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TWICE-A-WEEK

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PLAINVIEW, TEXAS, TUESDAY, OCTOBER 10, 1916

A Page Of Live News From Neighboring Rural Communities

PETERSBURG CHILDREN TO HELP IN HARVEST

Needlecraft Ladies Will Entertain Husbands Saturday Evening.

PETERSBURG, Texas, Oct. 8.—These days are not at all "melancholy" nor "sad," for everyone is at work and seems happy and gay.

School has suspended for one month, to give the children an opportunity to assist in harvesting.

Cotton is opening fast, and is being gathered, ginned and sold. The farmers are rejoicing over the fancy price they are getting for the "fleecy staple."

Miss Hattie Thorpe is spending a few weeks in the home of Dr. H. A. Gilliam, in Lamesa.

Mrs. Jim Hale had the misfortune to fall and break her hip a few weeks ago. We hope she will soon recover.

Mrs. N. E. Greer has been suffering with rheumatism, much to the regret of her many friends.

Miss Ola Moon is again assisting her brother in his store.

L. C. Claitor took Rev. H. A. White and family to Lockney Friday, in his car. They attended the Guthrie sale.

Miss Annie Hughes was hostess Friday evening, October 6th, to a few girl friends. Social intercourse, and refreshments, made the girls wish Miss Annie would have another birthday real soon.

Ed White's new house is about completed, and is quite an addition to East Petersburg. G. T. Stagner did the work, with some help, and the building stands as a monument of his skill.

Mr. Kays has purchased Chas. Schuler's Chevrolet car, and Mr. Schuler has a large Saxon.

The Needlecraft Club met Thursday evening with Mrs. Jesse Boyd. A few were absent, but those present had a most delightful time. A short program was rendered. Mrs. T. A. White read a selection from Bob Taylor. Mrs. Boyd gave a reading, and Miss Hughes also favored us with one. A few related some funny experiences. After the business meeting closed, the hostess, assisted by Miss Gertrude Black, served refreshments. The club had as their guests Mrs. Thorpe, Mrs. De Cordova and Miss Ruth Graham.

Misses Evelyn Claitor and Alyse Wise went over to Plainview Saturday afternoon and attended the Fox Show. Miss Faye Garrison returned with them and spent the Sabbath. Miss Faye has a host of friends here, who are always glad to see her.

Mrs. Virgil Edwards and little daughter, Fern, are in Alabama visiting her mother and other relatives.

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RAIN IS ACCEPTABLE TO THE LONE STAR FARMERS

Lewis Francis and Miss Peabody, of Clarendon, Are Married.

LONE STAR, Oct. 10.—The good rain is very acceptable to farmers in this community. It will bring up the wheat which has been planted.

The attendance of our school has been a little short the past week. Some of the pupils have been picking cotton and some attending the Floyd County Fair, at Floydada.

Those from our community who attended the fair say it was fine. The exhibits were good and the ball games and races interesting.

Lone Star went down in defeat in the singing contest, Lakeview and Baker being the winners, after a prolonged discussion by the judges.

Will Bradford, of Tulla, is spending a few days with his brother-in-law, E. G. Foster. Mrs. Bradford has been here for the past two or three weeks.

Mr. Estes left Saturday for Waco, where he will spend three months in the Tria Music School.

Harvey Hooten left Saturday for Oglesby, Texas, to join his wife, who was called to her mother's bedside, but her mother died before she reached her. Mr. Hooten and wife will keep house for Mrs. Hooten's father.

Mrs. Chas. Merrick gave a slumber party Saturday night. Those present were Misses McGee, Dagly and Griffith, and Messrs. Wat Griffith, Johnnie Broyles and Barker.

Rev. J. A. Sweeney, of Lockney, filled the Sunday School hour here Sunday afternoon with a good discourse.

Mr. Middleton and family, of Lockney, attended church here Sunday afternoon.

Mrs. Walter Wilson's sister, from Central Texas, is visiting her.

Our farmers are still rushing their work to get the crops gathered.

Mr. Lewis Francis, of this community, and Miss Cara Peabody, of Clarendon, were married a few days ago. Both these young people have many friends here, who wish them success and happiness.

HINTS TO THE CAR OWNER.

If you use an enamel cover for your tires be sure you put it on right side up. Sometimes we find one put on upside down, which will cause it to hold the rain instead of shedding it.

Keep watch on the spokes of the wheels, especially if the car is an old one. If spokes can be shaken, tighten the bolts on the flanges of the hub. If they are still loose, consult a wheelwright, as your life may be endangered by the breaking of a wheel.

If a gasoline pipe leaks where it is threaded the leak may be stopped by rubbing a soft piece of soap on the threads, as soap is not soluble in gasoline. When packing the stuffing box grease into the packing. So use soap on the water pump we work some cup against gasoline and grease against hot water. Don't reverse them.

Every ignition wire should have a terminal soldered at each end. This insures a firm contact and prevents wires breaking off and so gradually shortening. If terminal breaks off be very careful in fastening wire, as a single strand of wire touching another metal part may ground the current, thus preventing ignition system from working, or even ruining the storage battery.

Occasionally the interruptor becomes loose, and it is important that the beginner should learn to set it. This trouble is shown by the fact that the engine will not start when cranked, but gives only one or two explosions. Where an engine has been running properly and the above trouble suddenly develops, inspect the interruptor immediately.

Saturday J. D. Pelphry, local agent for the Studebaker, sold a roadster to Tom Shafer and a touring car to J. E. Pepper.

THE BOGANY LUNATIC BAKERS, THE FUNNIEST ACT ON EARTH, ENGAGED FOR STATE FAIR



THOSE cynical persons who declare that real humor is a lost art are warmly urged to pay a visit to the State Fair of Texas this year and see the antics of the Bogany Troupe of Lunatic Bakers. It's pretty sure that after seeing this act they will have reason to change their minds, for the Bogany's are just about the funniest and cleverest comedians before the public today.

This act during the past season has been the big humorous hit of the big New York Hippodrome and is described as one of the most thoroughly enjoyable collections of nonsense now being performed. The Bogany troupe is composed of eight comedians, each with a worldwide reputation. They have been engaged for the entire period of the State Fair, Oct. 14 to 29.

FORTY PUPILS ARE ENROLLED IN THE EAST MOUND SCHOOL

Rosa Wallace Is New President of Home Economics Club; Will Help Furnish New Building.

EAST MOUND, Oct. 8.—School opened in the old building on Monday, October 2, with forty pupils enrolled. Professor Lock has the fifth, sixth, eighth and ninth grades, while Miss Myrtle Saffle has from the beginners' through the fourth grade. Two of the patrons have offered a medal to the pupil making the highest general average for the year.

Mr. and Mrs. D. W. Wallace have returned from a month's visit to Austin and other Central Texas cities.

Mrs. Bessie Sumrall returned to Post City Sunday.

F. V. Scener, of Denver, Colo., arrived Monday, October 2nd, and is improving his Swisscher County section.

B. F. Cox is doing some improving on his Floyd County land.

J. P. Marlin and family spent Sunday at Mr. Long's.

Messrs Brittain and Thompson, of Childress County, are visiting in the B. F. Cox home this week. These gentlemen are sons-in-law of Mr. Cox.

Rev. Frank, Sunday School missionary, of Wichita Falls, will hold service at the school house on Sunday, October 15th, at 3 p. m.

O. E. Winslow is sowing wheat for C. J. Gardner this week.

The Home Economics Club met and reorganized on Wednesday, October 4th. The new officers are: Rosa Wallace, president; Naomi Marlin, vice president; Fay Marlin, secretary and press reporter; Anna Belle Estes, treasurer. The club has planned a lot of work, preparatory to going into the new building.

THOMPSON SAYS FAIR AT FLOYDADA A SUCCESS.

Conductor Thompson, sole pilot of trains on the Floydada line of the Santa Fe, is enthusiastic over the Floyd County Fair. Mr. Thompson states that the agricultural exhibits are the best the county has ever shown.

PEOPLE FROM CANADA BUY FARMS AT LITTLEFIELD.

LITTLEFIELD, Texas, Oct. 8.—Littlefield's population increased twenty-five persons today. A special car containing that number arrived. These people came from Canada. They have already bought land and have come to remain permanently.

HALFWAY TEACHERAGE COST MOTHERS' CLUB ONLY \$140

Carpenter Work Done Mostly by Men of the Community—Halfway Farmers Are Very Busy.

HALFWAY, Texas, Oct. 5.—We are having pleasant weather since the cool weather of last week, when we had both ice and frost, but not to the injury of anything.

Everyone is busy with fall work, the putting in of wheat and the cutting of row crops, which have turned out very well.

F. A. Nye left today for St. Louis, Missouri.

Bryan and J. W. Dye and Nelson Smith are attending the tent show in Plainview tonight.

The singing school being taught here by Tom Cooner, of Dallas, closes tomorrow night, with a special program.

Brother Britain filled his regular appointment here Saturday and Sunday. Brother Britain will not be here on the third Sunday afternoon, as he will be occupied at Olton at that time, but will preach at night instead.

J. E. West, accompanied by his wife and daughter, Miss Hattie, left last week for Kress, where he will remain for some time putting in wheat on his farm near that place.

Rev. Black, of Lockney, will preach here on the third Sunday afternoon.

Blackleg is still claiming a yearling occasionally. Quite a number have died from this disease in this community the past few weeks.

In a write-up of the schools of Hale County in a recent issue of The Herald we noticed some very kind words concerning the Halfway school and Mothers' Club. Now, we sincerely thank the author of those words, but we wish to correct a mistake. Our "teacherage" was built at a cost of about \$140, instead of \$600, as was stated. One carpenter was employed, and the rest of the work was done by the men of the community. And, by the way, the Mothers' Club would like to toss a few bouquets to the "men of our community" for the faithful way in which they have always co-operated with the Mothers' Club.

MISS FLOY PIPPIN WINS SILVER.

Miss Floy Pippin won the chest of silver in the popular voting contest at the Roy E. Fox's Popular Players' show, which closed a two-weeks' engagement in Plainview Saturday night.

ALFALFA GROWN IN SOUTH PRODUCES LARGER YIELDS

New Government Bulletin Discusses Varieties of Plant and Gives Practical Information.

WASHINGTON, D. C., Oct. 9.—The increased interest in varieties of alfalfa and the need for the farmer to know whether a certain variety is suitable for his neighborhood have led to the publication of U. S. Department of Agriculture's Farmers' Bulletin 757, "Commercial Varieties of Alfalfa." In this bulletin of 24 pages, the authors, R. A. Oakley and H. L. Westover, of the Bureau of Plant Industry, discuss in detail the characteristics and habits of the nine fairly distinctive commercial strains of alfalfa now recognized in the United States, together with their adaptation to climatic conditions. Some give the best results in the North and Northwest, while others succeed only in the South and Southwest, where the winters are mild. Wherever possible, the authors have indicated methods of distinguishing the seed of one variety from another.

"Common alfalfa" is a term that is used to include all of the alfalfas that are not clearly of hybrid origin or that do not have distinct and uniform varietal characteristics, such as the Peruvian and Arabian varieties. Numerous strains are coming to be recognized in the "common" group. They are often designated by the geographic name of the locality where grown, as Kansas-grown alfalfa, Montana-grown alfalfa, and many others, or by some term descriptive of the conditions under which the crop has developed, such as dry-land alfalfa, irrigated alfalfa, and non-irrigated alfalfa.

Strains developed in the South usually produce larger yields than those developed in the Northern States, but they are less hardy. The "dry-land" alfalfa seed offered on the market has so far failed to show any noticeable superiority in ability to resist drought over that grown with an abundance of moisture.

The commercial Turkestan alfalfa has been tested quite thoroughly in all parts of this country, and in nearly every case has proved inferior to American-grown strains.

The leading commercial strains of variegated alfalfa are the Grimm, the Baltic, the Canadian variegated, and sand lucern. With the exception of sand lucern, they have been found more resistant to cold than other commercial varieties or strains, and are therefore recommended for sections where winterkilling occurs frequently.

Peruvian alfalfa is not resistant to severe cold, and can be grown successfully only where the winter temperature is comparatively mild, as in the Southern and Southwestern States. Under favorable conditions it out-yields any other commercial strain.

Arabian alfalfa is not a satisfactory variety, because of its tendency to be short lived.

As a result of numerous experimental tests the adaptations of the various varieties and strains of alfalfa have been quite definitely determined.

It is highly advisable that the farmer should learn to distinguish good from poor seed. Plump seed of an olive-green color almost invariably germinates well, while shriveled or brown seed generally germinates poorly. The presence of any appreciable quantity of weed seeds or other impurities indicates a poor quality of seed.

Owing to the fact that alfalfa does not produce seed satisfactorily under humid conditions, there is little use in trying to grow it for seed in the Eastern States.

Breeding work with alfalfa offers great possibilities, but the time and expense involved are so great that a farmer can not afford to undertake it.

BOX SUPPER AT WEST SIDE.

WEST SIDE, Texas, Oct. 9.—The West Side Mothers' Club will give a box supper Saturday night, October 14, at the West Side school house. Everyone is invited to attend.

CATTLE MARKET LIGHTLY SUPPLIED; TRADE ACTIVE

Prices Strong on Western Stockers and Feeders and Higher on Cows.

KANSAS CITY STOCK YARDS, Oct. 6.—The cattle market has been lightly supplied since Wednesday, and trade has been more active, prices steady on most kinds, strong on Westerns and stockers and feeders, higher on cows. Kansas has marketed eighty per cent of the grass cattle that will move, and a better market on medium grades of steers is expected. Prime steers have been selling firm, and less will so continue.

Beef Cattle.

Yearlings brought \$10.50 to \$10.75 on the open market this week, heavy steers \$10.50. At the sale of fat exhibition cattle yesterday the first-prize Herefords brought \$14.10 per hundred-weight, a record price at Royal sales, and eight other cars of fat steers brought from \$10.80 to \$12.00. Tall ends of the summer grazing are beginning to show up, but good steers sell at \$8.00 to \$9.40 this week, including some that have had corn for 30 or 40 days. Medium grass steers range from \$6.75 to \$7.25, and 21 cars of quarantine steers sold today at \$5.70 to \$6.55, weights from 750 to 1,050 pounds. Cows find a strong demand, Colorado grass cows selling up to \$6.75 this week.

Stockers and Feeders.

Quality of stock cattle offered has been better than heretofore, as usual Royal week, sales ranging from \$5.25 to \$8.00. At the sales of exhibition car-lots yesterday, \$7.50 to \$8.50 were ruling prices, with some calves around \$10.00. Feeder buyers have been taking fleshy feeders at \$8.00 to \$9.00, feeders \$6.50 to \$7.75.

Hogs.

Hogs have advanced 35 cents in the last two days, after touching low spot Wednesday, at \$9.40 for tops. Packers have participated in the competition that has brought the advance, which makes it appear more safe, as indicating that they need material. Receipts have been pretty liberal this week, except today, when the run is 3,000 head. Top today is \$9.75, bulk \$9.20 to \$9.60. Everybody expects a decrease in the hog supply, based on the belief of shortage in the country, which seems to be borne out by low average weights of hogs coming, around 175 pounds, suggesting close marketing.

Sheep and Lambs.

The market is 40 cents higher than the first of the week, and the situation looks firm. Receipts are considerably lighter this week, 6,000 today, and apparently the big runs here are over. Eight cars of Utah lambs brought \$10.00 today, balance of the good lambs at \$9.85 and \$9.95, some lambs to packers today appraised at \$9.95 which cost \$9.35 in Denver Monday. Top feeding lambs this week \$9.85, fat ewes \$7.25, wethers \$7.65, feeding ewes at \$5.50 to \$6.75, breeders \$7.00 to \$9.25.

ON RUSTIC LIFE

Happy the man whose wish and care
A few paternal acres bound,
Content to breathe his native air
In his own ground.

Whose herds with milk, whose fields
With bread,
Whose flocks supply him with attire,
Whose trees in summer yield him shade.

In winter fire.

Blest, who can unconcernedly find
Hours, days and years slide softly away
In health of body, peace of mind,
Quiet by day.

Thus let me live, unseen, unknown;
Thus unlamented let me die;
Steal from the world, and not a stone
Tell where I lie.

—Alexander Pope.
W. E. Winfield left Saturday for Waco. He will be accompanied here by his mother, who will visit with him.



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Michaels, Stern & Co.

This Fall We Want to Sell You Your Clothes—

More than ever before, we want your patronage this Fall.

We want to sell you that suit or overcoat on an out and out value basis—on a dollar for dollar comparison with other clothes at other stores.

You see—we know. We know how far we can go in making claim for Michaels-Stern Clothes, and here's our claim!

Never Before—in spite of the increased cost of material and of labor, have Michaels-Stern Clothes offered better styles, better tailoring, better woolsens, better workmanship than in this season's line. Come in and let us show you.

Prices range at \$13.75, \$16.50, \$19.75,
\$24.50 and up to \$28.50

Jacobs Bros
THE ONE PRICE SPOT CASH STORE



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FARM INSURANCE.

Farmer's Need of Property Insurance and Suggestions for Meeting This Need.

Four kinds of property insurance are written in which the farmer is particularly interested. These are, for insurance of buildings and personal property against loss by fire or lightning, insurance of the same objects against loss by windstorm, insurance of growing crops against hail, and insurance of live stock against death by disease or accident.

To the average farmer the first two kinds of insurance usually make the strongest appeal. One reason for this is doubtless the feeling that fire and windstorm are the destructive agencies that most frequently, at a single stroke, deprive their victims of the accumulated earnings of many years. Perhaps a second reason why farmers usually first provide themselves with fire insurance and wind-storm insurance is the fact that these are, as a rule, relatively less expensive than the other two kinds of insurance here considered. By this is meant that a larger percentage of the money collected from the insured can be used to compensate the sufferers of loss than is the case with hail or live-stock insurance. A simpler organization is possible, and fraudulent claims are more easily guarded against.

The fact that hail and live-stock insurance are less generally carried by the farmers of the United States does not signify that these forms of protection are not important. Under certain circumstances and conditions they may even outrank in importance the other two. As the American farmer learns to make of agriculture more strictly a science, and to eliminate, as far as possible, the element of chance, he will doubtless insist on the further development of all the kinds of insurance here enumerated, and perhaps of still others.

Few farmers are so rich that they can wisely go without insurance. Happily few are so poor that they are compelled to go without a safeguard that to the average farmer may be classed as a necessity. The very farmer who has but a few buildings and little personal property, and is perhaps least able to pay for insurance protection, is really the one who can least afford to go without it. Hence the importance of making insurance as cheap as it is possible to make it and yet have it efficient and dependable.

About two-fifths of the farmers in the United States have found a method

of providing themselves with fire insurance at greatly reduced cost through mutual or co-operative insurance associations, embracing a single county or some such limited territory. Dependable and cheap wind-storm insurance has similarly been provided by means of larger mutual companies, often operating in close relationship with the local fire-insurance mutuals. Local wind-storm insurance companies have, however, in several instances, been taught by experience, and to their own sorrow, that while each group of farm building and to a considerable extent each building within the group constitutes a separate and distinct risk so far as fire hazard is concerned, the same is not true with reference to the wind-storm hazard. Safety and stability in windstorm insurance demand that the amount of insurance be large and the risks widely scattered. The same is true of hail insurance.

A smaller number of farmers have also provided themselves with hail and live-stock insurance by means of mutual associations. While a number of these associations have a successful record covering many years, companies representing these kinds of insurance have been less generally successful than have farmers' mutual fire-insurance and wind-storm-insurance companies. Some of the reasons for this difference in success have already been suggested.

Not infrequently letters come to the United States Department of Agriculture repeating stories of hardships due to losses of property not covered by insurance, and asking if some provision does not exist by which the department can aid deserving farmers who have met with special disaster to their property. The answer to such inquiries must, of course, be in the negative.

The Office of Markets and Rural Organization of the department has undertaken a careful study of various kinds of property insurance of interest to the farmer. The information in its possession is at the disposal of groups of farmers who desire to organize with the view of providing themselves under favorable conditions with insurance best adapted to their needs.

H. M. SEALE BUYS TRUCK.

The Silverton truck has again changed hands. Mr. Morrow traded back to Mr. Kidd, and Mr. Kidd has now traded to Mr. Henry Seale. Mr. Seale will operate the truck with a view to giving the best service. He will make trips to Plainview on Mondays and Fridays.—Silverton Star.

INTERNATIONAL SOIL-PRODUCTS EXPOSITION TO OPEN SATURDAY.

When the gates of the International Soil-Products Exposition open, on Saturday evening, October 14, exhibits will be in place illustrating the agricultural, industrial and commercial resources of 15 states, Canada, Mexico, and several of the Central and South American countries.

