

THE PLAINVIEW EVENING HERALD

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PLAINVIEW, TEXAS, TUESDAY, OCTOBER 17, 1916

CITY ORDERS PAVING ELECTION FOR NOV. 18

WILL SUBMIT MATTER OF EMPOWERING CITY TO PAVE STREETS TO VOTE.

WATER CONTRACT IS RENEWED

Sewer Ordered Extended From Central School Building to Harvest Queen Mills.

On November 18 the resident property tax payers of Plainview will vote on whether the city shall be empowered to pave the streets. The election was ordered last night by the City Council, all members and the Mayor being present. The statute provides that the benefits of Chapter 11, Title 22, of the Revised Texas Statutes may obtain only in those cities or towns where the measure has been submitted to a vote of the resident property tax payers. A majority will carry.

It is understood that the action of the Council has been taken in response to numerous requests of property owners and in keeping with the almost unanimous opinion of property owners on the principal streets that the city should begin to take steps which will place it in position to pave the streets in the near future. In the coming election no particular streets to be paved are named, no material to be used in paving. As a matter of fact, the measure proposed is nothing more than an enabling act, which will give the city power to act.

After a perusal of the chapter pertaining to the empowering of cities and towns to pave, the following summary of the act has been prepared by The Herald. For it we make no pretense of comprehensiveness, but it is substantially all that is contained in the chapter.

Under the provisions of Chapter 11 the city will be empowered to grade, raise, pave or repave any street, avenue, alley, highway, public place or square and to construct necessary appurtenances thereto, including sewers and drains. The city council will have power to order the improvement of any highway in the city and select the materials to be used and contract for construction in the name of the city. The most desirable power given by the ordinance is that the council may pay for such street improvements out of any available funds of the city, in accordance with other provisions of the chapter. The cost of improvements under the act may be paid wholly by the city, or partly by the city and partly by the owners of property abutting on the streets to be improved. Under it the city cannot assess more than three-fourths of the cost to the property owners. Incidentally, this part of the act is met in many towns by the city paving the intersections, assessing the remainder to the property owners. The cost of curb and sidewalks may be assessed by the city, but not more than three-fourths of the cost of paving. No lien can thereby be established on exempt property, but the owner becomes personally liable. It is provided that there shall be no assessment made until a notice and hearing have been given the owner. No assessment is to exceed the just benefits to be derived by the property owners. It is provided that the adoption of the chapter shall be by referendum, the council or governing body referring it to the people by special election. A majority vote of property tax payers residing in the community is necessary to carry the election.

Order New Sewer Constructed.
Having disposed of the street-paving question for the session, the Council authorized Superintendent of Sewer and Waterworks B. L. Spencer to proceed with the construction of a six-inch sewer from the manhole west of the Central Public School Building to Harvest Queen Mills.

Waterworks Contract Renewed.
The Texas Utilities Company, assignees of the Malone Light and Ice Company, were offered a five-year contract for pumping water for the city. The present contract does not expire until 1919, but the company has sought a renewal. The city proposes to extend the contract five years, provided the company will install and equip another well, to insure a plentiful and continuous supply. The city now pays 10¢ per thousand gallons for the first 50,000 gallons pumped daily and 5¢ per thousand gallons for all

JOHNSON IS REPRESENTING BANKS IN BUYING COWS

Full Committee Now at Work Selecting Dairy Cattle for Members of South Plains Ass'n.

The entry of farmers in this section into the dairy business is much nearer a reality today than ever before. C. E. Moore, president of the South Plains Dairy Association; L. L. Johnson, agricultural agent for the Panhandle and Santa Fe Railway Company, and C. O. Moser, agricultural agent for Dallas County, are now in Chicago and have begun their work of selecting dairy cows for South Plains farmers.

A similar committee from Lubbock County, acting with Mr. Johnson and Mr. Moser, are members of the party. The history of this movement in this county practically begins with the visit of Walton Poteet, who was in this county two years ago, making an agricultural survey. While here he remarked repeatedly that this section was admirably adapted to the dairying business. He was connected with the Extension Service of the A. and M. College of Texas and Federal Government.

The report went to Clarence Ousley, director of extension. In the meantime Dr. R. F. Hare, county agent for this and Floyd counties, interested himself in the movement, and through his influence Mr. Moser was brought to Plainview. Much general interest was manifested in the movement. Then came L. L. Johnson, of the Santa Fe system, and with three agencies at work an association was soon organized. A guarantors' association was formed and the bankers of the city and neighboring towns interested.

The banks of Plainview are represented by L. L. Johnson, the association by its president, C. E. Moore, and Mr. Moser goes as a disinterested expert to advise as to the value of individual cows.

