

The Season's Most Exclusive Apparel Here in a Most Extensive Variety



OUR extensive business this season again shows our supremacy in showing the newest and most exclusive modes—always marked at the popular prices. You will ever find our styles original and distinctive, appealing to those who appreciate dainty designs and superior quality.

Exclusive New Dresses

Our present showing of dresses surpasses all showings in the past in style and variety.

We have just received a large shipment of original styles in all sizes, including the extra large sizes in Serges, Poplins, Charmeuse and combinations. The newest and most desired shades.

Prices **\$11.75 to \$34.50**

OUR excellent connections enable us to show the correct styles at all times while they are new. We strive to set the precedent in original styles and the garments which we receive daily and mark at such tempting prices certainly demand your careful attention.



Distinctive Suits at Saving Prices

We know it and so do those who see and compare them that we are offering the most wonderful values in superior suits in the season's most favored colors and original styles.

For the Stout Women

We are showing the most nobby and attractive suits in Serges, Poplins and Broadcloth in the most popular shades. Our prices will please you.

Our Charming Coats at Popular Prices

Here you will find the newest and most attractive coats in an endless variety in novelty, Wool Velour and Plushes. Our prices on coats that reflect the latest novelty lines cannot be duplicated.

Prices from **\$5.00 to \$39.50**

CHILDREN'S COATS

We are showing a large assortment of new coats for children in Corduroy, Plushes, Chinchillas and heavy mixtures at \$2.50 to **\$16.50**.

Save Money on Your Staples

- Real heavy outing, 10c quality, **7 1-2c**
- Extra good quality outing, 10c and **8 1-3c**
- Regular 12 1-2c grade gingham **10c**
- Bleached Pepperel 9-4 sheeting **30c**
- Best oil cloth, white and colors, **20c**
- 25c bottle Peroxide only **15c**
- Yard wide dark Percales only **10c**

New Shipment of Pretty Flannel Middies

Just received a shipment of the very latest styles in ladies and misses Flannel Middies in pretty shades of blue, red and green.

We are selling them at only **\$3.45**

SILKS and WOOLENS

Our dress goods department comprises a wonderful assortment of the newest and most desired fabrics in solid, plaids and checks in the most popular colors.

Our opportune purchases permit our offering these quality materials at big savings to you.

Beautiful Silk Petticoats

A beautiful line of the plain, changeable and flowered silk petticoats in regular and extra large sizes.

We are showing some exceptional values at \$3 to **\$6.45**
Sateen petticoats from 75c to **\$1.50**

Trunks and Suit Cases

We have just received a large shipment of pretty and substantial trunks and suit cases.

We bought these right and have marked them very low.

Come in and see our line.

Store Closed Saturday, October 7th.
Will open at 6 p. m.

The Store of
Exclusive Styles

Jacobs Bros
THE ONE PRICE SPOT CASH STORE

North Side
Square

Store closed Saturday, Oct. 7, till 6 p. m.
Kindly Arrange Your Shopping Accordingly

Community Correspondence

REAL ESTATE IS ACTIVE IN SPRING LAKE COMMUNITY.

SPRING LAKE, Texas, Oct. 2.—Mr. and Mrs. M. Dotson and daughter, Maude, attended services at Spring Lake Sunday. They were the guests of Mr. and Mrs. M. E. Cleavenger.

L. F. Harris, Mrs. Harris and Miss Etta Vore were in Muleshoe Monday. Mr. and Mrs. Lawrence Melugen left Friday for Carthage, Missouri, where they will make their home.

Messrs. Hall and Brown were in Plainview Friday. H. M. Packard and son attended the sale over by Plainview Friday.

W. E. Halsell, of Kansas City, is looking after his interests at the Spring Lake Ranch.

A meeting of the Spring Lake Literary Society was held Friday night. A nice program was rendered, after which the officers were elected for the coming year.

L. F. Harris and wife were in Dimmitt Friday.

The Ladies' Aid and Missionary Society met with Mrs. Ebeling Thursday. A very bounteous dinner was enjoyed by the ladies, and the work on the "missionary quilt" was the order of the day. We understand these good ladies are planning for a bazaar which will be held Thanksgiving Day.

Last Tuesday the Yelton home was the scene of a merry gathering of young people. The occasion was a farewell party to Mr. and Mrs. Melugen. Mrs. Melugen came here with her parents, Mr. and Mrs. Arthur Yelton, from Jasper, Missouri, a year ago. She has made many friends in that time. Mr. Melugen has made many friends in the short time he has been with us. The good wishes of the entire community are with them, the only regret being that they did not choose to make their home here.

It would seem as though this part of Texas was coming to the front, by the way land has been changing hands in the past few weeks. A. R. Johnston and J. V. Linville have sold to parties in Plainview. These farms formerly belonged to B. Barnetson. H. M. Packard has sold the Devening farm to a Mr. Dickson. Willis White has bought the Frederick farm. Mr. Dickson has also bought the Dotson farm. A party from Floydada has bought a section from Judge Kerr, of Dimmitt. We understand this section will be improved this fall. This is just what we want to see. You good land owners who have

your land lying out in grass, invest some more good money here and improve, so you can rent to a good farmer. Renters are very numerous, and they are the best of farmers. Don't be afraid; this country is sure.

LONE STAR LADIES WILL PARTICIPATE IN FLOYD CO. FAIR

Singing-Class Banner Again Won by Lone Star—Providence Box Supper a Success.

LONE STAR, Oct. 2.—Wheat sowing is all the rage here now. There will be the largest acreage in wheat here this fall there has ever been in this community.

Mr. Dimaz and sister, Mrs. Harry Hooten, were called by telegram on last Wednesday to see their mother, who was dangerously ill at her home, in Oglesby, Texas, but she was dead when they arrived there.

The frost last week damaged the late gardens in this part of the country.

Many of our people will attend the County Fair at Floydada this week. Our ladies will send some fancywork down.

Our singing class met the other three classes in the convention last Sunday at Roseland, and won the banner for the second time. They go Friday to the Fair at Floydada to sing in the contest there.

J. B. Stevenson and family were trading in Plainview Saturday. They were accompanied by Mrs. Chas. Merrick and Mrs. E. C. Dodson.

Several of our young people attended the pie supper at Providence Saturday night, and report a good time. Their receipts were \$16.45, which go to improve the school grounds.

Rev. Fisher preached here Sunday to the Hardshell brethren.

Cleve Hartman has purchased some registered Herefords of E. C. Dodson. The health of our community is good.

Our school is doing fine, with good attendance.

NOTICE.

Attention has been called to violations of traffic ordinance No. 106 and parking ordinance No. 197, which regulates driving and parking of vehicles in the City of Plainview. I would call

special attention to that part of the ordinance which requires vehicles to be parked within 20 inches of the curb and the section prohibiting parking within 10 feet of street intersection or within 10 feet of fire plugs. All drivers are requested to become familiar with ordinances 106 and 197, and thereby save themselves the embarrassment of fines. Heretofore city officers have been lenient in enforcement, in order that all persons might become ac-

quainted with the requirements of the ordinances. A reasonable time having elapsed since enactment of the ordinances, they will be rigidly enforced. W. E. RISSER, Mayor.

Mrs. G. F. J. Stephens arrived from California yesterday morning for a visit with friends here. She is at present a guest in the home of J. F. Garrison.

Chas. Schuler, of Petersburg, was in Plainview yesterday on business.

Four Hundred Dollar Kohler & Campbell Piano

will be sold to highest bidder next week commencing

Monday, October 9th, 8 a. m. to Saturday, Oct. 14th, 8 p. m.

No bid under \$200 will be considered.

Highest bid gets it. The only piano we have left.

Come in and examine it. It is a big bargain and on display in our store.

Dye Drug Co.

West Side Square

Phone 23



A SUCCESSFUL "SUIT" depends on many things --first of all on a good appearance.

The recognized success of a

MICHAELS-STERN SUIT

is based on a knowledge of this fact and on ability to cut and tailor a successful suit for you, whether you're seventeen or seventy.

See Michaels-Stern clothes for Fall at our store.

\$16.50 TO \$24.50

These values together with our \$13.75 and \$14.50 models in all wool garments make this store the logical place to buy your new suit.

Jacobs Bros. Co.

The One Price Spot Cash Store

HOW TO SMOKE MEATS.

Directions for Smoking Pickled and Cured Meats on the Farm.

Pickled and cured meats are smoked to aid in their preservation and to give flavor and palatability. The creosote formed by the combustion of the wood closes the pores to some extent, excluding the air, and is objectionable to insects.

House and Fuel.—The smokehouse should be 8 or 10 feet high to give the best results, and of a size suited to the amount of meat likely to be smoked, 6 by 8 feet being large enough for ordinary farm use. Ample ventilation should be provided to carry off the warm air, in order to prevent overheating the meat. Small openings under the eaves or a chimney in the roof will be sufficient if arranged so as to be easily controlled. A fire pot outside of the house proper with a flue through which the smoke may be conducted to the meat chamber gives the best conditions for smoking. When this can not well be arranged a fire may be built on the floor of the house and the meat shielded by a sheet of metal. Where the meat can be hung 6 or 7 feet above the fire this precaution need not be taken. The construction should be such as to allow the smoke to pass up freely over the meat and out of the house, though rapid circulation is at the expense of fuel.

Brick or stone houses are best, though the first cost is greater than if they are built of lumber. Large dry-goods boxes and even barrels may be made to serve as smokehouses where only small amounts of meat are to be smoked. The care of meat in such substitutes is so much more difficult and the results so much less satisfactory that a permanent place should be provided if possible.

The best fuel for smoking meats is green hickory or maple wood smothered with sawdust of the same material. Hardwood of any kind is preferable to softwood. Resinous woods should never be used, as they are likely to impart bad flavors to the product. Corn-cobs are the best substitute for hardwood, and may be used if desired. Soft wood and corn-cobs give off large amounts of carbon in burning, and this is deposited on the meat, making it dark in color and rank flavored. Juniper berries and fragrant woods are sometimes added to the fire to flavor the meat.

Filling the House.—Meat that is to be smoked should be removed from the brine two or three days before being put in the smokehouse. If it has been cured in a strong brine, it will be best to soak the pieces in cold water overnight to prevent a crust of salt from forming on the outside when drained. Washing the meat in tepid water and scrubbing clean with a brush is a good practice. The pieces should then be hung up to drain for a day or two. When drained they may be hung in the house. All should be suspended below the ventilators and should hang so that no two pieces come in contact, as this would prevent uniform smoking.

Keeping Up the Fire.—A slow fire may then be started, warming up the meat gradually. During the winter months in cold climates it is best to keep the fire going continually until the smoking is complete, holding the temperature at about the same point. If the fire is allowed to die down, the meat becomes cold and the smoke does not penetrate readily. This results in heavy smoke on the outside and very little on the inner portions of the meat. During the spring months and in the summer a light fire may be started every second or third day for two weeks, the meat being allowed to hang in the smokehouse until sufficiently colored. When the fire is kept going steadily and an even temperature is maintained, 24 to 36 hours will be required to finished one lot of meat. Smoke will not penetrate frozen meat, and it will be necessary to extract all frost from it before filling the house. The house should be kept dark at all times to prevent flies entering. As soon as smoked sufficiently the meat should be cooled by opening the ventilators and doors. When hard and firm it may be canned or packed away for summer use.

FORD REPLACES HORSE IN A COWBOYS' EXHIBITION.

The recent Annual Cowboys' Reunion at Las Vegas, N. M., introduced a new sport, in which a Ford car figured very prominently. "Bull-dogging" a wild steer is a familiar stunt in that section, but heretofore it has been done from horseback rather than from Ford-back. It consists of jumping from a running horse to the neck of the steer, seizing the steer by the horns and twisting his neck until he is thrown to the ground. It is not one's idea of a warm summer afternoon's pastime.

At the recent Cowboys' Reunion in Las Vegas, "Tex" Austin made the jump to the steer's back from the Ford car driven by Johnny Judd, and "Tex" not only made the jump, but also the

throw of the steer successfully. The Ford in New Mexico is almost as dear as his horse to the cowboy's heart.

WOMAN SETS NEW ROAD RECORD IN A FORD.

A Ford car driven by Mrs. A. G. Dulmage established a new record between Phoenix, Ariz., and Los Angeles. Mrs. Dulmage was accompanied only by Miss Marjorie Burns, and their running time of thirty-five hours is the fastest ever made by a woman driver between the two cities.

Some extremely bad stretches of road were encountered, but not even a puncture occurred to give them trouble.

Mrs. Dulmage and Miss Burns left Phoenix in their Ford an hour ahead of two other parties, in order that help

might be forthcoming, if desired. Up to a late hour the night of their arrival in Los Angeles nothing had been heard of the other two parties.

Mrs. Dulmage wired back to Phoenix: "Some trip. Rough roads and heat terrible. Didn't see anything of the other cars. Better send out search-party."

LAKEVIEW HOME ECONOMICS CLUB HAS BEGUN FALL WORK.

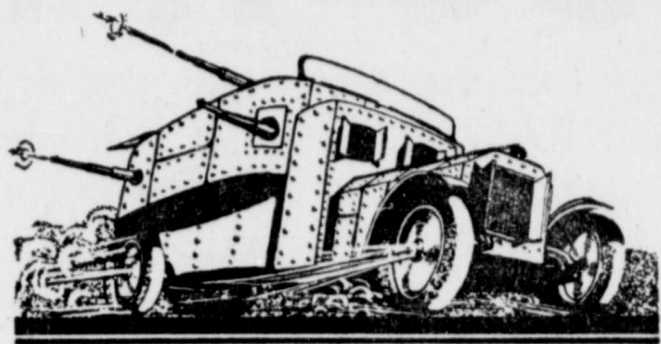
As we have not sent in a report during the summer, we will send a full report:

The club has met regularly during the summer, at the homes of the members. Anna Lee Riley and Margaret McCabe went to the convention at

Austin, and reported an excellent time.

We met last on September 22, at the school house. As our former secretary and press reporter were away at school, Carrie Latrick was selected secretary and Amy Pearce, press reporter.