Notwithstanding the unsettled conditions in Mexico, the exhibit of that distracted republic was the first to arrive, and will be the first completed. This exhibit comprises agricultural, mineral and manufactured products. One of its interesting features is a display of all kinds of fibre plants grown in Mexico, and a working illustration of the method of manufacturing fibre products. Accompanying the Mexican exhibit will be the famous national band of the republic. This band is rarely permitted to leave the confines of Mexico.

That the people of Canada are not all engaged in warlike operations is shown by the fact that a complete exhibit of the agricultural and other resources of the Dominion have been collected, and brought all the way across the United States to be shown at this Exposition staged on the southern border. The Canadians are among the most expert exhibitors in the world. Incidentally, they capture a surprising number of premiums. The world's sweepstakes for the best bushel of wheat awarded by this Exposition annually has been won regularly for a number of years by Canadian farmers. The value of this prize varies from \$600 to \$2,000.

Exhibits of dry-farmed and irrigated products grown by farmers in all parts of the semi-arid regions are arriving by the hundreds, as are also specimens produced in the humid sections. A special list of prizes is to be awarded to exhibitors of products grown under dry-farming conditions.

L. G. Wilson went to Lubbock Saturday on business.

CARD OF THANKS.

I truly desire to thank each and all who so kindly helped me during the recent contest at the R. A. Long Drug Company and gave me first place in the final count. I am,
Your friend,
IVA COLE.

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

Not Only Nationally Advertised But Nationally Advertising—

Are the many popular magazines and newspapers which we offer for your reading. We especially want to interest you in The Kansas City Star and Kansas City Times, two of the newsiest publications in all of the west.

As These Cool Spells Become More Frequent

we will continue to increase the menu of hot drinks and light lunches which we are offering. Each of our tables is practically private—have you seen how they are arranged? You will enjoy dropping in as you go by [and have us serve you a dainty warm lunch. These lunches are especially selected for ladies who are down on shopping tours.

We are getting more and more fruit and will increase our supply as other fruits become available on the wholesale markets. Watch our window for the selection.

We keep our sheet music up with the popular Eastern hits, both in vocal and instrumental numbers.

King's Candies for the ladies and our good cigars for the gentlemen make a highly pleasant evening accompaniment to these cool nights.

Everybody's Confectionery

H. E. JOBE, Proprietor

Carriage Painting as Well as Automobile Painting

SHOULD NOT ONLY DEMAND

First Class Material and a Dust Proof Building

but that exact workmanship necessary for a factory finish. Satisfy yourself as to our workmanship and let us figure with you on your carriage or automobile painting.

RICHARDS AUTOMOBILE PAINTING CO.

ONE DOOR WEST KNIGHT AUTO CO.

PLAINVIEW, TEXAS

Motor News of General Interest

BARNEY OLDFIELD IS HAVING NEW RACE CAR CONSTRUCTED.

The secret concerning the car which Barney Oldfield, master driver of the world, will drive in the Vanderbilt Cup and International Grand Prize races to be held at Santa Monica November 16 and 18, has leaked out, and the veteran was responsible for the leak.

Oldfield will drive a car to be constructed in Los Angeles from parts of his old De Lage and a new motor to be built by Harry Miller, a prominent automobile engineer of Los Angeles. Just what the car will be called Oldfield has not decided. The warhorse gave out the information concerning the new motor to dispel for all time the rumor that he would pilot a car made by Eastern manufacturers.

The new motor will resemble closely the one which Harry Miller is building for Tom Alley in his new car, which will make its first appearance in the cup classics. The innocations will include oil and gas lines cast integral with the crank case, overhead cam shaft, 16 valves, and all working parts enclosed. Several parts of the old De Lage, such as axles and frames, will be used in the new distance annihilator.

COMING MOTOR EVENTS.

- October 14—Chicago speedway race.
- October 19—Indianapolis speedway race.
- October 21—Track meet, Kalamazoo, Mich.
- *November 16—Vanderbilt cup race, Santa Monica, Calif.
- November 18—Grand prize race, Santa Monica, Calif.
- November 30—Speedway, Los Angeles, Calif.
- December 25—Speedway, Los Angeles, Calif.

*Sanctioned by A. A. A.

Shows.

- October 14-31—Dallas, Texas.
- October 15-November 1—Omaha, Neb., closed car salon.
- January 6-13—New York show.
- January 13-20—Montreal.
- January 27-February 3—Chicago show.
- February 18-25—St. Louis, Mo., show.
- March 3-10—Boston.
- March 6-10—Fort Dodge, Ia., show.

SAXON IS IMPROVED.

Much improved over the previous series are the new Saxon six and the little four-cylinder roadster. Refinements both in the mechanical details of the power plants and chassis, and some important body changes, make the cars better buys than ever, the six remaining at \$815, and the roadster selling in its new form for \$495.

In this four-cylinder roadster model, which was the first type of car to bring the Saxon name into prominence, the equipment has been materially increased, and the body revamped in most commendatory fashion. It is true that the cost of the roadster has been increased, and while on the face of it, it would appear that \$100 has been added to the price, it is really more of a value than heretofore, when the added features are taken into consideration.

Electric Equipment on Four.

In the new series, this model is supplied only with full electrical equipment, including a two-unit Wagner starting and lighting system and electric head and rear lamps. Then, too, the size of the tires has been increased from 28 by 3 inches on Q-D rims to 30 by 3 Goodyears on demountable rims. These two important equipment additions, together with an electric horn and speedometer, lift the little Saxon to an equal plane with most other cars in the matter of completeness. Last year a starter was furnished for this model at an additional cost of \$50, bringing the total then to \$445, and when this is considered, the new price, with every modern feature, looks low indeed.

HERE'S A GOOD SCHEME TO ELIMINATE TIRE PATCH.

Why waste a big patch on a little nail hole puncture? You can get just as good results in a much more economical way. Pick out the hole till you have a nice, clean perforation, roughen with sand paper, apply cement, allowing it to dry 25 or 30 minutes; then roll up a small plug of tube stock just large enough to fill the hole. Cure five minutes on the plate. The pressure will form the rubber plug into a sort of rivet on the inside, and the repair will hold just as well as a large, bulky patch.

TRACTOR ATTACHMENT FOR FORD CARS.

For \$125 any Ford may be converted into a tractor in two hours' time. The device consists of a rectangular sub-frame which bolts onto the rear of the Ford frame, and which carries two heavy steel wheels which are driven by roller teeth gears on the axle ends, which mesh with internal gears on the wheels.

The ratio is 9 to 1, which gives a total reduction of 32.6 to 1. The machine is designed to operate on high gear exclusively, and since the reduction of 9 to 1, the speed of the motor at 2 miles an hour is equivalent to that of a Ford car running 18 miles an hour. The drawbar pull is normally about 1,200 pounds, and if low gear is used, but only in an emergency, the pull may be anywhere up to 2,000 pounds. The cooling efficiency is increased by adding a pump.

In attaching the Tractor, it is necessary to drill only two holes, one in each side member of the frame. The machine is designed for all sorts of farm work, including spring-tooth harrows, rollers, mowing machines, binders, corn harvesters, potato diggers, and plows. In fact, it is designed to do all the work that any tractor will do. The Standard Tractor Co., 1506 Fort St., Detroit, is the builder.

SPARK PLUG CRACKS.

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

SEE IF BRAKES ARE DRAGGING.

After adjusting the brakes be sure that the wheels run freely. This is done by jacking up the rear wheels and turning them by hand. If the least resistance is felt and the wheel while

spinning around causes a scraping sound to be heard, the brakes may be dragging. If the brakes are of fabric the trouble may sometimes be eliminated by prying the band with a screwdriver or similar tool. On a tour, feel the brake drums at intervals, and

if very hot it may be assumed the brakes are dragging.

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

TO FORD OWNERS

SEE

Barker & Winn

FOR FORD PARTS PURCHASED DIRECTLY FROM THE FACTORY

PUBLIC SALE

E. Dowden at his farm 5 miles southwest of Plainview on Saturday, October 28th, 1916

will offer at Public Auction the following stock implements and furniture:

- 10 head Jersey milk cows from 2 to 6 years old.
- 3 head Jersey heifers.
- 3 head Hereford cows from 2 to 4 years old.
- 2 head Durham cows from 3 to 6 years old.
- 3 head of Durham spring calves.
- 1 driving horse, new buggy and harness.
- 1 bay mare in foal.
- 1 bay mare 4-year-old, in foal.
- 2 bay fillies, 2-year-old.
- 3 head young mules.
- 100 Duroc shoats, average 80 pounds.
- 25 Duroc shoats average 50 pounds.
- 10 young brood sows.
- 2 thorobred Shropshire bucks.
- Wagon, mower and rake, broad cast binder, and many other things too numerous to mention.

TERMS:—6 months' time on hogs; 12 months' time on cattle, horses and mules. Secured notes bearing 8 per cent interest; 5 per cent discount for cash. Implements and furniture, 12 months' no interest and 1 per cent discount for cash. Any purchase less than \$10 no discount and cash on day of sale. Everything must be settled for before removing from farm.

Sale will commence promptly at 1:00 p. m., Saturday, October 28th

An old fashioned Bergue dinner will be served free at 12 o'clock sharp. Bring your tin cups and spoons with you and we will do the balance.

I reserve the right to sell any of this stock, implements or furniture on or before sale day and also one bid on any stock or article offered for sale. You will miss something good if you fail to come—something doing every minute after 12 o'clock noon.

Dowden, Long & Moran

Saturday, October 28th, 1916

All Kinds of Ford Parts

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

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

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

BOWERY IS NURSERY OF OUR SO-CALLED "POPULAR SONGS."

The Bowery, it seems, is the nursery of our popular songs. Even Stephen Foster, whose name is immortalized in "The Old Folks at Home," "Massa's in de Cole, Cole Ground," "Darling Nellie Gray," and "My Old Kentucky Home," got his inspiration among the old Bowery haunts, and Howard and Charles Graham often wandered in the old Bowery, says Mr. E. M. Wickes, "while humming to themselves the initial strains of such songs as 'My Dad's the Engineer,' 'A Picture That Is Turned Toward the Wall,' and 'Two Little Girls in Blue.'" Their successors, such as Irving Berlin, Harry Von Tilzer, Gus Edwards, and L. Wolfe Gilbert, all started there or thereabouts, too, and now impress many of us besides Mr. Wickes by the large fortunes they are making. It is a golden haze that Mr. Wickes, writing in the October American Magazine, bathes them in. Such songs as "Alexander's Ragtime Band," "Goodby, Little Girl, Good-by," and "Waiting for the Robert E. Lee" are with us now for everybody to judge, so Mr. Wickes says little about their esthetic merits. They must await a sterner judge like, perhaps, Mr. William Archer, who deals in a recent Fortnightly Review (London) article with the analogous English product and declares that "the whole music-hall movement has produced not one—literally not one—piece of verse that can rank as poetry of the humblest type, or even as a really clever bit of comic rhyming." More than that, he says, "the English music-hall is the home of vulgarity and inanity; that the audiences, as a rule, would enjoy much better stuff than they are given; and that the music-hall seems to have killed a genuine vein of lyric faculty in the English people." If the case is as bad with us as he puts it in England, in saying that "the music-hall has produced not one single lyric which has any chance of living in the national memory," then we are spending our thousands in vain, unless it be proved that the popular song-writer's vocation is to minister to his own day and age, and leave his successors to take care of posterity. But "as a means of bringing fame, prominence, glory, or whatever you wish to call it," says Mr. Wickes, "the popular song is a wonder and in a class all its own." Take the case of Irving Berlin:

"For years Berlin had been camping in the concert halls in Chatham Square, gradually assimilating the jingling melodies and philosophy he found there. Time and again he tramped up the Bowery with empty pockets while on his way to the publishers, only to be laughed at for his pains and songs."

"Berlin was always hunting for novelty, but failed to discover any until he saw the Hayes-Dorando race at Madison Square Garden. The antics of the barbers, bootblacks, and Italian fruit vendors who had placed their hopes and spare cash on Dorando so impressed Berlin that he journeyed back to Chatham Square and wrote a rhymed story about them. The next morning he offered the lyric to a publisher, and, according to a report common along Broadway, the publisher said:

"It looks like a good idea. Now go home and write a melody for it."

"But I don't know anything about writing melodies."

"It's easy," the publisher smiled. "Just sit down at a piano and pick out one—something catchy."

"Berlin drew a long sigh and turned away. However, he followed the publisher's advice, and on the following morning he gave the publisher quite a surprise by turning up with a melody. For the song he received twenty-five dollars and a real start after years of discouragement and hardships. Since then he has written hit after hit, as well as a couple of ragtime musical comedies. He rides in his own automobile, has a private secretary, is head

of one of the largest music firms in the world, and is the same modest, unassuming fellow that he was when a dollar looked big to him. His income probably exceeds fifty thousand dollars a year.

"Berlin knows little or nothing about the high-brow points of music. Melodies just bubble out of his system. He has an ear for harmony, and can recognize a catchy strain the second he hears one. On one occasion he told the writer that he feared to study music, as he had an idea that the knowledge of music construction and its laws would have a tendency to kill his originality and spontaneity. Practically everything comes to him in a flash, and if it appeals to him he does not stop to analyze a melody for possible violations."

L. Wolfe Gilbert, author of "Waiting for the Robert E. Lee," comes just after Irving Berlin in point of time with his first success. In the beginning he plodded "up and down the Bowery trying to induce third-rate comedians to buy six parodies for a dollar." He had drifted from Philadelphia when a boy, "and had secured his musical training and conception of popular songs under the garish lights of the Bowery concert halls."

"After scores of hard knocks, Gilbert persuaded a firm, composed of colored men, to accept an Irish song, but as the concern went out of business shortly after that he received nothing for his trouble. A few months later he discovered the idea for 'Mamma's Shufflin' Dance,' and placed it with W. Rosier."

"Gilbert is another follower of the simple story and simple melody, and contends that anything that appeals to the emotions of the masses is good song material. During one of his trips to the South he was so impressed by the enjoyment that hundreds of negroes obtained from dancing and singing while they awaited the arrival of a steamboat that he wrote a song about it on his return, calling it 'Waiting for the Robert E. Lee,' and collected \$15,000 in royalties for an hour's work. Today Gilbert enjoys an annual income of \$16,000."

The story of how a song gets over is told in this instance:

"Last year, when everybody was talking patriotism and preparedness, the Bowery pushed another of its pupils to the front in Archie Gottler, the composer of 'America, I Love You,' which has just cleared the million mark in sales. Gottler is still in his

teens. His parents were born in Russia, and he received his musical training and conception of melody and natural harmony down in China town.

"Like many of his predecessors, he saw lean days and had a time of it getting a start. When he wrote 'America, I Love You,' every one of the musical seers told him that it would never hit the public. 'The melody is too strange and the range too wide' was the consensus of opinions. Gottler and his partner, Edgar Leslie, finally accepted the verdict and destroyed the manuscript."

"One day Gottler met Anna Chandler at the Brighton Beach Theater. She was sorely in need of a strong song to close her act."

"I'd even use a patriotic song if it had a punch," she said. "Can't you get me one?"

"In a joking mood Gottler sang and played 'America, I Love You,' and as he struck the last note, she exclaimed:

"It's just what I want! That's a hit! I'd be a riot with it. Who's got it?"

"Gottler thought otherwise, but told her that if she wished to use it he would have an orchestration made for her, which he did. And, sure enough, two nights later she set her audience

wild with the song. Then Eva Tanguay heard of it, and immediately had Gottler visit her home to teach her the song. After that the publishers to whom Gottler was under contract changed their minds, for Tanguay was a hit with the song from the start. No sooner had Eva used the number than the rank and file of comedians, as well as many head-liners, clamored for the song, and there was nothing to do but go after the number. At this writing the despised song has paid Gottler about \$5,000 in royalty. In addition to 'America, I Love You,' he has turned out 'I'm Glad My Wife's in Europe,' 'The Letter That Never Reached Home,' and several others, all big money-makers.—Literary Digest.

THE MISSOURI MULE IT'S A WINNER Good as its rep. LANDERS

Mules--Not Brown's but Missouri
See them at
LANDERS

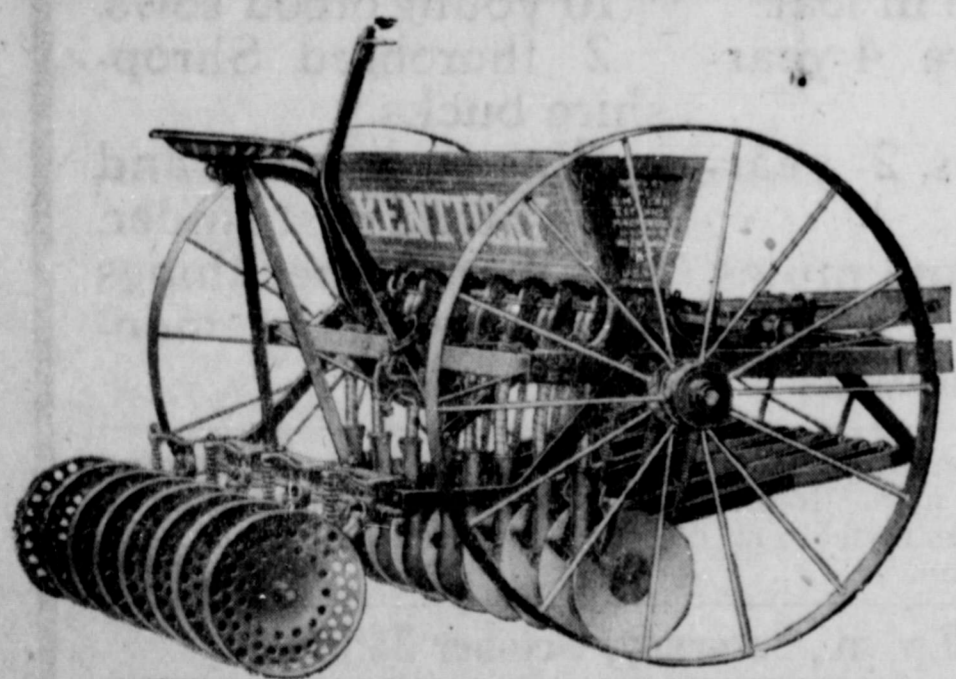
Is Your Watch a Gay Deceiver?

Are you one of the thousands of Americans who year after year carry a deceptive, unreliable watch? If so, why not "right about face" today and get a real timepiece? Let us show you the *Hallmark, Hamilton, South Bend* and other reliable watches.

W. PETERSON
Jeweler and Optician
THE HALLMARK STORE

THE MISSOURI MULE
At
LANDERS

KENTUCKY



KENTUCKY—A Drill Line You Can't Afford to Miss

Men come round every year to sell you crop insurance against hail, wind and other elements. That is all very well, but there is another brand of insurance that costs less and pays every year.

Seed planted with a KENTUCKY drill is insured against waste. The kernels are planted at a uniform depth and covered properly. In sections where the soil is exceptionally loose your KENTUCKY can be equipped with press wheels that compact the soil firmly over the seed. Such seed is in better condition to withstand drouth or flood than broadcasted grain only half covered.

Come in and look over the KENTUCKY line—there is nothing better.

DONOHOO-WARE HARDWARE CO.

The fall "Dress Up" has given this young man the right idea; he is going over his clothes very carefully; he will probably find when he gets right down to "brass tacks," that his last season's suits and overcoats are threadbare in spots; that he needs a few new clothes if he wants to look and feel right.



Copyright Hart Schaffner & Marx

Try it on your wardrobe tonight

YOU will probably find some standbys that still look pretty good to you, but call in your wife; she won't "play any favorites;" she will give you an outside viewpoint.

If you are not married, get your mother to help, or sister. You'll find you need clothes and need them badly.

Now that's where we come in; we have the clothes you want. The smartest suit you can get into is a Varsity Fifty Five. Hart Schaffner & Marx have made them in variations to please every taste. Older men who like youthful style wear them—they are not extreme; they are just right.

Hart Schaffner & Marx have provided us with some wonderfully good fall overcoats; they are here in Varsity Six Hundreds, belt-backs. The colors are browns, grays, blues—anything you desire.

Stylish new neckwear, shirts, hats, shoes—everything that a well dressed man wears.

CARTER-HOUSTON'S

The Home of Hart Schaffner & Marx Clothes

COLLECTIVE BORROWING.

Farmers Co-operate in Establishing Improved Relations With Their Banks.