The purchasing committee has its instructions to not pay more than \$150 per head for cows, which cost is to include transportation of the cows to Plainview and the expense of the committee.

The cows to be bought are to be springers, having not had less than one calf and not more than three. Chas. Wilkin, however, specified the purchase of a heifer, believing he could get a better blooded animal by buying a young one. The bulls are to be registered.

J. T. Mayhugh and sons bought the largest number of cows, instructing the purchase of a car of twenty-five, with a registered male. Others who purchased cows are: J. G. Seipp 5, Pat Connolly 5, J. F. Garstang 5, L. L. Wheeler 5, Nick Klein 5, E. J. Johnson 5, H. D. Malone 5, C. B. Anderson 5, S. V. Gentry 3, C. E. Moore 5, T. H. Hickman 5, B. Q. Thomas 5, Chas. E. Wilkin 2, T. B. Rees 10.

Split Log Drags Working on Streets and the Roads

Today the city's teams have been kept busily at work dragging the streets of the town, which have been badly cut up during the recent rains. The streets dry so rapidly that not all have been treated with the drags.

E. Dowden is having teams from his farm, southeast of Plainview, placed on the road leading to the Midway school house. Six horses to the drag are working down that strip of road, eight miles of which Mr. Dowden has contracted to grade for \$75.

NO NEW TRAIN SERVICE IS CONTEMPLATED BY SANTA FE.

That there will be no new schedule for passenger trains and no additional trains on the Panhandle and Santa Fe Railway until after the first of the year is advice The Herald has from a source it considers authoritative. There has been rumor that a new schedule would be issued November 5 and that two new passenger trains would be operated over the Panhandle and Santa Fe daily after that date. Nothing official has been given out, however.

Mrs. J. B. Wheeler is visiting in Albany, Texas.

additional. The new contract will probably be the same in substance, 19¢ per thousand for the 1,500,000 gallons per month and all over that at 5¢ per thousand.

News Notes from Public Schools

The boys from the different grades of High School met in 9-B room Tuesday evening and organized a basketball team. The officers were elected as follows: Hugh Tull, captain; Clyde Griffin, manager. They have begun practice already, and with Mr. Woodruff as coach they expect to win many victories during the following year.

Many social affairs are being planned by the High School pupils when the auditorium of the new school building is finished.

The Floydada Game.

On Friday morning, October 6, could be seen pupils coming to school with proud faces, especially the football boys; for that was the day for the big game between the two high schools, Plainview and Floydada. The pupils assembled in their rooms and the bell rang at nine o'clock. The roll was called and the football boys were cheered by their rooms. Then the boys (seventeen, with the coach and referee) got into the cars to start to Floydada.

As the cars rolled out of the grounds we could see boys' and girls' faces "poked" out of the windows and doors waving and yelling. The cars went through town and stopped at the northwest corner of the Court House and gave fifteen "rahs!" for Floydada and fifteen for Plainview.

Nothing else strange occurred until we got nearly to Lockney, where we got to see Clifford Hare turn a corner on two wheels, in his Ford. We stopped in Lockney and gave "rahs!" for Plainview, Lockney and Floydada.

We passed several cars between Lockney and Floydada, and made very good time. We got there while they were having recess. A man showed us to their library, where we were to put our football junk. It was decided then by the coach and manager that we would all "take in" the town and meet there again at twelve and go for dinner.

A bunch of us rode up to the fair grounds and walked through and saw the devices to get one's money—the "cat racks," "Hamburger joints," "nigger babies," and numerous other joints. We didn't partake of any of these, but we spent our time looking at the "parade vehicles." They had a great number of beautifully decorated buggies, wagons, Fords and automobiles. We almost lost Bill Warren while he was flirting with some girls in the parade who were advertising lunch for the Ladies' Aid Society.

We were all at the school house at twelve, and they told us we could not get dinner for all at the same place and that we would have to get dinner wherever we could. We were only allowed to eat thirty cents' worth of dinner. We were told to be back at the school house at two o'clock to rest and suit up. They were all there in due time, but it kept the coach busy keeping them still until time for the game.

We all marched out at three-forty-five in the order assigned by the coach. We ran signals for about five minutes and got in our places to "receive" and rested. The game was called at four o'clock, sharp, and everybody was ready to go. The band was there and about half of Floyd County was out to "hurray" us, but we could see a few Plainview faces at one end of the field, which cheered us up (but we were not very badly "hurrayed" anyway). Those "country girls" were sure giving down the "yells," but their "yells" were all over after the first quarter.

In the beginning of the game we received at the south goal. Only a few downs had been made when Ed Bain went around right end about thirty yards for a touchdown. The goal was not kicked. After that, the touchdowns and kickoffs were very close together.

