

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 80

PLAINVIEW, TEXAS, FRIDAY, OCTOBER 6, 1916

## 1916 WHEAT SHIPMENTS EXCEEDS LAST YEAR'S

**NINETY-NINE MORE CARS TO THIS DATE—PRICE IS GOOD AND MANY FARMERS ARE HOLDING.**

## THE ALFALFA CROP IS SHORT

**Four Tons to Acre Is Average Yield, While Price Has Ranged From \$12 to \$20—Average \$16.**

Since January 1, 1916, 336 cars of wheat have been shipped from Plainview. Forty-four of that number originated at Alkean, but is billed at Plainview. Last year on the same date 242 cars had been shipped, an increase of ninety-four cars. Shipments are now leaving at the rate of two or three cars per day. The 336 cars shipped to date represent about 350,000 bushels of wheat. The price has been good and the quality of wheat excellent. Wednesday wheat was quoted at \$1.70 per bushel, f. o. b. Texas common points, which is equivalent to \$1.51½ f. o. b. Plainview, the freight rate being 18½ cents.

**Alfalfa Shipments Under 1915.**  
Last year on September 30 149 cars of alfalfa had been shipped from Plainview. This season, at a corresponding date, only ninety-two cars were shipped. The total for the last year was 188. Much alfalfa is being used by the growers this year, and much is being held. Then, too, the crop is a little short of what it was last year, 1915 being an exceptional year. The price this year has ranged from \$12 to \$20 per ton f. o. b. Plainview. The average yield for the county is estimated by authorities in close touch with the alfalfa-growing industry to be four tons to the acre; four cuttings averaging one ton each. The average price this year is \$16 per ton.

**AT THE CHRISTIAN CHURCH.**  
Rev. Henry Hagemeier, of Whitesboro, will preach at the Christian Church Sunday morning and evening.

## HERALD'S RAISE IN RATES EFFECTIVE NEXT TUESDAY

**Increase in Cost of Paper and Other Materials Makes Necessary Higher Subscription Price.**

There remain but a few days during which The Herald may be renewed or subscribed for at \$1.50 a year. October 10th, next Tuesday, is the date on which the new price of \$2.00 a year becomes effective. The publishers of The Herald do not want the friends of the paper to feel that they have not been given sufficient notice of the change, hence this final announcement.

It is hardly necessary to repeat the "reasons why" back of the change. Every publication in the country has told of the chaotic condition of the paper market and the most uncertain future of the publishing business. It has become imperative that the publishers of newspapers and periodicals adopt business measures which will protect themselves or suffer extinction, as have hundreds of the smaller plants all over the United States during the past two months. A recent prediction from an authority states it to be his opinion that during the next twelve months three out of every five weekly papers in the United States will be forced to suspend.

Many publishers have raised their subscriptions, while others have increased advertising rates; more have increased both subscription and advertising rates. At present The Herald will increase its subscription rate only, with the assurance that no other increases will be made unless conditions become even more serious than at present.

**BIRTHS.**  
Born, to Mr. and Mrs. J. W. Cox, October 1, a girl.

Attorney K. E. Bain, who was a candidate for District Attorney in the recent primary, has moved from Silvertown to Floydada.

L. M. Cobbs, branch manager Mutual Film Corporation, is here from Amarillo, the guest of his brother, S. D. Cobbs, of The Mae I. Theatre.

## GETS JUDGMENT AGAINST FLOYD COUNTY SHERIFF.

**Action Alleging False Imprisonment Results in \$1,250 Damages for Wichita, Kans., Man.**

In the Federal Court at Amarillo a judgment has been returned favoring C. A. Saunders against A. C. Goen, sheriff of Floyd County. The case arose over the imprisonment last spring of C. A. Saunders and H. Billingsly. Mr. Goen arrested these two men on telegraphic advices that H. Billingsly was wanted in Alabama in connection with the embezzlement of State funds. Saunders and Billingsly were released from prison following the issuance of habeas papers by Judge R. C. Joiner.

Saunders being a resident of another state, his suit when filed went in the Federal Court. The plaintiff in the recent suit states that Mr. Billingsly also filed a suit similar to his. The Billingsly case will be heard later, this week being devoted to criminal cases in the Federal Court.

Mr. Saunders was a visitor in Plainview today.

## DR. HARE IN FLOYD COUNTY.

Dr. R. F. Hare, county agent of Hale and Floyd Counties, is in Floyd County in the interest of his work. He will be there the remainder of the week. L. L. Johnson, agricultural agent for the Panhandle and Santa Fe Railway Co., accompanied him. Mr. Johnson is one of the judges at the Floyd County Fair.

## REV. HILL'S BROTHER IS PLEASSED WITH THE PLAINS.

Twenty-four years ago W. T. Hill moved from Wise County, Texas, to the South Plains, settling on a section of land in Swisher County. He came in a dry season. The country was poorly settled and few people were making a living following agriculture. He was forced to remove to Wise County, leaving his place, which was partially improved. Today Mr. Hill arrived for a visit with his brother, Rev. M. D. Hill. He speaks of the development of the Plains, and especially the South Plains, with much surprise, and states that he much regrets that he did not retain his land and undergo the hardships of pioneering. Mr. Hill is accompanied by his son-in-law, Tom Jones, and family, of Marlow, Okla., and his wife. They are en route home from Melrose, N. M., where they have been visiting friends and relatives. They are making the trip in a Dodge.

## CENTRAL SEVENTH GRADE DEFEATS EASTSIDE SEVENTH.

Yesterday afternoon the first of a series of football games between the seventh grades of the Eastside School and of the Central School was played on the Central grounds. The score was 18-6 in favor of the Central team. The next game of the series will be played next Thursday, on the Eastside grounds.

Stars of the game were D. Leach, for Central, and James Bryant, for Eastside.

## DR. C. S. WRIGHT WILL FILL METHODIST PULPIT SUNDAY.

Dr. C. S. Wright, vice president of Southern Methodist University, will preach at the Methodist Church Sunday morning and evening. Rev. Story, pastor, requests the announcement that no collection will be taken.

## SERGEANT GRADY VAUGHN HOME FROM MARATHON ON FURLOUGH.

Quartermaster's Sergeant Grady Vaughn returned this morning from Marathon, where he has been stationed with a detachment of Company L, Fourth Texas Infantry. He will remain here two weeks. He reports the militiamen from Plainview in fine spirits, but many of them are anxiously looking forward to the time when they will receive honorable discharges and return to Plainview. The terms of enlistment of most of the men will expire in November. Some, however, are serving terms which end in 1917, and those who enlisted just as the company was leaving Plainview have even longer terms to serve.

## PART OF OLD SCHICK OPERA HOUSE EQUIPMENT IS SOLD.

The opera chairs formerly used in the old Schick Opera House have been sold to a motion picture firm in Lockney, and are being removed.

## THE JUDGES WILL REVIEW WINDOWS MONDAY AFTERNOON

**Announcement of Winners in Herald's Window-Dressing Contest to Be Made Friday.**

Monday afternoon at one o'clock the three disinterested judges in The Herald's Window-Dressing Contest will begin their work of scoring the windows of those Plainview merchants who have entered in the contest. The windows entered must remain decorated without change throughout the week, and the awards of the judges will not be announced until the issue of the Friday Herald.

Many merchants having more than one window will decorate all of their windows, although they will be permitted to enter only one window in the contest. This ruling is obviously fair to all, because some stores have but one window for decorating.

It is important that the general public understand that in this contest there will be three first prizes offered, rather than a single first, as in the March contest. Where all classes of stores competed in one general class last time, there will be three different classes next week. In one class the dry goods, clothing, millinery, and tailoring establishments will compete; in another the grocery, drug, and confectionery stores and barber shops will be represented; and in another class the hardware, furniture, automobile, electrical, racket and all other business will be judged. A cash prize of \$10 will be offered in each class.

It is very essential for those merchants who will decorate windows to remember that the principal display of each window must be of nationally advertised goods. This does not mean a single article, as windows may contain one or many such articles.

Practically every store in Plainview has entered the contest. As a result the buying public of this trade territory is assured of a magnificent display of the fall's most alluring displays of everything for the person, the home and the farm. It will be well worth a trip to town to view the many and varied showings of timely goods. Buying will be made an easy pleasure because of the display; besides many of the merchants will be offering special price and quality inducements for the week.

Words of commendation regarding the effort of The Herald continue to arrive from the manufacturers and advertising agencies. There was little comment from them on the March display, but the movement has resulted in such marked success and such widespread interest is being manifested over the United States that the big advertisers are becoming thoroughly enthused.

A Chicago agency writes, "We want to assure you of our hearty endorsement of your plan." A Philadelphia agency writes, "You may rest assured that when we have any business going into Texas the wide-awake Plainview Evening Herald will get it." A large New York firm writes, "You sure do look enterprising, and nothing would give me more pleasure than to send you some good-sized copy;" while another New York agency writes, "We are very much interested, and you can rest assured that if anything goes through at the time you are to publish this special issue of the paper we will be very glad to co-operate with you."

## MAE I. REMODELLING STAGE.

The Mae I. Theatre is remodeling its stage. New curtains and drops are being made so that the theatre can accommodate stock companies.

## SEIGLER AND CONNER CASE TO GO TO TRIAL NEXT WEEK.

District Court in Floyd County in Re-cess—Sears Case Continued Until February Term.

The case of the State of Texas vs. Alma Seigler and J. F. Conner, charging assault, attempt to murder, will come before the District Court at Floydada next week. Judge R. C. Joiner, District Attorney Geo. L. Mayfield and Court Stenographer W. N. Baker are spending the remainder of the week in Plainview with their families. The case of the State of Texas vs. W. G. Sears, charging murder of Sheriff Jim Long, of Briscoe County, has been continued until the February term of court. The McPeak case, also a murder case, has been transferred to Hale County.

## LIVESTOCK SECTION ADDED TO EXPOSITION AT EL PASO

**Santa Fe Stock Yards and, Specially Constructed Pens Will Care for Animals—To Hold Public Sale.**

Southwestern stockmen and farmers who desire to purchase breeding stock will have a splendid opportunity for doing so at the International Soil-Products Exposition, which will be held at El Paso, October 14-21, 1916. A livestock section has been added to this great show, and a large number of entries have been made, composed of the choicest animals from many of the best herds in the Southwest. Part of these are for sale and part for show purposes only. In addition, car-lot consignments of both pure-bred and choice grade cattle will be on hand, so that the wants of almost any stockman can be provided for.

The registered cattle, horses, hogs and sheep will be housed within the Exposition grounds, while the car-lot consignments and all over-flow will be taken care of at the Santa Fe stock yards, which have been secured for this purpose. These yards are just across the Santa Fe tracks from the live-stock section of the Exposition grounds proper, so that consignors who have animals in both places can look after all of them without inconvenience.

Space within the Exposition grounds proper is limited to the accommodation of about three hundred head. Most of this space is already reserved, and it is only those exhibitors who act quickly who will be enabled to get in on the remaining space.

Only dairy cattle, hogs, horses and sheep will be received within the Exposition grounds proper during the first five days of the Exposition. The dairy cattle will be removed Wednesday evening, October 18, permitting the beef breeds to take possession Thursday morning, October 19, and remain until the close.

Dairy cattle, hogs, horses and sheep will be sold at public sale on Wednesday afternoon. The public sale of beef cattle will be held Monday, October 23.

## TEXAS UTILITIES COMPANY ENLARGING THEIR BUILDING.

An addition to the plant of the Texas Utilities Company is being built to house the new machinery recently installed. The new machinery room is of reinforced concrete, heavy I-beams being used to make hoists for heavy machinery.

## DAIRY ASSOCIATION MEETS SATURDAY IN CALLED SESSION.

President C. E. Moore of the South Plains Dairy Association, requests The Herald to announce a meeting of the association for two o'clock Saturday afternoon, at the Court House.

## A MOTION FOR REHEARING IN PEARSON CASE OVERRULED.

A motion for rehearing in the case of Prudential Life Insurance Company vs. H. S. Pearson has been overruled in the Court of Civil Appeals for the Seventh Supreme Judicial District of Texas, at Amarillo.

## AUTO ACCIDENT FATAL TO A HEREFORD GIRL.

Miss Olive Buster, daughter of Mrs. George Karr, was killed when thrown from an automobile two miles from Hereford Wednesday afternoon. The car was driven by Wylie Jones, and it is stated that the vehicle struck a rough place in the road, throwing the young lady to the ground with great force and breaking her neck.

## MEXICAN STABS SECTION FOREMAN AT ABERNATHY.

A Mexican laborer stabbed the Santa Fe section foreman at Abernathy Wednesday. He came to Plainview soon afterward and plead guilty and was fined \$25 and costs. His victim was not seriously injured.

## WOULD HELP PLAINVIEW FINANCE STREET PAVING.

W. A. Myrick, of Lubbock, arrived this afternoon by car, accompanied by his brother and son. He is interested in municipal finances, representing a strong company. His visit here is relative to helping the city finance paving for the principal business streets.

## PLAINVIEW HIGH FINDS FLOYDADA EASY PREY.

**Locals Pile Up Score of 31 to 0 on Second Day of the Floyd County Fair.**

This afternoon Plainview High School and Floydada High School football teams met at Floydada for the first game of the season. They played before a large crowd, the game being one of the attractions of the second day of the annual Floyd County Fair. The score was 31 to 0 in favor of the locals.

The line-up for P. H. S. follows:  
Gist, c; Warren, rg; Dement, lg; Crager, rt; Hare, re; Ansley, re; Graves, lt; Archie Crager, lc; Boswell, q; Rushing, rh; Bain, lh; Jordan, fb.  
Referee, Calvin Kiker.

## RONIE ROPER IS DEAD.

Roxie Roper, fifteen-year-old daughter of Mr. and Mrs. W. A. Roper, died at the family home, in Plainview, this morning about six o'clock, of pellagra. The body was prepared for burial by W. F. Garner, of Garner Bros., and will be sent to Jacksboro, the old family home, tomorrow morning for burial.

## ASSISTANT MARSHAL FRYE WILL COLLECT CITY TAXES.

Records of Independent School District and City of Plainview Transferred to Court House.

Assistant City Marshal Farris Frye will collect the city and independent school district taxes for City Tax Collector John Vaughn, who is confined to his room. The tax records have been transferred to the Court House. Mr. Frye will continue his duties as deputy sheriff, handling the tax rolls for the county, city and school district. Payment of poll taxes has begun, Earle C. Keck receiving the first new receipt issued.

## CHAIRMAN SCHOOL BOARD ENTERTAINS THE FACULTY.

Teachers, Seniors and Members of the High School Football Team Guests of Mr. and Mrs. R. A. Long.

A very delightful party was given Friday night, at the home of Mr. and Mrs. R. A. Long, for the senior class, the teachers and the football boys of the High School.

The rooms were prettily decorated in gold and white. Games and music afforded pleasure and punch was dispensed throughout the evening. At the close of the evening, delightful cake and cream were served.

Those present were: Misses Esther Mitchell, Meryle Marrs, Mattie Jordan, Ada Clark, Hester Jordan, Helen Burnett, Ruth Harrison, Lucile Bryan, Thelma McClain, Naoma Harris, Ardella Sloneker, Minnie Finch, Ruth Dillingham, Gladys Marshall, Jessie Ogden, Mabel Bohner, Mamie Hill, Rebecca Longmire, Elizabeth Briggs and Mary Bullard; Professor J. W. Campbell; Professor and Mrs. S. J. Woodruff, and Messrs. Hugh Tull, John Boswell, Leo Ebeling, Robert Hill, Clifford Hare, Reural Haynie, A. O. Johnson, Vertress Graves, Forrest Ansley, Albert Terry, Leslie Ellerd, Louis Sloneker, Paul Frye and Erwin Kerr.

## REV. ROBERTS HAS BEEN MARRIED FIFTY-ONE YEARS.

Yesterday was the fifty-first wedding anniversary of Rev. and Mrs. A. B. Roberts. Rev. Roberts is a pioneer Methodist minister. Incidentally, having retired from the ministry, he is making an exemplary success of a small farm he is operating in the Plainview country.