What co-operation among farmers can do to improve their borrowing capacity at banks is thus described in Bulletin No. 409, "Factors Affecting Interest Rates and Other Charges on Short-Time Farm Loans," recently published by the department:

"In some parts of the country where farmers, if they obtained loans at all as individuals, were compelled to pay very high rates of interest, plans have been tried out under which groups of farmers have been able collectively to establish improved relations with banks. In several localities of the Central West and Rocky Mountain regions farmers have formed temporary agreements under which they act collectively as guaranty associations for approved loans to members. The added security from these associations has enabled members to obtain loans at reduced rates of interest. Another plan, illustrated by what has been done in a Texas community, involves a temporary agreement between a group of farmers and a bank, but differs from the plan previously mentioned in that the added security consists of a reserve fund left with the banker. Each borrower allows the bank to retain 5 per cent of his loan for a reserve fund, which is held as a guaranty for all the loans made under the agreement and is returned to the farmers at the termination of the agreement.

Under another plan, which has been employed in several communities of Northwest, a group of business men agree to deposit a sum of money with a bank and guarantee the loans given to farmers for some specific and approved purpose. In all such cases farmers have been enabled to obtain credit on more favorable terms than usual.

"In a number of localities in this country groups of farmers have organized co-operative credit associations or credit unions. Usually each credit union makes definite arrangements with some bank by which the latter acts as a depository and furnishes loans on specified terms. Thus one of the unions in North Carolina receives 3 per cent interest from its bank on deposits subject to check and 4 per cent on savings accounts left on deposit three months or longer, and pays 5 per cent interest on its loans from the bank. The credit union, in turn, pays its own members 4 per cent on their savings accounts and furnishes them loans at 6 per cent. Such a credit union not only accustoms its members to the use of check and savings accounts, but also enables the members to obtain loans for approved productive purposes on better terms than they could obtain elsewhere."

FLYING FOX HUNT SPORT FOR AUSTRALIAN MOTORISTS.

Did you ever hear of a "flying fox" drive in automobiles?

It isn't likely that you have, for such events are not in vogue in the United States. This sport is more or less peculiar to Australia, particularly the East Coast, near Brisbane, Queensland.

The Overland and Willys-Knight dealer at Brisbane recently sent word to the Overland factory, at Toledo, Ohio, of an extended fox drive by "Overland hunting parties," in which tens of thousands of these creatures were exterminated. Some of these shooting expeditions penetrated into the very heart of the Australian scrub, where the cars successfully broke their own roads through virgin bush and jungle.

During the summer of 1915-1916, for our winter months are their summer period, the whole of Queensland suffered from a protracted drought. The scrub-covered ranges back of the coast line were no exception, and bush fires soon began to run through this country.

For a hundred miles around Brisbane the forest fires were so bad that the entire city was fairly shrouded in smoke. Naturally, these widespread bush fires made a great difference in the feeding grounds of all the wild life peculiar to the Queensland scrub. Mobs of parrots and cockatoos flew screeching over Brisbane, as they were forced to move from their accustomed haunts by smoke and fire.

One of the most uncanny denizens of the Queensland bush is the "flying fox." This beast—or bird—has a head covered with red hair, exactly like a fox, and has wings like a bat.

The flying fox is a nocturnal animal, and a gregarious one. In spite of its terrifying appearance it is fruit-eating. In fact, it is a valued article of diet in New Guinea and other islands adjacent to Australia.

During the daytime the foxes sleep in "camps"—usually deep, gloomy gullies in an unfrequented range. These "camps" are as a rule permanent, and each is inhabited by tens of thousands of foxes.

Shortly after the scrub fires started, a number of these "camps" were burned out, and the foxes, confused by the clouds of smoke, settled in the city of Brisbane in countless hordes. Bamboos, shrubs and shade trees in the botanical gardens and in the residence districts were ruined, the branches being broken off by the sheer weight of the foxes clinging to them.

Fruit trees throughout the city were stripped. Sleep in the city was practically impossible because of the squealing and snarling of the starving foxes. To rid the city of this pest, all re-

strictions on the use of firearms were set aside. Good shooting was to be had at every corner.

Eventually the foxes settled in "camps" near the city, but their nightly raids continued.

The city authorities then appealed to the sporting blood of its population, asking its inhabitants to lend a hand in the eradication of these "camps."

Motor-car parties, armed to the teeth, were rushed to the spot. A successful shoot of an hour or two would result in a bag of several hundred foxes per gun. Hundreds of thousands of these pests were wiped out.

WORLD-FAMOUS BAND TO BE AT TEXAS STATE FAIR

Visitors to this year's State Fair of Texas, which will be held at Dallas Oct. 14 to 29, will have an opportunity of hearing a musical organization which is considered by many to be the very best in the country. This band is headed by Mr. A. F. Thaviu,



A. F. THAVIU.

THE MISSOURI MULE

Ask

LANDERS

H. S. Ford, of Tulla, was here Saturday on business.

O. R. Page, of Lockney, was here Sunday.

Mr. and Mrs. J. T. Trent, of Fort Stockton, was here Sunday.

R. L. Polk, of Lubbock, was in Plainview Sunday.

L. M. Cobbs, manager Mutual Film Corporation of Amarillo, has returned to his home, after a visit with his brother, S. D. Cobbs, manager of The Mae I. Theatre.

Don't Wait Longer

The cold, damp spells are becoming more frequent. Don't wait longer, until the real blizzard hits you and the members of the family all have bad colds. Put in your coal orders today and sit back in warmth and smile at the fellow who will always wait until the last minute.

TODAY'S PRICES ARE

Simon Pure Nigger Head Lump	\$8.50	Peerless Pea	\$ 6.00
Simon Pure Nigger Head Nut	8.00	Black Diamond Anthracite	12.00
Peerless Egg	7.50	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

NATIONALLY ADVERTISED

We sell many different articles that are Nationally advertised and it is impossible to display them all in our "Nationally Advertised Window" so we have selected only three lines which are the best we have.

Chase & Sanborn's Coffee and Tea

Has been the standard for years. We often have "Drummers" selling other coffee call on us and say, "Their coffee is as good as SEAL BRAND", which is a good talking point but have never yet had any "Drummer" to say his coffee was any better. Seal Brand Coffee is sold strictly on its merits. Do not have to put in cheap premiums to make it sell.

When you get a coffee with premium, you are the one who pays for it—usually in the quality of the coffee. It would be much cheaper for you to buy your cups and saucers from crockery dealers and get what you want. The customer is the one who pays a big price for premiums. You will get quality in Seal Brand Coffee worth the price.

White Crest Flour

A strictly High Grade Soft Wheat Flour, made from this season's wheat—which is the best in years. Our customers say it is even better than at any time in the past. Any good baker knows that you cannot make as good biscuit or pastry with hard wheat flour or a blended flour as you can with a pure soft wheat flour.

We guarantee White Crest to be the best flour sold in Plainview for biscuit and pastry cooking.

We guarantee Gilt Edge hard wheat flour to be the best for making First Class Light Bread.

Jack Frost Baking Powder

Guaranteed to stand rigid inspection of all State and National Pure Food Laws. Use this with any good shortening in White Crest and your cooking will be satisfactory.

If you want to keep the whole family in good cheer give them good bread and good coffee, White Crest and Seal Brand will fill the bill. Use the best it pays in the end.

Sewell Grocery Company

FREE! FREE!! FREE!!!

BOYS AND GIRLS

L. J. Warren Grocery Co.'s. Contest

A Beautiful Non-Skid Auto Truck Will Be

Given Away Free!

To the boy or girl who collects the highest amount of our coupons between now and December 1st.

How to Get Coupons

We give a Coupon with every 10c cash purchase at our store. Get your father, mother, neighbors, friends and relatives to come to our store that they can give you the Coupons which we give them with every 10c cash purchase at our Store.

Double Coupons given in our Candy Dept.—We sell the best quality of goods.

Important

On DECEMBER 1st, make a package of your coupons, and bring them to our STORE before 8 p. m. See that your full name and address is on the package. Each package will be counted and the boy or girl holding the highest amount will be the winner of this beautiful Non-Skid Auto Truck. Name of winner will be given out at 4 p. m., DECEMBER 5th.

This Store Has No Window For Decoration

but we do have a mighty complete stock of Nationally Advertised food products and you will generally find them here at prices just a little below the usual. Back of the goods there is service and we invite you to consider these things when you next buy groceries.

We appreciate your trade and will endeavor to merit it.

L. J. Warren Grocery Co.

Phones 233 and 234

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

America No Longer Looks to Long-Haired Artists Whose Names End in "osky" or "vitch"

Contributed by Professor Wm. Herbert Reed.

Our neighboring city of Dallas is to have some exceptional musical attractions this season, among which the following have already been announced: October—Pasquale Amato, Giovanni Martinelli; November—Eddy Brown, Margarete Matzenauer; December—Josef Hufmann, John McCormack; January—Albert Spalding and Rudolph Ganz, Ossip Gabrilowitsch and Clara Clemens; February—Alma Gluck, Emmy Destinn, Julia Culp; Lada, Boston-National Grand Opera Company, Ernest Schelling and May Peterson. To those who are not familiar with the names of famous living artists, let me say that the foregoing list contains some of the most celebrated singers and players in the world.

The old French Grand Opera House of New Orleans, famous in days past for its brilliant operatic functions, but fallen into hard and strenuous financial difficulties of late, has recently been donated by an anonymous well-wisher to Tulane University. Nearly every visitor to the Crescent City seeks out this building as one of the places of historic interest. I first viewed its unimposing walls on a summer trip, when its doors were closed, and it presented an air of lonesome abandonment. Later, in 1913, while in the city during the Christmas holidays, I witnessed performances of "Aida" and "Faust." It is indeed good to know that this old landmark is to be preserved as an opera house, and will not be turned into other uses, as was seriously expected.

There was a time when the American public worshipped entirely at the shrine of European musical gods. The long-haired foreign violinist was everywhere a public idol. Unless a performer's name ended in "osky" or "vitch," he had no chance of a favorable hearing. Happily, times have changed, and American violinists have come into their own. Maud Powell, Albert Spalding, Francis MacMillan, Eddy Brown, and Kathleen Parlow have made great

names for themselves in foreign cities, as well as filling many engagements in their own land.

Teresa Carreno, the Venezuelan pianist, for many years one of the most noted of artists, has recently arrived in New York for an extended tour of this country. "I maintain that America is now the home of culture," she declares, "and I have freely expressed myself to that effect in Europe."

If you would enjoy your piano tone fully, or expect your friends to do so, have it tuned at least twice a year. A piano thus cared for is usually in fine condition, while those which are tuned irregularly are never satisfactory. There are in your piano 228 steel strings of various lengths, which, when drawn into pitch, exert a strain on the iron frame of approximately 15 tons. Piano wire is highly tempered and responds readily to atmospheric changes. A change of 30 degrees of temperature will have a very noticeable effect on the piano strings, and will sometimes render void the careful work of the best tuner. Dampness, cold and heat all have a tendency to affect your instrument. Keep the temperature of your music room as even as possible.

If you are a singer, or even if you are not, be sure that the piano tuner uses a tuning fork when he starts tuning your piano. The A above middle C should have 435 vibrations per second, known as International Pitch. Many tuners leave this A as it is when they start tuning, because they dislike the work of bringing the whole instrument up to pitch. Consequently many of you singers constantly practice with an instrument of lower pitch. Then sometimes when you are singing with another piano correctly tuned, many of your songs will seem too high for your voice. It would not be a bad idea for you to possess a tuning fork; then you will know if your instrument is up to pitch.

I wonder how many people realize the great growth of music as an educational factor. Some facts may prove interesting as well as enlightening: There are more than 6,000 Supervisors

of Music in our public schools; about 3,000 sound-reproducing machines, of one make alone, are helping children to know and appreciate good music; the number of school choruses, bands and orchestras is ever growing; some school boards are providing for the instruction of young children in piano and violin, at very low cost to each student; many schools already give credits for graduation for serious music study done under private teachers; some leading universities are giving credits toward graduation both in appreciation and applied music. The sign of the times points to music study as a permanent and credit feature in our public school curriculums. A noted musical critic recently said: "Presently you will see music given an entirely different position in our system of public-school education; one reason being that the old generation of men who have been school teachers and superintendents, with all their rabid prejudices against music, is passing away, and a new generation, broader, fairer, which realizes the value of music in any intelligent system of education, is coming to the front." And why should not music pupils who study under competent teachers, spending from one to two hours daily in practice,

doing their work as faithfully and creditably as they do in the school classroom, receive acknowledgement for the same in their credits for graduation?

The writer has recently been appointed by the State president of the Texas State Music Teachers' Association, Mr. Arthur L. Manchester, of Southwestern University, as vice-president for Hale County. It is very desirable that the music teachers of this county become affiliated with the State organization. Great things can be accomplished musically if the professional musicians will band themselves together. Mutually setting for ourselves higher ideals, we will thus elevate the student musicianship, and pave the way for the development of a system of standardization which is bound to come in music teaching. If our work is to become recognized for credits in public-school grading, it is quite evident that we must have an established and accepted standard to work from.

WANTED—Position as stenographer; can give references; some experience in city offices. Salary \$25 per month. Call or phone McClelland House. 2t-pd.

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

PLAINVIEW PRODUCE CO.



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.



You Should Wear a SUNSHINE GARMENT this Fall

You probably want your new coat and suit for Fall and Winter wear to be the most stylish garment that can be found. More than this, you will want absolute quality and value at the same time.

"Sunshine" Garments are notable for their wonderful style, quality and value features. In addition to this, the perfect fit, serviceability and careful construction of "Sunshine" Coats and Suits coupled with the fair prices at which they are sold makes the wearing of "Sunshine" Garments an economy for every woman.

Sunshine Garments in complete size and style ranges are shown exclusively by

CARTER-HOUSTON'S

A FEW SPECIALS AT GORDON'S STORE

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

Bring me your produce. Highest market price.

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

Yours to serve,

T. L. GORDON

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. 1f.

FOR RENT: Newly papered rooms for light housekeeping. 706 Fresno Street. 2f.

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

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

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. 2t.

We have for sale several hundred pounds of choice Alfalfa Seed. CARTER-HOUSTON DRY GOODS CO. 1f.

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

TANKAGE—PLAINVIEW PRODUCE COMPANY. 1f.

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. 1f.

FOR RENT—Two nicely furnished light-housekeeping rooms. On corner west from Lamar School. Phone 618. 1f.

WANTED—To buy stalk fields. W. B. LEWIS. 2t.

FOUND: Friendship bracelet. Call at HERALD OFFICE. 1f.

We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY. 1f.

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. 2t.

Mrs. C. L. Bennington has opened her studio in Mr. Snell's room over Pierson & Smith's grocery store. Anyone wishing lessons or work done can see her there Tuesday, Wednesday, Thursday, Friday and Saturday. 1f.

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.

Be sure and let our man Polish and Set that Heater. HANDY MAN'S SHOP. Phone 475. 2t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. 1f.

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

FOR RENT—Two or more furnished rooms; modern; close in. 406 East Seventh Street. 1f.

FOR SALE—A few Durham milk cows, one fresh, and a few heifer calves. BOB MARTINE, 3 miles east of Seth Ward. 1f.

FOR SALE. One horse, buggy and harness; in good condition. Terms to right party. ALFALFA LUMBER CO. 1f.

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.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. 1f.

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.

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

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. 1f.

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 1f.

FOR RENT—3 nicely papered rooms for light housekeeping; light and bath. 607 Fresno Street. 1f.

FOR SALE—160-acre alfalfa farm; running water, 70 acres sub-irrigated, smooth, fenced. Description, N. W. ¼, Section 19, Block S1; price, \$30.00 per acre. Write direct to owner: J. R. LIEDERBACH, Rockford, Minnesota, Route 2. 1f.

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. 1f.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. Adv. 1f.

ALFALFA SEED 15c a pound. PLAINVIEW PRODUCE CO. 1f.

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. 2t.

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.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. 1f.

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. 1f.

FOR SALE—Three-room house in east part of town. Small payment down; balance like rent. Inquire McADAMS LUMBER COMPANY. 2t.

WANTED—Two young men for board and room in private home. Close in. Phone 435. 307 West Main Street. 1f.

LAND FOR SALE BY OWNER. 114 acres ten miles from town, mile from school, on R. F. D.; partly improved; fine place for hogs. Y. W. HOLMES, Plainview, Texas. Tues-5t.

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.

MANY FIRES CAUSED BY CARELESS USE OF GASOLINE.

Since the development of the motor car the number of fires due to gasoline has enormously increased. Today's gasoline is reckoned as one of the primary causes of conflagration.

One of the peculiarities of gasoline that is little known to the general public is that it will not burn or explode. The explosion so often referred to is due to gasoline vapor. And gasoline vapor is one of the most deadly explosives known. It is as powerful as gunpowder and far more likely to be set off.

An explosion of a mixture of 10 per cent of gasoline vapor with air has been known to wreck a small house completely. The sides of the house were blown out, the roof collapsed, the wreckage was set on fire and the whole thing destroyed.

Gasoline vapor is heavier than air, and falling to the floor follows the course of the draught. If this draught carries it to a fire, which it is very likely to do, the flame shoots back like a train of gunpowder to the source of supply, and either ignites the gasoline vapor or causes an explosion.

In spite of these things householders use gasoline as if it was so much water. It is used for so many household purposes—all the way from cleaning gloves to killing vermin—that intimacy has bred contempt. But sooner or later the careless user of gasoline comes to grief, and if he is not killed, he stands a good show of losing his possessions.

Gasoline should never be used in a room where there is a fire. It should never be used at night, and never in the house if it is possible to go out of doors.

In cleaning silk great care should be taken. The tendency of silk to generate static electricity is well known, and when it is rubbed violently this is increased. The discharge of this electricity may take the form of an invisible spark, but that spark is hot enough to ignite the gasoline vapor.

There is no excuse for keeping gasoline in the house in anything except one of the modern safety cans. These cans are so ingeniously contrived that it is impossible for a spark to enter the can. The mouth of the can is protected by a fine mesh screen, which, on the principle of the miner's lamp, prevents the entrance of fire.

Under no circumstances should gasoline be stored in the house. If it is necessary to keep on hand a gallon or more, it should be placed as far from the house as possible. Where it is stored in large quantities it should be contained in an underground tank and raised by a pump. The further away from the house that tank is kept the better.

These rules, which apply to the use of gasoline, should also be followed in handling kerosene, benzine and the other highly volatile oils.

It is not so many years ago that the starting of a fire in the stove with kerosene oil was one of the standard jokes of the comic papers. It was no joke, however, to the person who tried it once too often.

STUDEBAKER'S DETROIT PLANS.

DETROIT, Mich., Sept. 22.—On the announcement last week of the additions to the plants of the Studebaker Corporation to cost \$1,500,000, these to be made here and at the South Bend, Ind., factories, specific information as to just what the Detroit appropriation would be used for was not available.

It is now definitely stated by officials of the big corporation that an increase of 3 per cent in the forge shop capacity here is to be made, as a result of contracts which have just been let for a battery of nine steam hammers, together with all necessary trimming presses, forging and heat-treating furnaces, representing an investment of \$150,000. All of the equipment must be installed and in operation by the first of the year, according to the contracts.

Other plans not yet ready for announcement will be worked out as business needs dictate. As was told last night, Studebaker has among its undertakings at South Bend a new foundry 1,100 by 150 feet, which is to be erected on part of the site now occupied by lumber yards of the works in the Indiana city.

SWITCH OFF MOTOR WHEN FILLING GASOLINE TANK.

Following a recent explosion with injury to several persons, orders have been issued by a large oil company to all patrons to insist that the engine of cars be stopped while the gasoline tank is being filled at the service station. Recently, in Peoria, Ill., while a car was being supplied with gas, with the motor running, a spark from the motor ignited the vapor from the fluid and a serious explosion ensued. The safety decree followed.

BUICK DROPS TRUCK.

FLINT, Mich., Sept. 23.—The Buick Motor Co. has discontinued the manufacture of its 1,500-pound delivery vehicle. The truck followed standard design except that the motor and gearbox were carried on a quickly dismountable sub-frame.

A PENNSYLVANIA CITY RESTRICTS HEADLIGHTS.

Harrisburg's new ordinance prohibiting the use of glaring headlights on motor cars went into effect last week. The city council of York, Pa., passed a similar ordinance recently and is now in effect.

STUDEBAKER SALES SHOW A WONDERFUL INCREASE.

For the first eight months of 1916, ending August 31, sales of Studebaker cars exceeded the record for the entire year of 1915, according to figures just announced by the Studebaker Corporation. In number of cars, 48,750 Studebakers were sold from January 1 to August 31 of this year, as compared with 47,040 for the whole of last year, a gain of 1,710.

At the present rate, 1916 sales will be 55.4 per cent greater than in 1915, or 73,125 cars this year, compared with 47,040 last year, a gain of 26,085. As a matter of fact, however, the balance in

favor of 1916 over 1915 will be greater than the estimate just given, for the Studebaker output is being steadily increased and the sales for the last four months of this year promise to be larger, in proportion, than for the first eight months of the year.