The back field played a very good game. John Boswell, the quarterback, started by his coolheadedness throughout the game. Ed Bain and Archie Crager starred by their swiftness and dodging when they were carrying the ball. Horace Rushing starred with his good tackling. The whole line starred by holding when in defense and going through when on offense. In the last seven minutes we made two touchdowns and kicked one goal. When the whistle blew for "time up," the final score was Plainview 31 and Floydada 0. The same line-up played the entire game, except at the end of the first half Arley took Hare's place on right end. Nobody was hurt seriously, but a few had to have "time out" to rest a

minute. Everybody said "It was the cleanest game in history."

We all went to the school house and changed clothes and went to town. We were to leave there at six-forty-five. At that time we all gathered in a ring and gave fifteen "rahs!" for Floydada, fifteen for "victory" and fifteen for Plainview; then we got in the cars and started for home.

Some of us got into town about eight-thirty, but some of the boys didn't get here until about eleven o'clock, because one of the cars had a bearing burned out and had to be pulled in. A shirt-tail parade was scheduled for that night, but we couldn't get the bunch together and didn't have it.

The game resulted in several getting expelled for playing "hooky," but they are all back in school now.

The team is getting some new signals and expect to practice them whenever it clears up. Everybody feels good over the game, and we are banking high on the Amarillo game, October 21.

Current Events.

On Friday, October 6, the two ninth grades met in 9-B room and organized a literary society. The officers elected were the following: Edgar McClendon, president; Clyde Griffin, vice president, and Mammie Skaggs, secretary.

As the pupils did not have time to prepare a program, the Victrola was used.

The "Sav-a-Bit" Club met Wednesday in 8-A room. After the regular business meeting, the girls proceeded with their sewing.

On account of the rainy weather, on Tuesday and Wednesday High School did not have recesses.

P. H. S. Band Organizes.

Thursday, October 5, the High School Band met and organized. Fifteen members were enrolled. The band has the good fortune of having both Mr. Mobley and Miss Rebecca Longmire with them. After enjoying a good talk by Miss Longmire, the following officers were elected: Arthur Reinken, president; Archie Crager, vice president; Miss Rebecca Longmire, treasurer, and Miss Hazel Sewell, secretary.

This is the band's second year, and every one is quite enthused over the work, and we are sure they will make a success and be the pride of P. H. S. Mr. Crabb, of Wayland College, will direct the work.

The following High School pupils from 9-B English class have contributed the news notes this week: Lewis Sloneker, Paul Frye, Marcus Gist, Marguerite Willis and Edgar McClendon.

New Building.

It has rained much in the last few days, and the work on the new building has been delayed.

On account of the rain, there have been a number of absentees this week.

LAMAR PRIMARY PUPILS ARE TO HAVE PLAYGROUND EQUIPMENT.

Live News Notes From the Eastside School—Attendance Percentage Is High.

The bad weather last week did not cause the usual number of absences, and only caused two or three tardies. In the grades above the primary, only two tardies have been made this month. Between ninety-five and ninety-eight per cent of the pupils have neither been absent nor tardy this year.

The fifth grade has started a basketball team. They have the grounds once used by Farmer's College. By Friday the ground will be dry enough to play on, and then they will begin practicing.

The seventh grade society rendered its first program Friday, October 13. Great interest was shown by the members. The next program will be rendered Friday, October 20.

The primary pupils are now enjoying themselves working with the new material which the board has just purchased for them.

Lamar Mothers' Club.

With that same determined business.

(Continued on Page Eight.)

EIGHTEEN CONTRACTS UNDERWAY FOR T. L. & D. COMPANY

"Syndicate" Has Fifty Cars of Alfalfa It Is Holding—2,000 Acres in New Farms.

Contracts covering approximately 2,000 acres, eighteen farms ranging in size from 80 acres to 320 acres, are being completed now by the Texas Land and Development Company, according to C. F. Myers, general manager. The company has discontinued the policy of developing farms and selling them, but now develops them only on contract and after a certain part of the purchase price has been paid. Some twenty other contracts will require attention in the spring. The construction work is now being let to contractors. For the next few months farmers from the Northern States will be moving into the Plainview country to make their homes on the newly developed farms.

The company has on its property about 50 cars of alfalfa which they are holding. This, of course, includes none of the crop raised on land purchased from them, but is from company holdings.

Mr. Myers expects C. J. Hubbard, president of the Syndicate, to be in Plainview inspecting the properties during the early part of the coming week.

BUILDING NEW HOMES.

A new cottage is being erected by J. N. Morrison near the Morrison Creamery. It will be occupied by Mr. Morrison's mother, Mrs. T. W. Morrison.

Two miles east of Plainview, on her farm, Mrs. Eula Merrill is having a two-story residence constructed.

