce for this week a large showing of original model Hats for street wear. They are the smartest fashions of the season, in the Latest Styles and Colors.

Prices, \$9.00 to \$16.50.

We will also show you a large variety of Suit Hats, copies of the best models made of Silk Lyons Velvets, handsome frames, and colors include Black, Purple, Navy, Brown, Taupe, Burgundy Green, etc., in connection with the new two-toned.

The Prices Range \$5.00 to \$15.00.

Your Fall Suit and Overcoat
—Should have Style and Quality

We offer you both Style and Quality in our Kuppenheimer Suits and Overcoats

We are fully conscious of the task which our position in this community imposes upon us, and we have cheerfully accepted the privilege of providing the men of this city with the quality of clothes they require and admire. We are ready for every man and young man who wants to "Dress Up"—ready to serve him with the newest ideas in Style, Fabric and Color Effects in Suits and Overcoats.

SUITS AND OVERCOATS, \$15.00 to \$35.00.

EIGHTEEN REGISTER CARS DURING MONTH OF SEPTEMBER.

Up to today 1,043 cars have been registered in Hale County. During the month of September eighteen cars have been registered. The owners are: Ray Ivey, Plainview, Ford, No. 1028; S. C. Ross, Plainview, Cadillac, No. 1029; Tony Scheinist, Plainview, Ford, No. 1030; B. E. Moseley, Plainview, Ford, No. 1031; Jas. W. Skipworth, Plainview, Ford, No. 1032; J. T. Terrell, Plainview, Studebaker, No. 1033; J. M. Thomas, Abernathy, Studebaker, No. 1034; L. H. Carlton, Abernathy, Cadillac, No. 1035; H. D. Rosser, Abernathy, Ford, No. 1036; Alfalfa Lumber Co., Plainview, Ford, No. 1037; Sim Burrus, Plainview, Ford, No. 1038; R. L. Maggard, Plainview, Ford, No. 1039; T. Hammond, Plainview, Ford, No. 1040; J. T. Hartley, Plainview, Ford, No. 1041; D. B. Barker, Plainview, Ford, No. 1042; J. P. Elliott, Hale Center, Ford, No. 1043.

SUMMER OBSERVATION OF WATER LEVELS CONCLUDED.

Professor LeRoy Rhodes, of the Texas Agricultural and Mechanical College, has left for his home, in College Station, to resume his duties with the college. He has been spending the summer observing the effect of pumping on the water levels in the Plainview irrigation belt. The investigation will be conducted through the next summer. The work is done under the direction of W. L. Rockwell, of the Bureau of Good Roads and Rural Engineering of the United States Department of Agriculture.

OKLAHOMA CITY AUTO DEALER INSPECTING PLAINVIEW GARAGE.

During the week J. H. White, of Oklahoma City, Okla., has been in Plainview on business. Mr. White is contemplating the erection of a new garage in Oklahoma City, and inspected the Knight Auto Company's building and shop.

Y. M. B. L. WILL HOLD LUNCHEON THURSDAY EVENING.

Thursday night the regular meeting of the Young Men's Business League will be held, at the Waller Tailoring Company's place of business. A luncheon will be served. This will be the first general meeting with the new secretary, Z. E. Black.

JACK ALLEY BUYS FINE GRADE HEREFORD CATTLE.

Jack Alley shipped in today 200 head of high-grade Hereford cows, which will be kept on the old "S" headquarters ranch, on Runningwater, which Mr. Alley has leased for three years.

HELD FAMILY REUNION.

T. M. Smyre, of Wichita Falls, and Jacob Smyre, of Smith Center, returned to their homes Saturday, after a visit with their sister, Mrs. B. T. Ansley. Mrs. E. E. Hardegre, of Canute, Okla., a sister of Mrs. Ansley, is also visiting.

ROY E. FOX PLAYERS HERE FOR TWO WEEKS.