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes Into Sour Bile Making You Sick, and You Lose a Day's Work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your drugist and get a 50-cent bottle of Dodson's Liver Tone, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker 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 day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. —Adv.

Safety First

If your baby is deprived of Mother's Milk, play "Safety First". Get the food most nearly like Mother's milk. This is Thompson's Food (Peptonized). Pure sweet milk, scientifically modified on a large scale. Your baby will thrive on it and you will be delighted, for everyone loves a strong healthy baby. Endorsed by physicians everywhere. Made by Thompson's Malted Food Co. at Waukesha, "the City of Springs." Ready for use by simply adding water.

We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co., Plainview.

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

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

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

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

C. R. SPENCER, PUBLIC STENOGRAPHER.
High-Class Work Only.
Office No. 21, 1st Nat'l Bank Bldg.
Phones: Office 544; Home 534.
Paragon Typewriter Ribbons.

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

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

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

FARM AND RANCH LOANS
:- R. A. UNDERWOOD :-

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

FORT WORTH AND WEST TEXAS.

If the address delivered by H. C. Burke, Jr., at the business men's banquet the other night awakened only a few of those present to the great opportunity which is presented to Fort Worth, and those few resolve to do everything in their power to awaken others, then the banquet may prove to be the beginning of a new era in Fort Worth.

Unquestionably, Mr. Burke's address was an eye-opener to most of the business men present. Of particular significance was the manner in which he pointed out the relation of Fort Worth to West Texas and the Panhandle, backing up his analysis with an array of facts. He demonstrated beyond a shadow of a doubt that this city has at its doors the richest and most rapidly developing territory in the Nation. He proved that the section "west of ninety-eight" is destined to grow to an unprecedented degree within the next few decades and that Fort Worth will prosper by this growth if its people rise to meet the opportunity thus presented.

During the ten years ending 1910 the population in West Texas increased by 50.5 per cent, Mr. Burke pointed out,

while East Texas increased by only 13.4 per cent. Moreover, the new population was of the most desirable kind, a race of sturdy home builders who prosper by their enterprise and labor, and who contribute to the prosperity of the communities in which they live. The census figures of 1910 show that there were then 26,000 more white people in West Texas than in East Texas, and that the ratio of negroes to white people was one negro to thirteen white people in West Texas, as compared with five negroes to thirteen whites in East Texas.

A survey made by the United States Government in 1913 shows the per capita wealth in West Texas then was \$1,146.31, as against \$507.64 per capita in East Texas. Mr. Burke pointed out that only four states in the Union have a greater per capita wealth than West Texas, while twenty-eight states have a greater per capita wealth than East Texas.

The significance of this is emphasized when it is borne in mind that the development of West Texas has just begun. Mr. Burke called attention to this, particularly pointing out that it is not a "one-crop" section, that its prosperity is based upon a wide diversity of crops, and furthermore there are

still 30,000,000 acres of fertile and tillable land that is not yet under cultivation. This land will be put under cultivation in the time just ahead, and the rural credits law, by supplying reasonably cheap money on long time, will hasten this process. With forty years to pay the money borrowed for the purpose of buying land, settlers will be able to withstand a few crop failures, and an increase in the number of home-owning farmers will result.

Mr. Burke predicted that a number of the smaller towns over West Texas will develop into jobbing centers of importance, and said that Fort Worth must become the manufacturing center for them all. Fort Worth offers unusually good facilities as to transportation and raw materials, and the territory which it serves is probably the richest in the country. To obtain such manufactures is the duty of the real builders of Fort Worth, and in his capacity of industrial commissioner of the Chamber of Commerce, Mr. Burke is devoting his time to interesting capital in this matter.

We have pointed out frequently in these columns that the destiny of Fort Worth and of West Texas and the Panhandle are bound up together. Their interests are identical, and the most

immediate duty confronting the citizens of Fort Worth is to promote closer relationships with folks in the section "west of 98." We should become better acquainted with one another, and Fort Worth should stand solidly at all times for anything which will mean the development of that section. Incidentally, a step in this direction will be taken in the next Legislature when the Tarrant County delegation lines up for the creation of a new Agricultural & Mechanical College in that section. This already is assured, and Fort Worth is with West Texas in that fight. In future Fort Worth must stand with West Texas in every fight, because what is West Texas' fight is Fort Worth's fight. Other opportunities will arise to challenge Fort Worth's loyalty to West Texas, and it must never be found wanting. An enlightened self-interest demands such an attitude as a fixed policy, and the same motive will demand a similar policy from all of the towns of West Texas. It is beginning to realize its peculiar needs. It needs railroads, for one thing, and it is going after them. It needs certain legislation, and it is going after that, too. It is beginning to realize its possibilities and its power to develop those possibilities into real-

ities. Fort Worth can assist in all this. And the realization which is coming to us that we are an integral part of West Texas assures that it will give that assistance enthusiastically.—Fort Worth Star-Telegram.

**LAMAR SCHOOL BUILDING
CLEARED IN 42 SECONDS.**

Eastside School Has Two Football Teams; Literary Society Is Organized.

The boys at Lamar this year have two live football teams. The first team is composed of boys from the sixth and seventh grades. The second team is made up of boys from the fourth, fifth and sixth grades. Though both teams are light, they are extra good in teamwork. Three games have been matched with corresponding teams at Central.

The girls of the sixth and seventh grades have organized a basketball team, with Blanche McVicker as captain and Nell Myers as business manager. Though there have been no games matched in basketball, Lamar expects to win her part of them.

The sixth grade has started a literary. The officers of this society are Robert Workman, president, and Nell Myers, secretary. The first program was rendered Friday, October 6.

The Seventh Grade Literary Society was organized Friday, October 6, with Ivin Green as president and Lodema Boucher as secretary. The first program will be rendered Friday, October 13. Forty-five of the members of these two societies are also subscribers to the little school paper "Current Events."

In accordance with Governor Ferguson's proclamation setting Monday, October 9, as "State Fire Prevention Day," Lamar had its first fire drill. Without the knowledge of any pupil, it was arranged for the fire alarm to be sounded at 1:20 o'clock sharp. The three hundred pupils cleared the building in forty-two seconds. About half of these pupils came from the second floor.

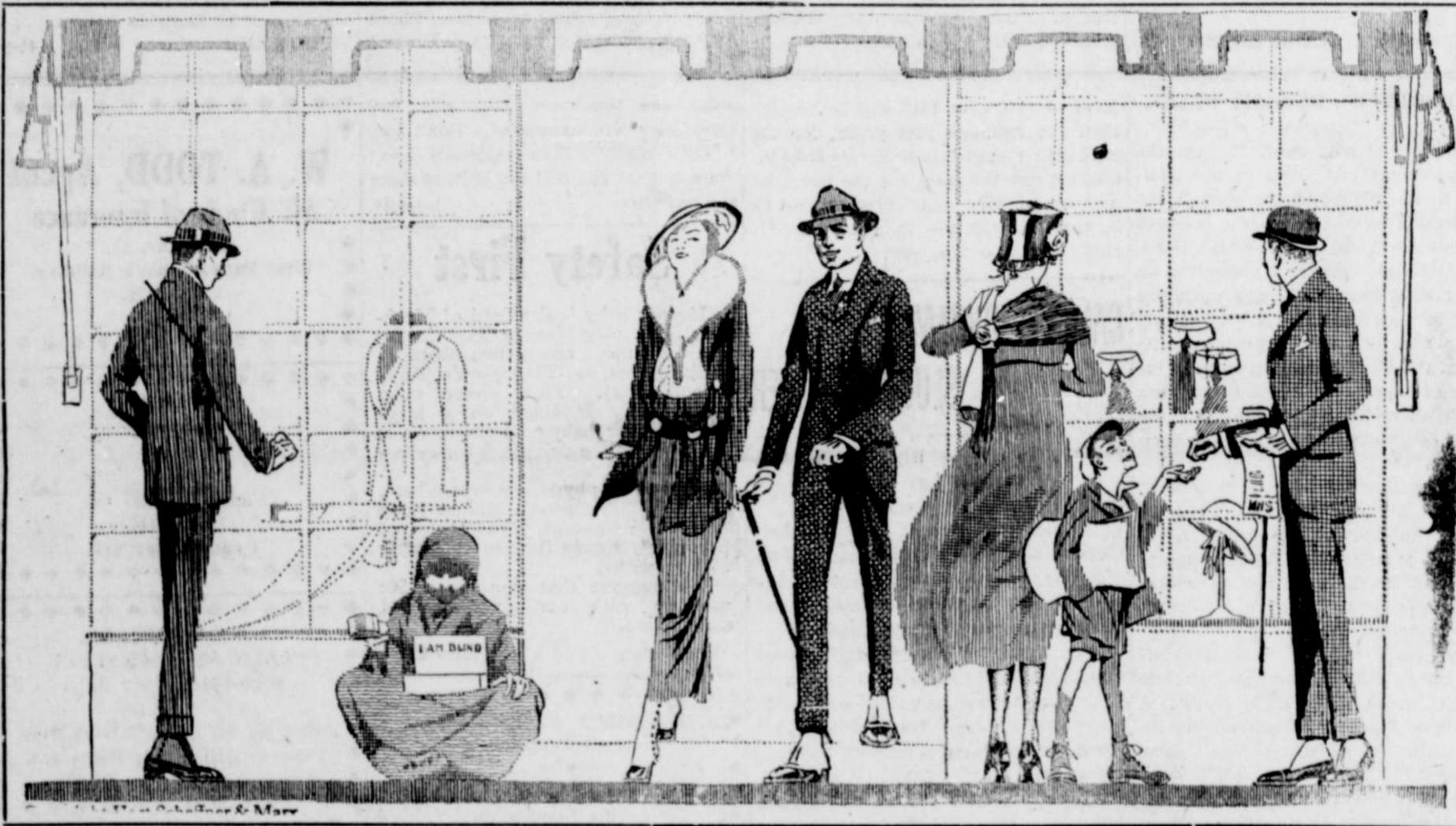
KING COTTON IS HIGH.

The Texas Warehouse and Marketing Department has predicted that cotton will go to 20 cents per pound.

Window Display Week Finds This Store Overflowing with Good Things for Fall and Winter

The Satisfaction of every customer, is the object toward which the combined efforts of this store's management and its force of earnest employes is directed. Satisfaction in a high standard of merchandise, in unequalled assortments, in correct styles and style information, in moderate prices and in a courteous, interested service.

The gratifying evidence of the people's approval furnishes the strongest possible incentive to a continuance of these policies.



Now Comes the Season

when we must do more of staying in and looking out. It will pay to make the house homelike and inviting. Window Display and Home Craft Weeks are the result of an effort in this direction.

For Rich Gowns and Wraps, New Fall Velvets

There is something so regally beautiful about velvet! You catch a glimpse of it, then you look again and again, irresistibly drawn by its lustrous luxury. It is supple, graceful, but full of strength and vigor. The new fall colors are deeply rich and adaptable to its shining folds. Fashion has found her greatest heritage in this unmatchable combination of material and color. Would you see velvet in all its various styles? Then come to our store and enjoy a full inspection of the stock.

Dress velvet and velveteen and velvets for trimming; 75c to \$2.50 the yard.

Linen Damask, Specially Priced

Now that the season of indoor entertainment has returned, table linen is of primary importance. The hostess is judged by her table linen. This beautiful damask will please you and your guests.

Irish linen satin damask, 2 yards wide. Spot, chrysanthemum, grape, carnation and conventional designs. Excellent qualities, specially priced.

Home Craft Week

Nation-Wide Event Offering Helps in Making "Home" More Attractive

We join hands enthusiastically with thousands of stores thruout the country to make this week an eventful period for folk interested in making their homes more beautiful, more comfortable, more enjoyable.

REASONS YOU SHOULD VISIT THE DRAPERY DEPARTMENT THIS WEEK

Ideas for artistic home decoration. There is style in dress for the home as well as for the individual.

The wide range of well selected merchandise. We have never shown a more comprehensive assortment of beautiful styles—and the quality is A-1.

Among other beautiful new draperies by the yard for your inspection and selection are:

CRAFTS NET: Fillet and madras patterns in splendid array, suitable for draping the windows of living room, dining room, bed room and kitchen; white ivory and ecru; at 35c, 50c, 65c, 75c, 85c, \$1.25 to \$3.75 the yard.

CRAFT CRETONNES: Never in the history of printed fabrics has there been such variety of patterns and color combinations.

HOME-CRAFT VOILES AND MARQUISETTES: Delightfully simple and simply delightful patterns and qualities: white, ivory and ecru; priced at 15c, 20c, 25c, 35c, 40c, 50c and 65c yard.

Blankets and Comforts

WOOLNAP BLANKETS in plain and plaid designs; priced \$1.90 to \$3.00.

Wool Blankets \$5 and \$6

Many months ago we placed contracts for wool blankets which we are offering you at a great saving in price.

\$5.00 WOOL BLANKETS in red and black, blue and white, pink and white, and grey and white, block checks; \$5.00.

\$6.00 WOOL BLANKETS in light plaids, below value. 50 pairs of these while they last \$6.00.

Georgette and White Serge Collars

Large collars with extremely long backs. Some with plaited edges, some yoke style with long plaited frill, some hand embroidered, trimmed with dainty lace; some have round back with plaited frill. Every collar is wonderful value.

Dress Trimmings

A wonderful and charming aggregation waits your approval. A trimming for every trimming need and a price for every purse. Come and enjoy an inspection of these marvels of wondrously intricate creations of delicacy and beauty, offering everything in color and tone from the richest Oriental reds, greens, blues and purples, down to the daintiest tints for infants wear.

"GOODS THAT SPEAK FOR THEMSELVES"

CARTER-HOUSTON'S

"GOODS THAT SPEAK FOR THEMSELVES"

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27. NUMBER 51

PLAINVIEW, TEXAS, TUESDAY, OCTOBER 10, 1916

ASSOCIATION MEMBERS SIGN FOR 125 COWS

INTEREST SHOWN AT SATURDAY'S MEETING BY THE NEW MEMBERS.

COMMITTEE LEAVES THURSDAY

C. E. Moore Represents Association; L. L. Johnson and C. O. Moser to Assist.

At the Plainview bank 106 have signed for their cows. It is estimated that at least 25 will sign at the Hale Center bank and probably some few at the Abernathy bank. The committee will probably have orders for more than 125 cows.

L. L. Johnson, agricultural agent for the Panhandle and Santa Fe, and who has been much interested in the promotion of the dairy industry in this section, is here and will go with the committee to the Northern States and assist them in buying. Today the committee to represent the banks had not been selected. C. E. Moore, president of the South Plains Dairy Association, will represent the association, leaving Thursday morning. C. O. Moser, who is now well known to many of the farmers of this section, having made three visits here, will assist. Mr. Moser is county agent for Dallas County, and was formerly with the Extension Service of the Federal Government.

The committee from the South Plains Dairy Association which will buy the dairy cattle in the North will leave Thursday, was announced Saturday, at the meeting of the association, by President C. E. Moore.

The association, on the suggestion of Mr. Moore, who is its committee man, prepared a letter of instruction for the buyers, setting out just what authority was given them by the members.

Harry D. Malone and W. R. Feasal, of the Anchor community, were present and signed for ten cows. They were interested in the movement when Dr. R. F. Hare, county agent, and Mr. Moore presented the matter to the people of their community at the dedication of their new school building, last week. C. A. Workman, who also lives in this community, has been interested in the movement.

Were Forced Into Dairying.

Mr. Akeson, of Hale Center, was a visitor, and when called on for a short talk on the dairy industry in states in which he has lived, he asked permission to introduce Henry Meyers, of Minnesota, who is here on business. Mr. Meyers has had actual experience in the business. In part, he said: "In our country years ago we depended almost entirely on wheat as a crop. The land reached the stage where it would not make good yields of wheat. We tried corn without success. We found that by sowing our land to timothy and clover we could plow it under and get good crops of corn. On my first farm I had seven cows. The farm consisted of 120 acres. The cows were common cows. I lost money on them. Then I changed to a 140-acre farm, five and a half miles from a creamery. I hauled cream to the creamery three times a week. The seven cows, when I got my cream check the 20th of the next month, paid \$4.75 per cow. I then bought more cows. Twelve cows returned me \$58. Then I showed my neighbors my cream checks. For two or three months we hauled milk. Then, in four or five months, we started a cream station in our community. Every man wanted the station on his corner. We couldn't agree, and fussed around about it. With one of my neighbors I went on foot to the different farms in the community, so that no one would suspect what we were up to. By night I had in my possession \$1,250 in notes for a creamery. This year we built a nice, big creamery. Today in our country there is nothing better than dairying for the average farmer. We started milking native cows, but finally turned to the Durhams."

The association voted to assess a membership fee of \$1.00 per annum to care for incidental expenses of the organization.

Mr. Payne, representing the DeLaval Separator Company, gave a practical demonstration of the machine before the association and renewed his proposition of a discount to members of the association who bought this separator.

(Continued on Page Eight.)

Good General Rain Fall Over Plains and Panhandle

Last night an inch-and-a-half rain fell in the vicinity of Plainview. Reports from Southwestern Telegraph and Telephone Company's office indicate that good rains fell as far north as Amarillo; Tulla, Canyon, Hereford, Kress and Olton getting good rains. Littlefield reports a good rain. Fair rains fell at Lamesa and Tahoka. Lockney and Floydada report rains sufficient to be of much benefit to the wheat already sown.

Indications are that the rain was general over the Panhandle and South Plains. A good wheat stand is practically assured, much of the crop already planted having suffered for moisture previous to the rain. The opportune season will permit the planting of a much larger acreage of wheat. It is estimated that the acreage for next year will show a six-per-cent increase over last year's.

The Hale County wheat crop for the season past is estimated by A. G. Hinn, proprietor of the Harvest Queen Mills, to be 650,000 bushels, probably 200,000 bushels under the 1915 yield.

MAXEY LEARNS MOTHER IS ILL.

Roy Maxey and J. B. Maxey left Saturday morning for Carrollton, in response to a message that their mother is ill.

Whitesboro Minister Called To Christian Church Here

Rev. Henry Hagemer, of Whitesboro, has been secured as pastor of the First Christian Church of Plainview. Rev. Hagemer preached two sermons for the congregation Sunday. He will move his family here and assume his duties about the first of November.

The Christian congregation are planning to install a modern heating plant in their church. The money has been raised for the new equipment.

QUARTERLY CONFERENCE FOR CROSBYTON CHURCH.

Rev. A. L. Moore was in Crosbyton Saturday holding quarterly conference for the Crosbyton Methodist Church. He preached there Sunday.

Herman Bleuher returned to his home, in Albuquerque, Saturday morning, after spending several days here looking after business interests.

TWO NEW CARS REGISTERED.

Nine McComas has registered under Hale County number 1047 a Ford touring car. No. 1048, a Chevrolet, belongs to R. B. Havenhill.

Born, to Mr. and Mrs. J. W. Cox, of Plainview, October 1, a girl.

Born, to Mr. and Mrs. C. Billings, of Abernathy, October 8, a boy.

Searching for His Brother He Hasn't Seen for 16 Years

With the hope of finding his brother, whom he has not seen for sixteen years, J. W. Roberts, of Lone Oak, Hunt County, arrived in Plainview this morning. He believes his brother now lives, or formerly lived, between Plainview and Lockney. The initials of the man sought are W. E.

LOCKNEY PIONEER DEAD.

A. J. Byars, age seventy-two years, died Sunday at Sweetwater. His remains were shipped to Lockney for interment, under the auspices of the I. O. O. F. lodge, Rev. J. W. Saffle conducting the services, A. A. Hatchell, of Plainview, directing.

Mr. Byars had lived in Lockney twenty-six years, and was well and favorably known in this section. He leaves a wife and twelve children.

HINN BUYS OLD NOBLES BROTHERS' WAREHOUSE.

The old Nobles Brothers' warehouse, near the Santa Fe station, which was purchased a few weeks ago by the Panhandle and Santa Fe Railway Company, has been sold to A. G. Hinn, of the Harvest Queen Mills. The Santa Fe plans to park the lots now occupied by the building.

Commissioners Give Dowden Contract for 8-Mile Road

A contract for grading eight miles of road has been let to E. Dowden by the Commissioners' Court. This road extends from Plainview, by Wayland College and west and southwest past the Dowden farm to the Midway school house. For grading the eight miles the court is to issue warrants for \$75, to be paid February 1. The county is to furnish the graders and implements for the work.

Arthur Reed has been appointed by the court as overseer of road No. 82 instead of R. W. Hosier, appointed at a prior term of court.

The commissioners were not in session yesterday, two of the body being unable to come to town on account of the bad weather.

LONGSTRETHS WILL BE BACK IN PLAINVIEW OCTOBER 20.