D. H. Collier will soon begin erection on a new brick residence.

WILLIS HAS AGENCY FOR CALIFORNIA STATE LIFE.

J. W. Willis, who until the past few weeks has been in the drug business in Plainview, has been appointed local agent for the California State Life Insurance Company. F. F. Phillips, of Amarillo, district agent, has been here during the week conferring with Mr. Willis.

PLANNING NEW ELEVATOR.

Progressive Hale Center Business Men Will Build Near Santa Fe Tracks.

Roberts & Lemond, of Hale Center, are planning the construction of a new elevator of 10,000-bushel capacity. A large warehouse will also be constructed.

Rainfall for the Past Week Was Practically Four Inches

The Government weather gauge at Plainview showed rainfall for the past week amounted to 3.9 inches. There is an excellent season for wheat. The acreage will be still further increased by reason of the good store of moisture. Wheat can be planted as late as December with success.

REPRESENTATIVE TILSON ATTENDING STATE FAIR.

To be present in Dallas on "Legislative Day," Capt. T. J. Tilson, representative in the State Legislature from this district, left Sunday for Dallas. Before returning to Plainview he will visit in Hunt County.

IOWA MEN INTERESTED IN SUGAR-BEET FACTORY HERE.

A letter from a prominent firm of real estate dealers in Iowa to Col. R. P. Smyth, secretary of the Chamber of Commerce, states that they have a client who has holdings amounting to a half million dollars and who wishes to investigate the possibilities of a beet sugar factory here. The gentleman referred to owns a section of land in the county, and will probably buy more. In response to the inquiry Col. Smyth sent to the writers three sugar beets from his own farm, weighing 8 1/2 pounds after being topped and trimmed.

Mr. and Mrs. C. E. Hewett are enjoying a visit from their son, R. F. Hewett, who is here from Hannibal, Mo., with his family.

HINN TO WASHINGTON FOR THE RATE HEARING

RAILROADS PROPOSE TO PUT NEW HIGH TARIFFS INTO EFFECT NOVEMBER 1.

NORTHWEST TEXAS PROTESTS

Interstate Commerce Commission Will Hear Committeemen October 19.

Wholesalers who have made investigation of the new freight tariff which goes into effect November 1, if the railroads of Texas are permitted to establish the rates, say that the real prosperity of the Panhandle and South Plains is more seriously threatened than at any other time in its history. Wholesale houses which have been established in the belief that the railroad commission and the carriers themselves would be willing to at least keep freight rates as low as existed a few years ago, in consideration of the rapidly increasing tonnage handled, are finding that they are forced into unfair competition with other cities. Exorbitant freight rates with unfair differentials will give wholesalers in other sections undue advantage and make practically worthless the efforts and expenditures in business development of the large business concerns of this territory.

The objectionable state of affairs has been brought about over a rate controversy between Shreveport and East Texas jobbing cities. Shreveport, enjoying water rates by reason of having freight moving into and from the city by river boats, had a correspondingly low railroad freight rates, the Interstate Commerce Commission being powerless in fixing water rates and the railroads demanding a lowering of rates which would permit them to compete. When the Texas Railway Commission lowered rates in Texas to give East Texas cities a chance to compete fairly with Shreveport, a suit resulted, in which the Legislature of Louisiana appropriated \$50,000 to be turned to the Chamber of Commerce of Shreveport to prosecute the suit. In the Supreme Court a decision, written by Chas. E. Hughes, Republican nominee for President, upheld the Interstate Commerce Commission in its controversy with the Texas Railway Commission, and the low rates were annulled. A new tariff, to be come effective November 1, has been issued by the railroads. It greatly increases the freight rates in West Texas, removing Amarillo from common-point territory, and placing the boundary where differential rates begin at Acme, just west of Quanah, on the Fort Worth and Denver.

Friday a meeting of interested parties from many of the towns of Northwest Texas was held in Amarillo. Organization of an association to prosecute the protest again rates was effected. The following officers were elected: A. S. Stinnett, Amarillo, president; W. H. Patrick, Clarendon, vice president; Hamlin Palmer, Amarillo, secretary; Ford Brandenburg, Amarillo, treasurer. Vice presidents from each county were named, and from them is to be selected a directorate. A. G. Hinn, of Plainview, attending, in company with P. J. Woodruff, as a committee from the Plainview Young Men's Business League, was appointed vice president from Hale County.