## MARRIAGE LICENSE ISSUED.

County Clerk B. H. Towery issued Wednesday a marriage license to J. C. Hopson and Miss Velma Welch, of Briscoe County.

## KANSAS TOURISTS WERE EN ROUTE TO FLOYDADA.

Mr. and Mrs. C. C. Stillman and Mr. and Mrs. Chas. L. Miller, of Morganville, Kans., were here yesterday en route to Floydada in a car.

## COMMISSIONERS' COURT WILL CONVENE MONDAY.

Monday, October 9, being the second Monday, the regular semi-monthly session of the Commissioners' Court will be held.

## WEST TEXAS A. & M. IS MEETING WITH FAVOR

**PRESIDENT OF PRESENT A. & M. APPARENTLY LOOKS WITH APPROVAL ON MOVE.**

## WON'T BE SOLD AT AUCTION

**Campaign Association May Recommend That School Also Teach Industrial Arts.**

The campaign for a West Texas Agricultural and Mechanical College is meeting with the approval of thinking Texans in both East and West Texas. The association for promoting the proposition met in Fort Worth Wednesday.

It was proposed at this meeting to make the new school co-educational, providing training in industrial arts for young women, in addition to the agricultural courses.

The location of the school will be picked on the merit of the towns, rather than on a bonus proposition, if the recommendations of the campaign association are followed out.

Another meeting of the association will be held in Wichita Falls at a date to be announced by the committee later.

Concerning the meeting which closed yesterday in Fort Worth, The Star-Telegram carries the following authorized story:

The West Texas A. and M. College, if approved by the next Legislature, will not be put on the auction block and sold to the highest bidder, according to plans adopted at the meeting of the West Texas campaign committee in Fort Worth at the close late Wednesday.

A legislative committee which was appointed to frame a bill for the next Legislature calling for the creation of this West Texas institution, was instructed to embody this anti-auction feature in the bill.

Under the bill, West Texas centers will be enabled to bid for the institution on their merits only. No cash bonuses or concessions will be considered.

C. R. Buchanan, State senator from Snyder, suggested late Wednesday that the proposed A. and M. branch be made a sort of a college of industrial arts for West Texas girls, and the idea met with instant favor. He suggested a co-educational feature.

Approved by Bizzell.  
This idea was approved by Dr. W. B. Bizzell, president of the A. and M. College at College Station.

The legislative committee which will frame the bill is composed of Claude Hudspeth, of El Paso; C. B. Metcalfe, of San Angelo; C. R. Buchanan, of Snyder; E. R. Spencer, of Sweetwater, and W. S. Woodward, of Stephenville, with T. F. Hodge, secretary, and Dr. P. C. Coleman, president, ex-officio members of the committee.

The committee will prepare a bill and submit it to the next meeting of the campaign association, to be held at Wichita Falls. The bill will be approved by the association before it goes to the Legislature.

Legislators voiced their approval of the West Texas A. and M. campaign Wednesday.

"Where do you expect to find any opposition for your plan?" R. L. Carroll, representative-elect from Tarrant County asked.

"It is hard to find," Secretary Hodge answered. "I don't think there will be any when our plan is understood."

Dr. Bizzell said he did not think there would be any serious opposition to the bill unless it failed "to conform to sound administrative policies."

Homer Brand, of Taylor, said nothing was worth more to the State of Texas than an A. and M. branch in West Texas.

Not Begging, Smith Says.  
"We are not going to the Legislature to beg for anything," Fritz R. Smith, of Snyder, said. "We are going to ask for something that was brought about by a matter of circumstances—something we are justly entitled to."

This A. and M. bill is one of the two big bills which will come before the Legislature, according to C. A. Burton, Tarrant County legislator. The other proposes a highway commission for the State.

A committee of five, consisting of Homer D. Wade, Marshall Spooner, J. H. Hally, Thomas F. Hodge and J. T. Hartford, was named to draw up a plan of procedure.

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

TEXAS IS PROSPEROUS.

"Prosperity in Collin County," "Business Good at McKinney," "Bank Deposits Increase More Than Fifty-Three Per Cent in Plainview," and hundreds of similar heads in the Texas press indicate that Texas is prosperous.

"The Texas wheat crop, far better than the average, is bringing money into the State. West Texas is especially benefiting from the good price of grain.

There will be more actual land owners tilling the soil in Texas than ever before. Proper husbanding of her means during this time of prosperity will improve Texas' economic condition wonderfully.

IT DOESN'T IMPOSE A TAX.

Progressive and thinking Texans are hoping that the placing of the House Joint Resolution No. 30 on the election ticket at the general election in November is a mere formality.

The best educators in Texas are favoring this amendment. Its adoption would not impose additional school tax, but would simply remove the constitutional handicap which forbids many localities having efficient schools.

Every man in Hale County owes it to himself and to the school boys and girls of the county, and of Texas, to investigate this proposed amendment and to satisfy himself as to whether the measure is worthy of enactment.

GOOD ROADS AND CITY BUILDING.

Parker County thinks so well of motor-tourist travel that petitions are being circulated for a \$600,000 road bond issue to aid in holding this increasing travel to the route now used through the county to West Texas, New Mexico, Arizona and California.

And the Weatherford Chamber of Commerce is alive to the real situation. Weatherford's pikes mean more to her than a new steel railway would mean; for tourists who are in cars stop at Weatherford for supplies; they patronize Weatherford restaurants and confectioneries; they buy any little necessities that pleasurable motoring calls for.

AN EDUCATIONAL NEED.

The net result of the meeting of the West Texas A. & M. College campaign committee in Fort Worth is that all prospect of friction with the friends of the present A. & M. College has vanished and that by the time the Legislature meets the alumni of that institution may be expected to be among the most enthusiastic boosters for a new college "west of ninety-eight."

All that was necessary was a clear understanding of the situation to bring about this result. Both desired only the progress of education in Texas, and as soon as each found this out about the other the way was clear for them to get together.

This is the only common-sense arrangement that could be made. Even if there were no difficulties in the way of establishing an absolutely independent institution, it would be unwise to establish one. We have seen too much of the results of petty jealousies between our State educational institutions not to recognize that.

But there are difficulties in the way which, added to these other considerations, make any move to establish an independent institution in West Texas or in any other section of the State the very height of folly. The Agricultural and Mechanical College at College Station is a land-grant college.

The arrangement agreed upon means a bigger, better and more efficient institution in West Texas than could ever be hoped for under any other. Its practical independence in all necessary matters will not be sacrificed and all objectionable features are eliminated.

STATE HIGHWAY DEPARTMENTS OF INCREASING IMPORTANCE

Every State in Union Has State Department Except Indiana, South Carolina and Texas.

WASHINGTON, D. C., Oct. 5.—Rapid increase in total expenditures for roads and bridges, growth of building and maintenance activities under State supervision, and a sharp decrease in the proportion of contributions in the form of statute labor mark the development of highway work in the United States during the past 12 years.

The total length of public roads in the United States outside of the limits of incorporated towns and cities was about 2,452,000 miles on January 1, 1916. Of this, about 227,000 miles, or 11.3 per cent, were improved with some form of surfacing.

The increase in expenditures for road and bridge work in the United States has been from approximately \$80,000,000 per year in 1904 to about \$282,000,000 in 1915, an increase of more than \$27,000,000 of local funds.

The growth in importance of the State highway departments has been rapid. The first of these agencies was created in 1891, in New Jersey, and now some form of highway department exists in every State except Indiana.

South Carolina and Texas. Since their inception these departments had expended to January 1, 1916 an aggregate of \$265,350,825 in State funds for road and bridge construction, maintenance, and administration.

The falling off in the value of road work performed by statute and convict labor was from \$20,000,000 in 1904, when the total road expenditures were \$80,000,000, to about \$15,000,000 in 1915, when the total expenditures had grown to \$282,000,000.

An increase in the use of better and more expensive types of roads also is shown by the recently compiled statistics. This development has been due, in large part, to the great increase in automobile traffic.

million automobiles in use on the roads of the country, or one car for every mile of road.

The cash road and bridge expenditures of the United States averaged only \$28 per mile of rural roads in 1904. In 1915 this average had grown to \$109 per mile. New Jersey led all other States both in 1904 and in 1915, with \$221 and \$475 per mile, respectively.

MURDLESTON APPOINTED RAILWAY COMMISSIONER.

Chas. H. Hurdleston, of Palestine, manager of the State Railroad, has been appointed by Governor Jas. E. Ferguson to succeed W. D. Williams, deceased. Mr. Hurdleston's appointment is for the period of time from now until the general election in November.

DR. PRICES' CREAM BAKING POWDER Made from cream of tartar derived from grapes. NO ALUM

CASH GROCERY CO'S SPECIALS

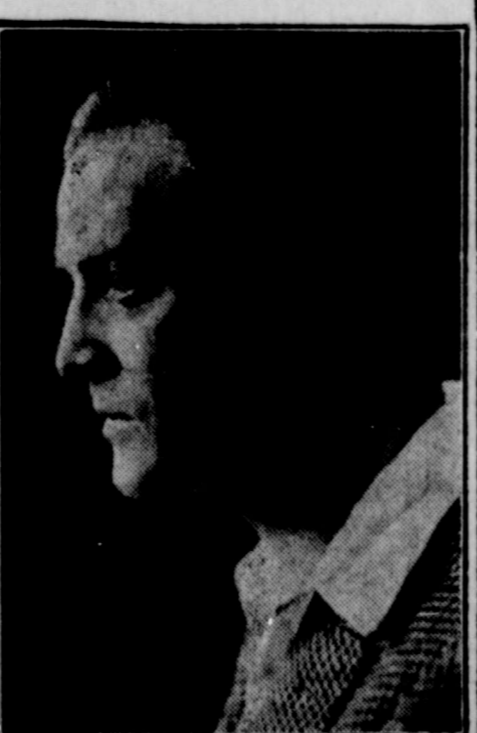
REMEMBER THAT IN TODAY'S UPSET MARKETS IT IS NOTEWORTHY THAT CASH GROCERY COMPANY HAS TAKEN THE PRECAUTION TO BUY AHEAD, IN ANTICIPATION OF HIGHER PRICES.

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

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.

Tooth Truths Every one should know the truth about their teeth and should be instructed as to the best methods of caring for them. Many preparations are injurious to the life of teeth. It, therefore does not pay to be constantly changing from one Dentifrice to another. Select a good one. ANTI-PYOR and stick to it. It will come nearer preventing Pyorhea than any other preparation known. It whitens, cleanses and preserves the teeth. Ask your druggist. DYE DRUG COMPANY THE REXALL STORE West Side Square Phone 23



Ralph Ke'land in 'The Shielding Shadow' Pathe. Mr. Ke'land is the leading male character in Pathe's Wonder Serial. 'THE SHIELDING SHADOW' Which will be shown Monday, October 9th, at THE OLYMPIC THEATRE

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

**MRS. LANDRUM PRAISES  
HALE CENTER CLUB GIRLS.**

Dear Club Girls:  
Mrs. Wyatt and I have been dreadfully busy getting your club reports ready for the proceedings of the girls' and boys' division of the State Farmers' Institute, which will be published soon and mailed to every club member. You see, we want you to know all about the work of the clubs, and we want your report to contain all that it should. We have not heard from some of our best clubs who did not send delegates to the convention. Let us get all the club reports in at once, so that you will be represented in the bulletin.

It was such a pleasure to meet with the pupils and teachers of Hale Center when school opened, a week or two ago. It was a delightful gathering of club girls, boys, parents and teachers in the school auditorium. When I asked for the hands up of the club girls present, it was most gratifying to see scores of little hands raised quickly. I am proud of the girls of Hale County. I sent a letter not long since especially featuring apple products of Hale County. Special prizes are offered for the greatest quantity of apple butter, jelly, etc., that is put up by any club girl.

I will be very busy during October and November at the fairs. I trust all the girls who can will send things to me, care Adolphus Hotel, Dallas, for the Dallas Fair. I will take care of the express on your products, so send everything you can that will make a nice exhibit. All prizes won will be sent you and after the fairs are over products will be returned to you, express charges paid. Be sure to place your name on the bottom of each jar.

Remember you are always welcome to come to our booth during the fairs and make yourself at home.

Try to give your sewing lessons attention, girls, and if you do not follow your lessons in club meetings comply with the sewing requests and keep your models as nicely as you can. We will be holding club fairs in connection with the school fairs, and your work will be placed upon exhibition and entered for prizes.

With love, and hoping I will meet many of you at the fairs,  
Cordially yours,  
MRS. J. L. LANDRUM.

**NEEDLEWORK—PART 2.**

**Lesson 35.**

Because Texas is the greatest cotton-producing State in the Union, leading all others, I am going to give you your first lessons in sewing on cotton materials. I want you to know the different cotton textiles, how to treat the materials in the matter of laundering same, to know for what purpose used, and to be able to describe the textiles. You may not think it very necessary to do this, but you will find if you are examined upon sewing, textiles, and a description of them, you will be glad you made a study of it.

It is said that woman is the chief purchaser, and upon her rests the responsibility in household affairs of making each dollar count for its full value. We will try to learn in these lessons the value of textiles and to see if we can not make cheaper textiles answer purposes just as well and in just as good taste as the more expensive ones. Certainly in the present day of high cost of living this has become the duty, as well as the necessity, of the careful woman. We want to be careful women so we may be efficient homemakers.

We know that cotton is the most common and the cheapest of materials. I would like to have you study, read and discuss in class all you can learn of this plant. Discuss where it is grown and different varieties. Make a list of all the by-products you can of cotton. Read this in class; inform yourselves well upon this wonderful staple that affords us so many useful articles. When in Dallas at the State Fair or at Waco at the Cotton Palace, look especially at the cotton exhibits of the Department of Agriculture and the by-products you will see exhibited there. You will be astonished at the wonderful varieties.

Now, I am going to give you a few general instructions for sewing, and will expect you to practice them whenever you sew.

1. Sit in an erect position, well back in the chair, with the feet flat on the floor. In this position the body is well supported and does not become tired.

2. If possible, sit in such a position that the light falls over the left shoulder, as otherwise the shadow of some part of the body is apt to fall on the work.

3. Always use short threads for sewing, as you will find it saves time and patience. A good length is from 18 to 27 inches, except when basting.

4. Hold the work up to the eyes. Do not bend over to your work or hold it too near the eyes.

5. Never bite the tread or wet it in the mouth. Wetting the thread soils it

and biting it ruins the enamel of the teeth. An observance of this rule in sewing will be a pleasure in after years, as you will acquire unconsciously pleasant and beneficial habits.

6. Make the stitches small and even.

7. Have the wrong side of the work as neat as the right side.

8. Baste all work carefully. Never attempt to sew anything that is not carefully basted. Unsuccessful attempts at sewing are often due to the lack of careful basting, and not to an inability to sew well.

In our next lesson we will have the making of a dusting cap. Let every girl provide herself with a piece of white lawn, dimity or dotted swiss or any light material she wishes. These caps are to be kept as model of your sewing lesson and exhibited at the school fair, so choose your material and do your work with that purpose in mind.

With the lesson for the cap making I will send you samples of the even and uneven basting stitch.

Use thread the same size as the threads in the material to be used, taking small, even stitches.

I will expect you to answer the following questions and pen to your cap when finished, so it can be a part of the merits of your model:

1. Is the curve of the edge of your cap smooth and true?

2. What material did you use?

3. What number of thread did you use?

4. Is the hem smooth and of uniform width?

5. Did the hemming stitches have an even slant on both sides?

6. Are there any heavy ridges or knots in the overhanding?

7. Are there any ends of threads left?

8. Are the bastings all removed?

9. Is the wrong side as neat as the right?

Observe the questions closely in this lesson, because you will want to observe all they suggest in making your cap. Full instructions will be given in the next lesson, together with a model of the stitches on cloth.

MRS. J. L. LANDRUM.