We will meet next on October 8, at the school house. **REPORTER.**



Whether on armored motor truck, service aeroplane, racing car, motor boat or pleasure vehicle, the men who know motors, use:

TEXACO GASOLINE AND TEXACO MOTOR OIL

You can bank on Texaco in the pinch, and get full power — at all times.



THE TEXAS COMPANY
GENERAL OFFICES: HOUSTON, TEXAS
Agents Everywhere

COOL DAYS and HOT DRINKS

Sounds Good Doesn't It?

We Want You to be Convinced that We Stand Ready to Give the Sort of Service You Most Desire When You Desire It

We have already commenced serving a few Hot Drinks, Chili, Sandwiches, Hot Lunches, and other cool weather dainties. This menu will be increased as the colder weather comes on and we want you to know that whatever the season demands you will find here.

If you haven't yet become acquainted with the Kansas City Star and the Kansas City Times we want you to read a copy of each. These newspapers are paramount in the field of conservative up-to-the minute publications. They give all the news that is fit to print and give it with the stroke of the gong. Drop in as you go home some evening and take a copy home for the evening reading. We have a nice assortment of magazines to supplement your news reading.

OUR WHOLESOME LINE OF KING'S CANDIES ARE KEPT FRESH IN OUR WHITE ENAMEL CANDY REFRIGERATOR

Everybody's Confectionery

H. E. JOBE, Proprietor

Save this Valuable Coupon Good for \$11.00

Worth of Pure Aluminum Ware

22 pieces 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

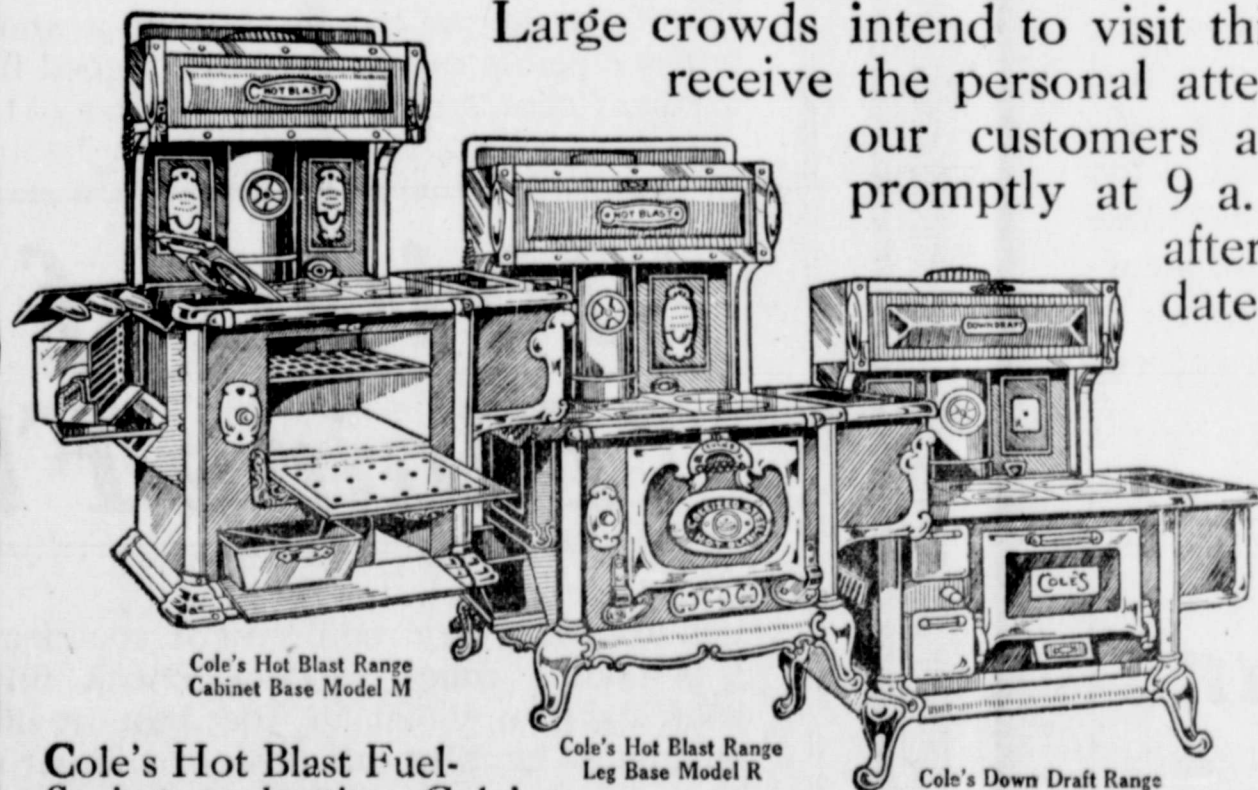
Cole's Hot Blast Ranges

—The Best Range Ever Built for Family Use

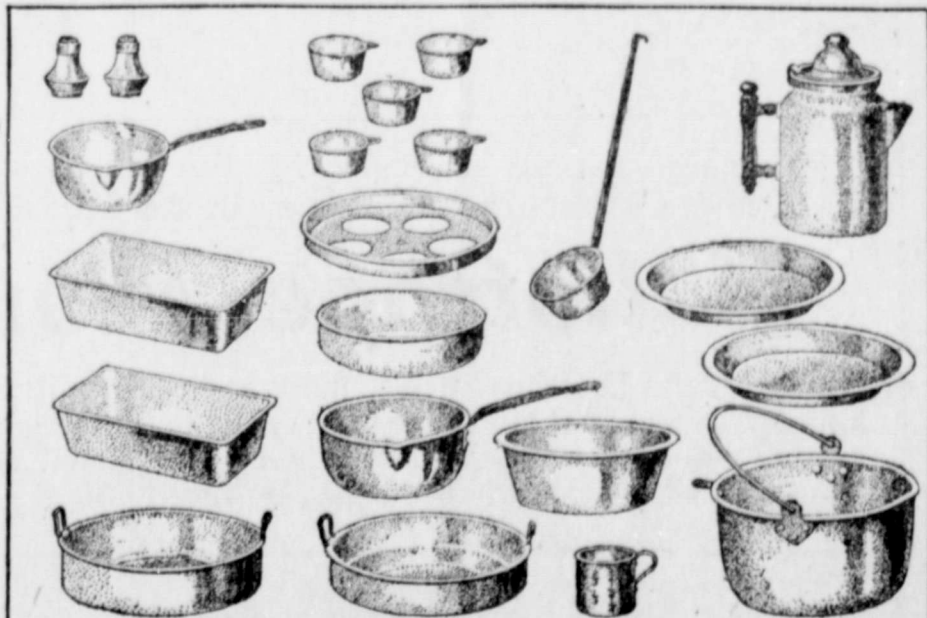
We Invite the Entire Community To Visit Our

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

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



October 12th, 13th and 14th
R. C. WARE HARDWARE CO.



POPULARIZING A PUBLIC LIBRARY IN A SMALL TOWN.

The other day a gentleman engaged in the publishing business received a letter from the small city of Hobart, in Oklahoma, concerning the activities of the public library there. There are many small towns—and larger ones, too—whose libraries are little used, to whom the experience of Hobart might be of great value. That experience, as told in the letter of Mr. R. C. Blackmer, is as follows:

"We have a town of four thousand population, a Carnegie library costing \$10,000 and in operation five years, with more than four thousand volumes of our own, 2,400 registered borrowers' cards, of which approximately 2,300 are in active use. We lent out last year more than 23,000 volumes, and it is estimated that an equal amount of reading was done at the library of books, daily papers, and magazines, but chiefly reference work by pupils of the high school and grades.

"The first year our library was open daily, but did no business for want of proper books and proper methods for getting them out. The city council that year levied the agreed tax of \$1,000 for library purposes, but the next year passed up the library, as there was nothing to indicate real benefit to the community and times were hard. The next year times were even harder, and yet the council gladly gave us \$1,200 for library purposes. The following year (last year) the council made an economical estimate of the other needs of the city and gave us what was left, \$1,500. This year the council, by unanimous vote, gave us all we asked—\$1,900—and divided what was left among the other departments.

"The method by which this strong public sentiment has been brought about is the simple and fundamental rule of all merchandising: first, fill your shelves with goods the people want and for which they will return; second, bring in customers and get your goods out.

"The first thing was to determine what class of trade to cater to. Clearly the most promising classes in our town and in any ordinary community are children and young people. Accordingly, we sought out the books most attractive to this class of customers.

"Our next problem was to get the children and young people to read the books. To this end our librarian and members of the board visited each room of our public schools, displayed books with attractive bindings, told of the enjoyment and benefit to be had from reading the books, and invited all to come and borrow. We gave each pupil a blank application for a borrower's card and told them to get the signatures of guarantors to the application, which is the rule enforced today.

Many of such applicants never returned. Some neglected to get the

signers and others were reluctant to ask for signers. Many considered it too much red tape and made no effort. The parents of some children would not permit them to ask for guarantors.

"We removed this obstacle at one stroke by doing away with the requirement of guarantors. We authorized and now require the librarian to issue on the spot borrowers' cards to all.

"Having removed this obstacle bodily, we went to the schools and handed out borrowers' cards ready for use (except numbering and registering) to every pupil. Of course, we were swamped with demands for books. Every child and youth in town demanded books. Every teacher and most parents seconded the demand. There was nothing left but to order books by the hundreds. Funds for books were provided, and funds for books will be provided in every town and city where such a demand is aroused. Our board and librarian believe we could accomplish the same result in any town.

"Later we sent borrowers' cards ready to use to a long list of taxpayers, business men, laborers, etc., etc., without waiting for them to call at the library. Such cards were not numbered and registered until presented for the purpose of borrowing.

"We find that people do not steal books and that close checking and attention to the return of books brings practically all of them back.

"We find that in our town, and we confidently believe the same will be found true in all small towns, if not in larger cities, that the guarantor is unnecessary, provided the librarian and board check all delinquents closely, and it is no hardship to do so.

"As a result of our experience, we recommend that all communities having public libraries commence their

service first with the children of the public schools, providing as few or as many books of merit for children as funds will warrant, then cut out all red tape and hand each child in the community a borrowers' card with a personal invitation to come and get books.—October World's Work.

FEEDING FOR EGG PRODUCTION.

By H. L. KEMPSTER,
Missouri College of Agriculture.

A hen laying 200 eggs in a year is not at all unusual. A four-pound hen laying this number will produce six times her weight in eggs. To do this she will require from seventy to eighty pounds of feed. For economical production it is necessary (1) that the food be properly selected, (2) that it be fed in correct proportion and in a judicious manner in order that her digestive organs may be kept in good condition, (3) that she be fed enough so that she has plenty of surplus for egg production.

The problems of poultry feeding require good judgment and keen observation. Hens fed for egg production should have foods high in the food elements which are found in eggs. Those fed in the fattening pens should have the foods which most economically produce fat. The best ration, then, is the one which supplies most economically the food requirements of the bird for the purpose for which it is kept.

It should be remembered that one of the principles of poultry feeding is that the hen cannot do well if fed on a whole grain ration. Not only does a ration of grain fail to furnish the proper food nutrients, but such a ration is difficult for the bird to digest properly. The great fault with the farmer in his poultry feeding is that he attempts to feed a whole grain ration, and gen-

erally only one grain at that. Such a ration results in poor egg production and also causes digestive disorders and liver and kidney troubles. Complaints of this kind frequently come to the department of poultry husbandry, and a suggested change in the ration has usually resulted in the elimination of the trouble. Efficient digestion demands a combination of whole and ground grains. A ration should consist of grains and ground feeds. Generally speaking, twice as much grain should be consumed as ground feed. This depends, of course, upon the nature of the foods fed.

A good ration for egg production can be made with a combination of grains and ground feeds. For grains, equal parts by weight of wheat and corn, or

in the winter time, twice as much corn as wheat may be used. For ground feed a mixture of equal parts of bran, shorts, and corn meal may be used. Efficient egg production requires also that this ration be supplemented with either sour milk—all that the birds will drink—or, in case sour milk is not available, commercial beef scrap. One-fourth of the ground feed should consist of beef scrap in case this is used.

The importance of keeping grit and oyster shell before the birds at all times cannot be overestimated, and is especially important during the winter months.

FOR SALE CHEAP—One Hupp roadster in A1 condition. See W. E. MILLER, at Plainview Rubber Co. 25

DISCOVERY OF GRAND CANYON.

The first white men to see the Grand Canyon of the Colorado were Cardenas and his 12 companions, who were guided there by Hopi Indians from Tusayan. Cardenas was sent by Coronado to find the wonderful river of which De Tovar had heard from the Indians. He remained four days on the rim at some point now unknown, looking in vain for a way to descend. It is always interesting to recall the heroic trip made by Maj. J. W. Ewell down the Grand Canyon in small boats when practically nothing was known of its course or character. His journey began at Green River, Wyo., May 24, 1869, and was notably successful. (U. S. Geological Survey.)

DO IT NOW

We are looking for a car any day of pure Pennsylvania Anthracite coal. If you will place your orders now so that we have them booked before the car is unloaded we will deliver this coal at \$17 a ton and you will save the extra 50c delivery charge, which will be charged if the coal is unloaded at the yard and then hauled to your coal house.

For Quick Delivery Before the Cold Days We Are Quoting:

Simon Pure Nigger Head Lump	\$7.50	Pearless Pea	\$5.00
Simon Pure Nigger Head Nut	\$7.00	Black Diamond Anthracite	\$12.00
Peerless Egg	\$6.50	Arkansas Anthracite	\$12.00
Pennsylvania Anthracite		\$17.00	

To the above prices 50c a ton will be added for delivery.

E. T. COLEMAN, Coal and Grain

Phone 176



LUBBOCK COUNTY FAIR, September 28th to 30th. Tickets on sale September 27th to 29th. Final limit October 1st. \$1.90 for the round trip.

FLOYD COUNTY FAIR, Floydada, Texas, October 5th to 7th. Tickets on sale October 4th to 6th. Final limit October 9th. \$1.10 for round trip.