Monday morning Mr. Hinn left for Washington, D. C., where he will appear as a delegate on the committee which will attend a special hearing on Thursday, October 19, before the Interstate Commerce Commission. Already Attorney General Looney has begun test cases in the Texas courts, and the committee, which is composed of representatives from East and Northwest Texas, will prosecute the cases. They have planned to raise \$20,000 to defray expenses. Two of the State's most prominent attorneys in rate matters have been retained by a fee of \$10,000. Of the \$20,000 to be raised, the Panhandle and South Plains county has been assessed \$5,000. Amarillo and Potter County has agreed to pay half this amount, leaving \$2,500 to be paid by the other interested towns. It will be pro rated on a population basis to the other towns affected.

On page five is a table giving comparative rates on the old and new tariff. Every shipper is interested and should study this chart, the correctness of which is vouchered for by the association fighting the rate increase.



Stunning Coats and Suits

Not a few have expressed their marked approval at the wonderful values we are offering on our new coats and suits.

You will always find our styles new and different and made of materials that assure you the maximum of wear.

We Can Save You Money on Merchandise of Quality

Our stocks are replete with new and exclusive merchandise which is in every instance a reflection of the leading and authentic style creations.

Our BUYING is governed by correct individual styles and our SELLING by popular prices which you will find in force at all times.

We sell for cash and are in a position to give you better values than you can get elsewhere.

If you would save money, be distinctive and get worlds of pleasure out of your dress, trade with us where you will find NEW goods while they are NEW at popular prices.

Exceptional Values in Attractive Serge Dresses

We are showing a most comprehensive assortment in serviceable stylish serge dresses.

You will find one that will appeal to you at a price that will please.

Come and let us show you our line.

\$2.95 New Hats \$3.50

JUST IN, an assortment of new, attractive hats.

These are absolutely new and nobby and are wonderful values.

For quick selling they are going at

\$2.95 to \$3.50

Jacobs Bros

THE ONE PRICE SPOT CASH STORE



Let us save you money on your new Suit and Overcoat

We have the suit for the young man and his father in most beautiful designs made of superior materials and in a most perfect manner at prices that cannot be duplicated.

Our Michaels-Stern Clothes

represent the very best that money can buy. We believe it and so will you if you will wear one of their GUARANTEED Garments.

Prices \$16.50 to \$24.50
Other Suits at \$13.50 to \$15.00

ELECTION NOTICE.

WHEREAS, the City Council of the City of Plainview, deems it advisable to adopt Chapter Eleven of Title Twenty-Two of the Revised Statutes of Texas pertaining to street improvement;

THEREFORE, it is hereby ordered by the City Council of the City that an election be held on the 18th day of November, 1916, at which election the

following proposition shall be submitted:

Shall the City of Plainview accept the benefits of Chapter Eleven of Title Twenty-Two of the Revised Statutes of Texas?

Said Election shall be held at the City Hall in the City of Plainview, and the following-named persons are hereby appointed Managers of said Election, to-wit: R. A. Barrow, R. J. Frye, and A. B. Muncy. Said Election shall

be held as nearly as possible in compliance with the law with reference to Regular City Elections in said City of Plainview, and only resident property tax payers who are qualified voters of said city shall be allowed to vote, and all voters who desire that the City of Plainview accept the benefits of Chapter Eleven of Title Twenty-Two of the Revised Statutes of Texas shall have printed on their ballot the words "FOR THE ADOPTION OF CHAPTER

ELEVEN, TITLE TWENTY-TWO, OF THE REVISED STATUTES OF TEXAS," and those opposed shall have printed on their ballot the words "AGAINST THE ADOPTION OF CHAPTER ELEVEN, TITLE TWENTY-TWO, OF THE REVISED STATUTES OF TEXAS." The manner of holding said election shall be governed by the laws of the State regulating general elections.

A copy of this order signed by the Mayor of said City shall serve as a proper Notice of said Election, and the Mayor is directed to cause Notice of the Election to be posted up at the place designated for holding said Election at least 30 days prior to the date of said election. W. E. RISSER, Mayor of the City of Plainview, Texas. —Adv. It.

"PLENTY OF SUNSHINE IN THE DAKOTAS," SAYS RAY.

Yesterday morning J. W. Ray and J. J. Lash returned from a business trip to South Dakota. Mr. Ray sold while there some property held by him in that State. He reports warm weather and plenty of sunshine in the Dakotas. He found it unnecessary to use an overcoat while there.

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



Oct. 14th to 29th, inclusive

Tickets on sale Oct. 12th to 28th inclusive. Final limit Oct. 31st

\$14.75 ROUND TRIP

Special excursion train will leave Plainview for Dallas about 9:00 a. m. October 20th, arriving at Dallas 7:00 a. m. the 21st, return leaving Dallas 7:00 p. m. the 23rd, arriving at Plainview about 3:00 p. m. the 24th.

\$8.00 for the Round Trip on this Train

Entire space in one standard Pullman has been reserved for accommodation of Plainview people. Additional reservations can be made if needed. Make your reservations as early as possible and avoid the rush.