**TEXAS UNL ALUMNI WILL  
BE GUESTS OF ALMA MATER.**

AUSTIN, Texas, Oct. 3.—Invitations will be sent out to 15,000 alumni of the

University of Texas whose addresses are known inviting them to be present in Austin November 29 and 30 to attend the celebrations attendant upon the inauguration of Dr. R. E. Vinson as president of the University of Texas. The principal address on this occasion will be delivered by Dr. Frank J. Goodnow, president of Johns Hopkins University. Dr. Vinson will also speak, outlining the policies of his administration, and other addresses will be delivered, by prominent alumni of the institution. In the afternoon of November 30, Thanksgiving Day, the annual game of football between the University of Texas and the A. and M. College will be played.

WANTED—To rent under a one-year lease a two or three-room unfurnished house with yard for chickens, convenient to town and not more than ten dollars a month, by November 1st, 1916. Inquire of M. W. GRAVES, in G. W. Graves' Saddlery Store, Plainview. 11-pd.

**WHEN WINDOWS GO DOWN  
THE DEATH RATE GOES UP.**

As soon as the windows start going down the pneumonia death rate will start going up.

It is estimated that 10 per cent of the deaths in the United States result from pneumonia.

Principally it affects those at the extremes of life, but no age is exempt.

It is invariably a germ disease. The predisposing and exciting organisms are so numerous it would be futile to attempt to list them.

Many of them are constantly in the mouths and throats of healthy persons, and it is only through the aid which we unwittingly extend to them that they are transformed from harmless organisms to one of man's most powerful enemies.

The presence of other diseases is the great predisposing cause of pneumonia. They prepare the soil for the invasion.

When the grip season descends upon us danger from pneumonia looms greatest, for grip is a guide for the germs of the former.

Inflammation of the upper air passages, Pharyngitis, bronchitis and ton-

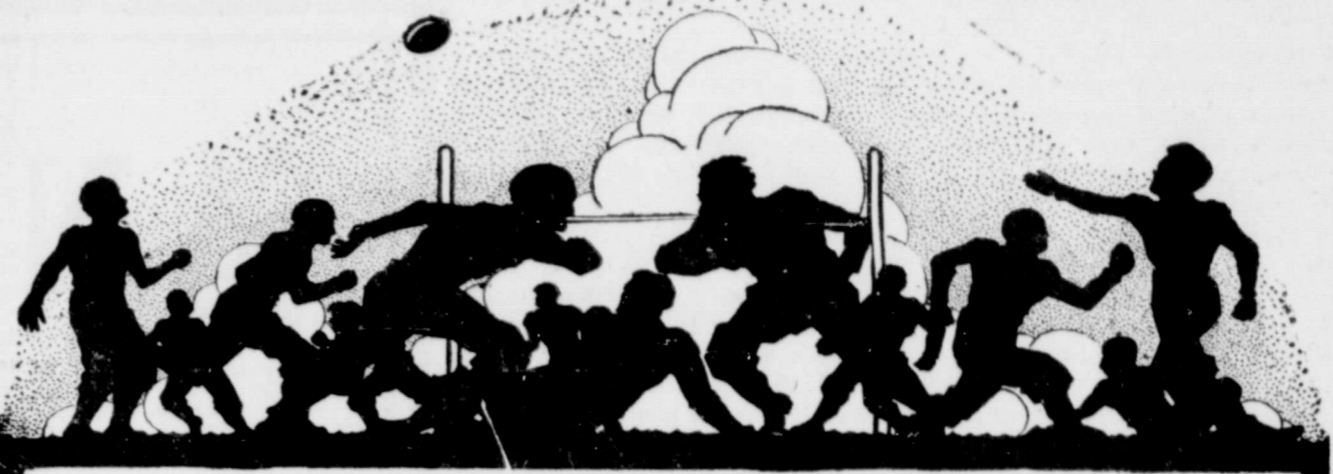
sillitis often lead to the development of pneumonia, particularly among the aged and infirm.

The acute contagious diseases of childhood, more especially measles and

whooping cough, frequently prepare the way for pneumonia.

It pays to buy at BONNER FASHION SHOP.

Miss Rebecca Ansley  
SPIRELLA CORSETIER  
Telephone Number 304



**Putting It Over The Line**

Many a man can think up plays in sport or business who lacks the rugged strength and energy to carry them out.

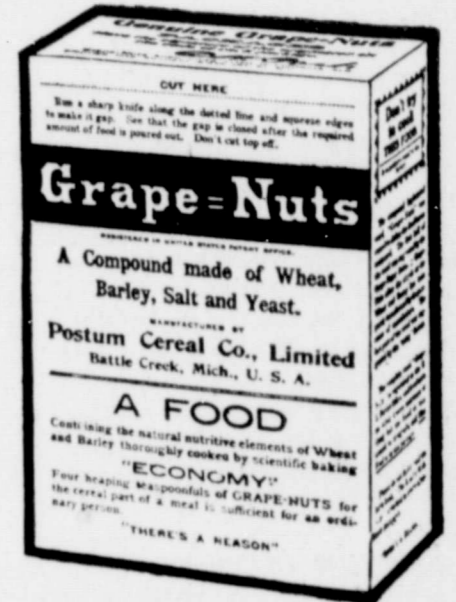
Human power comes from food, and it is vitally essential that it contain the elements required by both body and brain—in good balance, and in form for prompt digestion.

**Grape-Nuts**  
with Cream

combines all the nutriment of whole wheat and malted barley, including their mineral salts so necessary to thorough nourishment.

Grape-Nuts is a winning food—ready to eat direct from package, easy to digest, richly nourishing, and wonderfully delicious.

Every table should have its daily ration of Grape-Nuts.



**"There's a Reason"**

It Is Costing Over  
**\$1,000 a Year**

To keep the advertising  
columns of the  
**Evening Herald**  
Free From Objectionable  
Advertising

The Herald refuses all  
advertising of Whiskey,  
Brandy, Gin, Rum, and all  
other highly alcoholic liquors,  
Doubtful Financial Offerings, and  
other advertising of an exaggerated  
and unreliable nature.

Questionable Medical  
Preparations and Drug Sundries.  
Mail Order Advertising of uncertain  
nature.

In spite of The Herald's having thrown out  
this objectionable advertising its gain in legitimate  
"quality" advertising has steadily increased.

**Mr. Advertiser and Mr. Subscriber  
ask yourself why**

**STOVES**  
Contracted for in 1915

Our new car shipment of Charter  
Oak Heaters and Ranges was contracted for in 1915 at prices which  
it is absolutely impossible to duplicate on to-day's market.



This same method in buying has been applied to the purchase of all our lines of housefurnishings and puts us in position to offer our customers the biggest hundred cents worth of value for \$1.00 to be obtained in our line on the South Plains.

There is a marked advantage in selecting from our \$15,000 stock of house furnishings because of our complete assortments and low prices.

We appreciate the summer season patronage of our friends and urge their early fall purchases while our stocks are complete, assuring them of careful attention and lowest possible prices.

**W. E. WINFIELD**

Phone 95

"Where Your Business Is Appreciated  
and Your Money Buys Most"

Phone 95

## Motor News of General Interest

### GASOLINE LEAKS.

Gasoline leaks are not only expensive, but the dripping of gasoline under a car creates a serious fire hazard in case of carburetor backfires, muffler explosions or stray sparks from the ignition system. Occasionally the union connecting the gasoline pipe to the supply tank or to the carburetor may work loose, in which case it should be tightened carefully, using soap upon the ground surfaces of the union before putting them together. Unless the gasoline pipe is very carefully supported so that it cannot be bent or rubbed by the motion of the car, it may become split or worn through. If this happens a temporary repair can usually be made by winding the leaky portion of the pipe with a narrow strip of cloth which has been thoroughly coated with soap and sewing a layer of soaped string over this. By far the most common cause of a dripping carburetor, however, is dirt under the float valve, which prevents the valves seating and permits gasoline to enter the float chamber when it is not required. The level of the fuel in the chamber then rises abnormally to a point where it can continuously escape through the spray nozzle and drip out wastefully as long as the car is standing with the gasoline turned on. Sometimes the dirt which is preventing the seating of the float valve can be washed away by flooding gasoline through the carburetor. This can be accomplished by depressing the float by means of the carburetor "tickle" or "flooder," that is found on most carburetors. If this expedient does not prove effective it may be necessary to remove the float valve and clean the valve and its seat. After long service, the float valve may become so worn by the constant vibration to which it is subjected that it is no longer tight in its seat. It must then be resealed. This can sometimes be accomplished by grinding the valve and its seat together with Quartz powder as an abrasive, but it is quite often necessary to remove the valve and true it up in a lathe.

### "SAFETY FIRST" AND STEERING GEAR AND BRAKES.

There are two elements of every motor car upon the perfect operation of which vitally depends the lives and limbs of the passengers. These are the steering gear and the brakes. The engine may "go dead," the gears strip, or important parts of the mechanism may break with no more serious result than delay, inconvenience and a repair bill; and when the steering gear fails an accident of more or less serious character usually takes place. It is thus obviously advisable, as a reasonable precaution, frequently to inspect all parts of the steering gear with the utmost thoroughness in order to forestall derangements. All steering gears are very much alike, and consist of the following parts: The steering column and steering device usually located at its lower end under the hood, with its crank extending down under the car; the drag-link which connects the steering crank

with the knuckle of one or the other of the front wheels; the parallel rod which connects the knuckles of the two front wheels, and the pivoted knuckles of the two wheels with their spindles and pins.

In a general way the inspection of a steering gear consist in assuring oneself that the fastening devices connecting these parts are all perfectly secure and that there is no undue looseness or lost motion in any of the joints or elsewhere in the system. At the same time it is necessary to make sure that everything works freely throughout the whole range of motion and that "cramping" cannot take place. The steering device should be kept packed with grease and the grease cups at all the joints should be frequently filled and screwed down, so that there may be no danger of the parts binding or wearing out prematurely. Lock nuts and cotter pins on all the pins at the joints should be seen to be firmly in place. The ball joints at the ends of the drag-link should be kept supplied with grease and all wear should be taken up by means of the adjustments provided. It is a good idea occasionally to jack up both front wheels and have some one turn the steering wheel throughout its whole range of motion, meanwhile noting whether everything works without undue looseness, but at the same time perfectly free.

### HINTS TO THE CAR OWNER.

Remember that light and heat are dangerous enemies of tires, and avoid them all you can. On a hot day, whenever you come across any water in the road, drive through it slowly, so as to cool the tires, and always stand your car in a shady place if possible.

In case of a blowout examine the tube you are going to use very carefully. It may have lain in the car for several months and got oil or grease on it, making a weak spot, which will readily blow out when pumped up. Look especially for worn spots where the tube has been chafed. They should be covered with a gasoline patch or some tire putty. When a spare tube is placed in the car it should be in a bag or have a cloth wrapped around it and be blocked in such a way that it can not chafe.

Go over the leather on the car occasionally with special leather dressing and the difference in the appearance of the upholstery will repay you a thousand times. It also keeps the leather soft and pliable, helps it to resist rain, and prevents it from wearing out so rapidly.

Chains are needed in summer as well as in winter. A heavy rain will soon make the roads dangerous. Some people only carry one chain, on the right wheel, away from the curb. Two are better, both on the rear wheels, but it is best to use four and have one in reserve.

When coasting down a long hill change from one brake to the other to allow them to cool. Unfortunately

this does not cool the brake drums. So use the motor as a brake and go down very steep hills against compression. Leave the gears in the high speed, or if you find that too fast, the second or first speed. Stop the ignition, and it will cool your motor at the same time.

### STATE AID OLD IDEA.

It is often said that the use of State money for the construction of roads is of quite recent origin, says a bulletin from the American Highway Association. The New Jersey State-aid law of 1911 is sometimes referred to as the first instance of such use of State funds in this country. As a matter of fact, State money was spent for such purposes more than seventy-five years

ago. Kentucky paid out over \$2,000,000 for road improvements between 1820 and 1840 under the direction of a State highway engineer, who drew a salary of \$5,000 a year, a very large sum for those days.

The roads built then were twenty-four to thirty feet wide between the ditches. The surfaces were constructed of broken stone, and the bottoms were of large stones wedged together to make what road builders call a telford

foundation. About 1859 business conditions in the country became bad and this work was stopped. When it was resumed, in 1908, such a long period had elapsed since the earlier State-aid work that 1908 is usually fixed as the beginning of State road work in Kentucky.

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

# ANNOUNCEMENT

I have secured the local agency for the HUDSON SUPER-SIX and will be pleased to show the car, tell of its many merits, and demonstrate it if you will call on me or phone me at Knight Auto Co. Garage.

## Same HUDSON SUPER-SIX Again Breaks Ocean to Ocean Record

*On Return Trip Across America It Beats Best Previous Time and Establishes World's Endurance Record*

The same Hudson Super-Six Touring Car which ran from San Francisco to New York in 5 days, 3 hours and 31 minutes, started back from New York on its arrival there and again made the trans-continental trip in shorter time than any other car ever made it.

Last spring the wonder record for the one-way trip made by a famous eight was 2 1-3 days longer than the time required by the Super-Six.

No other automobile ever made the round-trip against time. Yet in both the going and return trips the Hudson Super-Six lowered the best previous one-way record.

In a little more than 10 days the Super-Six covered 6,592 miles.

Counting all stops, and slowing down to the speed restrictions of 350 cities, towns and villages each way, the average time from San Francisco to New York and back to San Francisco was almost 700 miles a day.

In the last leg of the return trip, between Elko, Nevada, and San Francisco, heavy mountain rains were encountered. In the going trip that distance was covered in 20 1-2 hours. On account of the rain and mud, 35 hours were required on the return. Under similar road conditions as were met in the going trip the return would have been under 5 days.

### Hudson Holds Every Worth While Record

There are no important world's records which refer to a stock car that the Hudson Super-Six hasn't won. The best former records are too easy for the Super-Six. The events are too easily won. For instance, in the 24-hour record, 1819 miles, it exceeded the best former record by 52 per cent.

And the Super-Six made the best time in the world's greatest hill-climb up Pikes Peak. The best time for 100 miles. The greatest distance covered in one hour and the fastest time for a stock chassis at the rate of 102 1-2 miles an hour.

### Such Endurance Is Convincing

Here we prove again that the Hudson Super-Six has more endurance than we have ever claimed for it.

What can be more convincing than that round trip across the continent made with a

Phaeton, 7-passenger	\$1475	Touring Sedan	\$2000	Town Car	\$2750
Roadster, 2-passenger	1475	Limousine	2750	Town Car Landaulet	2850
Cabriolet, 3-passenger	1775	(All Prices f. o. b. Detroit)		Limousine Landaulet	2850

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

**BYRON BROWN, Local Hudson Super-Six Distributor**  
Knight Auto Co. Phone 237

### Save \$175 Now

For many reasons, now is the time to get a Hudson Super-Six.

In the first place you can get delivery now. Last summer thousands had to wait, and thousands must wait next spring.

Then by buying now you can save \$175. The price will be advanced December 1. The models will not be changed. You get the same Super-Six motor, the same wonderful chassis, and the same beautiful body. Your car you get now will be identical with those we sell after December 1, except for some minor details.

Hudson Super-Six light weight 7-passenger phaeton? Previous records were made with roadsters and stripped cars, but the Hudson at all times carried three, and sometimes four, passengers, and with its baggage weighed in excess of 5,000 pounds.

### No Engineer Hopes to Exceed It

Remember that the Super-Six is a Hudson invention controlled by Hudson patents.

A hundred cars have motors of like cylinder capacity. Many cars have more cylinders. But in the Super-Six vibration has been reduced to almost nothing. That adds 80 per cent. to efficiency.

The Super-Six is not one of the passing sensations. Ours is not one of those claims to motor supremacy which yields in a year or two to another. Mark what these records mean. There is plenty of evidence now to convince you that it cannot be superseded.



### SEE THE CHEVROLET

A real automobile for only \$540.00

**E. N. EGGE AUTO COMPANY**  
Plainview, Texas

### Automobile Painting

By experienced men. In a dust proof shop.

**Richards Automobile Painting Co.**  
One door west of Knight Auto Co.

# LISTEN!

Does the hen stop scratching because the worms are scarce? NOT ON YOUR LIFE. Homely? Maybe so, but there's a lesson in the thought just the same.