TEXAS STATE FAIR, Dallas, Texas, October 14th to 29th. Tickets on sale October 12th to 28th. Final limit October 31st. \$14.75 round trip.

NATIONAL IRRIGATION CONGRESS, El Paso, Texas, 14th to 24th. Tickets on sale October 12th to 18th. Final limit October 27th. Stopovers will be allowed at Engle and Butte Junction if desired. \$20.35 for the round trip.

JOHN LUCAS, Agent.

We Appreciate You

And the Trade With Which You Have Favored Us During the Month of September

TIMES ARE GOOD now and they are getting better and with the change we are striving every day to increase the service of this store. Our stock of staple and fancy groceries cannot help but appeal to discriminating housewives who want to give their families a good assortment of wholesome food at moderate prices. Back of the goods we endeavor to give courteous treatment and close attention to all orders. Our delivery is prompt and accurate and we solicit your business during the month of October on the business policies which we have set out above.

As winter comes on you will need more and more flour in your kitchen. Start the season right by stocking

Heliotrope Flour

A guaranteed flour that will make the members of the family appreciate your baking. Its mighty nice to have home made bread and other pastry dainties. Get the Heliotrope habit and you will be sure of the success of your baking.

PIERSON & SMITH

Phone 348

Winter Baking

WHEN the nipping days of Fall come and the kitchen fire feels mighty good to be around the housewife determines to take advantage of the situation to do her own home baking. Every member of the family has been looking forward to the time when the steaming biscuits, rolls, pies, cakes, and home made bread are to be served on the home table.

That time has come—the time when the "woman in the house" can best serve her household and save money thru home baking without sweltering over a hot stove.

To make the baking all that it should be there remains but one prime necessity—that of good flour, the principal ingredient contributing to the success of the baking.

Pride of the Plains Flour

will answer every requirement you demand in good baking. It is a home made product, chock full of the nutrition in Plains grown wheat of the best quality. Every dealer in Plainview handles this flour or will get it for you if you insist upon it. Don't get into the habit of shifting from one make of flour to another. Make it Harvest Queen flour and stick to it.

HARVEST QUEEN MILLS

A. G. HINN, Prop.

Notes from the High School

Under This Head Each Tuesday News Notes from the Plainview High School, Written by Members of the English Department Will Be Carried.

Facts About School.

The Plainview High School Boys have organized a band. They met Thursday night at Miss Longmire's home and discussed the matter. They expect to go to work right away and make the High School Band the best in Plainview.

The new High School Building is to be finished in February. They are getting along very nicely and doing good work. They have not missed a day on it since school started, except Sunday. It will be a great benefit to the pupils, because it is beginning to get cold.

We had a little cold spell Thursday for the first time this fall. It was pretty cold in the room, as we had no coal to make a fire with.

Everyone is figuring on contributing to a fund for installing electric fans in the school building. It would also be a good idea to take the stoves down, as they are not needed.

Athletic Association Organized.

On Monday evening, the 25th of September, there was a meeting of the pupils of Plainview High School for the purpose of organizing an Athletic Association. Mr. Webb, Mr. Campbell and Mr. Woodruff each addressed the pupils on the subject of clean athletics,

school spirit, and on putting vim into the playing. Their talks were all fine. They also took votes for the purpose of electing a president and vice president. John Boswell was elected president and Mr. Mobley (our algebra teacher) was elected vice president and treasurer.

Mr. Wells also spoke to us, about the purpose of the organization, which was to get the pupils interested in playing games and also to arrange it so that all of the club dues would not be put upon just a few pupils, but would be divided among all of them.

After the meeting, Miss Bullard, our English teacher, got up and suggested that they have nine (9) "Raahs" for Plainview High School, which was given with all the spirit of the school.

"Sav-a-Bit" Economics Club.

The Economics Club has reorganized and has an enrollment of 55 girls. For the following year the girls have selected the name "Sav-a-Bit."

The club meets every Wednesday afternoon from four to five o'clock, in 8a room at the High School. They have chosen sides and are running a contest to see which side can have the fewest tardies and absents and the most new pupils.

Sewing will be the main object of work for the club the ensuing year.

HOW TO ECONOMIZE IN USE OF GASOLINE IN MOTORS.

The high cost of gasoline may in most cases be offset by the car owner if he will carefully go over his car and be sure that all its parts are working to their best efficiency. There are many factors that contribute to the waste of gasoline; if these are taken care of the cost a mile of gasoline may be so reduced that the fuel will not be any higher than in previous years, when it cost half what it costs now.

Poor carburetion is the principal source of waste, and even in the modern cars poor designs of manifold and carburetors exist to an unfortunate degree, but, of course, to a greater extent on the older cars. To correct this condition it is often necessary to change the carburetor and sometimes the manifold, according to a letter from Kingston Forbes to Motor Age. The carburetor manufacturer should be consulted, and when possible see the service engineer, and if he advises a change it will pay to do it.

Set for Economy, Not Power.

Be sure that a competent man adjusts the carburetor, and instruct him to set it for economy and not maximum power, for that will use more fuel and constitute a waste under average conditions. Don't let the engine run for any length of time when you are not driving, for this quickly burns up fuel.

To get the maximum power and economy out of the motor all the bearings and connecting rods must be properly fitted; the valves must be kept in good condition and properly ground in. See that the stems are fitting properly and not worn, for this would admit air in the engine and spoil the carburetor adjustment. The valves should be carefully adjusted. See that the piston and rings are in good condition and do not leak, as the compression pressure must be maintained.

Take Care of Ignition.

The ignition must be properly taken care of, seeing that the spark plugs have the right gaps and are clean; have the breaker points, or spark regulator, and timing set so that a good spark is obtained, as a good spark means a lot in gasoline economy. The clutch should be examined to see that it has the proper spring attachment and that it does not slip, as the slipping clutch is thrown out it will run for some distance before it finally comes to a stop. If it were not for the friction in different bearings, wind and road resistance, the car would continue traveling.

Tight Bearings Cost Fuel.

If the bearings are tight they create friction, and this uses power to overcome it, and uses more fuel, so it is seen that the bearings in all parts of the car must be as free as practicable and be properly lubricated. The clutch shifting yoke needs frequent oiling and must be set so that it is not dragging and so causing friction.

The gearset should have a medium-weight oil and not grease or any other fibrous compound; likewise, the rear axle should not have a heavy grease put in it, as this consumes considerable power. The wheel bearings need frequent attention to see that they are lubricated properly. A frequent loss of power is in dragging brakes. Have these properly adjusted, so that they are free and do not bear on the brake drums at all.

Coast Down Grades.

The tires are friction makers, as their grip on the road drives the car. Tire friction must be kept to a mini-

SAVING BIRDS AND CROPS.

Prevalent knowledge we must save the birds to prevent destruction of our crops by boll weevils, worms, insects and weeds has begotten a strong desire among the people to stop bird slaughter.

The present law, even if observed, allows "open seasons" of sufficient length in which to kill those few birds which hatch each year, besides the law is generally ignored; so total extermination is imminently upon us.

A majority of citizens even among those residing in cities realize the great benefit birds are to the whole people and the necessity to prevent the destruction of our food and cotton crops by the propagation of birds to keep down insects and weeds, as well as for their aesthetic values in beauty and song and for future use as food. All these things being true and very obvious, it is TIME TO ACT! Allow me to say to your readers that in order to get a record of this sentiment to use for effective bird protection, I

will introduce in the 35th Legislature a bill to protect harmless birds for five years, provided I receive favorable expressions and support from enough citizens to justify the effort and expectation it will become a law. Therefore, I request everyone who reads this to address a postal card to me here and one each to their Representative and Senator, asking the passage of this law to stop the slaughter for five years, at least; also each one should ask his neighbors to do the same.

The occupation of each writer should be stated and reasons given for the request. Also they should see their Representatives in person. When this is done by all, it will be effective, as legislators are glad to hear from the people and to comply with their reasonable wishes. Surely everyone can well afford to spend three cents and a little time to accomplish so good a purpose and thus make it possible for ourselves and our posterity to feed and clothe the whole Nation, includ-

ing the cities, and for all of us to live and prosper. Promptness is vital. Write today.

CHARLES B. METCALFE, San Angelo, Tom Green County, Texas.

T. C. Shepard returned Sunday from an extended visit with Mrs. Shepard's father, Scott Gale, of Oregon, Ill. Mrs. Shepard will remain for several weeks. Claude Beck was here Sunday from Lubbock. He is in the employ of the Texas Utilities Company at Lubbock.

Football

It's a
100 to 0
Score

that we have the best absolutely guaranteed line of Athletic goods on the market. We also handle Spalding's line. A full line has arrived.

DYE DRUG COMPANY

THE REXALL STORE
West Side Square Phone 23

International
Newspaper
Window Display
Week

Our Annual Invitation to Merchants

WE invite every merchant who carries in his stock goods that have been newspaper advertised, to join with us on Monday next in celebrating International Newspaper Window Display Week.

Similar invitations are being extended to merchants in about four hundred other cities of North America by other newspapers, in co-operation with the Bureau of Advertising, American Newspaper Association.

We want this city to be a banner spot in this Continent-wide demonstration. Our invitation is not only to your self-interest but to your civic pride.

Window Week is designed to direct the eyes of manufacturers and thousands of customers to your show windows and to prove that the majority of dealers are more interested in localized advertising through their home newspapers than in any other kind.

The plan is simplicity itself. Select from your stock the articles that have been advertised in this and other local newspapers by the manufacturer. Place these in your windows next week and with them put the sign this newspaper has furnished—a sign which says:—

We sell Nationally Advertised Products

If you want more signs let us hear from you at once.

We urge your co-operation because it means more business for you, more business for us and good advertising for our city.

Put Newspaper Advertised Goods in Your Window on Monday Next!

The Greatest of All Tonics

The Fall Dress Up

Are you nervous, irritable, are you losing confidence in yourself; are you beginning to "let down" in your work a little?

Sounds a little like a patent medicine ad, doesn't it? Well it isn't; we don't guarantee a cure—we only say we can help you, and a lot, too.

Apply this Dress Up tonic *externally* in the form of—

A Hart Schaffner & Marx or Style-Plus Suit or overcoat.

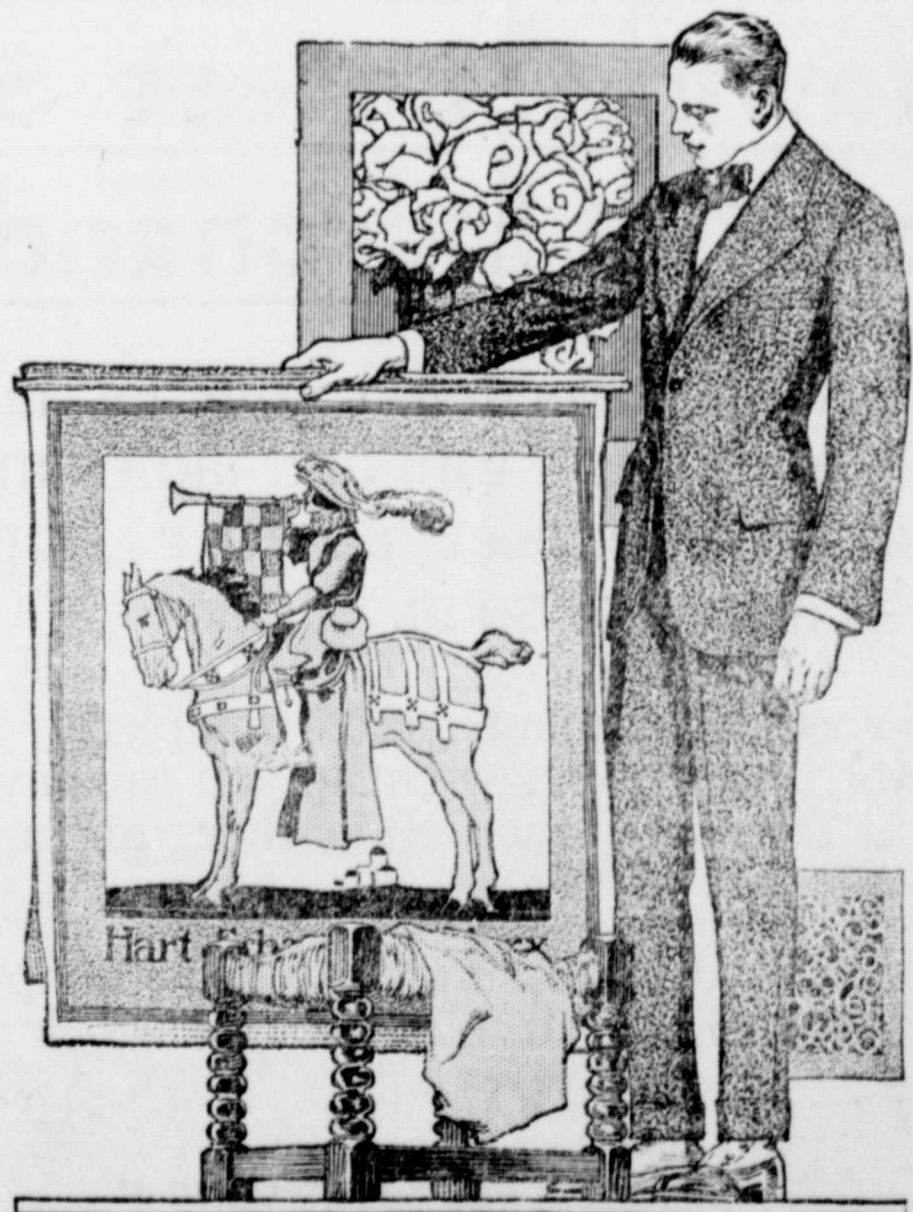
A new shirt; a tie

A new hat; a pair of shoes

If you don't feel like a new man afterwards, you can have your money back.

CARTER-HOUSTON'S

The Home of Hart Schaffner & Marx Clothes



Copyright Hart Schaffner & Marx

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.

Eighty per cent of the fires in Texas during the past year were preventable, according to statistics gathered by the Texas Fire Insurance Commission.