Mr. and Mrs. J. W. Longstreth, who have been away for the past several months on an extended tour, are now visiting Mr. Longstreth's father, at Lakin, Kansas. They will be in Plainview about October 20 to make this their permanent home.

J. P. Davis, manager of Wright Produce Company's Plainview house, was in Sweetwater Saturday on business.

MAIZE-FED HOGS AGAIN BRING FORT WORTH TOP

NEW EVIDENCE OF SUPERIORITY OF SORGHUM GRAIN AND ALFALFA.

HOGS, SHEEP, CATTLE MOVE

Nine Cars Consigned to Market From Plainview—Lockney Ships Two.

Positive proof of the value of the maize-fed hog is seen on every progressive farm in Hale County. This is used on practically every farm in the South Plains district as the basic feed. Supplemented by alfalfa pasturage South Plains hog raisers believe there is nothing which can compare with it.

"The proof of the pudding," we all know, is what the doubtful man is wanting. And here it is: Saturday W. Y. Price & Son, of near Hale Center, shipped eighty-two head of hogs to Fort Worth. They sold on the Monday market, tops, for \$9.60 per hundredweight. They averaged 232 pounds in weight and netted \$22 per head. These hogs were gilts, grazed on alfalfa and fattened on maize. They had raised one crop of pigs, six, on the average, from each litter living.

From Lockney two cars of hogs of fine quality were shipped on the same day by Watt Griffith.

Plainview's offering to the market that day was one car of cattle and two of sheep, shipped by W. A. Watson & Son; four cars of hogs consigned to Fort Worth by H. W. Knapp, and two cars from J. B. Crow.

FRIJOLAS A PROFITABLE CROP ON HELEN-TEMPLE

Quesenberry Has Found Beans Better Paying Than Wheat—Gross Returns \$35.50 Per Acre.

Two years' experiments with Mexican frijoles have convinced Geo. R. Quesenberry, manager of Helen-Temple Farm, that this crop will pay in the Plainview Country. Last year Mr. Quesenberry did not find it necessary to cultivate his crop of beans but once. No irrigation was done, the season being unusually wet.

This year a small patch of sixteen and one-half acres has paid well, although the net yield is hardly a fifth of last year's. On this small plot an income of \$35.50 per acre has been returned. There was a considerable loss in the threshing, because the machine used was not well adapted to bean threshing, and the men who had charge of it were not accustomed to threshing this crop. Concaves and part of the teeth were removed from a machine which has been used in wheat threshing. Before the machine was regulated much of the beans had been wasted.

The gross yield from the patch this year was 6,500 pounds. The wholesale price is \$8.00 per hundred, making the crop worth \$520. But the hay is also worth \$12 per ton, compared in feeding value with alfalfa at the current price, and the yield was one-third ton per acre. He has found beans a more profitable crop than wheat.

Mr. Quesenberry cultivated this crop three times and irrigated once. He states that he believes his estimate is conservative when he figures that the yield would have been thirty or forty per cent better if it had been possible to irrigate the beans another time.

Year in and year out he believes the crop is a good one for the Plainview country. It is easily handled, if one is careful to harvest them just at the right period and knows how to handle them at harvest time, moving them when the dew is on the vines, so that they will not shatter.

VICE PRESIDENT S. M. C. FILLS LOCAL PULPIT.

Dr. C. S. Wright, vice president of Southern Methodist University, Dallas, preached two able sermons at the Methodist Church Sunday.

H. Wurdack, of the Texas Utilities Company, left this morning for St. Louis, Mo.

Mrs. Henry Hagood went to Floydada yesterday for a few days' visit with her father, A. J. Crager.

(Continued on Page Four.)

McKenzie's Fight with Indians in Palo Duro Canyon

Account of Famous Encounter with Indians in Canyon Now Being Urged As National Park—Only Surviving Officer Engaged in Battle Writes Interestingly of Exploits.

A week ago The Herald carried a story which told of Col. R. P. Smyth's interesting himself in securing the details of the fight at Palo Duro Canyon, September 26, 1874. His letter to Col. Chas. A. P. Hatfield, U. S. A., retired, has been productive, Colonel Hatfield having written an interesting letter, which follows:

Fort Riley, Kansas, October 4th, 1916.

"Mr. R. P. Smyth, Secretary Chamber of Commerce, Plainview, Texas.

"My Dear Mr. Smyth: Replying to your letter of the 25th ult., I take pleasure in doing the best I can to comply with your wishes. The manuscript is enclosed.

"It is rather sad for me to know that all of the officers, more than twenty, who participated in the Palo Duro fight have succumbed to time. Col. E. B. Beaumont, who was captain of the second troop, 'A,' to enter the Palo Duro, on September 26th, 1874, died only two months ago.

"I have always had a yearning for that part of the country, and if I find it possible I will visit it once more.

"Hoping my account of the transactions will prove satisfactory, I am, Sincerely yours,

CHAS. A. P. HATFIELD, Col. U. S. A., retired."

Colonel Hatfield gives the following interesting account of the campaign in Northwest Texas against the Comanche, Kiowa and Cheyenne Indians and the MacKenzie fight in the Palo Duro Canyon, September 26, 1874:

The Comanche, Kiowa and Cheyenne Campaign in Northwest Texas and MacKenzie's Fight in the Palo Duro Canyon, September 26, 1874.

In the summer of 1874 there was a serious outbreak of Indians on the Fort Sill reservation. More than six hundred warriors of the Comanche, Kiowa and Cheyenne tribes, with their families, became hostile, and left the reservation, with all their worldly goods, for the Panhandle.

The Government took prompt steps to suppress the outbreak. Colonel Nelson A. Miles, 5th Infantry, with a large force was ordered from Fort Leavenworth, Kansas; Colonel Price, with a command, started from New Mexico and Colonel George P. Buell from Fort Sill, all heading for the Panhandle.

These three commands met with more or less success, but failed to discover the main camp of the Indians or to give them a fatal blow.

Colonel Ranald S. MacKenzie, 4th Cavalry, at the time of the outbreak was stationed on the Rio Grande, with headquarters at Fort Clark. On receipt of his orders he moved north with his command through old Forts McKavett and Concho (San Angelo) to the scene of trouble.

When passing through Fort Concho a Mexican halfbreed from New Mexico named Johnson applied to MacKenzie for employment as scout, and was accepted. Johnson had been engaged in trading arms and ammunition for buffalo robes with hostile Indians on the headwaters of the Red River in former years, and was the only one in the command who knew anything of the geography of the Panhandle. Later on his services proved to be invaluable. Marching out of Fort Concho, and keeping a northerly course, MacKenzie's command, consisting of seven troops of the 4th Cavalry, five companies of the 10th Infantry and thirty-five Seminole scouts, arrived in Northwestern Texas early in September and established a supply camp on the Catfish Fork of the Brazos River. This camp was one hundred and eighty miles west of Fort Griffin, whence our supplies were hauled by army wagons. After a few days' stay at this camp, which was utilized to send out scouting parties to locate the Indians, MacKenzie, leaving part of the infantry to guard the camp, started north again.

We passed a place of marshes, springs and small running streams called Quita Que, and finally ascended the steep bluffs of the Staked Plains and marched to the west. The rainy season had come on and there was plenty of water; the swales and buffalo wallows of the plains became full. MacKenzie, taking with him four troops, A, E, H and L, and the Seminole scouts, moved out ahead, leaving the wagon train and balance of the command to follow his trail.

Late in the afternoon of September 24th we went into camp at the head of a small draw, which led shortly into a rough, broken canyon, which ran down into the lower Tule Canyon.

This camp was five miles east of the horse bones at the crossing of the upper Tule Canyon.

The Mexican, Johnson, had been sent out alone a few days before to find the Indian camp. He had discovered the camp in the Palo Duro Canyon, thirty miles northwest of us, and had returned and made his report only thirty minutes before the full force of Indians made a furious assault on our camp, at ten o'clock that night. We knew in the afternoon that the Indians were near, and, expecting an attack, had made every preparation to give them a warm reception. The horses, on full lariat, were side-lined and, in addition, hobbled, to prevent a stampede; the entire command lying on its blankets in the skirmish line, on the outside of the horses.

The Indians, following their usual custom, at first attempted to charge through camp, to stampede the horses. But, while the charge was made with great determination, it was met with such effective fire that they had to desist from this mode of attack and

establish themselves in the breaks about three hundred yards from camp, from where they fired until daylight.

About midnight the wagon train, with the remainder of the command, arrived and went into camp about a mile from us. Strange to say, with thousands of shots fired into camp at short range, there were no casualties among our men. What casualties occurred among the Indians during the night we had no way of telling.

It was a very bright moonlight night, a full moon, and, being struck by this, I tested the light by bringing out from my saddle pocket a sheet of an old New York Herald, which I found I could read readily.

When daylight came, with the Indians still in position in the broken ground just below camp, MacKenzie came over and ordered Captain P. M. Boehm with Troop E, of which I was second lieutenant, to saddle up and charge the Indians.

Captain Boehm had orders not to go farther than a mile, but in the excitement and to protect a squad of his men a half mile to the left of us, in fact he kept up the pursuit about three miles. Of course, the reason that six hundred Indians fled at top speed from one troop was that they supposed the remainder of the command was following us.

After the swarms of Indians had debouched from the various ravines and deep gullies and started in a perfect skirmish line, nearly a mile in length, across the level plain, with troop E in column of four in pursuit and only two hundred and fifty yards in rear—a picture of the wonderful spectacle was formed in my mind, which more than forty years has failed to efface.

The sun, rising in our rear, seemed to light up the entire line of hostiles, in their full dress of gaudy paint and feathers, as they turned in their saddles to fire at us, scurry across the prairie in rapid flight.

I recollect well saying to myself, "Now look and take it all in, for with the rapid advance of civilization and settlement on the frontier, the like of this I will never see again." And my prophecy has come very near being true.

Finally the captain called a halt, where we could see the Indians hastening to several herds two miles distant to exchange their favorite war ponies for others of every-day use. We had killed one Indian in his flight, a handsome fellow in a gorgeous head dress. We then returned to camp, where we found preparations being made to pursue the Indians.

At one o'clock p. m. we left camp with seven troops and the scouts and followed the broad Indian trail leading southwest. We proceeded leisurely, stopping occasionally to graze the horses, for our following the trail was only a pretense, since MacKenzie knew that the Indians were trying to draw us

away from their camp. As soon as it was dark everything changed. We left the trail and, under guidance of Johnson, marched at a good gait directly northwest, at right angles to the trail, for the Palo Duro Canyon.

About four o'clock next morning, the 26th, we came again onto the broad trail of the Indians, scarcely an hour old. The Indians, supposing they had eluded us, had returned to their camp. Knowing pretty soon that we were quite near the Palo Duro, we came to a halt to await the dawn. At the first crack of day we mounted and moved on. Presently we saw directly on our left, the dark, winding course of the Canyon Blanco, while, in front of us, like a dark blotch on the prairie, was the Palo Duro.

We very soon arrived at the head of a well worn trail leading down into the gloomy-looking Palo Duro, and, dismounting, on account of its steepness, we went running down the trail leading our horses. It happened that Troop E was in the lead, which enabled me to observe everything.

After we had gone about one hundred and fifty yards we ran onto an Indian on guard, who instantly discharged his rifle, waved a red blanket and disappeared immediately afterwards, in a marvelous manner.

When we arrived where the Indian had been we could see the effect of his signal. As far as the eye could see in the fast-coming light Indians were mounting their ponies and hurrying up the canyon.

The first camp, a cluster of about forty teepees, was directly under us. A stone easily could have been pitched into it, but so far below that the teepees appeared the size of a half dollar, and the ponies were mistaken by some for sheep and by others for chickens.

This first bunch of teepees was at the mouth of the Canyon Blanco, and from there the camp extended two miles up the Palo Duro, with intervals between the many small camps scattered along the stream.

After a half hour of tumbling and slipping down the long trail, the head of the column reached the bottom, when the first two troops mounted and started in rapid pursuit. The Indians, though, had a good start of us and were able to take excellent cover up on the rough sides of the canyon. We finally overhauled them, however, and, being joined by other troops, a fairly satisfactory fight ensued.

On account of the alarm given by the Indian sentinel, the squaws managed to escape capture, and only four of their men were killed.

However, the main point was fully accomplished. The Indians had settled down in a snug winter camp, with ample supplies; if these were destroyed they would be helpless when cold weather came and be compelled

MAKE ROADS OF MOLASSES.

Lime Rock, Water and Oil Combined With the Sugary Liquid.

How to make roads out of molasses—good roads, that the crows will not peck nor the bees swarm upon—was the subject of an address during the convention of the Washington State Association of County Engineers, by H. K. Brown, professor of chemistry at the University of Washington.

Professor Benson, with the eye of a seer, also laid bare the future and told how an asphalt substitute can be made out of lignite coal. Professor Benson said there is enough coal in the United States to last for 3,000 years.

The formula for a molasses road, according to Professor Benson, is lime rock, water, oil and molasses. Lime rock forms about two-thirds of the mixture, molasses 2 per cent of the whole.

"Maple sugar or anything with sugar in it would do," he said. "These, however, are too expensive. The molasses used is the waste of sugar refineries. 'I have seen a road of this kind,' he declared, 'that was so hard a half hour after it had been rolled that wagons went over it without leaving a mark.'

"The use of coal tar in road construction is not new, and to a very limited extent wood tar also has been used. These tars have not generally been found satisfactory when compared with asphalt. But the latter, before it can be used, is subject to a strict scientific method of manufacture or fluxing."

WANTS EXHIBITS OF GIRLS' CANNED PRODUCTS FOR FAIR.

Mrs. Landrum Sends Open Letter to Members of Hale County Girls' Economics Clubs.

State Department of Agriculture, Austin, Texas, Oct. 7, 1916.

Dear Club Girls:

I am depending upon you to send me a good exhibit for the Dallas Fair, which I will also show at the Waco Cotton Palace. Send your products by express, collect, to me, care Adolphus Hotel, Dallas, by October 12th, and I will take care of them. Be sure to send a good textile exhibit also—some of the pretty things you had on exhibit at your county convention.

I have been attending the Red River Valley Fair, held in Sherman. Their products can not compare with the wonderful fruits and grains I saw in your section of the State this year. If you have had the chance it will be too bad if you have not taken advantage of it and canned a lot of this wonderful fruit that it might be exhibited in this section, thus giving much deserved publicity to your home county. I never saw more beautiful tomatoes anywhere than Hale County had on exhibition at Amarillo; apples also, and other things.

I wonder how many have been busy since the apple contest started. I would like to have a good apple-pro-

duct exhibit alone.

When the fairs are over we will start to work in earnest with our club work and have a nice winter of regular work.

Don't fail to write me when anything comes up that you want to do or know about. I have not heard from Hale County about the silk worm eggs. When you are ready, let me know.

With lots of love,
Cordially,
MRS. J. L. LANDRUM.

FOR RENT—Two nice, unfurnished rooms for light housekeeping to party without children or with only one child. \$8.00 a month. Inquire M. W. GRAVES, in G. W. Graves Saddlery Store. It-pd.

IT HAD TO COME.

The Plainview Herald has announced that, effective October 10, its subscription price will be advanced to \$2 per year. Every commodity entering into the living or comfort of mankind has advanced since the European war began except the price of newspapers, and there are facing an increase in price in proportion to cost or manufacture, or suspension. News print paper has trebled in price in the past eight months, and the white paper now costs more than many publications are charging for the finished product. Publishers are going to be forced to adopt business methods or go out of business.—Taylor County Times.

While We Do Not Have a Great Big General Assortment Stock We Do Have the Best Lines Obtainable in

PLUMBING GOODS

And ask that when you are contemplating some sanitary improvements in your home which will add to your comfort and reduce the danger of disease you get our figures before you have the work done. We believe that we can save you some money and we know that we can do a good job.

PLAINVIEW PLUMBING AND ELECTRIC COMPANY

Phone 447

PIERSON & SMITH

Have always believed in the merits of Nationally Advertised Food Products. They have found that there is satisfaction in the sale of them, that discriminating housewives call for them, and that the quality is uniform and attractive.

For those reasons the housewife will find here a splendid assortment of carefully selected products which will enrich the food value of any menu you may prepare for any occasion.

We especially emphasize the uniformity and the baking qualities of

Heliotrope Flour

In offering this flour we do so with the pleasant assurance that it is one of merit. That after having sold it to the Hale County public for a period long enough to judge that it has in every instance made friends that will use no other kind of flour, finding it uniform and satisfactory for the most trying tests of baking. We ask you to try this flour and feel that you will become a regular customer once we can induce you to try a sack. While the price of flour is steadily advancing we urge you to let us have the order for your winter supply before further advances.

Pierson & Smith

Phone 348

Save this Valuable Coupon Good for \$11.00

Worth of Pure Aluminum Ware 22 pieces

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

The Opportunity of a Lifetime!

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

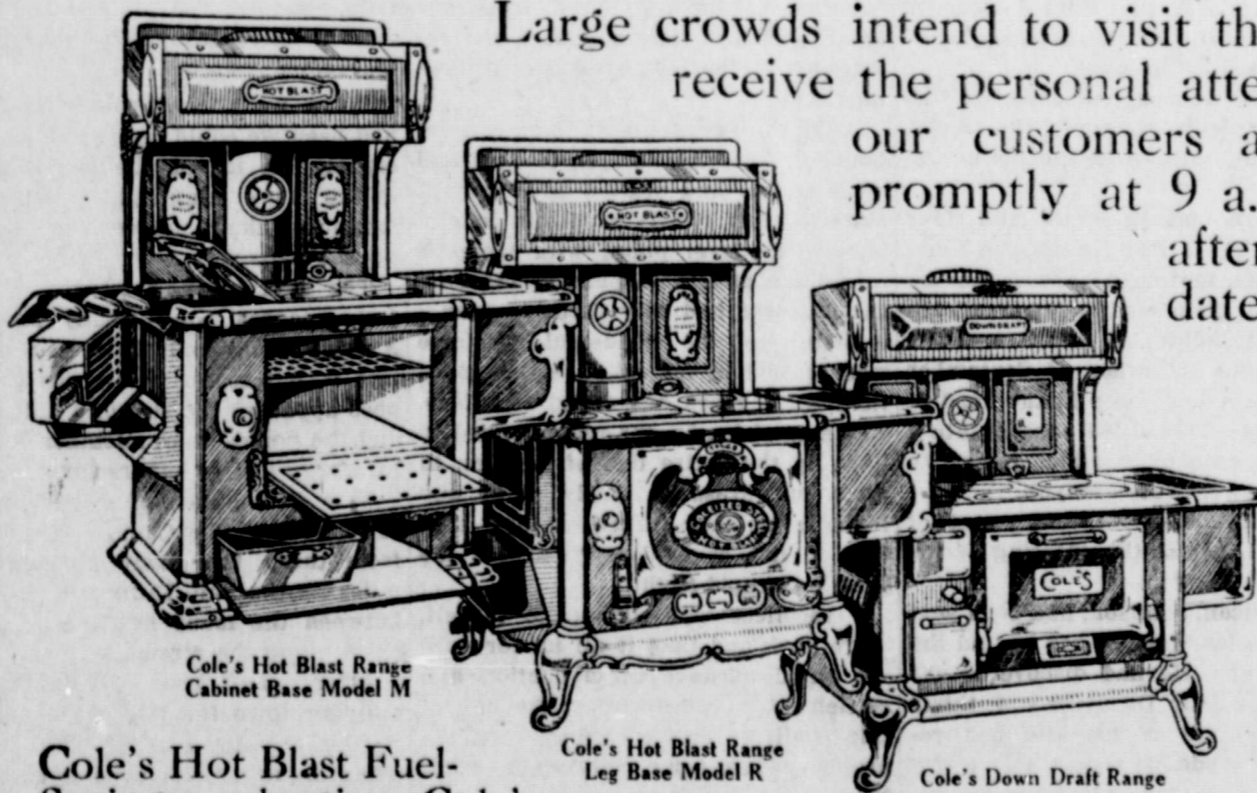
Cole's Hot Blast Ranges

—The Best Range Ever Built for Family Use

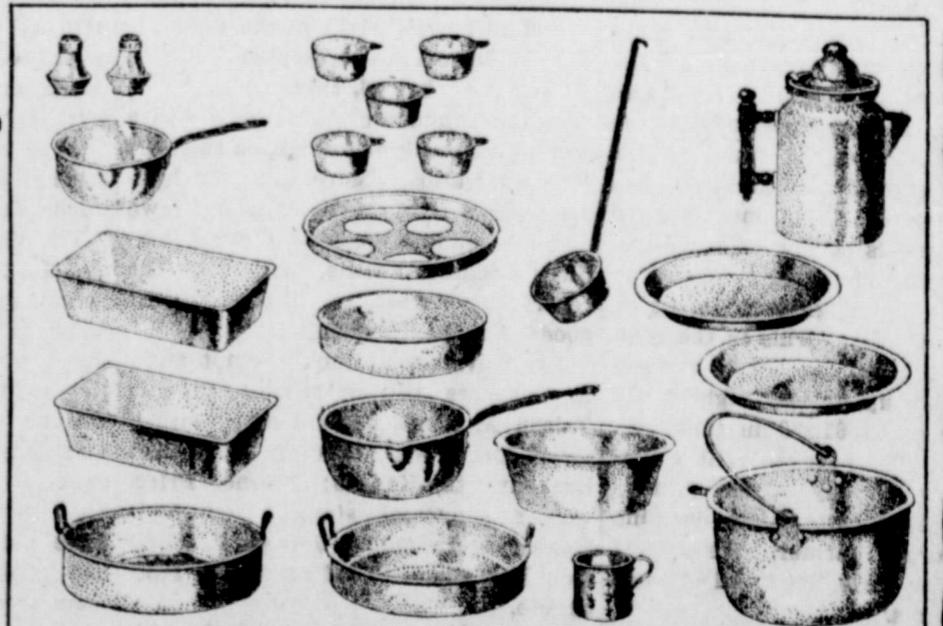
We Invite the Entire Community To Visit Our

Big Factory Stove Sale

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



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



22 Piece Set of Pure Aluminum Ware



- Libbey's Engraved Glass
- Hawke's Cut Glass
- Crescent Cut Glass
- Crown Cut Glass
- Jaques' Cut Glass

See our line before buying anything in cut glass. Price the lowest, quality considered. A complete line to select from.