BUILD YOU A HOME

**Plainview Lumber Co.**

**MAYFIELD WILL HELP ON TEXAS STATE FAIR EXHIBIT.**

**Four New Pupils Enrolled in School Last Monday—Home Economics Club Re-organized.**

MAYFIELD, Oct. 5.—The Mayfield Economics Club met October 2nd and reorganized, with eleven members, and also elected new officers. Naomi Hooper was elected president; Helena Wite, secretary; Nara Coffey and Auty Hooper, press reporters, and Neita Hooper, treasurer. After reorganization the president read two very interesting letters from Mrs. Landrum, after which they adjourned to meet next Monday.

Mr. McLaughlin preached at Mayfield Sunday afternoon at three o'clock. And we were very glad to have with us Brother Longin and several visitors from Hale Center.

Grace Norris returned from Plainview last week.

Mr. and Mrs. Hooper and Mr. and Mrs. Memmany were shopping in Plainview Monday.

Mr. and Mrs. Herd and daughter will move to Plainview soon.

Our school is progressing nicely, having four new pupils Monday.

Amy Monroe and Titz Benson were visitors at A. D. Hooper's Saturday and Sunday.

Mrs. Wilson has returned from a visit to her father's home, in Montague.

Mr. and Mrs. White visited the Goodman's, in Plainview, Friday and Saturday.

Paul Flake and Charles Ralls attended Sunday School at Halfway Sunday.

George Yates and I. Bailey visited our school Tuesday, for the purpose of getting the students to contribute to the Dallas Fair. Mr. Yates made a splendid talk, urging them to take part. From here they left for Sunshine School.

**LIVE NEWS NOTES FROM THE LIBERTY COMMUNITY.**

LIBERTY, Oct. 4.—The farmers are very busy preparing the soil and sowing wheat.

Edgar Johnson and family, Herman Tumberg and family, and Messrs. Johnson and Frank Lungum spent Sunday with Tony Schlenost.

Elmer Ray and family and Miss Vivian Boston spent Sunday with E. E. Freeman and family.

A number of our people attended the play "St. Elmo" in Plainview Monday evening.

The following spent Sunday with J. J. Groff and family: C. B. Anderson, wife and family, Misses Alma and Alice Boston, Roxie Range, Dorothy and Hazel Wheeler, May Parks and Henrietta Gundrum, and Glen and Ernest Wheeler.

Mr. L. D. Cates was baptized at the J. B. Leach tank Sunday afternoon.

A number of our people were shoppers in Plainview Saturday.

Charley King and family dined Sunday with L. L. Wheeler and family.

Rev. Holland, of Plainview, delivered a splendid address to a large crowd Sunday.

We understand that Prairieview Singing Class will sing here Saturday evening.

Mr. Gardener, of De Soto, Kansas, visited at the E. E. Freeman home recently.

The farmers of this community have received a carload of coal.

J. J. Groff purchased a horse Tuesday.

R. E. Houston and family left Friday for Kansas City, Kansas, to visit his mother and other relatives.

W. F. Beard, of near Hale Center, was visiting in our midst the latter part of the week.

Mesdames J. J. Groff, L. L. Wheeler, E. E. Freeman and Charley King spent Thursday with Mrs. J. C. Fuller.

Mr. and Mrs. Peterson called on C. B. Anderson and family Sunday evening.

**PROVIDENCE SCHOOL BUYS NEW PLAYGROUND EQUIPMENT.**

PROVIDENCE, Oct. 4.—The pie supper here Saturday night was well attended. The net proceeds were \$16.45, which go toward paying for playground equipment, such as a swing, basketball and see-saws, which the teacher has bought.

Rev. Smith preached here Sunday at eleven o'clock to a good-sized crowd.

**School is progressing fine.**

Mr. Crosthwait and family were the guests of I. C. Nations and wife Sunday. Quite a few people from here went to see "St. Elmo" Monday night in Plainview.

Mrs. M. E. Nations and son visited at Liberty Sunday, the guests of Mrs. F. M. Parks.

Rev. Smith and wife, of Plainview, were the guests of Mr. Ooley and wife Saturday night.

**Mr. and Mrs. Wm. Hatchett, of Lone Star, were the guests of C. E. Hartman and family last Sunday.**

There was a singing Sunday evening at the German Church.

**LITTLEFIELD STORE SOLD.**

LITTLEFIELD, Texas, Oct. 5.—Matejowsky & Johnson have sold their stock of general merchandise to Reimer & Baze, from Oklahoma.

**WELL OILED SPRINGS.**

A very ingenious method of getting oil between the leaves of your front and rear springs was recently brought to my attention. Wind long strips of cloth around them and saturate the cloth with heavy cylinder oil. It is usually necessary to rub the oil in with gloves. Then take your car for a ten-mile spin. When you return you will find that the suction produced by the

action of the springs has drawn in the oil between the leaves.—October Outing.

We have just secured the Plainview agency for the famous Ostamoor Mattress, and have a nice assortment in stock. In addition, we will continue the sale of the Sealy Mattress. This gives us probably the two best Mattresses offered for sale today. GARNER BROTHERS.



Copyright Hart Schaffner & Marx

Have you caught the big idea  
In this Dress Up Campaign?

MOST men have; from Maine to California, it's a national success. The spirit back of the movement isn't new clothes just for the sake of the clothes, but for the sake of yourself, your family, your business—it's what good clothes will do for you.

You know from your own experience how fine it is to look and feel "dressed-up;" it makes a better business man of you; it may "puff" you up some—all the better; you'll go out and try to live up to your idea of yourself.

Every-day wear and tear has the same effect on your spirits that it does on your clothes—you get a little frayed; you slow down a little.

That's the big reason for having a time like this; it gives you a new energy and confidence thru the medium of good clothes.

Now there are all kinds of clothes, but you're interested in the "best" or you ought to be for your own sake, and the best clothes are made by Hart Schaffner & Marx. We sell them. By "best" we don't mean most expensive, but the clothes that give you the most for your money.

We have them here in the famous Varsity Fifty Five designs; more conservative models for older men; the Varsity Six Hundred overcoats.

We also have a wonderful showing of furnishings, shirts, hats—everything that a well dressed man needs.

Come in and look around anyway; we'll not try to sell you a thing.



Leon Barry

The "heavy" in Pathe's Wonder Serial

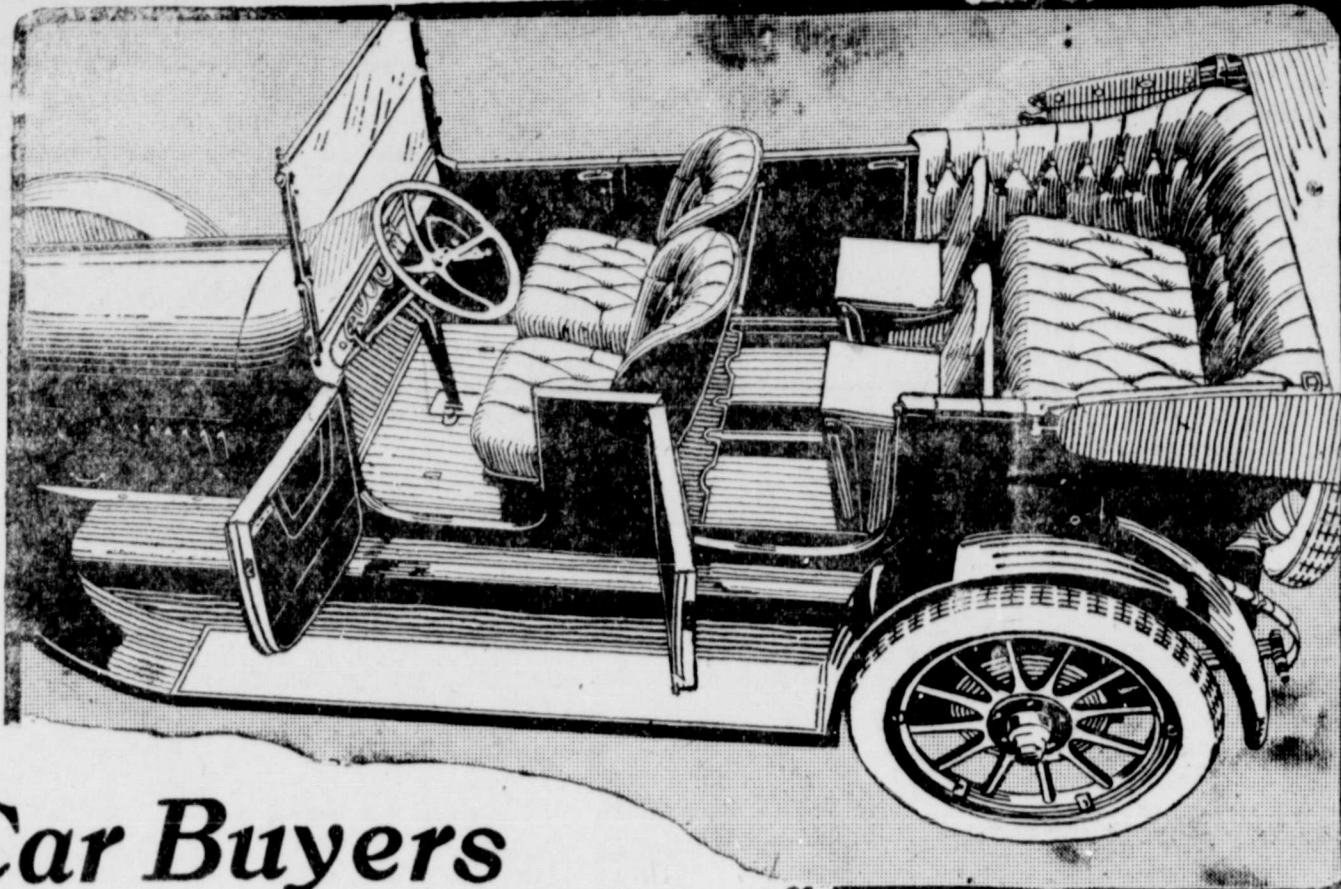
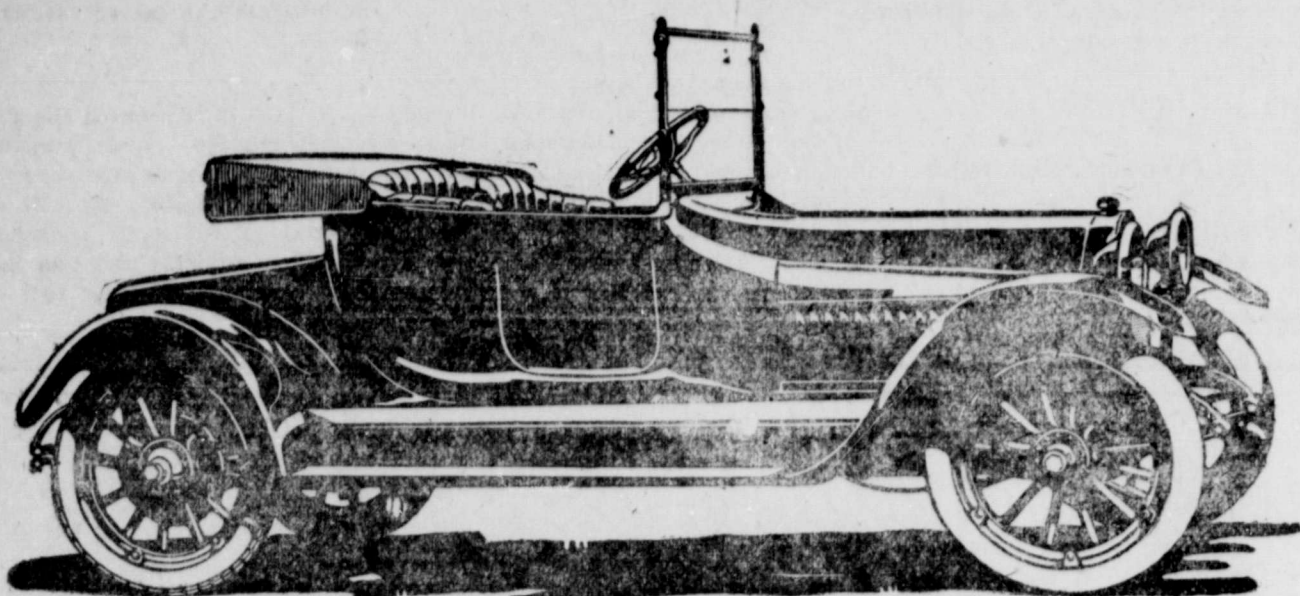
**"THE SHIELDING SHADOW"**

Which will be shown Monday, October 9th, at

**THE OLYMPIC THEATRE**

**Carter-Houston's**

The Home of Hart Schaffner & Marx Clothes



## Facts for Motor Car Buyers

When you consider buying a motor car today, the things that should interest you most are not mere claims or assertions, but absolute facts. Realizing this, we have pointed out in this ad definite facts and figures which were deducted from direct comparisons of cars and specifications.

By careful analysis of different cars you can easily prove the statements made here, and it is for this reason that we ask you to read carefully the facts in this ad before deciding on the car you will buy. It will be money in your pocket and lasting satisfaction to do so.

### PRICE.

Price is only one factor in making up the composite whole of "GREATEST VALUE." The average price, the standard with which to compare all automobile prices, is made up from 439 models of 1916 cars, and shows that the standard car would sell for \$1,600. This is just \$515.00—47 per cent—higher than the cost of a seventeen series Studebaker Six. It is \$315.00—almost 25 per cent—above the average cost of the eight Studebaker models. Every purchaser of the Studebaker car knows the benefit of from \$300.00 to \$500.00 saving.

But we cannot stop there. Price is just the beginning of "GREATEST VALUE," for you will see in a moment that a Studebaker owner does not get from \$300.00 to \$500.00 less value. By cold, hard figures he gets greater value, point by point, than he would, not only in the average of all cars, but also in the average of all cars of the same and higher price classes.

Every important feature of Studebaker construction is used either by the largest number of makers—an endorsement in itself—or by those makers whose cars sell for a much higher price than Studebaker—a still higher endorsement.

### SEATING CAPACITY.

Of 109 Models of all classes of Fours, Sixes, and Eights, selling for less than \$1,000.00, the Studebaker Four is the only car which seats seven people. Not a car in the world combines the roominess and comfort of this Studebaker for less than \$1,000.00. In fact, there are only three models of all cars selling for less than \$1,100.00 which have a seven-passenger capacity.

There is still another angle to this price and seating-capacity argument. Let us look further. Practically every seven-passenger model is much higher priced than the Studebaker. The average price of all seven-passenger, four-cylinder models is \$2,738.00, three times the price of the Studebaker Four. The average price of all seven-passenger Sixes, Eights and Twelves is \$3,990.00, three and seven-tenths times the price of a Studebaker Six.

### POWER.

The public wants power in its automobile. That is the basis on which most buyers are sold. Almost from the beginning Studebaker has demonstrated to believers and skeptics alike the superiority of the

Studebaker in this respect, until it is now an accepted fact. To clinch the argument, here are the figures: The average price of 105 cars—by makers—(Sixes, Eights, and Twelves) is \$1,917.00. Yet the Studebaker Six at \$1,085.00 exceeds their average A. L. A. M. rating by 3.46 horsepower.

Studebaker is 10.9 per cent ahead of the average of all of them in power. True enough, a few of those one hundred and five cars equal or exceed the rating of the Studebaker Six, but the average price of these few cars is \$2,900.00, almost three times that of the Studebaker Six. Why the additional \$1,800.00?

Similarly, 78 four-cylinder cars—by makers—average \$1,287.00 in price. The Studebaker Four at \$875.00 exceeds their average rating (A. L. A. M.) by 1.74 horsepower. The Studebaker Four is 7.8 per cent above the average in power. A few of these Fours equal or exceed the horsepower rating of the Studebaker, but their average price is \$2,022.00, more than twice the price of the Studebaker Four.