WANTED—A MAN.

"We want a man," says a big corporation, advertising in this newspaper. Well, let's see; what sort of man does it want? A lazy man, a shirker, a clock-watcher? No. It says he must be an "energetic hustler." No fellow who is looking for an easy job, for a soft snap, need apply.

A man who has become flat-chested, stoop-shouldered and sickly from dissipation? No. The very first requirement mentioned in the advertisement is that he must "possess vigor."

A man who is content to drift with the tide? No. It says that he must have "enthusiasm and ambition," and the word ambition is in capital letters. Also he must have "earnest purpose and common sense."

A grouchy, cross-tempered, uncivil man? No. The advertisement states that he must have a "good personality," which means that he must be a likable man, a man whom other manly men will respect.

A college man? Not necessarily. "A fair education" is all that is required.

A man of loose character? No chance. He must have a "clear record."

A diffident, bashful, timid man? No, sir. This job is not for him. No good job is or ever was for the shrinking, self-effacing, you-go-first sort of a man. That kind never arrives. This job is for a man "with full confidence in his own ability," and that accomplishment is left for the last punch in the advertisement.

What's the pay? There's no limit. Go as far as you like. The man who can fill this bill is the kind that goes to the top, and they're scarce as hen's teeth. Big business is hunting for this kind; and rewards them. A firm in New York advertised recently for a man to fill a hundred-thousand-dollar-a-year job, and did not find him.

There are plenty of the other kind, though—plenty of the ten-dollar-a-week kind; so many thousands of them that they gang around the bottom rungs of the ladder.—St. Louis Times.

HOUSE JOINT RESOLUTION NO. 30.

A measure of much importance which may easily be overlooked by voters in the general election in November is House Joint Resolution No. 30. It is a constitutional amendment. Some uninformed persons are stating that the bill will increase the tax rate in independent school districts to \$1.00 on the hundred dollars' valuation. It is clearly seen that this is not the case. The matter is OPTIONAL with the voters in each district. It does, however, give the people in any district the power to vote a tax in excess of fifty cents and up to \$1.00 on the hundred dollars if they NEED it. There is many a school handicapped by not having enough money to properly carry out its work. Often it is the case that only for a limited time the higher tax is needed, but when such a time arrives it is needed badly. House Joint Resolution No. 30 is constructive legislation. A statement from State Superintendent of Public Instruction W. F. Doughty places the issue in its true light:

"(1) To authorize the Legislature to enact a law whereby counties may levy and collect a maintenance tax for school purposes not exceeding 50 cents on the \$100 valuation of property, if such tax be authorized by a majority vote in an election called for that purpose; (2) to authorize the Legislature to enact a law whereby common and independent school districts may levy and collect a local tax not exceeding \$1 on the \$100 valuation of property. The maximum rate that may be levied in such districts at present is 50 cents on the \$100 valuation. It will thus be seen that this feature of the resolution, if adopted by the people will raise the tax limit in school districts from 50 cents to \$1 on the \$100 valuation of property. Neither of these features of the resolution may carry in the November election without the other carrying also. In other words, the two propositions constitute one resolution, which will be voted upon, and if one proposition fails, then the other must fail also. These two propositions were not

separated by the Thirty-Fourth Legislature in providing for the submission to a vote of the people of this matter. This resolution was passed by the Legislature in response to an urgent need from many sections of the State for a higher tax rate for school purposes. Many school districts in Texas are willing to vote upon themselves a county tax for school purposes, if this constitutional amendment is adopted."

DO YOU KNOW THAT

- It is dangerous to put anything into the mouth except food and drink?
- Sanitary instruction is even more important than sanitary legislation?
- The U. S. Public Health Service issues free bulletins on tuberculosis?
- The continuous liberal use of alcoholic beverages lowers efficiency and menaces longevity?
- Moderate exercise in the open air prolongs life?
- "Mouth breathing" makes children stupid?
- Fish cannot live in foul water nor man in foul air?
- Small pox is wholly preventable?

Reader's Forum

Editor Herald—Dear Sir: I am interested in noting that you are planning to offer prizes again for the best display of nationally advertised goods made by the merchants of Plainview. In this connection I want to call to the attention of the merchants the notices in two recent trade journals of the Window Display Week observed in Plainview last March. "Profitable Storekeeping" (Chicago) for August carried a three-page story, with illustrations, under the caption "Window Week in Texas," description of the window displays for which you offered prizes last March, and "Judicious Advertising" (Chicago) for September has devoted to full page, with two illustrations, to this same window display, with the caption "Effective Small-Town Work for Advertised Goods."

Now, I just want to say through the medium of The Herald to the Plainview business men that I hope they will see the advantage of having their best window displays photographed while they are dressed up at your suggestion for this special display, and also that if they care to let me have a copy of such photographs I will endeavor to see that they are placed with one or more of the dozens of standard trade journals that have standing requests for such pictures to use in illustrating their pages. The direct result of this kind of advertising may not be immediately apparent, but the cumulative effect of such efforts will be eventually to give Plainview a "place

in the sun"—a consummation not only worth wishing for, but certainly worth working for.

With best wishes for a big "Window Week," I am,

Very truly yours,
MYRTLE M. POWELL.

Denton, Texas, Sept. 28, 1916.

To the Editor of The Herald—Dear Friend: Today the Dallas News reproduces from your paper an item under title "Courtesy," which is of more than passing interest. The act of courtesy, or politeness, is not very strong with us. We are too much absorbed in the adoration of woman to pay attention to this lovely act. Children are no better. Instead of observing cour-

tesy to their parents, parents have to show courtesy to them. Schools are now in full blast. Would it not be beneficial if lessons in geometry, algebra, Latin and other issues were shortened a few minutes, which might be devoted to the teaching of politeness and refined conduct? The press could do untold good in this line.

Yours for politeness,
RAYMOND VERMINTANT,
Box 75, Denton, Texas.

The country town that has not provided a rest room for the farmers and their wives when they come in to trade is blind to opportunity.—Twentieth Century Dealer.

Plainview has for several years had a rest room PROVIDED in the Court House basement, but the maintenance of such room has all the time been something of a problem. The members of the Civic League have thus far paid themselves or collected from various sources the twenty dollars a month which is necessary for the sup-

port of the room—salary for matron, laundering of towels, kerosene for oil stove, etc. But we understand that the League is unwilling to support the room longer from their own treasury. So we are wondering if those more directly interested in the maintenance of such a room have any suggestions to make for the good of the cause. If not, the room will probably be closed.
READER.

DAUGHTER OF MR. AND MRS. WILLIS WALLACE DIES AT KRESS

Undertaker A. A. Hatchell was called to Kress yesterday to bury Sarah, the small daughter of Mr. and Mrs. Willis Wallace, who died Monday morning at nine o'clock. The funeral services were conducted Monday afternoon at four o'clock, at the Methodist Church, by Rev. L. G. Haggard. The pall bearers were little Misses Mary Bonnie Hamilton, Birdie Bell Skipworth, Gertrude Velma Linn and Bertha Eleta Hinshaw.

CASH GROCERY CO'S SPECIALS

REMEMBER THAT IN TODAY'S UPSET MARKETS IT IS NOTEWORTHY THAT CASH GROCERY COMPANY HAS TAKEN THE PRECAUTION TO BUY AHEAD, IN ANTICIPATION OF HIGHER PRICES. TRUE TO OUR PREDICTION, PRICES HAVE ADVANCED SO MATERIALLY THAT IT HAS BEEN NECESSARY TO REMOVE MANY ARTICLES FROM THE GROCERY MARKETS. OUR PRICES ARE RIGHT. BELOW WE LIST ONLY A PARTIAL NUMBER OF THE MANY VALUES WE HAVE TO OFFER.

12 pounds Cane Sugar	\$1.00	TEAS.	
FLOUR.		Gunpowder in bulk, best value	60c
RED STAR, best for bread	\$2.15	English Breakfast, pound	60c
Light Crust, all purpose	\$2.25	Basket Fired Japan, pound	60c
Lilac, Panhandle Flour, guaranteed to please;	\$2.00	Lipton's famous Blended Tea in 1/4- and 1/2-pound packages	25c and 50c
Small Cream Meal	55c	White Swan, in 1/4, 1/2- and 1-pound packages	20c, 35c and 65c
Large Cream Meal	\$1.05	Sassafras Bark, for hot tea	50c
RED STAR Health Bran, package	25c	FRUIT JARS.	
Burrus Mill-Run Bran, 100-pound sack	\$1.50	Plenty of all sizes now at the old prices—	
BREAKFAST FOODS.		Pints, Mason, fully equipped	59c
White Swan Oatmeal, pkg. 25c; 2 for	45c	Quarts	67c
Pearled Barley, package	10c	Half gallons	79c
Farina, Quaker Brand, package	10c	BINDING TWINE.	
Quaker Hominy Grits, package	10c	No. 1 Peerless, guaranteed, pound	11 1/2c
Mother's Wheat Hearts, package	15c	PICKLES.	
Corn Krinkles, 3 packages for	25c	Sour pickles in bulk, gallon	50c
New Post Toasties, 2 packages for	25c	Picnic sizes, sweet and sour	10c
Pettijohns Breakfast Food, package	15c	Gedney's Dill Pickles, in tins	20c
Shredded Wheat, always fresh, 2 for	25c	Heinz' Sweet Gerkins, 45c value	35c
Puffed Wheat, 2 packages for	25c	STIMPLATORS.	
Puffed Rice, package	15c	5 packages Argo Starch	25c
Corn Puffs, package	15c	Seeded Raisins, package	10c
Cream of Wheat, our price	15c	Coconut in bulk, pound	25c
Goldenerisp Potato Chips, package	10c	Cluster Breakfast Raisins, package	20c
Kellogg's Krumbles, a new one, 2 for	25c	25c Calumet Baking Powder	20c
COFFEE.		25c K. C. or Health Club	20c
Have you tried our Leader Peaberry? Always fresh ground the way you want it. Pound	25c	10 pounds Calumet, \$1.50 value	\$1.25
3 pounds Star Coffee, packed expressly for Star folks	\$1.00	5 gallons best Oil, our price	60c
3 pounds White Swan, with premium	\$1.19	Peppercorn that will pop, 3 pounds for	25c
Manor House, quality supreme	40c	20 pounds broken rice	\$1.00
POTATOES.		10 pounds Extra Fancy Dried Peaches	\$1.00
New Idaho Potatoes, the best potatoes on the market, pound	3c	20-pound box crackers, best grade	\$1.70
Per 100-pound sack	\$2.75	35c value Peanut Butter	25c
LARD AND COMPOUND.		20c value Peanut Butter	15c
Swift's Premium Lard, 10 pound	\$1.90	Fresh English Walnuts, pound	25c
Compound—Swift's Jewel, Purity, Snowdrift, White Cloud or Flakewhite—our price, 10-pound size	\$1.40	New Almonds, thin shell, pound	25c
Criseo, large size	\$1.10	Special prices on new South Texas Honey while it lasts.	
Crusto, large size	\$1.50	A complete line of Bulk Cookies, always fresh.	
Cottolene, large size	\$1.65	Regular 25c size Catsup, extra quality, our price	19c
WASH-DAY GOODS.		CANNED SPECIALTIES.	
13 bars White Soap	50c	Pineapple, King of Fruits—	
13 bars Clean-Easy Soap	50c	No. 1 size	10c
14 bars Lenox (yellow) Soap	25c	No. 2 size, 25c value	17c
6 pkgs. Rub-No-More Washing Powder	25c	No. 3 size, 35c value	23c
6 packages Soapade	25c	No. 10, gallons	65c
6 packages Borax Washing Powder	25c	2 cans Ideal Peaches, in syrup	25c
6 packages Pearlina	25c	6 cans Lilly Milk, small size	25c
6 packages Gold Dust	25c	6 cans Sardines	25c
3 cans Babbitt's Lye	25c	2 cans large Mustard Sardines	25c
3 cans Old Dutch Cleanser	25c	2 cans White Fish Flakes	25c
3 cakes Bon Ami	25c	Libby's Veal Loaf, 20c size	15c
3 large-size Ivory Soap	25c	Have you tried Dairy Maid Milk Hominy? Packed in pure milk	10c
Murdock's Triple-Strength Blueing, non-freezing kind	25c	Large-size Hominy	10c
HAMS AND BACON.		Large-size Kraut	10c
Majestic S. & S. Breakfast Bacon, pound	30c	Per case (2 dozen)	\$2.25
Majestic Sugar-Cured Hams, pound	23c	Justice Corn, per can	10c
Laurel Bacon, sugar cured, pound	23c	Justice Corn, per case	\$2.25
Sycamore, English Style, pound	21c	No. 2 White Swan Pork and Beans, while they last, 2 cans for	25c
Dry Salt, for seasoning, pound	18c	2 large-size Albacore Tuna	25c
Sliced Dried Beef, 35c value	30c	3 cans Green Chili	25c
GRAPE JUICE.		A complete line of Gallon Fruits, including Red Pitted Cherries, Pineapple, Gooseberries, Blackberries, Loganberries, Strawberries, Peaches, Grapes and Plums.	
4-oz. size, 10c value, 3 for	25c		
Pint size, 35c value	21c		
Quarts, 60c value	39c		
Full half gallons, \$1.00 value	75c		

SPECIAL OFFERS ALL THIS WEEK.

- 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.
- OFFER NO. 4.**—Every person who will bring this ad to Cash Grocery Co.'s store this week will be entitled to 14 pounds of Sugar for \$1.00. Only \$1.00 worth will be allowed to each person.

CASH GROCERY CO.

Pure-Food Products. O. E. BRASHEAR, Mgr. Phone 101
Orders amounting to \$1.00 and above delivered free. Deliveries leave at 9:00 and 11:00 a. m. and 3:00 and 6:00 p. m.

Many New Arrivals Showing Latest Styles of Fall Merchandise

We have just received new lot ladies two-tone shoes, high top, and ladies and misses coats. We expect another shipment of ladies coat suits soon.