For further information call on or phone 224. JOHN LUCAS, Agent.

We Want a Business Man

A business man who has selling ability. The man we want may be in the automobile business now; he may be in some other business; he may be a farmer; he may be retired.

Whoever he is or whatever may be his occupation, we want him if he can fulfill the conditions of our proposal.

We are in search of a real, live, wide-awake man, who has had business training, who has some capital, who can sell Maxwell Motor Cars.

We are represented in almost 3000 of the leading cities and towns of the United States, and our dealers are prosperous and happy.

They should be, and will continue to be, for the Maxwell Car is the unquestioned leader of its class.

It is a car for which there is a nation-wide and growing demand —because it represents more real value, dollar for dollar, than any other car in the world.

We have no dealer in this locality. We want one immediately. Our representative will call and explain the details of a very attractive proposition.

Anyone interested should inquire at once.

Maxwell Motor Sales Corporation

Touring Car
\$595
F. O. B. Detroit

Detroit, Mich.

One Chassis
Five Body Styles

Roadster
\$580
F. O. B. Detroit

All Models Completely Equipped—No Extras to Buy

Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it good health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and we will do the rest.

ALLEN & BONNER

Special Attraction

MISS THEDA BARA

IN A FIVE-PART PRODUCTION ENTITLED

"THE GOLD AND THE WOMAN"

FRIDAY, OCTOBER 20th

Admission 5c and 10c

MAE I. THEATRE

Matinee 2:15

Evening 7:15

LITTLEFIELD SCHOOL GRADED AS A PUBLIC HIGH SCHOOL.

LITTLEFIELD, Texas, Oct. 14.—The local school board has received a certificate from the Department of Education, at Austin, showing the Littlefield Public Schools classified as a High School. From a bald prairie to a modern two-story brick building with 125 pupils and a high-school classification in three years is an indication of the rapid growth of this country. The children in the country are transported to and from school at the district's expense.

CHICKEN THIEVES ARE BUSY IN HALFWAY COMMUNITY.

Staging Class Has Been Organized; W. W. Pinkerton Is President.

HALFWAY, Texas, Oct. 12.—We have just had some splendid rains, which are very fine for the wheat crop.

School is progressing nicely, and basketball is claiming the attention of both boys and girls.

The singing school at this place closed on last Friday evening, with a good program of songs and readings and with a fine attendance.

Rev. S. J. Upton filled his regular appointment here Sunday afternoon. He received two into the church by transference.

The community met on Sunday evening and organized a singing class, with W. W. Pinkerton as president; M. C. Cornelius, of West Side, as secretary and treasurer; Miss Mavis Smith, assistant secretary-treasurer, and Chas. Smith as conductor. The class will meet for practice on each Friday evening.

Prof. M. J. Baird and family, of Runningwater, attended the closing exercises of the singing school here, last Friday evening.

M. C. Cornelius and family attended Sunday School and church here on Sunday afternoon and then motored to Plainview.

Mrs. G. W. Lewellen and children, of Plainview, spent Saturday and Sunday on their farm here.

The many friends of Djalma Lewellen are glad that he has so far recovered from his recent serious illness as to be able to return to his home here.

Dudley Muldrow, who has been in the employ of James Helm for some time past, left yesterday for his home, in Amarillo, where he will enter school.

Mr. and Mrs. J. E. West and daughter returned from Kress last week.

Mrs. B. B. Huguley and son, Harry, visited Mr. and Mrs. Howard Drake, of near Kress, last Saturday and Sunday.

Nathan Allen, of Austin, Texas, is

here, the guest of his brothers, R. H. and Joe Allen.

Some of our neighbors to the southeast are complaining of losses by chicken thieves.

Noah Halsey and family, of Hart, visited Mr. and Mrs. Charley Brown last Saturday and Sunday, and little Miss Wilma Halsey visited Agnes Hooper.

I. J. Helm, who has been ailing for some time, is somewhat improved.

ED MONZINGO IS BUILDING NEW HOUSE NEAR RUNNINGWATER.

RUNNINGWATER, Texas, Oct. 16.—The farmers are now rejoicing over the good rain that came Tuesday night and Friday. It will be fine on the wheat. The hail damaged some of the crops.

T. Gibson has been very sick. We hope that he will be all right in a few days.

Miss Elizabeth Meyer visited friends

in Kress last week.

Miss Allie Edmondson and Guy Morton were married last Wednesday, at the home of Rev. S. J. Upton, of Plainview.

Walker Locke and Will Leonard left Thursday for Corpus Christi.

Miss Cora Kindred visited her parents Saturday and Sunday.