There you have the actual proof of superiority of Studebaker cars over the average of all other cars. The real meaning of GREATEST VALUE in a Studebaker should be getting clear.

We now come to one of the most interesting demonstrations of all. We are about to prove that every important feature of Studebaker construction is also a feature used by the largest number of motor car builders. Space forbids us to give the arguments for and against various types of construction, but these are all expounded in Studebaker literature.

The splendid policy of the automobile industry in taking the public into its confidence and educating it to an understanding of what is

most efficient in motor car construction has produced wonderful results. Public demand dictates prevailing types in motor cars just as it does in amusements and all commodities, but in motor cars the demand is not based on an arbitrary whim, but on logical reasoning, for which the automobile manufacturer has been responsible. The styles in construction which have been proved best in the opinion of the majority of the engineering world have always stood as the guide for Studebaker engineers, and, like all wise producers who satisfy public demand, Studebaker has taken advantage of its opportunity to continually improve its product and strengthen its hold on the public.

### STUDEBAKER BUILDS FOURS AND SIXES.

The popular demand has centered on cars of four and six cylinders, hence Studebaker confines itself to these two types. The wisdom of this policy is shown when the classification of all cars show that Fours and Sixes together constitute 85.8 per cent of all cars manufactured. The division is as follows:

Fours	44.7 per cent
Sixes	41.1 per cent
Eights	11.6 per cent
Twelves	2.6 per cent

### TIMKEN BEARINGS.

Timken bearings are the most efficient, but they are also the most expensive. Most manufacturers hesitate to equip their product completely with Timken bearings because of their cost, but Studebaker does not let this consideration stand in the way for a moment. Studebaker is one of only fourteen manufacturers to offer full Timken equipment, and the average price of the other manufacturers' cars is \$1,760.00.

Where can a buyer find another car in the world which combines the consensus of opinion of the engineering profession; which so completely satisfies the popular demands of the public who rule the fashions; which exceeds in power, roominess, comfort, and size the "average" or standard car—at a price from \$300 to \$500 below that average?

FOR DEMONSTRATION SEE

**J. D. PELPHRY**

Local Distributor of the Studebaker

## Personal News

Mr. and Mrs. Carl Goodman left this morning for Moody, after a visit with Mr. and Mrs. J. C. Goodman. Carl has a school at Moody.

E. J. Smith, of Stockton, Mo., has been here for the past several days on business. Mr. Smith will probably move soon to a farm in the Plainview country.

J. D. Pelphry was in Amarillo on business Wednesday.

Otis L. Williams, Studebaker distributor, of Amarillo, and N. T. Orr, clerk at the Ware Hotel, went to Amarillo Wednesday evening on business.

W. R. McCluskey, of Spring Lake, was here Wednesday on business.

J. T. Woodriddle, of Lubbock, was here Wednesday on business.

S. C. Gallbraith and L. B. McCarty, of Abilene, were business visitors in Plainview Wednesday.

E. Waller, of Clarendon, is the guest of his son, J. M. Waller.

Miss Rebecca Ansley has returned from a visit with relatives and friends in Amarillo.

Mrs. B. Morgan, of Deport, Texas, left this morning for her home, after a visit with her daughter, Mrs. W. M. Jeffus.

George Goodwin, of the Packard Co., Detroit, Mich., was a business visitor in Plainview this week.

Carl Hurlbut, of Brownwood, was here this week on business.

Mrs. H. E. Wade and her mother, Mrs. J. L. King, of Ballinger, are visiting in the home of Mr. and Mrs. J. A. Wade. They will visit in Hale Center before returning home.

Mrs. Aletha Gunn, of Lockney, who has been visiting with Mrs. T. E. Richards, returned home yesterday.

Mrs. Pernecia Prewitt, of Stephenville, Texas, is a guest in the home of her sister, Mrs. T. E. Richards.

Mrs. I. L. Marrs will leave Sunday for Clarendon, for a visit with friends.

M. P. Garner has arrived with his family from Canyon City to make Plainview his home. He is a partner in the firm of Garner Bros.

Judge W. B. Lewis attended the Floyd County Fair today.

Judge J. E. Lancaster will attend the Floyd County Fair tomorrow.

B. F. Smith, State fire inspector, left Wednesday morning for Lubbock, after a visit here on official business.

Col. R. P. Smyth and L. F. Cobb went to Amarillo Tuesday on business. Colonel Smyth attended the banquet given in the interest of the Ozark Trail, and was one of the speakers.

Capt. H. G. Paddock left early in the week for Jamestown, N. D.

Miss Della Brown, of Philadelphia, Penna., is the guest of Mr. and Mrs. G. C. Keck.

Mrs. Frank Barrow has returned from Hereford, where she has been visiting relatives.

J. F. Yates is in Hereford on business.

Rev. J. W. Story, pastor of the Methodist Church, left yesterday for Lubbock on business.

Mr. and Mrs. B. C. Warren, of Johnson County, are visiting with Dr. and Mrs. Jas. Pickett. They will leave tomorrow for their home.

Jos. Tarwater, of Arlington, is in Plainview on business.

J. R. Overstreet, Hupmobile distributor, is here today from Amarillo.

J. W. Bailey, of Lawrence, Kans., is here today on business.

Mr. and Mrs. B. F. Fain, of Lubbock, are registered at the Hotel Ware today. They formerly lived in Plainview.

Herman Bleuber, of Albuquerque, N. M., has been in Plainview during the past week looking after property interests here.

F. A. Baylies, of near Hale Center, is in Des Moines, Iowa, on business.

Mrs. Herman Grimes and son, of Fulton, Ky., are the guests of Mr. and Mrs. I. W. Little.

Mrs. S. Wingo is visiting her son, Ross, at their Gray County ranch.



WE ARE ALSO A MEMBER OF THE "FEDERAL RESERVE" SYSTEM OF BANKS WHICH "STAND TOGETHER" TO PROTECT EACH OTHER AND THEIR DEPOSITORS.

BANK WITH US. YOUR MONEY WILL BE SAFE AND YOU CAN GET IT WHEN YOU WANT IT.

BANK WITH US

**THE CITIZENS NATIONAL BANK**  
PLAINVIEW, TEXAS

International  
Newspaper  
Window Display  
Week

Let  
**Window Week**  
Open  
**Your Fall Season**

THE business sun is shining, trade is booming, labor is profitably employed and all signs point to a big season.

Let International Newspaper Window Display Week, beginning on Monday, be your big opening gun to attract public interest to your store.

Fill your windows with actual goods with which the public are familiar, because they have been advertised in this and other good newspapers.

Show the public that you are co-operating with this newspaper and with the great movement which is going on in some 400 other cities throughout North America.

Put the sign in your window which reads:

**We Sell Nationally Advertised Products**

### BUTTER FAT

is higher at present than was ever known for the time of year. Eggs are high. Poultry of all kinds are high. Bring all this to us and get high price.

PLAINVIEW PRODUCE CO.

# SOCIETY

Telephone Number 72

### ANNOUNCEMENTS.

The Benevolent League will meet Wednesday afternoon at 3 o'clock, in the Mayor's office, at the City Hall.

J. W. Laney, of Fort Worth, will be at the Church of Christ Sunday, and will have a special program at the evening service.

### AN AUTUMN DANCE.

All the pleasures of an autumn dance were experienced Friday evening by a number of the young people of Plainview at the home of Mr. and Mrs. J. L. Vance, seventeen miles



Wilson Bros. NECKWEAR

## Dress Up!

The Cost is Within Your Reach at This Store

- A nobby Kirschbaum Suit ..... \$20.00
- A nice pair Walk-Over Shoes ..... \$ 5.00
- An up-to-date Stetson hat ..... \$ 4.00
- Total cost ..... \$29.00

Other good combinations at a Lower Price

## Reinken's

Clothing and Shoe Store  
"We Do As We Advertise"

southeast of the city. Mr. and Mrs. Vance were assisted in entertaining by Dr. and Mrs. L. V. Dawson. At the close of the evening delightful refreshments were enjoyed by the following: Misses Lucile Kinder, Margaret Gardner, Nina and Ethel Webb, Mary Brazelton, Louise Donohoo and Wilkinson; Messrs. Z. E. Black, C. D. Powell, Ted Vance, Prentiss Rosson, William Gouldy and George Vance; Drs. N. B. Mayhugh and W. J. Lloyd; Dr. and Mrs. L. V. Dawson, and Mr. and Mrs. J. L. Vance.

### TO MEET MISS BROWN, GUEST OF MRS. G. C. KECK AND FAMILY.

Mrs. G. C. Keck invited the Highland Club and a few of her friends to her home yesterday afternoon to meet her guest, Miss Della Brown, of Philadelphia.

Five tables were arranged for "42" in the parlors, which were artistically decorated with dahlias and the fragrant nasturtiums.

Mrs. Keck was assisted in entertaining by Mrs. Roos and Mrs. Kerley.

At the conclusion of the games, a two-course luncheon was served to the club members and the following guests: The guest of honor and Mesdames L. M. Faulkner, Chas. McCormack, H. W. Harrel, Robert Meyers, C. C. Gidney, J. C. Anderson, J. J. Lash, E. E. Roos, F. W. Clinkscales, G. F. J. Stephens and J. R. Kerley, of Amarillo.

### THE BAYLOR UNIVERSITY CLUB WILL MEET TUESDAY.

The Baylor Club will meet Tuesday evening at seven-thirty o'clock at the home of Rev. I. E. Gates.

The program follows: Reading—Miss Mary Brazelton. Talk—"Old Baylor"—Mrs. H. C. McIntyre.

Talk—"New Baylor"—Maple Wilson. Vocal Solo—Miss Donnell. Talk—"Consolidation of Cottage Home and Baylor College"—Miss Susie Glenn.

Talk—"Baylor as a Denominational Asset"—R. B. C. Howell. Vocal Solo—Miss Amy Glenn. Talk—"How to Make This Club Go"—Miss Mary Brazelton.

### MUSICAL PROGRAM AT METHODIST CHURCH SUNDAY.

The following musical program will be rendered at the Methodist Church on Sunday, October 8th:

- Morning Service.**
- Organ Prelude, "Romance"..... Thalberg
  - Choir, "Always With Us"..... Hosmer
  - Offertory, "Canaan"..... Ashford
  - Ladies' Quartet, "It Is His Will"..... Lorenz
  - Postlude, "Allegro"..... Flavell
- Evening Service.**
- Organ Prelude, "Abide With Me"..... Ashford
  - Choir, "The Hiding Place"..... Ross
  - Offertory, "Andantino"..... Battmann
  - Solo, "Day is Dying in the West"..... Speaks
  - Miss Lucy Story.
  - Postlude, "March Jubilante"..... Battmann
- HERBERT, WM. REED, Organist.

## There is True Economy-Buying Quality

Often it Costs No More

This store has always stood for Quality in every line that is sold. But High Quality does not always mean a high price—not at the RICH-LIER.

Our first consideration is Quality. Every item coming to this store must satisfactorily pass our thorough examination. It is people who appreciate dependable merchandise that you find patronizing the RICH-LIER.

### We Warn the Trade Against Inferior Dress Goods

Look out for Cotton in so called all wool materials and for cheaply dyed goods that will fade. The recent scarcity and advanced price on wool and on dyes has induced many dealers to offer inferior qualities of piece goods.

We invite any test on dress goods at our store. The fabric and the color have our guarantee—put them to a test. We want you to see the difference before you have put your money into unsatisfactory merchandise.

Positively there are no cotton and wool mixed Serge, Poplin, Gaberdine, etc., in the Rich-lier Store. The dyes are German dyes that are as good as you ever bought.

- 35 inch all wool Serge ..... \$ .65
- 50 inch sponged and shrunk all wool Serge ..... 1.00
- Gaberdine, several qualities at ..... \$1.00 to 1.75
- 42 inch wide Poplin ..... 1.00
- 53 inch all wool smooth finish Broadcloth ..... 1.00
- 47 inch fine Velour, all wool ..... 1.50

WE KEEP THE QUALITY UP



### Just in Wednesday—Four Shipments Ladies' Waists and Blouses

Thirty different styles and all beautifully made. Crepe de Chine, Georgette Crepe, Wash Silk, Taffeta, Net, and Lace Waists. Plain Colors, Stripes, Plaids, Tailored Waists, Semi Dress and Very Dressy Waists.

Such an array of dainty, pretty styles as these will afford much pleasure to ladies who appreciate beautifully made garments.

- New Waists \$1.25 to \$6.50
- Crepe de Chine \$3.00 to \$3.50

### Ladies' Fine Shoes

Short Skirts in vogue, footwear has again come to have its rightful careful consideration in milady's dress.

Designers of the New Boots shown in this store have exceeded their former cleverness bringing out such shapely styles, such dainty trim lines.

Soft fine kid and patent leathers have been built into shoes fit for a queen and durable enough for service.

The various popular colors and styles are shown in a variety of shapes and lasts.

Prices \$2.50 to \$10.00

### WOMAN'S MISSIONARY SOCIETY.

#### Report of Meeting Recently Held at Lockney by Organizations of Plainview District.

At the request of member of the District Missionary Conference, held at Lockney, September 26 and 27, The Herald publishes the following record of the conference, furnished by Mrs. B. H. Oxford, secretary of the conference, of Hale Center:

The Woman's Missionary Society of the Plainview District met in Lockney, Texas, September 26th, 1916. Delegates were met at the depot and after assembling at the church were served with delicious refreshments.

The welcome address was delivered by Mrs. Viser, and the response by Mrs. L. A. Jones, of Plainview. Adjournment was taken till the evening.

The evening session was opened by a devotional service led by Mrs. Miller, of Lockney, reading and commenting on Matthew 18, and Rev. J. A. Sweeney led in prayer.

Mrs. Hall, of Lubbock, spoke on the subject "Our Young People," followed by a solo by Miss Merrill, of Lockney. A bird's-eye view of our work, in chart form, was given by Mrs. A. L. Moore, of Plainview.

Announcements were made for the following day's exercises and the congregation dismissed.

Society convened in regular session at 10 a. m., September 27th, being called to order by Mrs. R. I. Tubbs, of Lubbock, the district secretary.

Rev. J. A. Sweeney, pastor of the Lockney Church, led the devotional service.

The society then went into regular organization, electing Mrs. B. H. Oxford, of Hale Center, recording secretary, and enrolling the delegates from the various charges over the district.

The presiding officer, Mrs. R. I. Tubbs, announced "Delegates' Hour" as the first order of business, and accordingly the delegates reported their work in the various charges.

Mrs. Porter was called on to speak on the duties of the corresponding secretaries, and made a splendid talk, showing that the corresponding secretary was a link between the conference officers and the auxiliary.

Mrs. Robbins, of Floydada, was called on and gave a splendid talk on the children's work, explaining how they may be interested and taught. Open discussion followed, in which many of the most prominent women of the district made interesting talks, vividly portraying to us the importance of the duties of first and second vice presidents.

Mrs. B. Y. Dickinson was called on to talk, and she told of the splendid plan of mission study conducted through the Abernathy auxiliary.

Mrs. B. H. Oxford led a devotional service, reading and commenting on a lesson from II Kings, 5th chapter, after which Rev. W. M. Lane, of Floydada, led in prayer for more efficient and consecrated teachers of the children.

A few minutes were spent in more fully discussing mission study and publicity, in which Mrs. Miller and Mrs. A. L. Moore, of Plainview, explained the effectiveness of the use of charts.

The morning session then adjourned

until 2 p. m.

Afternoon session opened by singing the hymn entitled "Sunshine in My Soul." Mrs. J. B. Bartley, of Floydada, led the devotion by reading John, 14th chapter, and Mrs. W. A. Porter, of Tulla, led in prayer.

Mrs. J. A. Sweeney was then called on, who explained the importance of each auxiliary reporting in due time to the district and conference officers.

Mrs. J. E. Sweeney, of Tulla, opened the discussion on "Your Financial Plan," which was followed by a warm discussion.

A place of next meeting was the next issue arising, and Abernathy was selected.

Motion was made and carried that the conference select the month of next year's meeting, and the month of July was determined upon.