Our shoe department is most complete. You will be agreeably surprised how cheap you can buy high-grade shoes at this store when all leathers are advancing so fast.

We can save you money on your fall purchases in dry goods. Don't fail to inspect our stock when in the market.

Your trade is appreciated at

HAMNER'S DRY GOODS STORE

Phone 210 "SELLS IF FOR LESS" Plainview

SOCIETY

Telephone Number 72

The Junior Missionary Society will meet at the Methodist Church Saturday evening at four o'clock.

MRS. E. T. COLEMAN HOSTESS FOR C. W. B. M. MONDAY.

The C. W. B. M. met yesterday afternoon with Mrs. E. T. Coleman, with Mrs. B. H. Towery as leader.

A very interesting meeting was held, it being the first meeting of this year.

The lesson topic for the afternoon was "Latin-America." Mrs. E. S. Keys and Mrs. H. C. Randolph each gave excellent papers on the lesson.

A number of piano selections by Miss Vera Harkey added much to the program, and Mrs. Grady Gentry pleased the guests with a number of vocal selections.

"FIVE HUNDRED" CLUB.

The "500" Club passed a few pleasant hours with Mrs. Jos. Buchheimer this afternoon, at her home, in Lakeside addition.

The floral decorations about the rooms were beautiful and profuse.

A salad course was served to the club members and Mesdames Lula Flynn, of Dublin; J. R. Kerley, of Amarillo, and E. Lee Dye.

The next meeting of the club will be with Mrs. R. E. Burch.

A DAY IN TULE CANYON.

The following enjoyed a delightful day in the Tule Canyon Sunday: Misses Geraldine and Meyrel Marrs and Ruth Harrison, and Messrs. Barney Mosley and Robert Hill.

JUNIOR MISSIONARY SOCIETY ENTERTAINED BY MRS. LUCAS.

A very enjoyable party was given Saturday afternoon by Mrs. John Lucas, in honor of the Junior Missionary Society of the Methodist Church. Twenty-three children were present.

Various games made the time pass pleasantly. Mrs. Lucas was assisted in entertaining her little guests by Mrs. John Conner.

Before the close of the afternoon, ice cream and cake were served.

FIRE DAMAGES WILSON HOME.

The home of W. M. Wilson, on North Broadway, was damaged yesterday afternoon by fire probably to the extent of \$800. It is supposed by Mr. Wilson that the fire originated in the attic from exposed wiring. The property of the Plainview Lumber Company was in immediate danger until the firemen had the fire under control. They have received many compliments on their effective work in handling this fire.

Water damage to the house and furniture is almost as great as that caused by the fire itself.

MR. AND MRS. OTUS REEVES HOSTS AT TULE CANYON RANCH.

A most enjoyable outing was afforded fifty from Plainview upon the invitation of Mr. and Mrs. Otus Reeves, who entertained with a fish and chicken fry at their ranch on Tule Canyon Sunday.

The genuine hospitality, the open-air setting and the sumptuous feast were enjoyed by Messrs. and Mesdames R. C. Ware, J. H. Slaton, Chil Slaton, E. F. Sansom, D. F. Sansom, J. F. Garrison,

H. M. Burch, W. E. Risser, John Crawford, H. W. Harrel, E. M. Carter and Geo. Doubleday; Misses Vera Newton and Nell Sansom; and Messrs. Guy Jacob and E. B. Miller, all of Plainview, and Mr. and Mrs. Bob Bishop, of Tulla.

PHILATHEA CLASS ENTERTAINS.

The Philathea Class of the Methodist Church entertained the Baraca Class Friday evening, at the home of the Misses Story.

The girls chose a delightful plan of entertainment. Contests formed the principal diversion.

Several musical selections were enjoyed. Misses Ida Leach and Lucy Story each gave a piano selection, and Miss Beatrice Story delighted the guests with a violin solo.

A salad course and cake and chocolate were served to about forty-five guests.

W. L. Pursley, of Beaumont, has taken a position as musician at The Olympic Theatre.

Miss Estine Burks has returned to her home, in Comanche County, after a visit with the family of L. W. Sloneker.

Mesdames J. E. Cox and M. S. Hudson, of Hale Center, were in Plainview Friday.

Mrs. W. E. Halsell, of Kansas City, and W. R. McCluskey, of Spring Lake, were here Saturday.

Claude B. Hurlburt, of Brownwood, was a business visitor in Plainview Friday.

H. Reeves, of Floydada, was here Friday on business.

J. J. Eller returned Monday morning from a short business visit in Amarillo.

Gay Pryor was in Hale Center visiting his mother Tuesday.

A Society Brand Suit for \$25.00

If you haven't ever worn this brand of clothing, investigate!

We're doing the biggest business in the history of our store. There's a logical reason. People buy where they can buy best. Best goods at reasonable prices. That's our business. Men of the South Plains know it—that's why we know it. The buying public is the judge.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE



Clyde McFarland, of Castro County, was a business visitor in Plainview Saturday.

O. J. Day, R. E. Chitwood and Ernest Gaines, of Matador, were here Saturday.

R. A. Underwood, cashier of the Citizens National Bank, returned Sunday from Kansas City, Mo., where he attended the National Bankers' Association convention.

City Marshal John Vaughn has been ill for several weeks, and is still confined to his room.

C. E. Moore was in Hale Center Monday on business.

J. F. Baird, of Petersburg, was in Plainview yesterday.

Mr. and Mrs. Willard G. Harp returned today from their honeymoon trip to Colorado City, Texas.

Rev. B. H. Oxford and daughter, Miss Emma, were in Plainview Monday visiting relatives.

Mrs. R. A. Miller, of Hale Center, has been the guest of her daughter, Mrs. Geo. B. Doubleday.

George Welch visited his sister, Mrs. Fred Springer, in Hale Center, Sunday.

Bass & Moore is the firm name of a new garage in Kress.

H. C. Pipkin, of Amarillo, has been here for the past two days on business.

A. A. Highbarger had business in Lubbock Monday.

Rev. Geo. W. Shearer, of Tulla, was here yesterday en route to Floydada.

Mr. and Mrs. J. C. Mahan, of Wellington, are the guests of Mr. and Mrs. W. B. Sheffy, six miles south of Plainview, having arrived Saturday in their car.

Mrs. M. L. Young returned yesterday from a visit in Denison, Texas.

C. B. Thomas went to Amarillo Saturday on business.

Guy Jacob, cashier of the First National Bank, returned Sunday morning from Kansas City, where he attended the national bankers' convention.

R. A. Underwood had business in Lockney yesterday.

Mrs. E. B. Miller and little daughters, Betsy and Jane, left Saturday for an extended visit with relatives in Boonville, Mo.

Uncle Bud Williams has returned from an extended visit in Oklahoma.

Mrs. R. W. Brahan returned Saturday from a visit in Amarillo.

Miss Lillie Halbert, who has been the guest of her sister, Mrs. J. M. Adams, has returned to her home, in Coleman.

Mrs. E. O. Nichols and child have returned from a visit in Lubbock.

M. P. Garner, who has purchased a half interest in the E. R. Williams Furniture Store, will move his family here soon, from Canyon City. The statement in Friday's Herald that he had already moved was erroneous.

Mr. and Mrs. Will Wait, of Panhandle, arrived yesterday for a visit with Mr. and Mrs. J. W. Scivally.

A. C. Cooke, of Dallas, is here on business.

R. Donoshy, of Dallas, is a business visitor in Plainview.

Towne Young, attorney for the C. C. Slaughter interests, is here this week from Dallas on business.

Miss Ina Jordan visited her parents, Mr. and Mrs. J. N. Jordan, Sunday. She is attending the West Texas State Normal, at Canyon.

H. D. Rosser, of Abernathy, was in Plainview today on business.

John and Henry Ensininger, of Shattuck, Okla., were here Sunday in their Hudson Super-Six racer. They participated in the races at Lubbock.

Joe and Lloyd Bloodworth and E. M. Pressley, of Fort Worth, were in Plainview through the week end. Lloyd and Joe Bloodworth are sons of Rev. Bloodworth, many years ago a Methodist minister in Plainview. Lloyd is related by marriage to Mr. and Mrs. H. C. McIntyre.

DRESS UP!

"Dress Up," that's the trumpet call that is being sounded this week from coast to coast, so far reaching has the "Dress Up" week movement become that there is scarcely a section of the entire country that does not recognize the next two weeks as the official Fall Dress Up time.

The National Dress-Up Movement is a practical, common-sense program for you to follow. It is a concrete suggestion that serves as a guide in solving the Clothes question. It answers the puzzling question that confronts every clothes buyer—"When?"

So this store, in celebration of National Dress-Up Week, has provided special displays of high quality clothing and invites you to come and see them. During this event we shall show you Styles, Fabrics and Values that will add NEW reasons why you should "Dress Up" now.

If the Dress-Up idea has struck you forcibly—mark the lesson that it teaches. It's an old idea WITH NEW CLOTHES ON. In itself it is a fitting illustration of the effect which New Clothes have and the impression they make. They give a new appearance, new satisfaction and new inspiration.



Young men and older men, no matter how limited or extensive their social activities, fully realize the importance of the "Dress Up" habit.



First impressions have a lasting influence. Notice that the man whose business calls for travel and meeting strangers, is always faultlessly dressed.

See the New Suits First

We say this because you will naturally consider your Suit of great importance. Undoubtedly it is the first and biggest "Dress Up" item. So see the new styles and go through our assortments while you can do so leisurely, for there is ample variety here and you can find what you like best—in style and quality Guaranteed Clothes.

A New Overcoat Is Necessary

Not only necessary for protection, but equally so for appearance. Wherever you go a correct, dressy Overcoat reflects good taste and self respect, whether you wear it on your back or carry it across your arm. There is added satisfaction, too, in choosing from such a full display of Models and Patterns as are now here.

And a New Hat of Course

You wouldn't think you were completely "dressed up" without a new Hat to top off your attire. You'll find, too, when you choose from Reinken's stocks that it's more important where you choose than how much you pay.

We'll Show You the New Ties

While the new Shirts you select are still before you, the "man behind the counter" will be pleased to help you choose harmonizing Neckwear of fine silk in rich, becoming patterns.

It's Warm Underwear Time Anyhow

So you can well afford to "stock up" for fall and winter now. Besides, the snug, smooth fit of our quality Underwear adds to your "Dress Up" satisfaction by making you feel that you are well dressed.

The "Dress Up" Value of a New Shirt

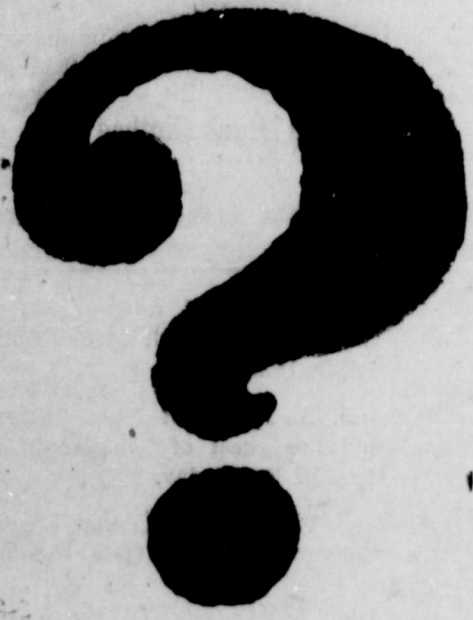
The crispness and full color of new, distinctively patterned Shirts adds a touch of pleasure that you'll surely not wish to deny yourself—especially when such excellent numbers are shown.

REINKEN'S CLOTHING And SHOESTORE

"WE DO AS WE ADVERTISE"



A great many former coffee drinkers now use INSTANT POSTUM because their improved health shows the change has helped them



If you suspect coffee hurts you, try INSTANT POSTUM in its place for ten days. *The Test Tells—*

“There’s a Reason”

WEIGHT OF EQUIPMENT VS. COST OF TRANSPORTATION.

Over \$4,000,000 Will Be Saved Annually in the Transportation of the Mails.

The Post Office Department, being in close and constant touch with all classes, necessarily occupies a large share of public attention, any anything relating to its projects and purposes is always of special interest. The adoption of measures calculated to lessen expense and broaden the field of usefulness may easily come within that category.

The principal cost in the postal service is that of transportation. With an annual expenditure exceeding \$55,000,000, which is the price the Government pays for this service, it may be naturally assumed that the men who now manage our postal affairs were concerned to know if it was not possible to lessen this cost without impairing the efficiency of the service. The first question which suggested itself in this connection was whether the weight of equipment, a matter of very considerable concern, could not be reduced, since the Government pays as much per pound for the weight of the bag as it does for the mail within it.

There was a time—away back in the early history of the Department—when these questions did not count for much. The service was then restricted to the more populous sections and but little money spent for equipment. The bags were then made of leather. Leather was king for this great public need, and the cry “There’s nothing like leather,” was firmly held and believed by the postal officials of that period, and the cry was industriously echoed back by the contractors, who received a good round sum for what they furnished, and naturally wanted it to continue. These bags were heavy, clumsy things of the barrel pattern, some fastened with an iron chain, a veritable curiosity when compared to the light and handsome productions of today. One of these cumbersome pouches, which carried the entire Southern mail from New York to New Orleans in these early days, may be seen in the National Museum, in Washington. The troublesome questions of expense and weight were not considered then, but when in recent years the service grew by leaps and bounds, both these subjects became of supreme importance, for the rapidly increasing cost consumed a large part of the postal revenues, and a reform in both directions was an immediate and imperative necessity.

The first step in this needed reform,

inaugurated by the Fourth Assistant Postmaster General, was the withdrawal of all heavy equipment and the substitution in its stead of lighter and more suitable material, discontinuing the further manufacture of the equipment then in use with a very considerable saving of both cost and weight. Many experiments were made and tried out in actual service to find the best and most serviceable kinds, expense and durability considered, and to the present postal administration belongs the credit of having produced something in this direction combining not only all the essential needs of such equipment, but lessened in cost and from 40 to 60 per cent reduced in weight. It is believed that these improved models of bags and locks will meet all requirements for years to come. The actual introduction of these new and better styles began in the spring of 1914.