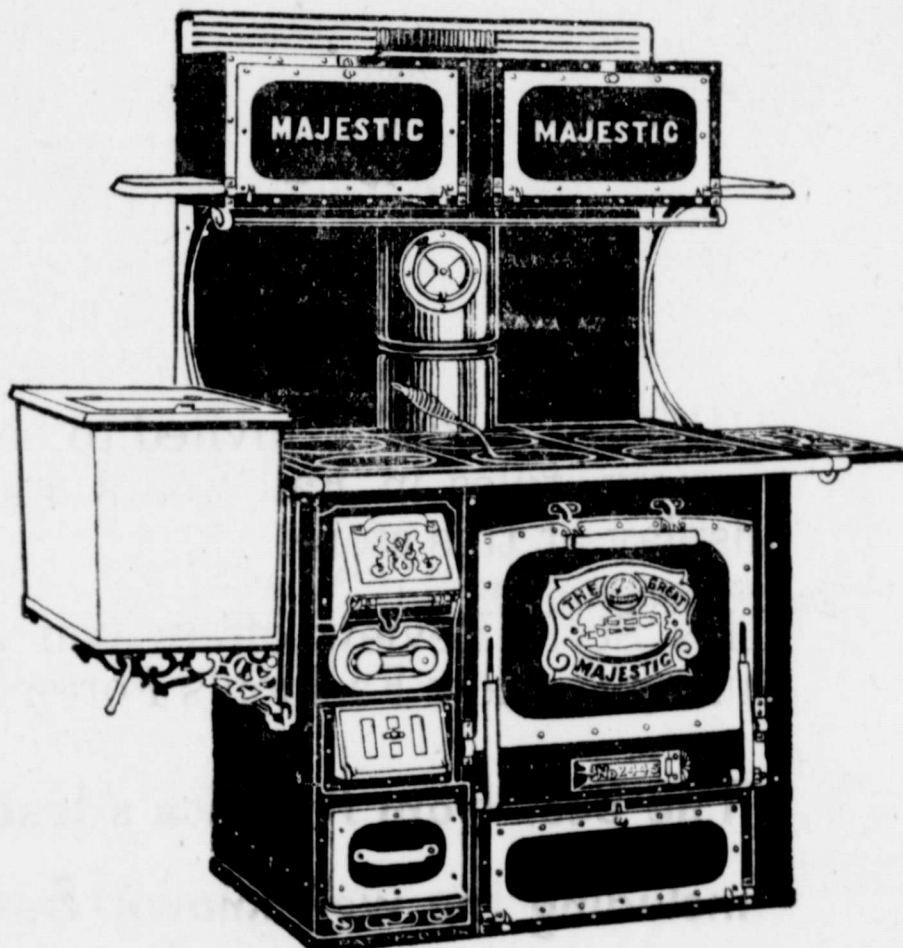
Mr. Hunt has purchased a new car.

Ed Monzingo is building a new house

on his place four miles east of Runningwater.

Raymond Toler, who has been up in Kansas the past few months, returned home Sunday.

Miss Gladys Knight entertained at her home Sunday. Misses Pauline Wright, Wilma Toller, Ethel Witt, Nora Phillips and Cora Kindred and Raymond Toller, Alvin Leamon, Walter Phillips and Austin Kindred.



Many styles and sizes—with or without legs

SPECIAL DEMONSTRATION AND SALE

Great Majestic Ranges

"The Range With a Reputation"

FOR ONE WEEK ONLY

Commencing October 30th to November 4th

During this week we will have a special demonstrator from the Majestic Factory to explain how the Majestic is made and why it is absolutely the best range; why it lasts longer and cuts down repair expenses; why it bakes bread evenly, top, sides and bottom without turning; why it uses so little fuel and saves food waste. He will explain its labor saving construction and why it heats an abundance of water good and hot—a mighty convenient and useful thing to have a big supply of hot water always on hand isn't it.

To buy a range by mail is almost certain to end in disappointment and loss of money. It may be "exactly as represented" yet not be what you thought it was nor what you wanted.

Here you can see every part of the Majestic—you can know what you are getting before you buy. Decide now that you will discontinue using that old, worn-out range. You will save money in fuel, repairs, and cooking. Buy a Majestic—the range with 25 years' reputation. The demonstrator will answer any questions relating to stoves.



This \$8.00 Set of Granite and Copper Ware

FREE

As a special inducement during our demonstration week only, we will give with every Majestic sold, one handsome set of kitchen ware as illustrated. Every piece is the finest of its kind and the entire set cannot be purchased for less than \$8.00. The price of the Majestic remains the same as always and the quality of the stove is the same. This kitchen ware is an out and out present. See it at our store.

Everybody Welcome

Even though you do not want to buy a new range right now, it will be worth your while to attend this demonstration and know all about the Majestic Range. You are placed under no obligation to buy.