Dye Drug Co.

Phone 23 West Side Square



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



STANDARDIZING TRAFFIC RULES IN AMERICAN CITIES.

Standardizing traffic regulations in all cities of 5,000 and over is just as essential as standardized time for the operation of railway trains. Were not all trains operating within certain parallels timed by synchronized chronometers one of the great aids toward railroad safety would be lost. Unless rules governing the movement and handling of motor cars and all forms of vehicular traffic in cities are put on a standard basis, so to speak, traffic congestion will continue to be a bugbear and the principles underlying Safety First will fail to serve their full purpose.

Motor Age does not go into the traffic problem to point out the defects in traffic regulations without offering a remedy. Hardly is it necessary to take up the defects, for there is no disputing the fact that the ordinances governing hundreds of cities need revamping. With systematizing playing such an important part in present-day progress, it no longer is a question of what we have been in the habit of doing; rather, it is a search for the best method, and, that method once found, applying it to put the particular thing we are doing on the highest plane at the least expense, in the shortest time, and in the most useful manner.

No longer is the motorist confined to his immediate locality in which to do his driving. Good roads have broadened the territory in which he may drive. He may pass through a score of cities and towns in a day, and if each has rules for governing his movement through their limits that are radically different, he is confused, and if he violates sections of an ordinance he is not to be blamed. Thus the need for uniformity of traffic regulations is evident.

We have made a study of a number of plans for handling traffic, and have chosen the one advanced by William Phelps Eno as containing the fundamental principles on which we believe traffic in all cities of 5,000 or over can be handled to advantage. With an ordinance of this kind having so broad a scope, we can readily see how it can be made to harmonize with the peculiar conditions of any city and ultimately bring about the much-desired uniformity of traffic regulation.

William Phelps Eno, who divides his time between New York and Washington, has made an exhaustive study of traffic regulations, not for any pecuniary profit, but because he is interested in the elimination of street congestion and civic improvements that benefit the most people. His study has covered a period of sixteen or seventeen years, and his plan has been adopted largely by London, Paris, New York and other cities. He is working constantly for a standard system of regulation, not only in the United States, but in European countries as well.

Street science is a term that is apropos in connection with the Eno plan. It is shorn of scientific terms and is not to be classed as an academic discussion with long tables of statistical data, which means that nothing is lost from its value.

Paris and London Use Ordinance.

These regulations were officially adopted in Paris, July 10, 1912. Following this, London, where traffic was largely regulated by custom and usage, also codified similar regulations. Thus the police traffic regulations of three of the world's greatest cities are practically the same.

Before these regulations were introduced in New York nothing of the kind ever had been officially accepted, nor

had even informal methods of regulating traffic been put into effect except in London and a few other British cities, where the drivers complied with the ancient and unwritten rules of the road and the special directions of well trained police.

Study, with a view to progressive improvement, should be encouraged, of course, but under no circumstances to the extent of allowing novices to disarrange and distort established regulations which have stood the test of international experience. The regulation of street traffic has grown to be an almost exact science, and as such it is as important to know what to omit as what to include.

Traffic regulations are properly police regulations, and should be adopted as such in their standard form in order to avoid division of authority and incompetent meddling. One ordinance, or other statute, empowering and making it the duty of the police department to regulate traffic is all that should

be permitted. Most cities have some statute that gives authority. If they have not an adequate one, the following form is recommended:

"The police department is hereby authorized, empowered and ordered to direct, control, restrict and regulate, and when necessary, temporarily to divert or exclude—in the interest of public safety, health and convenience—the movement of pedestrian, animal and vehicular traffic of every kind in streets, parks and on bridges, and to adopt and enforce regulations in regard thereto."

Traffic rules must, above all, be clear and concise or they will not be read; and reasonable, else they cannot be enforced.—Motor Age.

DELCO WIRE - CUT LINIMENT cure Wire Cuts, Wounds, etc., without blemish or money refunded. \$1 per bottle, postpaid. Send for Free Sample bottle. DEL-DOK OINTMENT CO., Kingfisher, Okla. St.



The Man of Poise

doesn't necessarily go after physical and mental efficiency in a cold-blooded, arithmetical fashion, figuring his food as only so many calories of carbohydrates, fats, etc. He looks after and thoroughly appreciates the question of flavor. Other things being equal, he will choose that food which combines delicious flavor qualities with high energy values.

Grape-Nuts

—is that kind of food

Made of whole wheat and malted barley, it combines highest nutritional values with distinctively rich and delightful flavor. Grape-Nuts comes ready to eat and is remarkably easy of digestion.

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

"There's a Reason"

—at Grocers everywhere.

We Invite You to Inspect Our Window

In it you will find an assortment of standard articles found in the best pantries in all parts of the world. It will be lighted at night all this week and you will find there many of the leading nationally advertised products from the big food factories noted for the quality and cleanliness of their products. There is wholesomeness in every product.

Unfortunately our window isn't nearly large enough to hold all of the many lines of well known food products which our ever increasing stock contains. Inside the store you will find our shelves crowded with additional good things to eat and we invite you to step in as you inspect the window and inspect the inside of our store. It has recently been repainted and put in a thoroughly sanitary condition and we have no hesitancy in asking you to look wherever you like in any part of the store.

Our La France and Texas Best Flour

Is not exactly nationally advertised but it is widely known over the southwest where good flour is appreciated. We haven't made a special display of this flour this week but we have a big shipment of it in stock and are ready to send it to your kitchen. Investigate its value and let us have your winter orders.

E. G. Bennett Grocery Co.

Phone 35

We Didn't Have Time

To make any especially designed window display for this week but we did fill our window with some exceptionally good values in

Fancy Box Stationery

You will find in the display a goodly assortment and a price range which will interest you since all paper has increased so heavily in price.

TWO NATIONALLY ADVERTISED LINES

of which we are especially proud as dealers are the famous

Johnston's (Milwaukee) Chocolates

AND

Anso Cameras and Kodak Supplies

Both of these lines are pre-eminent in their manner of giving pleasure to those who use them. The manufacturers stand back of the quality of these products and we do not hesitate to advance them as being leaders in their lines. We guarantee satisfaction to you because we have the same assurance from the manufacturers.

Long-Harp Drug Co.

Phone 161

"Progressive and Progressing"

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.

The Plainview Evening Herald

TWICE-A-WEEK

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

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

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

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

The actual importation of dairy cattle into the Plainview country is more nearly accomplished than any other big thing Plainview and Hale County have attempted for many months.

The substantial nature of the buildings and utilities of Plainview gives Dr. C. S. Wright, eminent clergyman, who is in a position to judge, an excellent impression of Plainview. "Cheapness is expensive" was a forceful expression of Dr. Wright in one of his sermons, incidentally complimenting Plainview on her substantial development.

HOW FAR WRONG IS THIS MERCHANT?

A Plainview merchant reasons this way: "Plainview's most prized asset is her unlimited supply of water. It's above 99 per cent pure. With more water than any other town in Northwest Texas, Plainview has no public drinking place, except at the windmill at the Court House, which is not easily reached and which to most of the people, especially strangers in the town, is unknown. One of the best impressions I have in my mind of visits to Salt Lake City, Utah, is the free water in public, sanitary drinking fountains on the streets. Wouldn't it be worth the cost in pleasure to our own people and visitors and in advertising for Plainview to have fountains of pure water, free to all the people and at convenient places? We have plenty of good, pure water. Why not tell the stranger about it in this way?"

A STUDY IN ROAD COSTS.

The suggestion comes from a man who has been in intimate touch with the business of Hale County for several years past and a man who is in position to know, that one of the best moves that can be made to improve the roads of Hale County is to let the contracts to responsible farmers living on the roads to maintain a certain part of the road. It seems now that considerable expense has been incurred in purchasing teams, which are expensive to keep up. It is suggested that the letting of contracts to the farmers along the roads would do away with the necessity of the county's owning the teams and would give the farmers a profitable contract which they could handle at times when farm work was lax. The roads should be dragged after the rains and the farmers can well do this work before the fields are dry enough to do work there.

All who have had occasion to use the road leading from Plainview to Midway school house during the past year and a half know that it is one of the best stretches in the county. It is not in as good shape now as formerly, for it has not been looked after as carefully now as it formerly was. This road has been kept in condition by E. Dowden, or tenants on his farm. The Commissioners' Court has again let a contract for grading this road. This piece of work might be followed with interest and the cost of maintaining it compared with the cost per mile of other roads and the results obtained for each dollar spent. And Mr. Dowden is not the man referred to in the first place as recommending letting contracts to farmers. That man is a county official now. However, Mr. Dowden in times past has advocated the plan and views it with favor now.

GOOD ROADS SAVE IN TRANSPORTATION COST.

We know that good roads make rural life less narrow. We know that they enhance property values; but the exact relation of good roads to cost of transportation is a matter difficult to ascertain. According to George P. Coleman, state highway commissioner of Virginia, transportation costs have been lowered in one county forty per cent by the construction of good roads. Before the roads of one of the counties of that state had been improved, the largest amount of farm and forest products shipped out of the county in any one year was 49,000 tons. In 1909, the amount of dairy products shipped was 115,000 pounds. During that year 40 miles of road were improved, at an expense of \$100,000.

In 1911, two years after the improvement, 75,000 tons of farm and forest products and 273,000 pounds of dairy products were shipped.

The increase was 45 and 140 per cent, respectively, in these two classes of products. The increase in wheat shipments was 59 per cent, in tobacco 31 per cent, and in lumber and other farm products 48 per cent over the best records made before the roads were improved.

This is by no means all of the direct result of having good roads for marketing. Careful studies of traffic in the county were made by Commissioner Coleman for two years, which showed that it cost at least 20 cents to haul a ton a mile on unimproved roads and 12 cents a ton on improved roads.

The records showed that the average haul of 65,000 tons of products was eight miles. Consequently the improvement of the roads over which the hauling was done saved the farmers \$41,600 in marketing 65,000 tons of products.

Food For Thought

HONEST EFFORTS.

(By Horace Greely.)

Moses was fated never to enter the land of promise he so longingly viewed from afar; and Columbus never found—who can now wish that he had—that unimpeded sea route westward to India that he sought so wisely and so daringly. Yet still the world moves on, and by mysterious and unexpected ways the great, brave soul is permitted to subservient purposes of God contemplating the elevation and blessing of man. And so, I can not doubt, the unselfish efforts in our day for the amelioration of social hardships, though their efforts may be rejected as mistaken or defective, will yet signally conduce to their contemplated ends. Fail not, then, humble hoper for "the good time coming," to lend your feeble sigh, to swell the sails of whatever bark is freighted with earnest efforts for the mitigation of human woes, nor doubt that the divine breath shall waft it at last to its prayed-for haven!

"Some day I know the evening sun will sink down its golden lane into the west, but I'll have read the Greatest Poem of All and sought the solace of eternal rest. The little children still will play about, their laughter will rise upon the air, but I, who love them so, will never see, and nevermore for earthly things will care. Teach me, O Lord, before that time shall come, to know Thy love holds sway o'er everything, that Thou art watching all the paths we trod, from humblest laborer unto greatest King. O Lord, the way is sometimes hard, the thing I think a gift is oft a curse, but though I stumble, still I rise again, and keep on going, if for good or worse. Help me to learn the beauties of Thy world, the good that lies within my fellow-men, and that as Thou hast willed so shall it be, help me to play the game, O Lord—Amen."—Elwyn Hunt, in Wichita Beacon.

Four prospectors who were here with Herman Schultz, from Wisconsin, returned to their home Saturday morning. J. E. Pepper was their host while here.

Chas. Clements, Democratic nominee for county judge, was in Amarillo Saturday on business.

M. D. Henderson attended the Floyd County Fair, at Floydada.

A. M. Cole, of Childress, was a business visitor in Plainview Saturday.

C. G. Jordan and family are moving to Tulla today.

Rev. B. H. Oxford and family, of Hale Center, were here Sunday night.

MACKENZIE'S FIGHT WITH COMANCHE INDIANS.

An account of this battle by Col. Chas. A. P. Hatfield, one of the participants, is a readable article in this issue, beginning on Page One, and is in convenient form for clipping and preservation.

Panhandle Press

Plainview is preparing to engage in dairying on a large scale. Three men are being sent North to purchase an initial consignment of 200 fine Holstein milch cows from Minnesota and Wisconsin. It is estimated the cows will cost the farmers \$110 each.—Channing Courier.

Plainview Cinches Two Highways. Plainview will hereafter be on the pretty red lines of the maps sent out by the National Highway Association and the Puget Sound-to-Gulf Highway. A rousing good roads meeting was held there to hear E. J. Hernan, of Washington, D. C., and a Good Roads Association of 46 members was organized instanter. Like all her neighbors on the Plains, Plainview realizes the importance of good roads and is going after them.—Hereford Brand.

The first spike in the Midland & Northwestern Railroad was driven during the Midland Fair. This road will be 65 miles long, and will connect Midland and Seminole.

STORY OF MCKENZIE BATTLE.

(Continued from Page One.)

to return to the reservation and surrender their arms.

All of the camps, with the provisions of different kinds, flour and sugar, etc., drawn from the Indian Department, and quantities of dried buffalo meat, were destroyed and burned. In addition, about seventeen hundred of their horses were rounded up and driven up the long trail and back to the head of Tule Canyon, where our wagon train with its infantry escort had arrived and established camp.

On the following morning MacKenzie disposed of the captured horses, ponies and mules. Johnson was allowed to select forty as his prize, and others were given in less proportion to some of the most prominent scouts, and still others were distributed to the troops to replace horses which had succumbed to the hardships of the campaign.

This left about fourteen hundred and fifty to be disposed of, and these were taken out and shot. Of course, this seems cruel, but if MacKenzie had tried to keep them, there would have been a stampede probably on some dark night by the Indians, when he would have lost them and probably some of his own cavalry horses besides.

With their horses gone and their tepees and supplies destroyed, the In-

dians could not face a winter on the plains, and shortly began journeying back to the reservation. MacKenzie remained in the country harrying the Indians until he was sure they were returning to Fort Sill, when, at the approach of cold weather, his command returned to Fort Concho and other posts for the winter.

In the following spring he was ordered to take station at Fort Sill with his regiment, where his firm, just and decided course with the several thousand Indians there was such that there has never been an outbreak or necessity for a campaign in Texas since.

CHAS. A. P. HATFIELD,
Colonel, U. S. Army, Retired.

*The Blanco Canyon referred to by

Colonel Hatfield is not what is now commonly known as Blanco Canyon, but a small tributary canyon of Palo Duro Canyon.

NOTICE TO CONTRACTORS.

Bids will be let soon for brick store building. See me at Roos Garage, E. E. ROOS. 2t.

FOR SALE—Small herd Holstein cattle for dairy use; ready for delivery. Inquire KNIGHT AUTO CO. 1t.

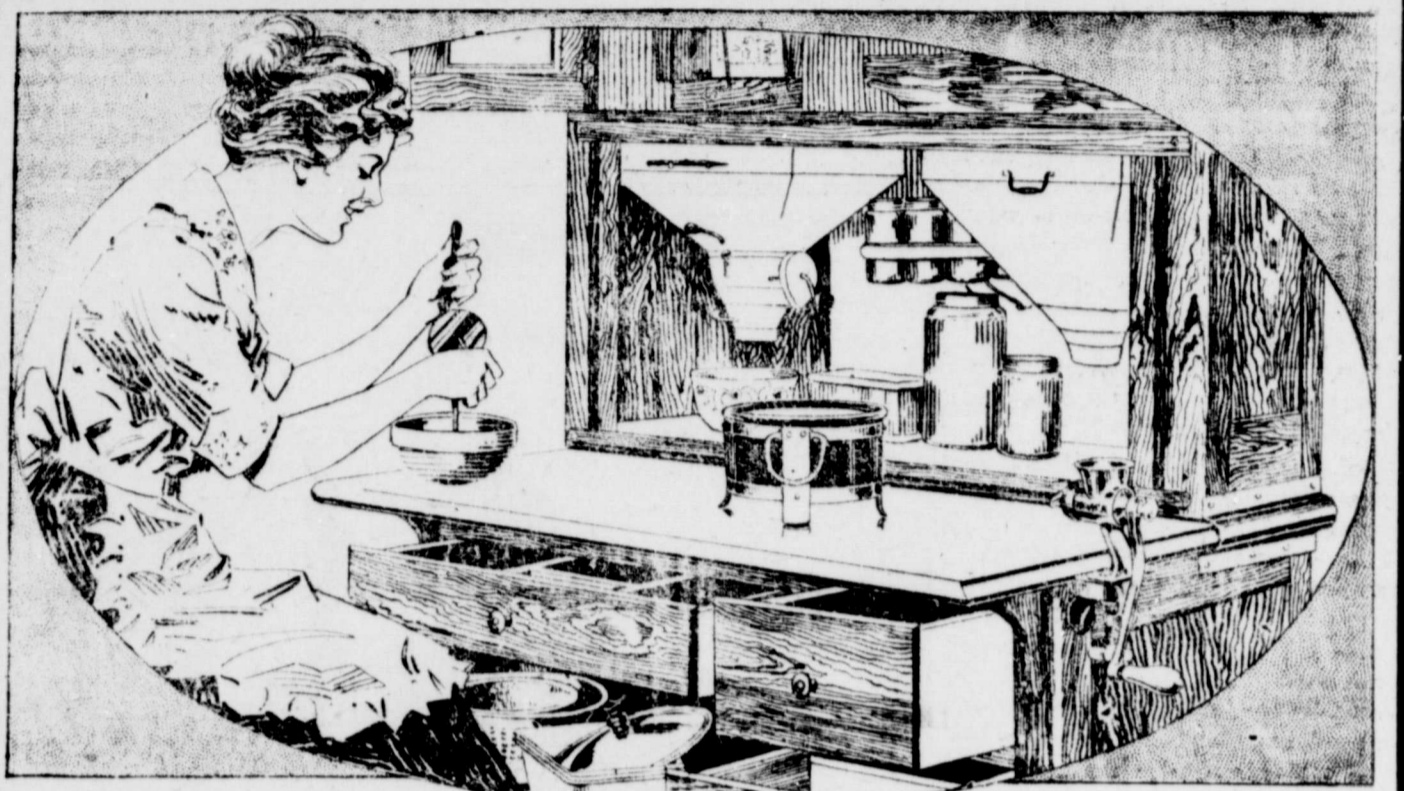
FOR SALE—40 head good shoats, 13 pigs and 8 sows, some heavy. KIRBY SCUDDER, at Third National Bank. 2t.

R. M. Ellerd is in Kansas City, Mo., on business.

FOR SALE—Sweet peppers, 75c a bushel; pimientos, 5c a pound—at COL. R. P. SMYTH'S place. Phone 258. 2t.

FOR SALE—At a bargain, good horse and carriage. Address "X," care Herald. 2t.

J. E. WOODWARD,
Contractor and Bullder.
Satisfaction Guaranteed.
All Estimates Free.
Residence Two Blocks East of Eastside School.



Nationally Advertised—Nationally Used—Nationally Sworn By—National Sale this Week

We have the stock of Hoosier Kitchen Cabinets which will meet every demand and interest every housewife.