Thus the tonnage economy carried through the year, the net result per annum would be 64,094,000 pounds, or 32,047 tons. As the average cost of carrying equipment and mail matter is about two cents a pound, the total annual saving in this particular will be over a million dollars—to be exact, \$1,281,000. Between four and five hundred thousand needless heavy mail locks used within the past twelve years will be substituted by others weighing three ounces less each, representing an additional saving in money annually of over \$200,000. As late as 1907, the weight of equipment carried almost equalled the weight of mail matter, consequently nearly half of the expense incurred for transporting the mails was due to the weight of equipment, a burden of cost unnecessarily borne, because expert attention wisely directed would surely have discovered methods for preventing such tremendous loss. There are still over three million sacks of one class in service which will be replaced as rapidly as possible with others weighing from 3 to 8 ounces less.

When the general scheme of substituting lighter for the heavy equipment previously in use is consummated, the total annual saving in transporting the mails will be approximately—
On the item of mail locks ... \$ 401,500
On the item of mail bags ... 6,409,400
these figures being based on a comparison with conditions existing July 1, 1913.

MASSEY HAS METZ AGENCY.

J. E. Massey now has the agency in Plainview for the Metz car. He is expecting a carload at an early date.

“DEATH VALLEY DODGE” TREKS INTO MEXICO.

With the return of “Death Valley Dodge” to Los Angeles a few days ago, this car of many travels finished another run of unusual interest.

Nowadays Mexico is shunned by every motorist, but despite that fact “Death Valley Dodge” was driven from Calexico through Mexicali and south to the recently exploited mud volcanos that are creating such a disturbance far down in the Mexican Peninsula south of Imperial Valley.

According to Fred Alkire, who drove the famous old car on this, its latest journey, it was a trip to test the stamina of both car and driver.

“The only roads through that region,” said Mr. Alkire, “are rough trails, first along the banks of the irrigation ditches, then across mesquite-covered mesas, and finally over the barren alkali slopes, leading right to the base of the mud volcano.”

“No car had ever climbed to that point before, and few if any will ever make the attempt again. Oftentimes we were up to the hubs in sand, then across bottomless sloughs a mile or more in width, where we were over the running board in liquid mud. The last pull up the mud volcano slope the car was warped and twisted as it first lifted one wheel over a three-foot mud hummock, only to plunge into and through a hole equally as deep.

“The mud volcanos cover a wide area, where there are miniature geysers, black oozing mud being ejected above the surrounding surface as though it were some gigantic caldron filled with boiling molasses.

“The surrounding air is full of steaming stench, and it was with dread that we approached the crater’s edge, fearing that we would pay with our lives the penalty of our daring.

“The return trip of 40 miles was made without mishap, in spite of the terrific strain to which the car had been put in making the outward journey. Not one single mechanical mishap occurred, though if it had we would have been in a sorry plight, for no one in our party had the least bit of mechanical ability. Our very lives depended on the reliability of “Death Valley Dodge,” and the old veteran of many desert battles maintained its reputation as it has on every one of its many trips heretofore through the mountains and deserts of the Southwest.”

A. F. Qulsenberry, of Hale Center, spent the week end in Plainview with his children.



METZ

In this car we offer to the buying public the best opportunity ever offered in a strictly high-class, medium priced automobile

JUST A FEW POINTS TO CONSIDER

This car is fully equipped with a high-class electric starter and lights, a high tension magneto, one man top, a high-grade tufted upholstery, deep cushions, padded with genuine hair, Hyatt bearings, bull elliptic springs, fibre grip transmission includes special alloy driving plate and a fiber ring driven wheel, permitting seven speeds forward and one reverse. With this transmission you have the most flexible drive obtainable and absolutely all gear and clutch trouble eliminated. A good mileage is obtained in both oil and gasoline. This is a splendid riding car, very easy to operate and control. And the price is but \$545 f. o. b. factory. For literature describing this quality car in detail address P. O. Box 573. But better phone 114 or see me for demonstration.

J. E. MASSEY, Local Distributor

PLAINVIEW

LOANS

We are prepared to renew your present loan at satisfactory rates and to make new loans on land for long time. Particularly desirous of large loans on improved property.

The Citizens National Bank

Capital \$100,000.00

Plainview, Texas

IMPROVING FARM BUTTER.

Better Methods of Handling Milk and Cream Will Insure Superior Product.

WASHINGTON, D. C., Sept. 28.—The adoption of more careful methods of handling milk and cream and improved practices in the making of farm butter will reduce rather than increase the trouble incident to home production of this food, say dairy specialists of the U. S. Department of Agriculture, and will result in a superior product, which can be sold more readily and for a better price than the average farm butter. Last year about thirty million pounds of butter, much of which originated on the farm, was washed or renovated, because it was of such poor quality that it could not be profitably offered on the regular butter markets.

Churn Cream Only.

Cream alone should be churned. It may be skimmed as soon as it rises or may be separated by a mechanical separator. The latter plan is the more efficient, and though requiring a considerable initial outlay, often will be profitable. The cream should be set in a clean place by separate milkings. A temperature of 59 degrees Fahrenheit or lower should be maintained until from 12 to 18 hours before churning time, when the various batches should be stirred together well and brought to a temperature of about 70 degrees Fahrenheit, by placing the container in a bucket of warm water. One of the first acts of the farm housewife who decides to adopt improved methods should be to purchase a dairy thermometer. Temperatures play an important part in the development of flavors in butter, and always should be determined with fair accuracy. After the cream is mixed it should be kept at approximately 70 degrees Fahrenheit until just before churning time, when it should be reduced to about 58 degrees Fahrenheit where this is possible (or to such temperature not above 65 degrees Fahrenheit as to complete the operation of churning within 25 or 30 minutes).

Churning.

The barrel-type has been found by dairy specialists to be one of the most satisfactory churns. The dasher or plunger-type requires a somewhat greater expenditure of labor. Earthenware churns are especially undesirable unless perfectly glazed, since if pores are exposed they absorb milk and cream, which later decay. Churns with mechanical devices inside them are difficult to clean and sometimes injure the body of the butter.

The churn should be scalded preparatory to churning, but should be cooled with water before the cream is placed inside. The cream should be poured in through a coarse strainer. Every few minutes during the early part of the churning gas should be allowed to escape from the churn. If the temperature is right the churning should require about 25 or 30 minutes. The process is completed when the granules of butter are about the size of large wheat kernels. The buttermilk should then be drained off and the butter granules repeatedly washed with cold water while still in the churn. The washings should be continued until all milk is removed. Under no circumstances should working be depended on to remove surplus milk.

Working and Packing.

When the butter is free from all milk it should be taken from the churn with a paddle and placed on a worker. The hands should never touch the butter both on account of sanitary reasons and because the body warmth may melt the fat. The working should be done carefully, to avoid making the butter greasy. Before the butter is worked fine salt should be added at the rate of about an ounce per pound of butter.

The butter should be prepared for market in a rectangular mold, since

when in this shape the product is more easily wrapped and handled and is more pleasing to customers. Regular parchment butter-wrapping paper should be used around the prints, as ordinary waxed paper tears easily and sticks to the butter. The placing of the wrapped prints in pasteboard boxes is a desirable final step, as it protects the package, gives it a better appearance, and permits the use of the maker's name or trade-mark as an advertisement.

After the butter-making operations are completed the churn should be rinsed carefully with warm water. It should then be scrubbed with hot water, cleansing powder and a fiber brush, and finally should be scalded and set in a clean, sunny place to drain and dry.

GASOLINE FROM NATURAL GAS.

Output in 1915 Shows a Gain of Over 50 Per Cent.

Statistics just completed under the supervision of J. D. Northrop, of the United States Geological Survey, Department of the Interior, show that the year 1915 was one of decided expansion for the casing head gasoline industry. The quantity of raw gasoline extracted from natural gas and sold in that year amounted to 65,364,665 gallons, a gain of 22,712,033 gallons, or 53 per cent, over the quantity marketed in 1914. The average price received for the unblended product at the sources of production was 7.9 cents a gallon, and the market value of the entire output was \$5,159,823, a gain of 0.6 cent in average unit price and of \$2,044,914, or 66 per cent, in total market value, compared with 1914.

The volume of natural gas utilized in the manufacture of this quantity of gasoline, exclusive of that recovered as drips from gas mains, is estimated at more than 24,000,000,000 cubic feet, and the average recovery of gasoline per thousand feet was 2.57 gallons.

The number of plants for the manufacture of gasoline from natural gas increased from 386 at the beginning of 1915 to 414 at the end of the year, a gain of only 7 per cent, but the combined daily capacity of the plants increased from 179,353 to 232,336 gallons, about 30 per cent, as a consequence of the fact that many of them operated during only a part of 1914.

WHAT IS THE WHEELBASE OF AN AUTOMOBILE?

Wheelbase is measured from the center of the hub of one of the wheels to the center of the hub of the other wheel on the same side of the car, when the front wheels are pointing straight ahead, and is usually given in inches. It is sometimes easier to mark the points where the front and rear wheels on the same side of the car touch the floor of a garage and measure the distance between them.

FORMALIN FOR SMUT.

"The formalin treatment to prevent smut, concealed smut of wheat, scab and other diseases of Irish potatoes is simple, but generally effective.

"For wheat or oats pour one ounce of formalin, which may be had at drug stores, in three gallons of water. The seed grain is then dipped in the solution or the solution may be poured over the grain. The grain should be left covered for about two hours.

"Never put the grain back in sacks where grain was before, as the germs of the disease are likely to get a start. The grain should be allowed to dry before it is sown."



Sale Begins Thursday, October 5th, and Continues to October 28th

The Hoosier Cabinet Cuts Work in Half

Stop Being a Slave to Your Kitchen

Nothing wears a woman out so quickly as kitchen work. Many a woman has lost her health and strength through toiling long hours in the kitchen when she could have had her work done in half the time with the Hoosier Cabinet.

This marvel of convenience has places for 400 articles, all within arm's reach—a centralized store-house with 40 labor-saving inventions! Some cabinets have copied a few of them, but 17 of these Hoosier features can't be found in all other cabinets combined.

The Vital Part of Your Kitchen Cabinet

The picture above shows the section of your cabinet that is most important.

Storage space is above and below; the articles most often used are placed where they are easiest reached.

There is plenty of unhampered room above and around the aluminum (or porcelain) work-table.

There are no useless little partitions to chop up the space and leave no room for work. Your cabinet must have big table space to work on. The Hoosier gives it.

Come see these six exclusive Hoosier features!

- 1—The all-metal glass front flour bin.
- 2—The gear-driven shaker flour sifter—makes flour light and fluffy.
- 3—Scientific arrangement—articles needed most frequently easiest reached.
- 4—Revolving caster (shown in center of illustration)
- 5—The ingenious, big-capacity sugar bin—holds more than twice as much as most other bins.
- 6—Finally, the doors that roll back at the sides of the cabinet, entirely out of the way.

And regardless of the room in your kitchen, there's a special Hoosier model to fit, at a price you can easily afford.

Prices and Terms

There are over 1,000,000 Hoosier Kitchen Cabinets in use. 75,000 Hoosier Cabinets have been sold these last few months. This enormous output makes possible our low prices, which now range from \$17.00 for the Hoosier porcelain top table cabinet to \$44.00 for the finest Hoosier de luxe.

Have the Hoosier delivered at once on our money-back guarantee. You may pay for it a little at a time if you wish, without extra cost or interest.

Come Early—Pay Only \$1!

When you can put a Hoosier in your kitchen today by paying only \$1 and complete the payments for only \$1 a week, why worry along the old step-wasting way?

Come today—whether you intend to purchase now or later; you owe it to yourself to come in and have the exclusive labor-saving features demonstrated, so you can decide whether or not you need the Hoosier. No obligation—just the chance to make up your mind by seeing the cabinet that saves steps for over a million women.

WE HAVE 'EM

GARNER BROS., Furniture and Undertaking

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

MARATHON SOLDIERS RESENT BEING CALLED "ROUGH NECKS."

They Believe Term Applied in Joking Way May Leave False Impression.

Marathon, Texas, Sept. 28, 1916. After two weeks and two days of military life in Marathon, we find that our duties are lighter than those at Sanderson or Alpine, due, perhaps, to our success of soldiering.

Here, as well as at Alpine, we have an opportunity of going to the river (Rio Grande) as truck guards. From two to three days are required to make the trip, depending upon the location of various stations. Some of the boys have pictures taken individually of Glen Springs, where several American soldiers were killed in one of Villa's raids. Sejtis, Stillwell's Crossing, Lerimurce, Boquetous, and Terlingua are the stations where each of us have the privilege of seeing the Mexicans in their primitive stage. They apparently are perfectly contented to live under the protection of our Government. However, their dwellings are of straw, with a thatched roof and earth floors—and kids! Ten to fifteen are spectators on the arrival of a truck.

Other than truck guards, three are put out each night on or about the warehouse, where three to four cars of hay and oats, also provisions, are stored.

We read with considerable interest regarding the strenuous trip some of the boys of the other detachment took to the river, and wonder if the readers can stretch their imagination to what a 100-mile trip to and from the Rio Grande would be with nothing to eat but beans, bacon and "hard tack," while the thermometer was standing at 120 for at least five hours of the day.

None of us have taken a plunge in the Rio Grande nor left footprints on the sands of Mexico. Had we, I don't believe we would have held our hospital man up as an example as to the depth of the water. The company clerk also seemed to furnish some of the amusement.

"Doc" and Company Clerk Pearson expressed a desire to remain at headquarters while on a visit here. Some of the boys from the detachment left behind come up to see us once in a while, and we are always glad to see them. However, they are apparently so well pleased with our military training and association that some changes have been made.