The Roy E. Fox Popular Players are in Plainview for a two- or three-weeks' stay. Since his last stand in Plainview Mr. Fox has enlarged his company. He has two cars for his equipment, and now travels in a special Pullman car, which he purchased at a cost of \$18,000.

Orchestra Leader Marries.

One of the surprises of the fall tour is the marriage of Joseph Paul Cinquemani, the orchestra leader, and Miss Nettie Mae Parks, of Hereford. The ceremony was pronounced Sunday, in Amarillo, by Rev. Bassett, pastor of the Baptist Church. Mr. Cinquemani has been with the Fox shows for a year and a half. Miss Parks for a number of years was a postal clerk at Hereford.

THE "DEATH VALLEY" DODGE PICTURES TO BE SHOWN HERE.

It has been decided definitely that the "Death Valley" Dodge motion pictures will be shown in Plainview. Word has been received by T. B. Carter, Dodge Brothers local dealer, that the film has been allotted to him for September 30th, and will be shown at The Olympic.

No one could imagine that the Death Valley Dodge's feats were possible unless they were enacted before his eyes. The film provided by Dodge Brothers for their dealers, patrons and the public in general leaves no opportunity for imagination. Nothing more could be dreamed of a car. It crosses an expanse of desert area on which many an explorer has gone to death Sands, rocks and rivers form no barrier.

"This picture must be exceptionally vivid and convincing," said Mr. Carter, "or the company would not expend an enormous sum to produce it before the entire country and even in cities of other nations."

THE METHODIST MISSIONARY CONFERENCE MEETS AT LOCKNEY

Today and tomorrow the Missionary Conference for the Plainview District, Methodist Church, meets in Lockney. Mrs. L. A. Jones left this afternoon for that place as a delegate from the Plainview societies. Mrs. John Lucas, Mrs. E. C. Hunter, and Rev. and Mrs. A. L. Moore and children, from Plainview, and Mrs. R. I. Tubbs, Mrs. A. F. Hall and Miss Ola Palford, of Lubbock, are also attending the conference.

Wednesday night Rev. A. L. Moore, presiding elder of the Plainview District, will preach the annual missionary sermon.

ARE BREAKING SOIL.

Southeast of Plainview, in the Aiken community, there are being developed a number of new farms. Several farmers are planting crops on sod ground. Hale County's acreage under cultivation next year will be considerably in excess of previous years.

HAWAIIANS WILL ENTERTAIN AT THE MAE I. THEATRE SOON.

A booking of the Hawaiian Troubadours is announced for Thursday, Friday and Saturday by The Mae I. Theatre. This company is of native Hawaiians, who render both selections from their own country's popular compositions and from American favorites.

Henry Ansley came down Saturday from Amarillo for a visit with relatives.

Horace Lindsay returned to Amarillo this morning, after a visit with the family of his parents, Dr. and Mrs. A. H. Lindsay.

W. E. Green and family, of Bridgeport, were here last week prospecting. During their stay they were the guests of J. M. Hamner.

Mrs. Homer Clements left yesterday morning for Corsicana, where she will visit with relatives.

A. F. Roberts and sister, Mrs. White, have returned to Stephenville, after an extended visit with their kinfolk, Mr. and Mrs. J. M. Shafer, of Plainview, and Mr. and Mrs. Geo. Brewster and others, of Lockney.

E. L. Scanlon, of Muleshoe, was here Friday on business.

CASH GROCERY CO'S SPECIALS

12 pounds Pure Cane Sugar \$1.00
Sugar is advancing daily. Today's prices are low. Get our price on 100-pound sacks for preserving.

FLOUR.

Red Star, best for bread \$2.15
Light Crust, all purpose \$2.25
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 11 1/2c

HONEY.

New South Texas Honey at special prices.
3 pounds Comb, absolutely pure Out
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 \$1.65
Large-size Crusto \$1.50

STIMULATORS.

3 pounds White Swan Coffee \$1.19
5 gallons Best Oil 60c
6 packages Rub-No-More 25c
6 packages Pearlina 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.