THE BIG SALE IS ON

Special Prices—Special Showing—Special Easy Payment Plan
It's your big buying opportunity—Come in this week.

A Tool-House For Mother's Kitchen

- Places for 400 articles all within arm's reach.
- 400 labor-saving features, each like a helping hand.
- The Hoosier will cut your kitchen work in half.
- Will save you miles of steps.
- Will save you hours of weary toil.
- Will make it a pleasure to cook and bake.

- Will save your energy and beauty, and keep you feeling young and strong.
- Will help you get good meals quickly.
- Will help you tidy up in just a few moments when the meal's over.
- Is there any way on earth a dollar a week can serve you better.

"Hoosier Beauty" \$1^A WEEK

THE MOST FAMOUS CABINET in the WORLD—PRAISED BY 1,000,000 WOMEN

Over and over again, the Hoosier Cabinets have won the highest honors American women can give. Seven out of ten Hoosiers have been sold through the personal recommendations of women who use and prize the Hoosier far beyond its low cost.

Hoosier won the gold medal at the Panama-Pacific Exposition, San Francisco. Its supremacy—already long conceded—was announced officially by the judges who found the Hoosier—

- First in number of practical conveniences.
- First in quality of material.
- First in standard of construction.
- First in perfection of design.
- First in units per dollar of cost.

Only \$1 Puts This NEW HOOSIER in Your Home

50,000 cabinets—the entire output of the Hoosier Company—were sold six weeks after they announced these new models.

time out of hot, disagreeable kitchens, and found freedom through the Hoosier.

In some places women were unable for several months to get the most popular style—this famous Hoosier Beauty.

As a result of this enormous output of Hoosier Kitchen Cabinets, the most popular Hoosier models are still selling at old time prices.

20,000 more Hoosiers were bought during the summer months by women who wanted more

That is the reason why the factory can't make enough to supply the demand this year—the reason why you must act quickly to be sure of getting the model you want.

DECIDE TODAY BEFORE IT IS TOO LATE

Unless you decide at once, it may be weeks or months before you will have another opportunity to get the popular Hoosier Beauty and on these liberal terms:

- \$1 puts the cabinet you choose in your home.
- \$1 weekly quickly pays for it.
- The low cash price fixed by the factory prevails strictly.
- No interest—no extra fees.
- This sale is under direct supervision of the Hoosier Company.
- Your money back if you are not delighted with your Hoosier.

Why Wish and Wait? You Need the Hoosier NOW and Have a Right to It

GARNER BROS. FURNITURE AND UNDERTAKING

Willard

Getting to Know it Better

If you are not fully posted on battery knowledge, drop in and see us.

In the word "battery" the average motorist has come to see more than a black box with wires attached to it.

He has learned that some effort is necessary on his own part to keep that box sending out energy to his starter and lights.

He has also learned that Willard Batteries last longer and are more reliable because they are backed by a service which teaches the owner how to get results.

Ask for booklet "Your Electrical System and How It Works."

Plainview Battery Company

Free inspection of any battery at any time.

Willard Storage Batteries are for sale by car dealers, garages and all Willard Service Stations and Factory Branches.



Says Little Ampere:

Willard Batteries never start anything they can't finish.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

Mrs. Chas. Saigling will be hostess to the Wednesday Bridge Club tomorrow afternoon.

The Thursday Bridge Club will be entertained by Mrs. E. H. Bawden this week.

HONORING MISS BROWN.

Mrs. Robert Meyers entertained Saturday evening with an informal dinner party, in honor of Miss Della Brown, of Philadelphia, a guest in the home of Mr. and Mrs. G. C. Keck. After dinner "42" formed the pleasant pastime.

Those present were: Mr. and Mrs. G. C. Keck, Mr. and Mrs. L. M. Faulkner, Mrs. J. R. Kerley and little daughter, Cleo; Miss Della Brown and Miss Jo and Earle Keck.

PLAINVIEW PARTY GUESTS OF MR. AND MRS. DOTSON.

Mrs. and Mrs. M. Dotson, of Olton, delightfully entertained Sunday afternoon, at their home, with an elaborate six o'clock dinner.

The invited guests from Plainview were: Mr. and Mrs. R. E. Cochran and Edna Ruth, Mr. and Mrs. J. J. Clark, Mrs. R. M. Irick, Misses Lucy Story and Adeline Irick, Messrs. Jake Burkett and Frank Truesdell, and Dr. W. J. Lloyd.

BROWNING CLUB OPENS NEW SEASON WITH MRS. E. T. ADAMS.

Mrs. E. T. Adams (nee Miss Mabel Wayland) was charming hostess when she entertained the Browning Club Saturday afternoon. Before her marriage Mrs. Adams was an active member of this club.

This being the first meeting of the club year and with a former member present, who had been absent from the club and city for many months, the entire afternoon was indeed unusually pleasant. The regular business session was held, after which a delightful salad course was served.

The invited guests were: Mesdames A. G. Hinn and William Cooke, and Misses Edna Mayhugh, Mary Hinn and Vera Newton.

MARRIAGE LICENSES ISSUED.

County Clerk B. H. Towery has issued marriage licenses during the past two days to:

R. V. King and Miss Schrenie Fort, who live near Hale Center.

Jas. S. Davis and Miss Elise M. Pierpont, who are members of the vaudeville troupe now playing at The Mae I. Theatre. This couple was formerly married by a justice of the peace, but

the bride desires a ceremony performed by a minister.

G. S. Morton and Miss Allie Edmonson, of Runningwater neighborhood. Miss Edmonson is a daughter of W. W. Edmonson, a well known farmer and stockman, and Mr. Morton is a son of B. B. Morton, also a prominent farmer.

Rev. G. F. Boyd is in Plainview, the guest of Rev. J. W. Story and other friends here. He has been visiting his son at Crosbyton.

John K. Boyce, of Amarillo, was here today on business.

Joe B. Collier, of Amarillo, was a business visitor in Plainview today.

Jno. E. McEntire, of Hereford, was here today on business.

J. J. Everett, of Gall, was a business visitor in Plainview today.

J. C. Guest, of Lockney, was here today on business.

John Vaughn has gone to Hot Springs, Ark., for his health.

Rev. T. B. Haynie, pastor of the Presbyterian Church, has returned from Weatherford, where he attended a synod meeting.

E. Waller returned to his home, in Clarendon, Sunday, after a visit with his son, J. M. Waller, and family.

Sam W. Smith, of Abernathy, was in Plainview today on business.

Mrs. Cora E. Pritchett left this morning for her home, in Stamford, having returned to Plainview from Norman, Okla., with Mr. and Mrs. Marshall Phelps, after attending the funeral of her mother, Mrs. Pauline Shackelford, at Norman.

Dr. J. H. Wayland returned this morning from Nashville, Tenn., where he went as a witness in the Federal Court.

Rex Lindsay returned this morning from a business visit in Amarillo.

P. J. Becker, of the Southwestern Telegraph and Telephone Co., was here today on business.

Mrs. J. I. Cole left this morning for a visit with friends and relatives in San Angelo.

Miss Iva Cole left this morning for a visit in Post City.

H. C. Pipkin, of Amarillo, was here this week on business.

S. M. Goodlett, of Hale Center, was here Sunday.

G. W. Walker, of Hale Center, was here Monday.

C. B. Dockum, of Arlington, was a business visitor in Plainview Monday.

Mr. and Mrs. A. B. Spencer and Mr. and Mrs. H. L. Slaughter, of Crosbyton, were here yesterday.

M. E. Gaddard, of Sweetwater, was here yesterday on business.

Artie Baker, of Lockney, was in Plainview Sunday.

F. W. Vanderpool has moved his jewelry and watchmaking equipment to the Long-Harp Drug Co.'s.

With Girls Home Economics Clubs

Mrs. Landrum Wants Girls to Send Exhibits to the Fairs

AUSTIN, Texas, October 5, 1916.

Dearest Club Girls:

I am very pleased with the exhibits as they are coming in, but I want every club represented at the Dallas Fair and the Waco Cotton Palace. The clubs that have not already sent their products, please gather a good exhibit of your canned goods and textiles. Do not send any one-half gallon jars. They are not attractive looking in an exhibit and are too easily broken in shipping. Send me either pint or quart jars. I told you I will take care of express charges, so don't delay sending in your best stuff.

I am planning to have a special day set apart at the Dallas Fair and Waco Cotton Palace to be called club day.

Watch for these dates, and if you can come only one day to either fair, let's make our plans to come on that special day. There will be special arrangements made for your pleasure.

I see the Plains and Panhandle sections are to have a special train October 21st to the Dallas Fair. I trust the Hale County girls will be able to come and bring other girls of that section. I will be at home to all of the visiting girls, and wish you to make yourselves at home in our booth.

Don't forget to keep your sewing models for they are to be judged in the future and prizes awarded.

Your lesson this week will contain instructions for the making of a dusting cap, which you are to keep for exhibition.

I promised to send you samples of stitches for this lesson, but unfortunately this work is in my suit case, which has been lost en route, it having been checked from Itasca to Dallas. For this lesson, though, I am going to ask the president to have her mother assist her in making models of the even basting stitch and the overhand stitch, in order that a proper demonstration may be given the club girls. These are the only stitches required on the cap. As soon as my suit case is located I will furnish models of stitches for future use.

I have not yet received many autobiographies I asked for recently. I want you to help me obtain this valuable information. Send them in, please.

With lots of love,
Sincerely yours,
MRS. J. L. LANDRUM.

Needlework—Part 3. Lesson 36. DUSTING CAP.

In my lesson for last week I requested you to provide yourselves with the proper material for a dusting cap, such as white lawn, dimity, dotted swiss, or any light material you wish.

Material required:
½ yard of material;
2 yards lace;
2 yards bias tape.

Cut a pattern in the form of a circle 18 inches in diameter, from plain paper. Pin the pattern to the material and cut very carefully around, keeping the edges smooth and true, without any

uneven notches.

Turn down one-eighth inch or less on the wrong side of the material. It is difficult to turn a hem on a curved edge. It will make it easier if this first turn is basted down with small, even basting, drawing thread rather tight in order to draw in the extra fullness made by the curve.

Make a second turn or fold one-eighth inch wide and baste into place. Hem by hand, using thread of the same size as the threads of the material on which it is used, and taking small, even stitches.

Clip basting every few inches. Remove bastings. Always clip them as the material may be injured by pulling on the thread.

Place the right side of the lace to the right side of the cap and, holding the lace next to you, overhead to cap, working from right to left and holding the lace slightly full.

To place the casing, measure it from the edge of lace 1½ inches and mark lightly, on wrong side, a circle. Measure carefully to see that the circle is 1½ inches from edge of lace at all points.

Fold bias tape through center so the two edges are even and crease between fingers. Fold under one end of bias tape ¼ inch. Place crease on circular line and baste into position, folding under the end of tape ¼ inch and making the two folded ends just meet. Stitch bias tape into place on machine, taking care to stitch evenly and close to the edge.

Using the button-hole stitch, as used in making eyelets, work around the edge of the tape where the two ends meet to make it strong and firm. Begin at the opening of the casing just finished and run an elastic cord into the casing and adjust it to fit the head and tie the ends.

A bow of ribbon will give the cap a very dainty and attractive finish.

Now, refer to lesson 35 of last week to the questions on the second page. Answer these and pin to your cap, which is to be kept as a model of your sewing lesson and exhibited at the school fair.

MRS. J. L. LANDRUM.

REAL ESTATE TRANSFERS.

Deeds involving the following real estate transfers have been filed by County Clerk B. H. Towery since Friday:

Herman Schulz and wife to E. S. Everson, east half section 29, block DT; consideration, \$6,400.

Earnest A. M. Fowler to W. B. Lewis, lots 15 and 16, block 46, Highland Addition; consideration, \$300.

J. M. Hamilton to J. C. Boyd, half interest in north half of northwest quarter of section 17, block K; consideration, \$720.

E. Harlan and wife to J. N. Jordan and wife, lot 6, block 8, Central Park Addition; consideration, \$200.

TWELVE BOYS ENTERED PIGS IN FLOYD COUNTY CONTEST.

Dr. R. F. Hare returned this week from Floydada, where he has been attending to duties as county agent.

During the Floyd County Fair the pigs raised by members of the Floyd County Pig Club were judged. There were twelve pigs entered. One of the Lockney banks offered cash as prizes, and the other tendered a banquet to pig-club members, the cashier addressing the boys and encouraging them in their work. He made the proposition that he would furnish the money to purchase a pig for any boy who could not get it otherwise. He will lend funds to club members at reasonable interest.

Joe Hall and W. C. Thomas, of Carthage, Mo., are business visitors in Plainview.

YES, WE SELL NATIONALLY ADVERTISED MERCHANDISE

Society Brand Clothes

Made for Young Men and Men that Stay Young. Different, yet dignified. The Fall and Winter Suits and Overcoats are now ready.

Stetson Hats

You know them; so did your Grandfather. We are showing the New Novelties and the Staple Styles.

Stetson Shoes-Packard too

Both are in much favor among wearers of the better class of Men's Footwear.

Summit Mackinaws

Northwestern made—honest through and through. The summit of perfection in Mackinaws for Men and Boys. Ladies wear them too.

Superior Underwear

The active man's Underwear. It is comfortable because it fits. A Superior at our store for every purse, purpose and person.

Wooltex Ladies Cloaks and Suits

A line of Distinction. The wear is there. In rain or in sunshine, these garments retain their shape.

Forest Mill Underwear

A fine, soft Union Suit, in cotton or wool, for the lady who prefers the best.

Gordon and Round Ticket Hosiery

A big line of Silk and Lisle Hosiery that is good enough to guarantee. 25c to \$1.25.

Ultra Shoes

Made in a Fashion Shop that is kept busy making nothing but high-grade Shoes for Women.

American Lady Corsets

Also the Madam Lyra and the Froisat Front-Laced. A Style to fit every form.

Some Other Lines

Too many to mention all. Be assured if it is from the RICHLIER it is good, whether advertised or not advertised. We know quality and see that our patrons get quality in all our Departments.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Ladies' Coat Suits, Coats and Children's Coats



We are offering extra Values and Style in our Ladies' all wool poplin suits at \$18.50 and \$21.50. A saving of several dollars in price.

We have a very complete line of Ladies', Misses' and Children's Coats in stock and more coming each week. We "sell them for less."

We can save you money on Staples. Prices on this class of Dry Goods will surprise you when you think cotton is nearing the 17c mark.

We can not promise these low prices throughout the fall. It will pay you to buy now and make Your Fall Bill of Dry Goods with

Hamner's Dry Goods Store

"We Sell It For Less"

Plainview, Texas

High School News Notes

Superintendent Campbell Will Give Seniors Who Desire Actual Practice in Managing School Room.

Our superintendent, Mr. Campbell, has taken the names of all those in the Senior Class who expect to teach at some future time. He says he will call on these pupils to teach in the lower grades at intervals during the school term. He expects this to be a real benefit to the pupils, since they will be required to maintain the same discipline and proceed with work as the teacher in charge would do. The idea seems to appeal to most of the girls, judging by the number who gave their names. This is an excellent idea, for it gives the pupils a chance to find out whether they like the work or have any talent for it before they make extra preparation.

Watch the Senior Class this year!

Each room has been devoting at least ten minutes each day to yell practice. We have many good yells—and "yellers," too. A number of new

and appropriate yells have been adopted. The teachers and pupils seem very enthusiastic over athletics. The basketball girls have already played one match game, in which they were successful, and the football boys are off today to play the football boys at Floydada.

Mr. Campbell has made a number of short talks to the Seniors this year. His talks are so instructive and interesting that we are always glad to hear him.

High School Enrollment.

The enrollment of the Plainview High School this year is 310, a gain of 20 per cent over last year. It is an interesting fact that nearly one-third of the pupils in the public schools in Plainview are in High School.

Tennis Clubs.

The Tennis Clubs met at recess, Oc-

tober 5, and organized. Curtis Mathes was elected president and Maurine Richards, secretary.

High School Band.

The High School Band met Thursday night, in the 9B room. They show much interest, and are expecting to make the Plainview High School the best.

Leaving School.

It is with regret that the High School hears that Edward and Archie Jordan and their sister, Mattie, are to leave soon, for Tulsa. They have all been good students, and Edward has been one of the mainstays of the football team.

High School Notes.

Articles have been contributed by the following members of the Senior Class: Helen Barnett, Hester Jordan, Elmer Dement, Lillian Stoneker, John Boswell and Mabel Bohner.

Judge L. C. Penry, of Fort Worth, has been here during the past week on business.

E. N. Egge was in Littlefield Saturday delivering a new Chevrolet.

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

FEDERAL QUARANTINE IS MODIFIED FOR SHOW CATTLE.

New Order Provides for Shipment in and Out of Tick Territory Under Proper Safeguards.

WASHINGTON, D. C., Oct. 9.—Cattle to be exhibited at coming fairs and exhibitions in the South may be shipped in from points outside the quarantined area, subject to certain restrictions. The following fairs are included in a new order of the U. S. Department of Agriculture:

- Alabama State Fair, at Birmingham, Alabama, October 5 to 14, 1916.
- The State Fair of Texas, at Dallas, Texas, October 11 to 29, 1916.
- The Gulf Coast Fair, at Mobile, Alabama, October 30 to November 5, 1916.
- Louisiana State Fair, at Shreveport, Louisiana, November 1 to 6, 1916.
- Georgia State Fair, at Macon, Georgia, November 2 to 16, 1916.
- National Farm and Live Stock Show, at New Orleans, Louisiana, November 11 to 19, 1916.
- National Feeders' and Breeders' Show, at Fort Worth, Texas, March 12 to 17, 1917.

Cattle intended for exhibition at these fairs may be shipped without dipping to place of exhibition and reshipped to points outside the quarantined area, under these restrictions:

(a) Such cattle shall be shipped by rail to points of exhibition and shall not be unloaded in the quarantined area elsewhere than at such points.

(b) Separate clean and disinfected chutes and other facilities shall be provided for exclusive unloading and loading of such cattle at the points of exhibition.

(c) Such cattle shall be hauled in clean and disinfected wagons direct from the cars in which they arrive at points of exhibition to the fair grounds and from the fair grounds direct to the cars in which they are reshipped.

(d) All cattle shall be excluded from the fair grounds during the intervals between fairs, and the entire fair grounds must be maintained free from cattle-tick infestation.

(e) In order that the hay, straw, and similar materials used for feed and bedding by such cattle during the time they are within the quarantined area shall be noninfectious, all such materials shall originate outside the quarantined area and be shipped therefrom in cleaned and disinfected cars, and so handled at points of exhibition that they shall not become infectious.

(f) Such cattle shall not be returned from points of exhibition to points outside of the quarantined area except in cleaned and disinfected cars, nor unless accompanied by a certificate issued by the inspector of the Bureau of Animal Industry showing that such cattle have had no opportunity to become infested with the cattle tick.

FOR RENT OR SALE—A nicely improved small place at Seth Ward. Will sell my hogs and cow. W. L. HOGUE, the Tailor. Phone 398. 2t.

INSPECTING BIG WELLS.

Professor McMillin and E. R. Vaughn went over to Plainview last week to look at some of the big wells and pumping plants. They are contemplating an increase in the capacity of the water supply on the Sunshine Ranch, and other extensive improvements. The Sunshine Ranch is one of the most successfully conducted farms in this section of the country, and its showing at the Lubbock County Fair was such that backs up the good work that is being done.—Lubbock Avalanche.

MOVING FROM PLAINVIEW.

S. M. Wilson has bought the J. M. Myers house south of the public school building and is moving his family to Canyon. Mr. Wilson was formerly a member of the faculty of Wayland College, and has friends in the city who are pleased to see him move here.

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.

He will look after the business of the Gulf Refining Company. — Randall County News.

FOOTBALL RESULTS.

Clarendon College defeated West Texas State Normal at Clarendon Saturday. Score 19-0.
 Amarillo High, at Lubbock, defeated Lubbock. Score 12-7.
 University of Texas, Austin, defeated Rice. Score 16-2.
 Texas Christian University, Fort Worth, defeated Austin College. Score 28-2.
 Baylor University, at Waco, defeated S. M. U. Score 62-0.

FOR SALE—Splendid bargain, 10,000-acre ranch; finest improvements; all cultivatable; 6 miles to railway; near Dalhart; \$12.00 per acre. Write JOHN SIGMUND, Dalhart, Texas. 1t-pd.

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, \$30 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, \$32.50 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.

White Swan

Mrs. Housewife—

A few words with you about many things you buy at your grocer's

First—What It Means to You to Buy Branded Goods—

☞ Perhaps you don't realize it, but it's true that nearly every concern that puts up its goods in packages is doing it in an attempt to give you something cleaner, purer and better than you've been able to buy in "bulk."