Mrs. A. L. Moore read an interesting paper on our "Social Service," and a motion carried that it be published in the Lockney and Lubbock papers. An open and interesting discussion followed the reading of this paper.

Mrs. L. A. Jones, of Plainview, was called upon to explain the use of the pledge money. Many questions were asked her and answered regarding this matter.

Mrs. A. L. Moore suggested that we put on a membership campaign in every auxiliary in the district, which caused the chair to call on Rev. B. H. Oxford for his plan of getting more member in his missionary society. He explained that on his charge the auxiliary was given a regular preaching hour annually in which to put on the women's work; that this was done by charts and talks by the ladies on the various phases of their work. Then members were solicited. This was fol-

lowed up by a regular campaign for members.

Mrs. J. A. Sweeney led a devotional by reading the first Psalm, after which each woman present was called upon to tell "What the Missionary Society Means to Me." Many very touching and tender talks were made, evidencing the great spiritual uplifting influence of the missionary society, and a spiritual wave swept the audience.

A motion was made by Mrs. B. Y. Dickinson, and carried, thanking the Lockney people for their kindness and hospitality.

A chain of sentence prayers followed, and the conference was dismissed.

At the evening hours, Rev. A. L. Moore, presiding elder of the district, delivered an inspiring sermon on the women's work.

MRS. R. I. TUBBS, President; MRS. B. H. OXFORD, Sec'y.

### EPWORTH LEAGUE PROGRAM FOR SUNDAY, OCTOBER 8.

Following is the program arranged for the meeting of the Epworth League on Sunday evening, October 8, at the Methodist Church:

- Subject—"What New Work Should Our League Undertake?"
- Scripture Lesson—Exodus 14:8-15.
- Song.
- Prayer.
- "The Handbook"—Ralph Porter.
- "Epworth Era"—Miss Eva Jones.
- Song.
- "Africa Special"—Miss Lois Pack.
- "Co-operation"—O. D. Coan.
- "Increase Campaign"—Miss Della Ansley.
- Leader—Harvey Allison.

### LAMAR MOTHERS' CLUB PROGRAM, FRIDAY, OCT. 13.

Following is the program for the Lamar Mothers' Club for Friday, October 13:

- Music.
- Reading—Miss Lena Williams.
- "The School Board as a Factor in Educational Efficiency"—R. A. Long.
- "Importance of Parental Co-operation in School Work"—Prof. J. W. Campbell.

**CLIP THIS COUPON**

This coupon will admit the bearer FREE, if presented between the hours of 2:30 and 5:30, **MONDAY AFTERNOON, OCT. 9**, to see the first episode of "THE SHIELDING SHADOW" "The Wonder Serial." Greater than "The Iron Claw." "The Olympic Theatre" "Quality Did It"

## Lands For Sale

No. 50.—640 acres with fair improvements 3 miles of Plainview; about 450 acres in cultivation. Price, \$45 per acre; good terms.

No. 51.—307 acres 8 miles of Plainview; fine tract of land; cheap improvements; 100 acres in cultivation. Price, \$26.50 per acre; good terms.

No. 52.—62½ acres close to Plainview; fenced and in cultivation. Price, less than \$50 per acre, with terms.

No. 53.—Two improved 160-acre tracts about 6 miles of Plainview; cheap to fair improvements; each fenced, with 100 acres on each tract in cultivation. Desirable tracts. Price, \$42.50 to \$45 per acre, with good terms.

No. 54.—320 acres, unimproved, 4 miles from Hale Center; fine tract. Price, \$20 per acre; good terms.

No. 55.—320 acres, unimproved, 12 miles south of Plainview. Price, \$20 per acre bonus; good terms.

No. 56.—320 acres unimproved land 10 miles of Plainview and close to switch, choice land. Price, \$20 per acre, with good terms.

No. 57.—960 acres unimproved land 10 miles of Plainview and 4 miles of Kress, and adjoining No. 56; well fenced and one of the most desirable tracts of land in all the Plainview country. Price, \$22.50 per acre, with \$4.50 per acre cash; balance in 10 equal annual payments, 6 per cent.

No. 58.—160 acres unimproved land 8 miles east of Kress; choice black land. Price, \$2,800 bonus, with lease on 160 acres adjoining.

No. 59.—320 acres unimproved land 8 miles of Kress; all fine, level land. Price, \$18.50 per acre, all cash.

No. 60.—1,280 acres, unimproved, in solid body, Swisher County; 14 miles of Tulla; choice land. Price, \$12.50, and purchaser assume school money on one section; good terms.

No. 61.—2,240 acres unimproved land, mostly in one solid body, located in Floyd County, 8 to 11 miles from Lockney; all choice, level land. Price, \$15 per acre, and purchaser assume 97½ cents per acre due the State; good terms.

No. 62.—3,840 acres choice land in a solid body and located 7 to 10 miles from County Seat and railroad; fenced and one set of improvements, good farm, etc. Price, \$17 per acre, with terms.

In addition to the above-described lands, we have numerous other lands for sale on which we can make very low prices.

For particulars, address

OTUS REEVES REALTY CO.,  
PLAINVIEW, TEXAS.

## LOOK! LISTEN!

# German Heaters

The German Heater is an economical stove, it burns the Smoke, Gas and all Combustible matter in the Fuel. Hence reduces fuel bill and eliminates all soot in stove pipe. When you use a German Heater you warm the floor and get a uniform heat over the room. Call and let us show you.

## PLAINVIEW HARDWARE CO.



**FROM IRICK COMMUNITY.**

IRICK, Oct. 5.—Farmers are busy sowing wheat and cutting maize.

Mr. and Mrs. W. K. Collier and son, Everett, and daughters, Lillian, Mary, Margaret, Gertrude and Virginia, spent the day Sunday with Mr. and Mrs. Charles Whitman.

Misses Thelma and Eathyl Murphy visited with Miss Vida Mayben Sunday.

Mrs. B. F. Smith entertained a number of friends at dinner Sunday in honor of her daughter's, Myrills', birthday.

Miss Vida Mayben called on Miss Grace Sutton Sunday evening.

Mr. and Mrs. Schick and family, of the Bellevue community, visited with Mr. and Mrs. B. F. Smith and family Sunday evening.

Hardin Jackson called on Ray and

Harley Bowman Sunday afternoon.

Henry, John and Fritz Schacht were callers at the Bowman home Sunday.

J. E. Jackson was in Plainview Monday.

Misses Lizzie Dumas and Mildred Collier were shopping in Lockney Saturday.

Miss Tom Matthews visited in Lockney last week.

Sunday School was not so well attended last Sunday. We hope to see a better crowd next Sunday.

**MUCH BUILDING AT ABERNATHY.**

Enrollment of Public School There Is 115—Boy Walking With Stilts Breaks Arm.

ABERNATHY, Texas, Oct. 5.—Abernathy has been absent from these columns for some time, but is still on the map. Much building has been and is still being done. Smith & Clark are putting in a new blacksmith shop and garage, and some Plainview parties are putting in a machine shop.

Messrs. Goodman and Pool were business visitors to Gomez Tuesday.

Jas. Thompson has returned from Kansas City, where he attended school.

The Epworth League has recently been reorganized, with good attendance and enthusiasm.

F. Struve is driving a new Grant car.

Rev. J. E. Chase, of Lubbock, is holding a meeting here this week for the Christian Church.

The Abernathy school has an enrollment of about 115, and starts off as if it will be a very successful year.

Ernest Muggleton, while walking on stilts the other day, fell and broke a bone in his right arm.

Helen Walker came in contact with one of the swings at the school house Wednesday and broke her nose in three places.

**HUDSON NEARLY REPEATS.**

SAN FRANCISCO, Calif.—From San Francisco to New York and back to San Francisco in 10 days, 21 hours and 3 minutes is the remarkable run made by the Hudson super-six seven-passenger touring model which started on its record attempt September 13 and reached its goal Sunday, September 24. Alternating in driving the car were A. H. Patterson, Ralph Mulford and C. H. Vincent, the trio which on the way to New York established a new coast-to-coast record of 5 days, 3 hours and 31 minutes. The return trip was slower, taking 5 days, 17 hours and 32 minutes, but still better than any previous record except its Pacific-Atlantic time. Had it not been for heavy rains during the last 600 miles back to San Francisco, which rendered the roads very slippery and fast traveling through the Sierra Nevada Mountains dangerous, this last leg of the run probably would have been made in 15 hours less. It required 35 hours, as against 20 on the way to the East. Just before reaching Elco, Nev., the Hudson party was still 1½ hours ahead of its schedule.

The total distance covered by the Hudson was nearly 7,000 miles for the double cross-country run, and the daily average was about 700 miles, including all stops. Considering that only a little over a year ago the best time made, to drive from coast to coast one way only, was 11 days, 7 hours and 15 minutes, it can be seen that the new mark established by the Hudson for its double coast-to-coast run in less time than the former one-way record is a noteworthy event and the best evidence of the great strides made during the past year.

COMING TO THE **MAE I. THEATRE** SIX NIGHTS BEGINNING MONDAY, OCT. 9

**SAM LOEB**

The Emperor of Comedy —AND HIS—

MUSICAL COMEDY VAUDEVILLE REVIEW INCLUDING THE **HIP HIP HOORAY GIRLS**

NEW SHOW EVERY NIGHT in connection with the PICTURE PROGRAM

Singers That Can Sing; Dancers That Can Dance; Comedians That Are Funny, and the **KEYSTONE COMEDY TRIO**

A \$ SHOW FOR 10 AND 25c

We strive to do the impossible, please everybody

Regular Picture Matinee 2:15, admission 5 and 10c. Evening 7:15, admission 10 and 25c.

**MAE I. THEATRE**

**HISTORY SAYS:—**

"GEORGE WASHINGTON COULDN'T TELL A LIE." The only difference is, may be on a tight pinch I COULD but I WON'T. When I say the list below is RED HOT BARGAINS I mean for you to believe it with the CASH FAITH. I mean I'd like for you to see the goods and BUY it on appearance and PROVE it with use.

**The First is Skirts \$4.50**

These are brand new, just from the factory, the latest styles and fine fabrics. Not a skirt in the lot sells in a regular way for less than \$7.00 and many of them are worth over \$10.00. A saving of \$2.50 to \$5.50 ought to induce you to look.

**\$15 SUITS MADE TO ORDER and to YOUR MEASURE**

This ought to interest every man. I'm not joking. I've got 300 different wool fabrics for you to select the cloth you like and make it up in a style to exactly please you. I mean PLEASE, too. If they don't please you you are not out anything. You owe it to yourself to look at least.

**3 Foot Pipe Wrenches at \$2.00**

Are the last ones I'll ever be able to offer you. Yesterday a man said "It is the stoutest and tightest gripper I ever saw." You are always needing such a wrench and you'd better take a fool's advice and get a pair while you can. They will turn anything from a lead pencil to a four inch pipe.

**Flower Bulbs, 8 for 25c**

Hyacinths, Tulips, Narcissus, Snow Drops, Crocus, Jonquils and some more.

Chinese Lillies 10c Easter Lillies 10c

**Silk Ribbons, 1c to 35c yard**

I am offering better ribbon values than ever before.

**Shoes for All the Family**

I am WEAK on fads but STRONG on SHOES. "It takes leather to stand weather. I sell the "All Leather Line."

"Red Goose" is the favorite shoe for children. If you are interested in shoe economy come in and let's talk it over.

Lots of the kids know this is a fine place to buy their school things.

A 11 wool army blankets \$4.50 a pair. Large soft cotton blankets \$2.75 a pair.

Have a nice line of Aluminum ware. It was bought at the old price and is selling at about present wholesale prices.

**"Foot Rest" Hosiery is Different**

Looks Different—Wears Different—10c to \$1.25 a pair I'm nearly as big a crank about hosiery as I am about shoes.

Glass Lamps 35c to 65c "Lamps to burn" and satisfy. Boy's belts 15c.

Line up at the candy case. Pure, fresh candy 15c pound. Serge skirts \$2.50.

Superfine chocolates 25c lb. Coat style dress shirts 55c.

Guaranteed suspenders 25c a pair. Good line glassware and dishes.

See my line of underwear.

THIS DON'T START DOWN THE LINE.

ANYTHING FOR ANYBODY **LANDERS** "Right Price Store" Wayland Building

You can add immensely to the smartness, variety and suitability of your autumn gowning by buying one or more of our **SATIN AND SERGE FROCKS**

Every dress is new and stylish—and you may choose several without fear of duplicating in the slightest degree. Demure satin frocks with perhaps only pleating and a big cape collar for trimming; smart serges with yarn embroidery to give a touch of color—dozens of attractive styles. Sizes for women and misses.

**New Fur Trimmings**

Have you noticed that the most beautiful of the new things are trimmed with fur? Gowns, hats and coats, if they are the smartest possible, are made richer by bands of fur. You can't afford to forget this important fact. Nothing gives that pleasant well-dressed feeling so much as fur trimmed garments.

1 to 4 inch wide 85c to \$2 the yard



Shoes that are good, well made, stylish—that's the kind of shoes you want. When you see our shoes note their trim lines, honest workmanship, you will be delightfully surprised. You want several pairs—enough to keep you well shod all winter.

Special Sale of several styles of women's shoes next week at per pair **\$2.95**

In this sale there are shoes of all sizes and widths, patent, colt and gun metal, lace and button style. They are not late styles but for service are splendid value.

**A Good Time to Buy Blankets**

Now the cooler evenings are here and colder weather is sure to come, we advise you to have on hand an ample supply of good comforts and blankets, and no matter what price you wish to pay you are assured of the utmost satisfaction if blankets and comforts are purchased here.

We purchased our blankets and comforts months ago and we are giving our customers the advantage of our early purchase.

**Carter-Houston's**

"Goods That Speak For Themselves"



**FEED BALANCED RATION.**

**Profitable Feeding of Dairy Cows (Consists of Supplementing Roughages With Proper Grain Mixtures.)**

The feeding of a dairy cow should be governed by the cow's capacity to produce milk. By keeping a daily record of each cow's production the skillful feeder soon finds that some cows in the herd respond to an increased allowance of feed and return a good profit on it, while others are limited in milk capacity and overfeeding them is unprofitable. Profitable feeding requires a thorough knowledge of the individual cows as well as of the values of feeds.

The following general rules are given in a new Farmers' Bulletin of the United States Department of Agriculture, No. 743, "The Feeding of Dairy Cows," as a guide for winter feeding by the inexperienced feeder:

1. Under most circumstances the cow should be fed all the roughage that she will eat up clean, adjusting the grain ration to the milk production. Only when the cow tends to become overfat should the quantity of roughage be restricted.

2. A grain mixture should be fed in the proportion of 1 pound to each three pints or pounds of milk produced daily by the cow, except in the case of a cow producing a flow of 40 pounds or more, when the ration can be 1 pound to each 3 1/2 or 4 pounds of milk. An even better rule is 1 pound of grain each day for every pound of butter fat produced by the cow during the week.

3. Feed all the cow will respond to in milk production. When she begins to put on flesh cut down the grain.

For the most profitable milk production, the cow must be fed a balanced ration at the cheapest price such a ration can be provided. By balanced ration is meant the combination of such a proportion of nutrients and in such quantities as the cow requires to maintain her bodily functions and as she can utilize in the production of milk. These nutrients are classified as protein, carbohydrates, and fats. Protein is one of the principal constituents of milk; fats and carbohydrates perform much the same functions, that is, produce energy and heat, and in balancing of a ration are usually classed together. If the cow is given a ration containing an excess of either element, the excess is liable to be wasted; hence the economical importance of a balanced ration.

Corn silage, corn stover, timothy hay, millet hay, prairie hay, hays from the common grasses, straws of the various cereals, and cottonseed hulls may all be classed as low in protein content, while legume hays, such as alfalfa, the clovers, cowpeas, soy beans, and oat and pea, are classed as roughage high in protein. Grain and concentrated feeds are the chief sources of protein, and the mixtures should be made to fit the class in which the roughage belongs.