In Friday's Herald we note where

the detachment left behind passed an extraordinarily good inspection, which perhaps was due them. (But there is a cause for everything.) Had we had eight to ten preliminary inspections in blanket rolling, rifle and shining, undoubtedly we would have felt a write-up due us. But, without, any of the above, the inspecting officers complimented us highly in the presence of three hundred and sixty-odd Pennsylvania militia and also a detachment of Company I, Fourth Texas. We are sure it would have been an embarrassment to the readers to have known the first report turned at headquarters (when speaking of headquarters, I mean of Company L only) regarding our first field inspection after the company was divided. Permit me to give you one statement from the inspecting officers, that we were "superior to many companies of regulars," but what they said about the other detachment would not look well on paper.

Thus the model was cast at Alpine, but we were not playing for publicity. However, we are glad the boys have come out of the kinks, and as to being called "rough necks," some one is accusing us wrongly.

Today at 7:15 a. m. was the first norther we have experienced in this part of Texas, and it was a good one. Other than that the weather has been splendid.

From the trips some of the boys are taking to Alpine, they are, or have been, favorably impressed by some individual; but taking the people as a whole they rated us far beyond our expectations, even though in our conspicuous khakis.

This leaves us after one of the sand storms similar to those of the Plains.

Sincerely,
 C. W. BARNES.

WE LIVE TO LEARN.

The New York book reviewer is among the wise men of the East. Fresh proof of his world-embracing knowledge is furnished by comment in The Evening Post on a new volume, "Texas, the Marvelous." List and learn:

"Texans have a delightful informality in naming their counties. The names not only constitute a complete roster of the noted men in its history, but they are characteristic in another way. It was desired to name one county after a man named Smith, who had developed a large section. He was very deaf, and on the map went the official designation, 'Deaf Smith Coun-

ty." Sacred ashes of Vince Bridge! That any man who would attempt to write of Texas should know nothing of the hero-scout of San Jacinto! This reviewer and others of his ilk should read at least a condensed history of Texas. It is brief, but glorious, and of absorbing interest. They'll discover who Deaf Smith was and, among other things, that he was a native of New York State.—Dallas Evening Journal.

FOR SALE—New Stanley Piano; special quartered oak case. Taken on a trade and will sell at a sacrifice. Two blocks east of Eastside School. J. E. WOODWARD. 4t-pd.

FOR RENT—3 nicely papered rooms for light housekeeping; light and bath. 607 Fresno Street. tf.

It pays to buy at BONNER FASHION SHOP. tf.

Miss Rebecca Ansley
 SPIRELLA CORSETIER
 Telephone Number 304

FOR SALE.
 10,650 acres smooth, plains land in Cochran County, about 28 miles S. W. of Littlefield, a town on main line of Santa Fe R. R. and four miles west of C. C. Slaughter Ranch Headquarters; all fenced; shallow water; two wells and mills. This same kind of land is now selling around Littlefield at \$35.00 per acre. Price of this tract is \$12.50 per acre, with small cash payment, balance one to 30 years, if desired, at 5 per cent interest.
THE SIMMONS-READ COMPANY,
 Exclusive Agents, Hillsboro, Texas.

If you are interested

in purity first

KC BAKING POWDER

is what you should always use.

There are many other reasons why—but try a can and see for yourself.



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

STATE FAIR OF TEXAS

DALLAS



OCT. 14-29-1916

The largest, most interesting and most valuable agricultural and educational exposition ever held in America.

A wonderful collection of the world's richest treasures combined with the largest, costliest and best amusements ever offered by any Fair management.

Thousands of farm products. Vast herds of prize-winning cattle. The biggest auto show ever held. World's championship auto races. Thaviu's wonderful concert band. A monster circus and hippodrome. Big tractor and machinery show. World's best vaudeville acts.

All these and hundreds of other interesting, instructive, amusing or thrilling features will be ready for YOU. Special rates on all railroads.

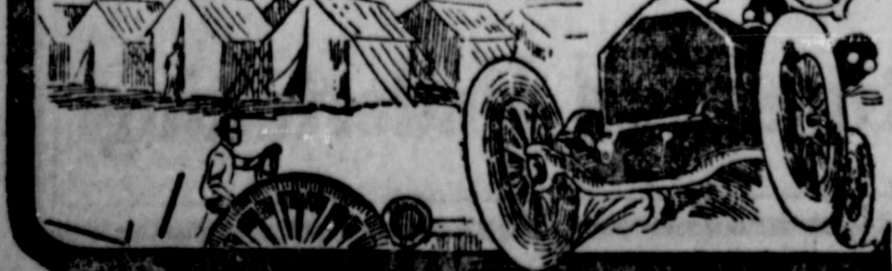
Plan NOW to visit the "Greatest Fair on Earth."

State Fair of Texas

R. E. L. KNIGHT
 President

W. H. STRATTON
 Secretary

TEXAS FARM BOYS & GIRLS EDUCATIONAL ENCAMPMENT



Whose Your Tailor?



Your Clothes Foundation

is more or less substantial according to the dependability of the methods of Examining, Testing and Shrinking of all materials used.

Ed V. Price & Co.

are so particular about this that any clothes they make for you are insured lasting style and permanent shape.

Why pay the high prices of local tailors or tolerate misfit ready-made clothes when you can buy clothes like these tailored to your individual order.

WALLER TAILORING COMPANY

Phone 188

EXCLUSIVE LOCAL DEALERS

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.
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.
WANTED—A good, gentle pony for his feed for the winter. JACK ALLEY, Runningwater, Texas.
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.
HOGS FOR SALE—About 25 feeders; 3 miles northwest of Plainview. Phone 9033-R4. BONNER DAVIS.
WANTED: 250 Brown Leghorn pullets. B. H. TOWERY.
Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17.
It pays to buy at BONNER FASHION SHOP.
Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17.
TANKAGE—PLAINVIEW PRODUCE COMPANY.

Black and White at THE REXALL STORE.
It pays to buy at BONNER FASHION SHOP.
WANT TO RENT furnished hotel. J. S. MULLINS, 209 North Wilhite Street, Cleburne, Texas.
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.
Ben F. Smith was here yesterday en route to Lockney, after a visit of several weeks in East Texas.
Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17.
We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY.
SALESMAN WANTED.
Industrious man to give part time to sale of lubricating oil and grease, specialties and paint. Commission basis until ability is established. Permanent position and wide field when qualified, if desired. RIVERSIDE REFINING COMPANY, Cleveland, Ohio.
LAND FOR SALE BY OWNER. 114 acres ten miles from town, mile from school, on R. F. D.; partly improved; fine place for hogs. Y. W. HOLMES, Plainview, Texas. Tues-5t.

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.
Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17.
USED CARS FOR SALE—Dodge, Ford and Hupmobile. See T. B. CARTER.
Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17.
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.
FOR SALE—Fifty-barrel galvanized water tank and tower. A bargain. DAVE COLLIER, at Richards Bros. & Collier's.
WANTED—A cook at once. G. W. BROOKS, Seth Ward.

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—Two trail outfits, harness for ten head, and eight head of good, young work mules. Also complete set of house furniture. W. W. VANDERSLICE. Phone 606. 4t-pd.
A REAL BARGAIN. Splendid home, orchard, good barn, windmill and well house for sale, or trade for home closer in. Phone 397. 2t.
DON'T WAIT until the northern comes to have your heater set. See WINFIELD now. Phone 95. 2t.
FOR TRADE—For land near Plainview, twelve-room residence in Ada, Oklahoma; value, \$4,000.00; close in, two blocks from paved street. W. F. WHITE, Holdenville, Okla. 4t-pd.
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. 2t.
J. E. WOODWARD, contractor and builder. Satisfaction guaranteed. All estimates free. Residence two blocks east of Eastside School. 1 mo.-pd.
WANTED—Bright young woman to enter training school for nurses. Phone PLAINVIEW SANITARIUM.

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.
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.
It pays to buy at BONNER FASHION SHOP.
WANTED—Roomers and boarders. Phone 500.
Buy your Heater from WINFIELD, and see how quick his truck can bring it to your home. Phone 95. 2t.

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.
It pays to buy at BONNER FASHION SHOP.
FOR SALE—Windmill on 40-foot tower, 2-inch piping, brass cylinder, 6,000-gallon tank, and all pipings complete with tower. \$75.00 for the outfit. At my Coal Yard. E. T. COLEMAN, Coal and Grain Dealer.
WANTED—A second-hand buggy. OSCAR HILL, Elk Shop.
On Restriction Street, 7-room house on easy terms. H. L. KING.
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.
WANTED—Two young men for board and room in private home. Close in. Phone 435. 307 West Main Street.
FOR SALE—\$750 five-passenger automobile at reasonable price. In fine condition. See L. O. YORDY, at the Kash Kandy Kitchen.
Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. —Adv. 1t.

KANSAS CITY STOCK MARKET IN DETAIL.
KANSAS CITY STOCK YARDS, Sept. 29.—Beginning with Wednesday the cattle supply has been much lighter this week, and trade more active, at about steady prices. There is a better clearance than last week. The spread on killing cattle is widest of the year, and stockers and feeders are selling at the low point.
Beef Cattle. The best steers brought \$10.75 Monday and Tuesday, equal to tops last week. A good many cattle sold at \$9.75 and upwards, short-fed steers down to \$8.50. Choice grass steers are getting scarce, and medium grades are more common, so that lower prices on paper do not always mean a decline in the market. Colorado beef steers sold up to \$7.60, light Southern steers from Colorado at \$6.50, Oregon grass steers \$7.35, Oregon cows \$6.15 and \$6.30, Idaho feeders \$7.00, Idaho cows \$5.40 to \$5.75, Panhandle cows \$5.00

to \$6.00, good native grass cows up to \$6.50, veals lower this week, at \$9.00 to \$10.75.
Stockers and Feeders. The biggest movement of the year to country points was made this week, 32,700 head in four days. Feeders at \$6.50 to \$7.25 look pretty cheap, when viewed in connection with top beef cattle at \$10.75, especially as few cattle are going to be fed. Yearlings and twos are selling from \$6.00 to \$7.00 in most cases, with plenty of light steers down to \$5.00, and high-bred ones up to \$8.00. Next week is American Royal Show week, which means a high-class assortment offered, and more buyers from out of town.
Hogs. Hog receipts have been heavy, and the character of the supply indicates great effort at gathering in the country. Light hogs have lost their position as leaders, and the spread in price is very wide. Receipts today were 5,500, market 5 to 15 cents lower, top \$10.35, bulk \$9.50 to \$10.25. On Friday of last week top was \$10.75, bulk \$10.15 to \$10.60. Best heavy hogs stop at \$10.15, and very few lights got above \$10.00 today. Packers appeared more anxious for hogs today, and paid up to the top price. The break is more gradual than last year, when it came in October, suggesting that a drop in the supply might stop it entirely.
Sheep and Lambs. Lambs are 50 to 60 cents lower than a week ago, best here today \$9.75, receipts 2,200 head. Feeding lambs have not lost quite as much, though they are selling at the lowest price in six weeks, at \$9.25 to \$9.65, and look like bargains. Smaller receipts will bring an upturn. Fat ewes sell at \$6.65 to \$7.25, feeding ewes \$5.50 to \$6.75, breeders \$7.00 to \$9.00.
J. A. RICKART, Market Correspondent.
We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. —Adv. 1t.

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.
HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 328 and 423.
DR. W. J. LLOYD, Dentist. Rooms 4 and 5, First National Bank Bldg. 1m. Phone 143.
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. House Phone 423.
W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 195 and 378.
C. R. SPENCER, PUBLIC STENOGRAPHER. High-Class Work Only. Office No. 21, 1st Nat'l Bank Bldg. Phones: Office 541; Home 554. Paragon Typewriter Ribbons.
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.

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

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.
Are You Slipping? Lack Workaday Energy? These conditions indicate under-nourished bodies. It is a very simple matter to overcome such conditions. The most essential thing is to get a properly balanced food. HEMO is such a food—a palatable Malted Food of great nutritive force. No drugs about HEMO. Just a plain food that supplies those elements that you do not get with your every day food, but which are very essential to the building of well-rounded bodies. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co., Plainview.

FARM AND RANCH LOANS R. A. UNDERWOOD

TRACTOR PLOWING. We will tractor plow sod land with mould boards or old land with discs. Satisfaction guaranteed. Notify T. B. G., Box 72, Tulia, Texas

WITH THE ADDITION OF 100,000 lbs. of Barre Granite, Vermont Marble and White Italian Marble Statuary. (all now in transit and to arrive soon) to our stock on hand, and the installation of the latest electric stone cutting machinery, we are in a position to supply your every need in Memorial work at prices ranging from \$15 up. South Plains Monument Co. PLAINVIEW, TEXAS. T. O. Collier Jack Leslie Dave Collier

TRY IT! SUBSTITUTE FOR NASTY CALOMEL. Starts Your Liver Without Making You Sick and Can Not Salivate. You're bilious, sluggish, constipated and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place. "Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back. Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, than nasty calomel and without making you sick, you just go back and get your money. If you take calomel today you'll be sick and nauseated tomorrow; besides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv. Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. 1t.

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. House Phone 423.
W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 195 and 378.
C. R. SPENCER, PUBLIC STENOGRAPHER. High-Class Work Only. Office No. 21, 1st Nat'l Bank Bldg. Phones: Office 541; Home 554. Paragon Typewriter Ribbons.
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.

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. Includes image of a man in a suit.

WOMEN'S SUITS-TRUE 'COLOR GEMS'; FUR TRIMMED AND WITH COLLARS—NOT TWO-IN-ONE BUT MANY-IN-ONE

collars that can be worn high or low, or at any becoming degree in between—Fur Trimming, Suit after Suit—Bands or Collars or Big Buttons—but **COLORS!**

one shade, but every tint and every shade. Rose-Taupe, for example, has just the soft, warming of the color that sets some woman off at her best. So with Wine-Tones. We've the tints that set off rosy women or pale. So with Greens—so with Browns—so with every color.

When we name a color—says Taupe—it doesn't mean just

FUR TRIMMED SUITS BEGIN AS LOW AS \$22.50

Others at \$25.00, \$27.50, \$29.75, \$32.50, of Broadcloth. Handsome Suits to wear with her Furs At \$22.50, \$25.00, \$29.50 and up. of Broadcloth, Velour-de-Laine and fine Novelty Fabrics. Be sure and see the new ones in finest Gaberdine, in Rose-Taupe, Deep Burgundy and Navy Blue.