☞ They brand it with a name because they believe enough in the goods to be willing for them to be known by name—they want you to know what to ask for next time, if you liked the last lot.

☞ Pretty much like the difference between the man who sends an anonymous letter (bulk goods) and the one who signs his letter (branded goods).

☞ Then—as branded goods without doubt represent an attempt to give you something better it is a certainty that when it comes to a choice between unbranded and branded goods it will pay you to buy the latter.

The Difference between Branded Goods

☞ Frankly—nine cases out of ten—the reason why one brand is better than another is simply a case of the "know how." Seldom because one manufacturer is trying harder than another to give you good stuff.

☞ It's like the difference between cooks. For this reason. The concern with the "know how" back of it buys intelligently as well as sees that every item is prepared with skill. It doesn't depend on this section or that section to get the vegetables, fruits, fish, etc., that are put up for you. It goes

to market wherever the best buying market is for each of these articles. Then, right there—right where the best of its kind is raised the product is packed for you.

☞ All this counts for something in price—we buy in large quantities—people want to sell to us—result, we get better quality for the same or less money.

What It Means to You to Buy White Swan Goods—

☞ We've got the "know how"—we think a little better know how in buying and in securing the best in preparation and packing than most anybody else. At the very least that's what we're trying to do every day—not only to be better than the others—but to be ourselves better today than yesterday.

☞ And then there's the matter of experience. Years of study of foods and methods, of hard trying after improvement—all this experience must cut a big figure in ability to give you the best in quality. We know very well that our 43 years' hard at it have built something into White Swan Products that nothing else could take the place of.

☞ People who've tried White Swan Goods seem to agree that we are on the right track—because they keep on buying that brand.

☞ The result of this is that in all of Texas (and elsewhere in this section) there is not a retail grocery store whose service is built on QUALITY that does not sell, and recommend, White Swan Goods. This means that YOU can get them in your town at your grocer's.

☞ We want to ask you to try White Swan—any article in the list—or all of them. We appoint you sole judge of the whole line by any item in it. That's fair, isn't it—and isn't it worth trying? Ask your grocer.

WAPLES-PLATTER GROCER CO., Wholesale Only

Denison, Ft. Worth, Dallas, Amarillo, Bowie, Brownwood, Chillicothe, Dublin, Gainesville, Greenville, Hamlin, Marshall, Stamford, Tex.; Ada, Okla.

BETTER THAN THE LAW REQUIRES

WINDBREAK DEMONSTRATIONS ARE TO BE MADE AT EL PASO.
Forest Service Will Have Models and Charts to Show Method of Planting and Arrangement.

WASHINGTON, Oct. 5.—An exhibit devoted to forest windbreak planting, the preservative treatment of farm timbers, and the administration of the National Forests in their relation to the farmers of the West has been prepared for the International Soil-Products Exposition at El Paso, Texas, October 14 to 24.

The central feature of the display is a miniature growing windbreak made of young trees of the various species suited for windbreak planting in the Southwest and properly spaced, as they would be in a full-grown shelter-belt. Daily demonstrations of the proper manner of tree planting will be given at this exhibit.

Two models of 160-acre farms, one in the North and one in the South, show the proper location and composition of windbreaks. The shelter afforded by rows and groves of the proper kinds of trees upon farms in the sub-humid regions of the United States is most important in the economics of the farming in these regions. Crops and livestock will thrive better and the homestead will be more comfortable if sheltered from the drying winds of summer and the chilling winds of winter by well placed windbreaks. It is important, however, that the right species be selected, that they be spaced properly and handled wisely. Information concerning these matters is given on charts showing prevailing winds during the growing season in various regions, the species suitable for different regions, and in "Ten Rules for Windbreak Owners" and "Fourteen Don'ts for Tree Planters." Colored enlargements, transparent pictures, and stereopticon views of windbreaks and windbreak handling will also be shown.

Another feature of the exhibit will be an actual working model of two types of post-treating plants suitable for use by farmers in treating fence posts and other farm timbers with preservatives. Many species of timber which rot quickly in contact with the ground, if treated with preservative can be made to last three and four times longer than if left untreated.

The system of firm protection upon the National Forests will be shown, by the miniature of a typical lookout tower from which the forest guard watches for signs of fire, the telephone system with the wire strung on swinging insulators from the trees, the weatherproof telephone for use at exposed stations, the portable telephone, with which the wire can be tapped at any point, and the fire-fighting tools and other equipment in a fire-fighting tool box placed at convenient locations throughout the Forests. In this connection, a model camp is also shown, with a camp fire built safely so as to prevent forest fires arising, as so many do arise, from camp fires improperly built.

A model of the portion of a typical National Forest shows various activities and uses of interest to farmers residing in National Forest States. Besides the fire-protection system, the model depicts the grazing of livestock, the disposal of timber, watershed protection, and the improvement of the Forests by roads, trails, and bridges.

A very live exhibit, which has attracted much attention wherever shown and which is to be displayed at El Paso, is a working erosion model. This model demonstrates, by the use of water sprinkled on mounds of actual soil representing forested and deforested hills, the protection from soil erosion and floods afforded by a forest cover on slopes.

BUILD A FISH POND.

The advantages of plenty of stock water in reservoirs, tanks and lakes for livestock on pasture can not be overestimated. And this is the season to provide basins, artificial ponds, etc., to be filled when winter rains come a little later.

In making ponds, why not make them large enough to hold sufficient fresh water to sustain fish? In other words, why not combine the pond for stock water and a fish pond? In this way the pond would serve the purpose of stock water and at the same time sustain fish for the home. Fish are useful in keeping down wiggle-tails (mosquito larvae) and other insect life in the pond, and afford pastime fishing.

The fish pond is needed on many farms. Since fish have become scarce young people need a place where they may meet their friends for a "fry." They will pass many pleasant hours as recreation on the bank of the fish pond angling. And let us not forget that there are several kinds of recreation worse on the morals of young people than fishing. Fishing is a valuable source of recreation.—Farm and Ranch.

WHY PAY RENT?

Can make terms on six-room, modern house located within four blocks of the Square. W. F. GARNER, ft.

HOW TO PROPAGATE ROSES BY HARDWOOD CUTTINGS.

WASHINGTON, D. C., Oct. 9.—Climbing roses are propagated mostly by hardwood cuttings made in the fall. Many cut-flower roses may be propagated in the same way.

Hardwood cuttings are taken from the dormant wood of winter, while softwood, or greenwood, cuttings are taken when the plants are in active growth. To make a hardwood cutting, good, strong, well ripened shoots of the past summer's growth should be selected. These are better if cut between the time the leaves fall and freezing weather. If left until after cold weather there is danger of injury from freezing. They should be cut into pieces of 5 or 6 inches, with the upper cut just above a bud, and should be tied in bundles with raffia or with string that does not rot easily if exposed to dampness. After labeling plainly, they should be buried in moist sand, tops down, and placed in a cool cellar or buried in the open ground below danger of frost. They should be planted in the open ground in the spring about or a little before corn-planting time, so that one or two eyes, or not more than one inch of the cut-

tings, is above ground, which will leave 4 or 5 inches in the ground. Care must be taken not to injure the calluses that have formed while the cuttings were buried. Sometimes better results are obtained by planting in partial shade.

Frequently cuttings made in winter or early spring do nearly as well as those made in the fall, but in the North there is always danger of the wood being injured during the winter.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

Who's your Tailor?

Consider the Value of Proper Appearance

Whether you place Fashion above Comfort, or below; you'll find that

ED. V. PRICE & CO.

embody both in clothes that they tailor to your individual order. And, the question of costs is a pleasure to consider.

LET US SHOW YOU!

WALLER TAILORING CO.

Phone 188

EXCLUSIVE LOCAL DEALERS



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MONEY

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

SHALLOW WATER LAND & LOAN COMPANY

D. HEFFLEFINGER,
Manager

For light, wholesome cakes, biscuits and pastry, use

K C BAKING POWDER

Always safe and reliable. If it isn't all we claim your grocer will refund your money.

JAQUES MFG. CO., CHICAGO

Such tobacco enjoyment

as you never thought could be is yours to command quick as you buy some Prince Albert and fire-up a pipe or a home-made cigarette!

Prince Albert gives you every tobacco satisfaction your smoke-appetite ever hankered for. That's because it's made by a patented process that cuts out bite and parch! Prince Albert has always been sold without coupons or premiums. We prefer to give quality!



PRINCE ALBERT
the national joy smoke

has a flavor as different as it is delightful. You never tasted the like of it! And that isn't strange, either.

Buy Prince Albert everywhere tobacco is sold in tippy red bags, 5c; tidy red tins, 10c; handsome pound and half-pound tin tins—and that corking fine pound crystal-glass humidor with sponge-moistener top that keeps the tobacco in such flavor trim—always!

Men who think they can't smoke a pipe or roll a cigarette can smoke and will smoke if they use Prince Albert. And smokers who have not yet given P. A. a try-out certainly have a big surprise and a lot of enjoyment coming their way as soon as they invest in a supply. Prince Albert tobacco will tell its own story!

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

Practically Every Line In Our Big Stock Has Back of It the Strongest Kind of National Advertising

Every article is up to the high standard which manufacturers must maintain to successfully advertise the merits of their products year after year and have them stand the rigid tests given them by consumers.

Today We Want to Talk Stoves

We handle and recommend to you as being among the very best obtainable the

- Round Oak Base Burner**
- Round Oak Heaters**
- Vortex Hot Blast Heaters**
- Barler Oil Heaters**

Every one of these stoves will give you the unqualified service which we claim for it, and our claims are many and strong. We will set your stoves and see that you get the best possible service out of them.

Its Getting Stove Time

and you will very soon need the warmth for the little folks in the home, at least in the cool mornings and evenings. Why wait until all of the members of the household have had colds before you order one of these stoves set in your home. We are ready now and can give you better and prompter service now than if you wait until the rush comes.

The Barler Oil Heater is particularly adapted to office, bath room and bed room use where you need good heat in a limited area when you want it. Let us show you this stove.

Donohoo-Ware Hardware Company

Phone 80

COLD WEATHER NEWS OF THE FINEST "READY-TO-PUT-ON" SUITS AND OVERCOATS IN AMERICA

-at \$20 to \$40



Copyright 1916
The House of Kuppenheimer



Copyright 1916
The House of Kuppenheimer

Sooner or later the business man who has the right sort of interest in the good quality and the good appearance of his clothes is gladly won over to Kuppenheimer Clothes.

Not by persuasion or friendship or by any device to "draw trade," but by his own good judgment.

If he observes clothes at all and makes a few inquiries, he is bound to discover that for style, for careful, painstaking workmanship, for dependable, reliable garments, nothing he can buy will give him the lasting satisfaction of a Kuppen-

heimer Suit or Overcoat.

ABSOLUTE SATISFACTION to every one of them, no matter what the condition of the market may be—uncertainty of colors, or any other possible cause of dissatisfaction in what you buy—there's no change in our policy of satisfaction-giving. We guarantee all our merchandise to be right. "QUALITY" is our watchword, and the cause of our increase in business. Come early, while you can secure your choice of our new Suits and Overcoats.

Now that Overcoat Days are at Hand You Ought Not to Delay Your Preparations: You Know What's Coming.

GREAT VARIETY OF FINE OVERCOATS

A large selection of Auto Coats, Dress Overcoats, Street Overcoats, Fur-Lined Overcoats, smartly spirited creations, staple and fancy fabrics, beautiful in weave and coloring—the best lot of Overcoats ever displayed.

\$20.00, \$25.00, \$30.00, \$35.00.

THE "SUIT" YOU WERE LOOKING FOR

Here's where you get the Service you seek, the best in Young Men's Clothes; just the Style you like in Suits—rich, lovely models; bright, cheerful new colorings—Suits for the Young Man, the Middle Aged and the Elderly Gentleman. Everything guaranteed for quality and satisfaction.

\$20.00, \$22.50, \$25.00, \$30.00, \$35.00.

MEN'S NEW HATS FOR FALL AND WINTER

The Fall season was hardly under way before we anticipated future demands for improved. They're here now—a huge collection of the smartest Soft Hats shown this season; dashing, wide brims, the styles which command admiration, in several new exclusive Fall shades.

Soft Hats, \$2 to \$5; Derbies, \$3 to \$5.

THE NEW FALL SHIRTS

Of heavy tub silk with satin stripes, with soft cuffs, negligee style; expertly tailored shirts, made of fine mercerized fabrics, in all the new colors; sizes 14 to 17; prices \$1.00 to \$5.00.

MEN'S PAJAMAS.

Pajamas of good quality donnet or flannel-ette; also mercerized and percale garments in stripes, trimmed with frogs; all sizes. Prices \$1.00 to \$3.50.

MEN'S BATHROBES.

If you need a new Pajama, we have excellent values in good Terry Cloth, light coloring of blue, pink and gray; small and large sizes, roll collar, matches waist and neck cords. \$3.50 to \$10.00.

Headquarters for Men's, Young Men's and Boy's Overcoats, Shoes and accessories.



BOY'S SUITS AND OVERCOATS

NOW is the time to get the boy his New Fall Clothes. Norfolk Suits for ages 6 to 18 years, single- and double-breasted models, patch pockets and three-piece belt; in tweeds, velours and soft-finished worsteds; best grays, browns and olives, at \$4.00 to \$13.50

OVERCOATS in the Latest Styles for ages 5 to 16, in greys, browns and mixtures \$3.50 to \$7.50

RAINCOATS for ages 6 to 16 years, in greys and tans; prices \$2.00 to \$3.50

SUBS SINK NINE STEAM SHIPS OFF U. S. COAST

NAVY DEPARTMENT PREPARES TO ESTABLISH PATROL TO KEEP NEUTRALITY INVIOLEATE.

ALL MARKETS ARE AFFECTED

Break in Wheat at Start Amounted in Some Cases to Five Cents a Bushel.

WASHINGTON, Oct. 9.—The navy department began today preparations to establish a patrol of warships along the North Atlantic coast, to make certain that American neutrality is not violated by the German submarine raid on allied shipping.

The general opinion prevailing today was that with the gathering of allied cruisers off the New England coast, the submarines would desert that field and strike their next blow farther south. Some officials expect to hear of operations in the Gulf of Mexico, where a persistent story says a German base has been established and where the submarines could strike at the fleets of tank ships carrying fuel oil to the British navy from the Mexican field, upon which the British depend almost entirely. The opinion that there are several submarines accompanied by a supply ship, probably also a submarine, has been strengthened by developments.

Sunday Activities of German Submarines off U. S. Coast.

Vessels known to have been sunk: Passenger steamer *Stepano*, of Red Cross line, British, with eighty-three passengers, from St. Johns, N. F., for New York.

West Point, British freighter, London to Newport News.

Strathdene, British, New York for Bordeaux.

Kingston, British, destination not stated.

Bloomersdijk, Dutch, New York to Rotterdam.

Christian Knudsen, Norwegian tanker.

Unconfirmed reports say three others sunk.

Steamer *Kansas*, American, also held up, but allowed to go.

Location—Just east of Nantucket lightship.

Time—All day Sunday.

Attacking Vessels—German sub-

dine U-61 and probably the U-53, which visited Newport Saturday.

Property loss on *Stepano*, \$600,000; others unknown.

No lives believed lost.

German submarine activity along the North Atlantic coast of America caused all prices in American markets to slump Monday. The break in stocks, grain and cotton was general.

The submarine activity disrupted shipping, causing almost unlimited hedge selling in America.

The stock market was demoralized at the opening. Standard issues as well as war stocks broke, 5, 10 and even 12 points, at the outset on enormous liquidation.

Submarine activity resulted in a downward crash of wheat values. The break right at the start amounted to 5 cents a bushel in some cases, December falling to \$1.54½, as compared to \$1.59½ at Saturday's finish. Prices of corn, oats and provisions also fell, but not so much as wheat. Greatly increased difficulty in making exports was the generally accepted reason for all of the declines.

KRESS FARMERS TAKING ADVANTAGE OF GOOD WEATHER.

KRESS, Texas, Oct. 11.—A number of farmers are marketing their wheat now, at a dollar and a half per bushel.

Mr. Kline, who lives ten miles east of Kress, is hauling his grain to town with his tractor.

The eighteen months' old babe of Mr. and Mrs. Will Wallace died Sunday night, at the home of the grandfather, Will Adkins, and was buried at Kress Monday afternoon. They have the sympathy of their neighbors and friends in their sad bereavement.

The little babe of Mr. and Mrs. Claude Span is seriously ill at their home, in Kress.

The farmers are having fine weather to harvest their row crops and get their wheat sowed. They seem to be making good use of it while it lasts.

The early-sown wheat is up and looking fine.

Mrs. J. A. Janes, five miles northeast of Kress, is visiting friends in New Mexico the past three weeks.

Mrs. Madge Nunnally, of Tullia, has been visiting friends in and around Kress the past few days.

We had a nice rain Monday night. All the farmers are rejoicing over the rain.

Mrs. Burch Van Zant and three children, from Hillsboro, Ohio, came to Kress Sunday to visit her father, mother and sister.

INTERESTING NEWS ITEMS FROM IRICK COMMUNITY.

IRICK, Oct. 10.—Farmers of this vicinity are busy harvesting their crops and sowing wheat.

A fine rain fell here Tuesday morning.

Sunday School was well attended Sunday afternoon. A number of visitors from Plainview were present. Come again. You are always welcome.

Mrs. G. S. Potts visited with Mr. and Mrs. Will Johnson and family last week.

Miss Ethel Smith and Oliver Smith, who are attending school at Plainview, spent Sunday with home folks.

Misses Mildred, Helen and Lillian Collier took dinner with the Misses Murphy Sunday.

Miss Essie Myers spent Saturday night with Miss Eunice Davis.

Mr. and Mrs. Kenniston and family and George Schick were visitors at the B. F. Smith home Sunday.

Everett Collier spent the day Sunday with Paul Thompson.

Misses Edith, Nell and Ora Smith spent Saturday and Sunday with home folks.

Mr. and Mrs. Will Johnson and family and Mrs. George Ford and family, of Lockney, were Sunday visitors at the Potts' home.

Rollo Myers spent Sunday with Perry Mayben.

Mr. and Mrs. J. E. Jackson and daughters, Jeanne and Mildred Lucille, visited with Mr. and Mrs. Potts Sunday afternoon.

Mrs. Ed Smith and daughters, Edith, Nell and Ora, and Mrs. Ben F. Mueller and son, Carl, attended the fair at Floydada Saturday.

The dance at the Dellis home was well attended Saturday night.

Brother Lawrence, of Plainview, preached at Irick Sunday. Brother Smith will preach next Sunday. Everybody come.

Miss Rena Gilbert, of Plainview, returned to Kress Sunday morning to visit her sister, Mrs. Van Zant.

FOR SALE—Small herd of Holstein cattle for dairy use; ready for delivery. Inquire KNIGHT AUTO CO. if.

Association Members Sign for Cows

(Continued from Page One.)

He also promised to personally install any machines purchased.

It was made clear by the president of the association that no single make of cream separator will be purchased to the exclusion of another, and that this matter was personal with the members.

Mr. Moore explained the plan which will probably be used in the selection of the cows by individuals. He stated that there would be pens for each buyer. If there are twenty pens the best twenty cows will be selected by mem-

bers so that each is satisfied with the division. The next best twenty will be selected, the best one being placed in the pen with the last selected on the first round, and so on, until the pens have been filled to the satisfaction of all members. Then they will draw for pens by lot.

Mr. Moore will keep a close record of each cow bought, and the cow will be given a number tag which corresponds to the number given in his record, so

that after the cows are divided each member can get the complete record of his cow, her milk production, breeding, etc.

G. Q. Thompson and C. B. Rees have spoken for a bull to be jointly owned by them. The Liberty community members have also spoken for a bull.

Mayhugh Brothers want an entire car of the cows and have contracted for them.

The Big Show Is Here



ONCE a year retailers and newspapers all over North America join in a display called International Newspaper Window Display Week.

It is now going on.

Many of our own merchants are participating as anyone can see by looking at the windows filled with newspaper advertised products and bearing the signs giving the reason for their presence.

When thousands of dealers in nearly 400 of the principal cities of North America concentrate in one week on one kind of a display window, it comes pretty near being *The Big Show*.

It is in fact the most impressive advertising demonstration ever held anywhere—the visualizing of the super power of newspaper advertising.

This year Window Week shows a greater variety of products than ever before, for many more general advertisers have come into the newspapers in 1916 than in any previous year.

This year more retailers are taking part because of their desire to convince manufacturers that the only kind of advertising that helps them is direct newspaper advertising.

This big show—International Newspaper Window Display Week—is well worth the study of anyone interested in the great problems of advertising and merchandising.

Watch the Store Windows this Week