A few simple rules for making up a grain mixture are given briefly below:

1. Make up the mixture to fit the roughage available. With roughage entirely of the low-protein class the grain should contain approximately from 18 to 22 per cent of protein, while with exclusively high-protein roughage the grain ration need contain only about 13 to 16 per cent.

2. Select grains that will furnish the various constituents, especially protein, at the least cost, using home-grown grains if possible.

3. Be sure that the mixture is light and bulky.

4. The mixture should be palatable.

5. See that the grain has the proper physiological effect upon the cow.

All these suggestions should be kept in mind in order to obtain the best possible combination of grains. The following table shows the digestible protein content of the more common grains and by-products feeds. The percentage columns are arranged in per cent divisions.

**Approximate Digestible Protein Content of Various Grains and By-Products.**

AVERAGE, 5 PER CENT. (2.5 to 7.4 per cent.)

Corn meal.  
Corn-and-cob meal.  
Hominy feed.  
Dried beet pulp.  
AVERAGE, 10 PER CENT. (7.5 to 12.4 per cent.)

Wheat, ground.  
Oats, ground.  
Barley, ground.  
Rye, ground.  
Buckwheat, ground.  
Sorghum grains, ground.  
AVERAGE, 15 PER CENT. (12.5 to 17.4 per cent.)

Wheat bran.  
Wheat middlings.  
Dried distillers' grains (rye).  
AVERAGE, 20 PER CENT. (17.5 to 22.4 per cent.)

Gluten feed.  
Malt sprouts.  
Dried brewers' grains.  
Dried distillers' grains (corn).  
Coconut meal.  
Peanut meal with hulls.  
Cowpeas.

AVERAGE, 25 PER CENT. (22.5 to 27.4 per cent.)

Buckwheat middlings.  
AVERAGE, 30 PER CENT. (27.5 to 32.4 per cent.)  
Gluten meal.  
Linseed meal (both processes).  
Soy beans.  
AVERAGE, 35 PER CENT. (32.5 to 37.4 per cent.)  
Cottonseed meal.  
AVERAGE, 40 PER CENT. (37.5 to 42.4 per cent.)  
Peanut meal (hulled nuts).

The percentage of protein in a grain mixture may be found as follows: Take any number of parts of any number of feeds in the table, and for each part put down the percentage of the column in which it is found. Add these numbers and divide the sum by the number of parts.

**Examples.**

1 part wheat bran	15
1 part cottonseed meal	35
1 part gluten feed	20
<hr/>	
3	370
<hr/>	
Per cent protein,	23.3
3 parts wheat bran (3 by 15)	45
2 parts cottonseed meal (2 by 35)	70
1 part gluten feed (1 by 20)	20
<hr/>	
6	6135
<hr/>	
Per cent protein,	22.5

The approximate price of a ration per pound of protein may be ascertained as follows: Divide the total price of the mixture by the average protein content as derived above. The mixture costing the smallest price per pound of protein, other things being equal, is the most economical. Unfortunately, other things are never exactly equal, for the physiological effect of the grain, bulk, and palatability must also be taken into consideration. Practically all the grain feeds low in protein are rich in carbohydrates, but grains are used primarily for their protein content, as almost invariably the carbohydrates can be produced more cheaply in the form of corn silage, cornstalks, etc. While the above-mentioned method of testing the economy of a grain ration is not entirely accurate, it is usually a safe method to follow.

**FOR SALE OR TRADE**—One Detroit car for work stock, mules or horses. BOX 354, Plainview, Texas. 3t-pd.

**Drives Out Malaria, Builds Up System**  
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c

# All States—All Capitals One Flag—One Nation

## Hupmobile United America Tour Has Started From Washington

### A 20,000 Mile Tour for This Great Car

Visiting Every Capital and Governor in the United States

**WATCH** the performance of this car for durability and performance on all kinds of roads in all altitudes, under all conditions.

Watch how little repair is necessary under adverse conditions. Watch its weather performances. Watch the high mileage obtained on the minimum amount of oil and gas.

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

# Hupmobile

## Hupp Motor Sales Company

Plainview Distributors

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



## TEXAS STATE FAIR DALLAS, TEXAS

### October 14 to 29, Inclusive

Tickets on sale October 12th to 28th; final limit October 31st

### \$14.75 ROUND TRIP

We will also have special excursion train leaving Plainview about 9:30 a. m., October 20, arriving at Dallas at 7 a. m., 21st, return leaving Dallas about 7 p. m. the 23rd, arriving at Plainview 3 p. m. the 24th. **\$8.00** for the round trip on this train. Pullman accommodations can be had on both going and return trip.

**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.

## Clean Up Dress Up

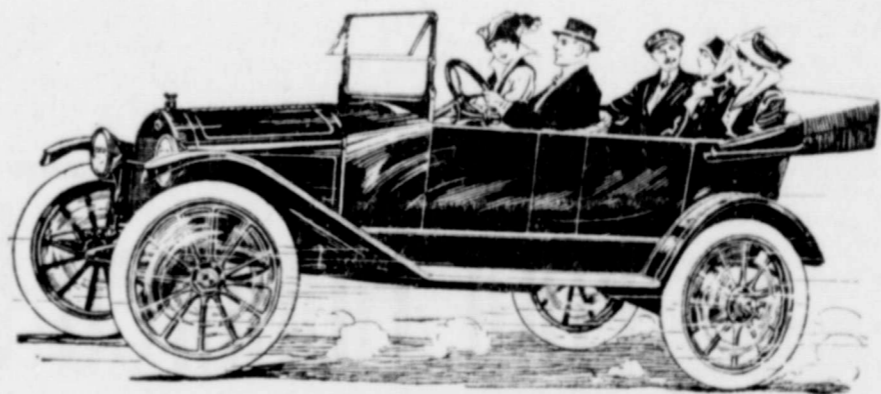
It's almost as important to Clean Up as it is to Dress Up. No need in Dressing Up in your one best suit and leaving all of the others dirty and wrinkled. If you believe in the Dress Up idea be consistent in it. Clean and press all of your clothes that are not absolutely new, and have them done in

### THE Waller Tailoring Co. WAY

The time is just right, when you resolve to Dress Up, to have Ed. V. Price & Co. furnish the most approved fashion in approved cloths in the most approved style. Order that suit or overcoat today.

**DRY CLEANERS TAILORS**  
Phone 188

We are not responsible for colors in cleaning this season.



# 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.

### The Doom of the Paper Thriller

High Cost of Paper Will Put an End to Manufacture of Paper Back Novels of Popular Price.

Time is about to be called on "Nick Carter, the favorite of Paris, "Old Sleuth," and whole tribes of red skins. The price of paper is mounting so that there's scarcely enough left to sign their death-warrants on. The publishers of paper-backs have been interviewed by a member of the New York Tribune staff, and he learns from them that publications of this sort will be suspended in the near future, because they can be issued only at a loss. Bound books will not lead their publishers into bankruptcy, because they are a necessity and their price must consequently be raised. School books, however, will lose money for their publishers, because hitherto they have brought but a small margin of profit. The Tribune writer pictures the long, hard winter in store for the writer of popular fiction—"the kind that comes in paper backs and gives more thrills for a dime than a five-reel movie".

"Picture the author of 'The Perils of Broadway,' or, Florette, the Beautiful Cabaret Singer,' toasting his feet before the radiator in his flat and scribbling away at a cent and a half a word.

"It was a fight to the death," comes red hot from his gore-dipped fountain pen. Thrusting the girl behind him, Jack Thornton faced the oncoming band with a stern, set face. A perilous gleam flashed from his keen eyes. His extended right hand gripped a menacing revolver without a tremor. Another moment and they were upon him. Two shots cracked sharply on the still night air."

"And just then the telephone bell rings. The sharp voice of the author's publisher rudely interrupts Jack Thornton's fight for life.

"Say, you'll have to cut that stuff short!" he commands. "The price of print-paper's just shot up another 10 per cent, and we'll have to hold this yarn in a hundred pages. And we'll lose money on it, at that. Marry 'em or kill 'em in the next chapter and wind it up. And, say, by the way, we won't want any more stuff from you. We're going to cut out publishing your line. The price of paper's gone so high we can't make any money on cheap fiction."

"Sadly the author returns to his scribbling, kills off Jack Thornton's enemies with three more shots, throws the marriage halter over Jack and Florette, writes 'Finis'—and goes out to look for a job."

Devotees of the red-blooded 10- and 15-cent fiction aren't going to be the only sufferers, we are told:

"Books of the better class are going to cost more than they did before. Best sellers' that can usually be obtained for \$1.10 are going to cost \$1.25 this winter, and \$1.25 volumes will be boosted to \$1.35. The price of the cheaper-bound books will be increased in proportion.

"According to one authority, the cost of book paper has in some instances increased as much as 100 per cent in the last few weeks. Newspaper print paper has gone up 50 per cent.

"We have made increases of from 5 to 25 per cent in the list prices of books published by us this year," said George H. Deran, head of the publishing firm of that name at 38 West Thirty-second Street, recently. "We have, however, made no increase in the price of books published prior to the recent rise in the cost of paper.

"While the cost of materials is the principal cause of higher book prices, I believe it would have been necessary in any event to readjust prices, because of the general economic situation. The increased cost of doing business, the necessity of liberal discounts to book-

sellors, and the general movement resulting from the decreased purchasing power of the dollar are contributory causes."

"From Street & Smith, who have given to Young America millions of pages of printed thrills, came the final word on the paper-back novel situation. It is evidently time for "Old Sleuth" and "Nick Carter" and other worthies of that ilk to begin to worry about their future.

"An official of the company said there had been no curtailment of the output of publishers of popular-priced fiction, because practically all of them had unexpired contracts for paper supplies, which had been made at reasonable prices. When they are forced to make new contracts, however, the cost of production will be so excessive as to preclude the publishing of any but bound volumes.

"Magazines will not be so seriously affected, it was explained, because their advertising will make up the difference. But the "James Boys," "Old King Brady," and the other heroes who caused youthful eyes to pop and juvenile hearts to thump in the good old days have no advertisers to help them out."—Literary Digest.

#### ATHLETICS COSTS UNIVERSITY OF TEXAS NEARLY \$50,000.

AUSTIN, Texas, Oct. 3.—During the session of 1915-1916 the receipts for athletic contests at the University of Texas amounted to \$48,239.89. As

usual, football was credited with the largest amount, there being \$39,081.07 to its credit; \$3,814.55 for baseball; and small amounts for basketball, track, tennis, wrestling, etc. No branch of sport except football paid its expenses. The largest item of expense was paid out in guarantees to teams from other colleges. Other considerable items are salaries of coaches, equipment, rent of grounds, etc.

#### TEXAS U. AUDITORIUM DECLARED UNSAFE BY STATE FIRE MARSHAL

AUSTIN, Texas, Oct. 3.—The big University of Texas auditorium has been closed by President R. E. Vinson until the Board of Regents meets again, upon the recommendation of the State Fire Marshal, who declares that the hall is "a most serious menace to the protection of life," and that "the number of holocausts that have taken place in the past, growing out of conditions not as bad as those in the auditorium of the University of Texas, impel us to renew the recommendation made by the State Fire Insurance Board in 1913." General meetings of the twenty-three hundred students of the University will hereafter have to be held in the open air, as there is no room in the University of Texas buildings, except the auditorium, large enough to hold them.

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 SALE CHEAP—One Hupp roadster in A1 condition. See W. E. MILLER, at Plainview Rubber Co. 2t.

## 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

# 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

# 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

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. Adv. 11.

FOR RENT: Newly papered rooms for light housekeeping. 706 Fresno Street. 11.

WANTED—A good, gentle pony for his feed for the winter. JACK ALLEY, Runningwater, Texas. 4t-pd.

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

We have just secured the Plainview agency for the famous Oostamoor Mattress, and have a nice assortment in stock. In addition, we will continue the sale of the Sealy Mattress. This gives us probably the two best Mattresses offered for sale today. GARNER BROTHERS. 2t.

We have for sale several hundred pounds of choice Alfalfa Seed. CARTER-HOUSTON DRY GOODS CO. 11.

WANTED: 250 Brown Leghorn pullets. B. H. TOWERY. 8t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. 11.

REMEMBER—the Hoosier Kitchen Cabinet Sale is now on at our store. Every woman in this trade territory will be interested in the display of Hoosiers we are making and in our special easy-payment plan. GARNER BROTHERS. 2t.

WANT TO RENT furnished hotel. J. S. MULLINS, 209 North Wilhite Street, Cleburne, Texas. 4t-pd.

WANTED—To buy direct from owner, small tract of land; small payment down; long time on balance. Address FARMER, care Herald. 11.

FOR SALE—Several teams of young Belgian mares, or trade for cattle. F. A. BAYLIES, Ranch 10 miles south-east of Hale Center. 11.

FOUND: Friendship bracelet. Call at HERALD OFFICE. 11.

We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY. 11.

We have just secured the Plainview agency for the famous Oostamoor Mattress, and have a nice assortment in stock. In addition, we will continue the sale of the Sealy Mattress. This gives us probably the two best Mattresses offered for sale today. GARNER BROTHERS. 2t.

NOTICE.

Any dogs at large without license tags will be shot as the city ordinance provides. EARLE C. KECK, Assistant Marshal. 11.

WANTED—Roomers and boarders. Phone 500. 11.

WANTED.

Dishwasher at WARE HOTEL. 2t.

REMEMBER—the Hoosier Kitchen Cabinet Sale is now on at our store. Every woman in this trade territory will be interested in the display of Hoosiers we are making and in our special easy-payment plan. GARNER BROTHERS. 2t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. 11.

Fresh Oysters, Celery and other Fall Delicacies at all times at VICKERY-HANCOCK GROCERY CO. Phone 17. 11.

FOR RENT—Two or more furnished rooms; modern; close in. 406 East Seventh Street. 11.

FOR SALE—A few Durham milk cows, one fresh, and a few heifer calves. BOB MARTINE, 3 miles east of Seth Ward. 11.

FOR SALE.

One horse, buggy and harness; in good condition. Terms to right party. ALFALFA LUMBER CO. 11.

WANTED.

Woman two days each week to help in house cleaning. WARE HOTEL. 4t.

Old Mattresses made new; New Mattresses made, too—at the HANDY MAN'S SHOP. Phone 475. 2t.

Be sure and let our man Polish and Set that Heater. HANDY MAN'S SHOP. Phone 475. 3t.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. 11.

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

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

A REAL BARGAIN.

Splendid home, orchard, good barn, windmill and well house for sale, or trade for home closer in. Phone 397. 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. 11.

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 11.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO. S. 11.

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. 11.

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 11.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. Adv. 11.

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

ALFALFA SEED 15c a pound. PLAINVIEW PRODUCE CO. 11.

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

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. 11.

On Restriction Street, 7-room house on easy terms. H. L. KING. 4t.

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. 11.

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. 11.

WANTED—Two young men for board and room in private home. Close in. Phone 435. 307 West Main Street. 11.

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. 11.

REMEMBER—the Hoosier Kitchen Cabinet Sale is now on at our store. Every woman in this trade territory will be interested in the display of Hoosiers we are making and in our special easy-payment plan. GARNER BROTHERS. 2t.