Large Selection of the New Autumn Dresses

THEY ARE STYLISH reproductions of Paris Models—some in Russian lines, some that hang like a chemise straight from the shoulder, with the waist line barely marked by a belt (a Jenny idea); some with Callot's favorite collar; some with pocket on the overskirt. Mostly fur-trimmed, and such wonderful colors as Kitty Gordon green, hunter's green, leather, tobacco and bronze brown, taups, moles and other grays, Burgundy, rose, purple, Poelus and navy blue— At \$8.75, \$10.00, \$13.50, \$15.00, \$18.50, \$20.00 up to \$37.50.



Women's Coats and the New Coat Silhouette

Flaring, daring—yet grace itself! Collars are marvels of ingenuity. The cloths are marvelous of weightless warmth—and colors richer, softer, lovelier than ever.

PRICES—INVARIABLY LOWER THAN ANYWHERE ELSE.

A wide range of Styles in—
Chevoits Silk Velours
Broadcloths Bolivia
Wool Velours
English and Scotch Mixtures

Priced at \$10.00, \$13.50, \$15.00, \$18.50 up to \$25.00.

These same fabrics, made even handsomer by luxurious fur collars— At \$25.00, \$27.50, \$29.75, \$32.50 up to \$35.00.

Any Kind of Underwear a Woman Prefers

may be found in the new Fall and Winter Stocks—a large and varied selection. They are all styles and all good materials. For example, Fall Stocks include medium weights in the following: Ribbed cotton, ribbed Marino, ribbed and Marino, ribbed silk and cotton, and spun silk. Prices range from 25c for a vest to \$3.50 for a Combination Suit.

Hundreds of Ladies' Ribbed Cotton Combination Suits, bought before the advanced prices— At 65c, 85c and \$1.00 a Suit.



The New \$5, \$6, \$7.50 and \$10 Hats

SHOW WONDERFUL CLEVERNESS—

clever draping, clever shaping, deft application of color, original posing of ornaments—all of the telling little tricks that the real artist knows for giving ordinary things a different aspect, which at once makes them distinctive. As to the colors, Black easily leads. Next comes Burgundy, Green-Brown, Taupe and Navy Blue.

Untrimmed Velvets in Many Styles At \$2.50 and \$3.50.
Draped Tams—\$2.50 to \$5.00.

Department for Correct Corseting

—FITTING FREE.—

THE GOSSARD Front-Lacing CORSET

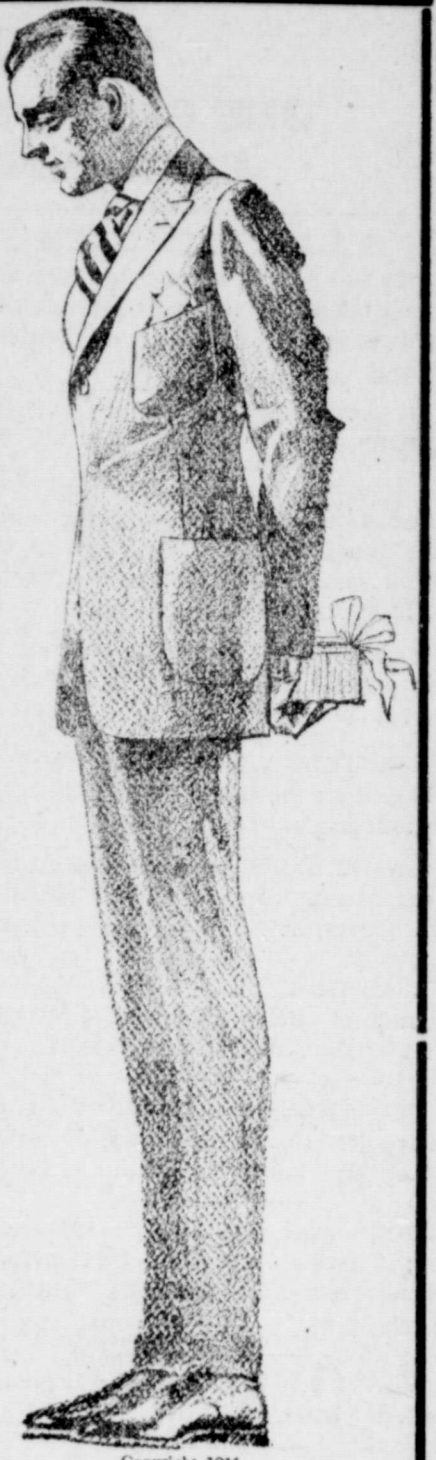
Advance showing of all the new Fall Models. A model for every type of figure— \$2.00, \$3.50, \$5.00 and \$10.00. Material—Pink Brocade, Plain and Fancy Couti.

Fine New Lot of Men's Woven Madras Shirts

all well made, in plain negligee style with starched cuffs attached; cut with generous measure, which means cut for comfort.

Striped Designs in great variety, including many so distinctly new it is a pleasure to select from them.

Prices, \$1.00 up to \$5.00.



Copyright 1916 The House of K. J. Spindler

PRETTY NEAR THE TIME WHEN EVERY MAN MUST SAY GOODBYE TO HIS SUMMER SUIT.

We are on the watchout in our Men's Clothing Department for the early and prudent buyers.

We have already listed a large number of new customers.

We shall be very careful to merit the confidence of men who put their Clothing matter into our hands. It would be a poor thing for us to send a customer out of our store improperly fitted. We will try our best to prevent anything of the sort.

We have our new Fall and Winter Stocks opened up, and they look as if they were proof against adverse criticism.

New Suits Start at \$15.00 and go to \$30.00.
New Overcoats— \$15.00 to \$35.00.

Our Brains and Your Brains in Men's New Hats

We have used our brains to see that the hats we sell shall do justice to our reputation as a store of Best Styles and Best Values.

You owe it to your brains to see that the Hat that covers them is a credit to them—not an old style or a bad new style.

Soft Hats, \$2.00 to \$5.00.

Derby Hats, \$3.00 to \$4.00.

English and American Products.

FALL AND WINTER CAPS, in all the new Shapes and Shades— 50c to \$5.00.

WE HAVE RIGHT NOW THE BEST STOCK OF QUILTS WE HAVE EVER HAD.

We have a large selection of Quilts and Comforts for your selection. In other words, for every one Quilt of quality you will find elsewhere, we will show at least two. The average woman of today is a pretty good judge of Quilt value. She can see for herself where she can get the best for her money and a twice-larger variety.

Prices, \$1.50 up to \$8.50.



REALTY TRANSFERS RECORDED SINCE FRIDAY TOTAL \$20,000.

Saturday and Monday the following real estate transfers, totaling \$20,898.15 were recorded by County Clerk B. H. Towery:

J. L. Smith and wife to A. L. White, north half of section 34, block JK2, 37½ acres; consideration, \$2,840.

Mrs. W. S. Sloan and husband, Jackson County, Oklahoma, to J. A. Griffin, Wichita County, Texas, north half of southeast quarter and east half of north half of southwest quarter of section 27, block A-4, containing 120 acres; consideration, \$3,200.

E. J. Moreland and wife to O. B. Raymond, south half of southeast quarter of survey 64, block A-1; consideration, \$3,000.

S. R. McLaughlin and wife to S. McMin, northwest quarter of section 29, block O; consideration, \$2,000.

Geo. M. Arnett and wife, of Lubbock County, to J. C. Arnett, south part section 8, block P; consideration, \$2,778.15 and assumption of amount due the State.

J. C. Arnett and wife to W. A. McKenzie and wife, south part of survey 8, block P; consideration, \$3,000 and assumption of amount due the State.

W. H. Flynn, of Lubbock County, to E. J. Cowart, east half of east half of northwest quarter and southwest quarter of north half of northeast quarter of survey 61, block A; consideration, \$1,160.

RAILWAY COMMISSIONER DIES AT HOME IN AUSTIN.

Sunday W. D. Williams, member of the Texas Railway Commission, died at his home, in Austin. Burial will be made at Fullerton, Calif.

Mrs. C. L. Bennington has opened her studio in Mr. Snell's room over Pierson & Smith's grocery store. Anyone wishing lessons or work done can see her there Tuesday, Wednesday, Thursday, Friday and Saturday.

STUDEBAKER LEADS IN OUTPUT OF SEVEN-PASSENGER AUTOS.

During the past fourteen 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

OUT WHERE THE WEST BEGINS.

Out where the handclasp's a little stronger,
Out where the smile dwells a little longer,
That's where the West begins.
Out where the sun is a wee bit brighter,
Where the snows that fall are a trifle whiter,
Where the bonds of home are a wee bit tighter,
That's where the West begins.

Out where the skies are a trifle bluer,
Out where friendships a little truer,
That's where the West begins.
Out where a fresher breeze is blowing,
Where there's laughter in every streamlet flowing,
Where there's more of reaping and less of sowing,
That's where the West begins.

Out where the world is in the making,
Where fewer hearts with despair are aching,
That's where the West begins.
Where there's more of singing and less of sighing,
Where there's more of giving and less of buying,
And a man makes friends without half trying,
That's where the West begins.

—Arthur Chapman.

hands of owners during the same time; it is also a record number for any fourteen-month 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. The Studebaker Corporation is now represented in nearly every city and town in the country.

To take care of the contemplated record production during the coming year all preparation has been made, including the purchase of a large tract of property adjoining plant No. 3, on the west side of Detroit. Construction work is under way to add 40,000 square feet of floor space during the next 60 days, and more buildings are contemplated. Contracts have also been placed for earliest possible delivery of more than \$150,000 worth of drop hammers and other machinery.

L. D. Johnson, agricultural agent with the Panhandle and Santa Fe Railway Company, is here on business. He will be in Floydada tomorrow.

KANSAS CITY MAN PURCHASES 750 ACRES SOUTH PLAINS LAND.

This week Wm. F. Hall, of Kansas City, Mo., purchased 750 acres of land in Bailey County, and will soon move to his newly acquired ranch property. He will be in Plainview soon and will probably purchase a home here.

PIG-CLUB MEMBERS TO FEED IN CONTEST UNTIL OCT. 21.

Dr. R. F. Hare states that he desires that the members of the Hale County Pig Club continue feeding their pigs until October 21. It was stated in The Herald a week ago that the members should mail their books to Dr. Hare by October first. The judging contest is to be held on October 28, and the books are wanted on the 21st, so that they may be graded before the day of the contest.

MANUFACTURERS AND JOBBERS ARE KEENLY INTERESTED

(Continued from page one.)

dows in the contest to date are: Walker Tailoring Co., Reinken's, Broadway Pharmacy, Everybody's Confectionery, Sewell Grocery Co., Carter-Houston's, The R. A. Long Drug Store, Wilbert Peterson, Long-Harp Drug Co., E. G. Bennett Grocery Co., Plainview Machine & Auto Shop, R. C. Ware Hardware Co., Garrison-Conner Electric Co., Garner Bros., Dye Drug Co.,

Pierson & Smith, Plainview Plumbing & Electric Co., G. E. Lewis, Sanderson Grocery, Graves Saddlery Shop, Peoples Supply Store, Donohoo-Ware Hardware Co., W. E. Winfield, L. J. Warren Grocery Co., A "Won" Tailoring Co., Hamner's Dry Goods Store, Jacobs Bros. Co., Plainview Produce Co., Bonner Fashion Shop, Frank's Necessity Store, Davenport's Confectionery, Barker & Winn, Elk Barber Shop and Cash Grocery Co. In all of these windows you will find the orange-colored announcements. These stores all sell nationally advertised goods, which they guarantee to you because the makers protect them in their advertised claims.

The magnificence of the window displays last March should make interest most keen in the greater efforts which will be put forth next week.

As has been announced, the window displays will be judged in three different classes, with \$10 cash awards by The Herald in each class. In the first class all dry goods, clothing, millinery and tailoring establishments have been entered. In the second class all grocery, confectionery, drug stores, and barber shops will be considered. In the third class all hardware, furniture, automobile, electric and racket stores and all others not specifically mentioned will be judged.

The score card will be used as in the March contest, and the judging done by three disinterested parties. It is necessary that the windows contain one or more principal article which is nationally advertised to be considered in the contest. One hundred per cent will constitute a perfect score. On this basis, 50 per cent will be assigned to "Sales-Pulling Power," 25 per cent on "Ability to Attract Attention," 10 per cent on "Beauty of Display," 10 per cent on "Originality of Design," and 5 per cent on "Attention to Details." All windows must be ready for inspection by one o'clock Monday afternoon.

With illustrations of Carter-Houston's and Reinken's windows entered in The Herald's March contest, Judicious Advertising, for September, a trade journal published in Chicago, comments as follows:

"Effective Small-Town Work for Advertised Goods."

"The Plainview (Texas) Herald, a semi-weekly newspaper published in a town of less than six thousand population, demonstrated recently that an offer of prizes for window displays of nationally advertised goods can be made to arouse keen interest among retailers and consumers. 'The Herald offered cash prizes

amounting to \$35 for the best displays of nationally advertised goods. The two windows shown here received honorable mention, and there were a large number of equally good displays made.

The windows shown advertise Stetson Hats, Kirschbaum and Hart Schaffner & Marx Clothes, Holeproof Hosiery, Intervoven Socks and Walkover Shoes."



Crepe de Chine Blouses

—again tomorrow at prices that represent substantial savings

Price \$4, Lot 1274 Price \$5, Lot 1392
Price \$4, Lot 1273 Price \$5, Lot 1394

THIS is another of our periodic sales of these wonderful Blouses—made possible only through a special arrangement with the manufacturer, that brought them to us considerably under the prevailing market price. There was a ready response to our previous sales—and there will doubtless be again tomorrow—for such Blouses at these prices are so unusual as to insure a quick disposal.

REMEMBER: THERE ARE BUT A LIMITED NUMBER TO BE SOLD AT THESE PRICES. NO MORE WILL BE OBTAINABLE

Carter-Houston's

"Goods That Speak for Themselves"