Let us Repair and Refinish that broken piece of Furniture. WE know how. HANDY MAN'S SHOP. Phone 475. 2t.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Oct. 2.—Light receipts of cattle after Tuesday last week stopped the downward tendency of prices, Colorado stock steers selling at slightly higher prices Thursday. Today the supply is 35,000 cattle, including 1,500 calves, and prices are steady on beef cattle, strong on country grades. Shipments to country points of stockers and feeders last week amounted to 42,566 head, one of the big weeks at this market, though not a record. Offerings to-day contained about 90 cars of Colorado cattle mostly Western Slope, embracing yearlings, twos and threes to feeder buyers at \$6.60 to \$7.25, and horned killing steers at \$6.60 to \$7.00, a few heavy killers up to \$7.75. Panhandle offerings included stock steers at \$7.00 to \$7.50, both yearlings and twos, calves around \$8.15 to country buyers, stock heifers \$7.75, canner cows \$4.50 to \$4.75, fat cows \$5.40 to \$6.25. Sheep and lambs declined materially at all the markets last week, lambs losing 50 to 75 cents. Runs are liberal today, 25,000 here, and prices are 10 to 15 cents lower again. Utah lambs sold up to \$9.60, others at \$9.55 and \$9.50, as compared with a top of \$9.50 reported from Omaha today. Feeding lambs sold up to \$9.50. Thirty loads of feeding lambs are passing through here today, bought on the range for

Missouri parties. Fat ewes sell at \$6.25 to \$6.75. Breeding ewes are strong as compared with last week, being unaffected by the decline in fat stock, range \$7.00 to \$9.25, feeding ewes \$5.00 to \$6.50. Hogs are one dollar lower than a week ago, packers having successfully enforced their annual break to that extent. Receipts were 12,000 here today, market 15 to 25 cents lower, top \$10.00, as compared with a top of \$9.75 at other Missouri River markets, and \$10.25 in Chicago. Bulk of sales \$9.10 to \$9.80 today. Order buyers paid \$10.00 for both light-weight hogs and medium weights, packers' top \$9.85. Quality does not average as high as heretofore, average weights lighter, 174 pounds here last week. J. A. RICKART, Market Correspondent.

TEXAS GAME LAWS.

It is unlawful to kill more than ten squirrels a day; fine of \$5 and one to ten days' confinement is the penalty for violations. It is unlawful to sell more than five squirrels a week; violation begets a fine of \$5 and one to ten days' confinement. It is unlawful to take, destroy or have in one's possession the eggs of wild birds; violation calls for a fine of \$10 to \$100. Netting or trapping of wild birds is prohibited. Penalty is \$10 to \$100

fine. It is unlawful to kill geese and ducks, except with gun from shoulder; penalty \$10 to \$100. It is unlawful to kill or injure at any time mocking birds, blue-birds, whippoorwills or nighthawks; penalty, fine of \$5 to \$15. It is unlawful to hunt on Sunday within one-half mile of any church, school house or private residence. For violation the penalty is a fine of \$10 to \$50. It is unlawful to hunt upon the enclosed land of another without his permission. Violation calls for a fine of \$10 to \$100. The game season for deer is November 1 to January 1; the limit is three bucks a month; for violation, \$10 to \$100 fine. The game season for turkey is December 1 to April 1; limit is three turkeys a month; for violation, a fine of \$10 to \$100. The dove season opens September 1 and closes March 1; limit, five a day. For violation of law, fine of \$10 to \$100, or five to thirty days' confinement. The quail season opens December 1 and closes February 1; limit is fifteen a day. Penalty for violation, fine of \$10 to \$100, or five to thirty days' confinement. It is unlawful to kill any excepting wild birds, for the violation of which a fine of \$10 to \$100 is provided. The following are classed as wild birds: Wild turkeys, wild ducks, wild geese, wild grouse, wild prairie chickens, wild partridges, wild quail, wild pigeons, wild doves, wild plover, wild snipe, wild curlews, wild robins and wild Mexican pheasants.

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

THE GIRL WITH BEAUTIFUL HAIR

Uses Newbro's Herpicide There is one sure and certain way for every woman to have beautiful hair, and that is to give it intelligent care, which includes the use of Newbro's Herpicide. This remarkable preparation absolutely eradicates dandruff and prevents the hair from falling. The prophylactic action of Herpicide keeps the hair free from disease, and with the scalp sweet and clean a natural hair growth is inevitable. Herpicide hair stimulates with health and vigor, light and luster, produced only by the well-known scalp and hair dressing, Newbro's Herpicide. Newbro's Herpicide in 50c and \$1.00 sizes is sold and guaranteed to do all that is claimed. If you are not satisfied your money will be refunded. All first-class barbers and hair dressers use and recommend it. THE R. A. LONG DRUG STORE.

Lax-Fos, A Mild, Effective Laxative & Liver Tonic Does Not Grip or Disturb the Stomach. In addition to other properties, Lax-Fos contains Cascara in acceptable form, a stimulating Laxative and Tonic. Lax-Fos acts effectively and does not grip nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

GEORGE ALLEN The House Reliable Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Located Street Music, MUSIC TEACHER'S Supplies, Etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1886. SAN ANGELO

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making Every Druggist in town—your drug-You Sick and Can Not Sulfate. Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason—Dodson's Liver Tone is taking its place. Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist.

"A SHINE IN EVERY DROP" Black Silk Stove Polish is different. It does not dry out, can be used to clean any surface, and it lasts four times as long as ordinary polish—so it saves you time, work and money. Don't forget—when you want more polish, buy it for Black Silk. It's the best stove polish you can get—your dealer will show you. Buy it today! Black Silk Stove Polish Works, Sterling, Illinois. Use Black Silk Air Drying Iron Polishes on grates, fire irons, stoves, pipes, and tools. Makes fire irons shine. Prevents rusting. Try it. Use Black Silk Metal Polish for furniture, auto parts, ware or brass. It works quickly and leaves a brilliant surface. It is the equal for two or three ordinary

Advertisement for Black Silk Stove Polish, featuring an image of the product and descriptive text.

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 428 and 423.

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

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, harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. Adv

Whenever You Need a General Tonic Take Grove's The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

ILLUSTRATORS-DESIGNERS AND ENGRAVERS THE COCKS-CLARK ENGRAVING CO. SARGENT BLOCK, DENVER. ETCHING

FARM AND RANCH LOANS R. A. UNDERWOOD

Advertisement for Third National Bank, featuring a portrait of a man and the text 'ARE YOU ARE YOU ARE YOU establishing yourself in the World of Successful Men? A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed. THIRD NATIONAL BANK'

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

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

**WAYLAND COLLEGE NOTES. SAYS BREMEN HAS BEEN TAKEN.**

Coach Thomas and the Wayland football team deserve credit for their victory over Lubbock last Saturday. At the close of the game the score stood 14 to 0 in favor of Wayland. Those who accompanied the football team to Lubbock were: Mr. Farmer and Miss Mildred Farmer, Mr. Crabb, Mr. and Mrs. Watson, Will Rumble and Misses Brown, Donnell and Patton.

Wayland College students have greatly enjoyed the lectures by Messrs. Duke and Gardner, who have appeared before the student body twice each day throughout the entire week.

Several students have enrolled this week in Literary, Fine Arts and Business Departments.

All students are invited to attend the Berean Class at the First Baptist Church Sunday morning at 9:45 and Friday night at 7:30 o'clock.

Miss Myra Perkins and Miss Florence Patton spent the week end in Lubbock.

Miss Thompson was called to her home Monday on account of the death of her aunt.

The girls of the basketball team will play the High School Saturday afternoon.

Reverend I. E. Gates and Mr. White, of Amarillo, were present at chapel services Thursday morning.

NEWPORT NEWS, Va., Oct. 5.—Corroboration of the statement recently given out by a British steamer captain reaching New York to the effect that the German commercial submarine Bremen, bound from Germany for the United States, had been captured in a net in the English channel, was given here today by Captain Peavley, of the British steamer North Point, now in this port.

The Bremen was raised by the British, according to Captain Peavley, and will be put in condition for use against her former owners. Whether or not two of the crew were lost and the others taken prisoners, as stated in the New York story, could not be learned.

The capture of the Bremen was made about seven weeks ago, when the North Point was in the English channel, said Captain Peavley.

**BROWN GOES TO LOCKNEY.**

A. B. Brown has resigned his position as bookkeeper at the Third National Bank and has accepted a position with the Lockney State Bank.

**Y. M. B. L. MEMBERSHIP GROWS UNDER NEW SECRETARY.**

The membership in the Plainview Y. M. B. L. has been increased during the past week by fifty-two. Z. E. Black is taking hold of his duties with characteristic push and vim.

**REAL ESTATE TRANSFERS.**

Since Tuesday County Clerk B. H. Towery has recorded the following real estate transfers:

H. A. Wofford, E. Harlan and J. N. Jordan to C. E. Carter, block 2, Orchard Park Subdivision of southwest quarter survey 6, block D-4; consideration, \$1,180.

Seth Ward College to C. G. Jordan, east half survey 1, block D-4, lots 11 to 20, inclusive, block 26, Central Plains College and Conservatory of Music Subdivision; consideration, \$200.

Geo. W. Gray and E. Harlan to L. C. James, southeast quarter survey 10, block JK-4, 160 acres; consideration, \$4,670.40.

J. W. Nethers and wife to W. L. Lemond, northeast quarter section 19, block A-1; consideration, \$6,424.20.

A. A. Nowers to R. F. Alley, northeast quarter survey 17, block A-1, 1610 acres; consideration, \$5,000.

R. F. Alley to Ludwig Grade, northeast quarter, section 17, block A-1; consideration, \$7,200.

W. A. McKenzie and wife to Geo. M. Arnett, east 120 acres of north half section 16, block C-2; consideration, \$1,500.

Thos. Porter to T. B. Phillips, part of surveys 9 and 9½, block S, eight acres; consideration, \$2,100.

J. W. Taylor and wife to L. C. Johnson, lots 8 and 9, block 23, section 12,

block C-K, Hale and Lubbock Counties; consideration, \$100.

Mrs. A. C. Lycan and husband to C. M. Watson, lots 6 and 7, block 2, Nob Hill Addition to Plainview; consideration, \$125.

L. G. Wilson and wife to R. S. Harnish, part of Pollet Smith Homestead Survey; consideration, \$400.

R. S. Harnish and wife to T. M. Taylor, same part of Pollet Smith Homestead Survey conveyed to R. S. Harnish by L. G. Wilson and wife; consideration, \$500.

P. E. Yordy to Mrs. Anna Yordy, 100 acres of survey 1, block E-D; consideration, \$500 and assumption of purchase money due State of Texas.

T. J. Shelton and wife to J. C. Williams, 40 acres of southeast quarter of J. A. Brewster homestead survey; consideration, \$600.

Mrs. Mary E. Shelton to Henry Darden, block 51, Abernathy; consideration, \$100.

Kelley Hooper has a position with the Cash Grocery Store.

Mr. and Mrs. Wait, of Panhandle, are guests of Mr. and Mrs. J. W. Scivally.

Miss Trula Booth, of Paul's Valley, Okla., has accepted a position with the Jacobs Bros. Dry Goods Store.

Guy Gibbs visited friends in Lubbock Sunday.

Mrs. H. B. Tatum is visiting friends and relatives in Gaines County.

Jim Phillips has returned from Kansas City, where he went with several loads of cattle.

Dr. E. F. Jarrell, State veterinarian, is here from Fort Worth on business.

John M. Gist is attending the Royal Livestock Show in Kansas City, Mo.

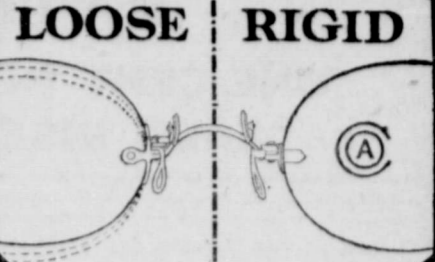
Dr. J. H. Wayland is in Nashville, Tenn. He is a witness in Federal Court.

Mr. and Mrs. H. S. Pearson have returned from a visit in Coleman, Brownwood, Santa Anna and other Central Texas cities.

Miss Edna Sanders has returned from a visit in Fort Worth and Quanah.

Plainview is organizing a co-operative dairy association, and will buy 150 Northern registered and grade Holstein cows. The banks are providing the initial capital and will take payment in half the products of the cows. This is the best investment the banks ever made, and the wisdom of the move will be proven in the increased prosperity of the Plainview country and the increased volume of business of the banks consequent thereto.—Taylor County Times.

**LOOSE RIGID**



**GLASSES**

We have a complete assortment of all kinds of Frames and Mountings, the new Keelock with no loose lenses.

The Shell-tex and Tortoise Shell—we have them in both frames and mountings.

**W. Peterson**  
Jeweler and Optician

**NOTICE**

Our store will be closed on account of holiday

**Saturday, October 7**

We will open at 6:30 Saturday evening.

**Jacobs Bros**  
THE ONE PRICE SPOT CASH STORE



**Give Your HOME Guaranteed Walls**

Ordinary walls require more repairs than any other part of the house. This constant expense can be absolutely eliminated and your home made more beautiful by the use of Cornell-Wood-Board.

**Cornell-Wood-Board**

For Walls, Ceilings and Partitions

Nails right to the studding or over old walls and stays there; application cost is very reasonable. Gives the new paneled effects and takes paint and kalsomine perfectly.

Manufactured by the Cornell Wood Products Co., (C. O. Friable, President) Chicago, and sold by the dealers listed here.

**Wooldridge Lumber Company**  
Plainview, Texas

**Our Deposit Plan**

Any garment desired may be laid aside on any payment desired.

**Bonner Fashion Shop**

Exclusive Ladies  
Pay Less Ready-to-Wear and Millinery Pay Cash

**Watch Our Window**

Always full of values that will open your eyes to the merit of cash system.

**Where Newness Goes Hand in Hand With Economy**

In September, our first month in business, our sales were double what we anticipated. This means it has been a good sized job to keep merchandise coming in to take care of our customers. We have been keeping the wires hot with messages to New York manufacturers, we have made the express hustling keeping behind shipments to be sure of delivery. As fast as new garments have been received they have been "snapped up" by eager purchasers, and to take their place we have ordered, not the same garments but something newer. So Bonner Fashion styles are always right up to the second—and because we PAY CASH as we buy and SELL for cash as the goods arrive, so we are able to make much better prices. How much better you can determine easily by comparing our garments with those shown elsewhere.

**Crepe de Chine Waists**

Crepe de Chine waists that meet the demand for moderate price, because surpassed by none in quality of material, in all new effects in colors, of striped, flesh and white.

**\$2.45 and \$3.75**

**Special Skirt Values**

We offer a special value in skirts in the new and wanted materials in novelty plaids, poplin, gaberdine, etc. All new styles features, girdles, yokes, belts, pockets and buttons.

**\$7.50 Values for \$5.95**

**Wool Coats**

Just the sort of wool coat for the cool morning and evenings; in white, checked, brass, green in velvet trimmed three-quarter length.

**\$10.00 Values for \$6.95**

**Velvet and Plush Coats**

They are the Famous Salts Plush with Skinners Satin guaranteed for five years. Lovely soft VELVET and PLUSHES adorned with furs that form a most pleasant contrast for their rich coloring. The coats are

**\$22.50, \$24.50, \$28.50 and \$31.50**

From one-third to one-half what others charge for.

**Serge and Silk Dresses**

These are usually in black, navy, brown and purple colors, some are combined with satin, taffeta or georgette, some have wool embroidery and beads, at

**\$11.95, \$14.95, \$16.95, \$19.95 and \$21.95**

**An Ensemble of Premier Fashions in Suits and Coat Suits**

Noted for their beauty and spirit. These suits comprise the master models of America's foremost designers. In broadcloth, gaberdines, poplins and other materials in all the new fall colorings. Strikingly and effectively trimmed with many novel treatments in collar, cuff and pocket, and fur accentuation.

**Special Priced at \$24.45**

**Young Misses' Suits Specially Priced**

Stunning new suits for the young ladies, sizes 14 to 17, featuring a special group that demands special attention at the price. For all that demand authentic fall modes for young misses, in all the new fall modes and colors to choose from.

**Specially Priced—\$12.95 to \$16.95**

**A Wonderful Showing of the Newest Trimmed Hats**

A complete and authoritative display, models that have bewitching curves and turns that cannot help but enhance ones features. All the new, rich silk, velvet and haters plush in black, brown, navy, taupe and other new styles, from

**\$2.95 to \$6.95**



**Insist On This**

"I have used KC BAKING POWDER for a great many years and have yet to experience a failure in baking with it.

"I believe in the "safety first" idea and am sure of best results when I use K C.

"Yes, I have used others, higher priced powders too, but have always gone back to the old reliable."

**KC BAKING POWDER**

is always sure to give satisfactory results. For good, wholesome foods use K C—insist on getting it.

**25 Ounces for 25c**  
(More than a pound and a half for a quart)