CHILDREN'S SOUVENIR DAY

Tuesday of demonstration week 3 to 5 p. m.

125 MAJESTIC AEROPLANES FREE FUN FUN FUN

Boys and girls, old and young, you can have a world of fun with the Majestic Aeroplane. It is easily made to fly from 10 to 50 feet in the air. You will want one. Don't fail to get yours. The first 125 boys and girls who present to the Majestic Range Salesman, at our store, between 3 and 5 p. m. on Tuesday, written answers to the following questions will receive one of these aeroplanes free.

1. What is the name of your mother's range and how long has it been in use?
2. Give names of any persons you know needing a new range.
3. Why is the Majestic known as the Range with a Reputation?
4. What is your age.
5. When is your birthday.

\$1.00 ARTICLE FREE

The boy or girl giving the neatest and best answer to the third question may select any \$1.00 article from our stock in addition to the souvenir.

A PRIZE FOR EVERYBODY

Don't be discouraged if you are not one of the 125 to get an aeroplane. You will receive a Majestic Puzzle Card that will afford you many hours of amusement. Be sure to have your answers ready to hand in at our store Tuesday afternoon, between 3 and 5. They must be written if you wish to receive a souvenir or prize.

KEEP THIS DATE IN YOUR MIND'S EYE.

BRING YOUR NEIGHBOR WITH YOU

Phone 80

DONOHOO-WARE HARDWARE CO.

Phone 80

THANK YOUR GROCER

if he asks you to try a can of

KC BAKING POWDER

He wants to do you a favor—he knows what brands to recommend from experience.



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.**

Every voter should carefully investigate the proposed amendment to the constitution of Texas providing that counties and school districts may assess a tax of not to exceed \$1.00 on the hundred dollars' property valuation for school purposes. In this issue of The Herald, on page one, is an open letter from the State Superintendent of Public Instruction on the measure, explaining his attitude toward it.

Again attendance records for first days have been shattered. The Texas State Fair grows each year in keeping with the growth and progress of the Lone Star State. Dallas offers Texas a meritorious fair, and the patronage of the rest of the State is unstinted.

Again the unforeseen in Texas politics has arisen. The Texas primary election law makes no provisions for the nomination of a successor to Judge Williams, deceased member of the Texas Railway Commission. The Governor can appoint someone to fill out the unexpired term, which he has done. But the placing of a name on the ticket gives rise to difference of opinion and bitter political wrangle. The Second Court of Civil Appeals, at Fort Worth, has dissolved an injunction filed by C. E. Gilmore, of Wills Point, which charges the State Democratic Executive Committee not to place any name on the printed ballot. Gilmore, in turn, proposes to take the matter to the Supreme Court, or file motion for rehearing.

THE AMENDMENT IS SOUND.

That the proposed amendment to the constitution of Texas permitting school districts to assess a tax higher than fifty cents on the hundred dollars' valuation is sound, is The Herald's conclusion. It does not impose a higher tax, but it does give any school district which wishes to assess a higher tax the power of doing so. There have been so many cases where a higher tax has been needed that the legislators have seen fit to submit this amendment in the form of a joint resolution. The new amendment gives each district or county power to determine when a higher rate of taxation is needed.

PROGRESS DEMANDS SOME CHANGES.

There is a natural aversion among Texans to changing the State's constitution. The makers of the constitution were fallible men, and although they planned wisely they were unable to discern in the future just what conditions would hold. Changed social conditions, different economic conditions—results of progress—call for changed laws at times. Minor amendments need not change the fundamental principle of government. If conditions demand it, Texans should not hesitate to write into law new rules for government.

PROVIDING FOR THE TOURISTS.

Along with many Western cities, Topeka, Kansas, has arranged, through the automobile club of that city, a camping place for motor tourists. During the Texas State Fair the automobile club of Dallas has provided camping ground at Gaston Park, adjoining the Fair Grounds.

To attract motor travel there must be accommodations for tourists.

It has been suggested that Plainview could well afford to provide a camping ground near the town for tourists. As the facilities for camping here become better known (after we get the facilities, of course) tourists will "make" Plainview more often.

An open plat of ground, with good trees and plenty of free water and whatever other conveniences could be easily arranged, can be provided with but slight expense. Every one, practically, approves of the plan. It just remains for some good person to "start the ball rolling."

That such grounds might well be provided on grounds set aside to fair and chautauqua purposes has been suggested by someone. Another man has the vision of a beach at Lake Plainview and camping grounds sufficient to accommodate a large chautauqua and fair crowd.

FASHION SHOP SPONSORED STYLISH SHOW LAST NIGHT.

Under the auspices of the Bonner Fashion Shop, a model fashion show was given at The Olympic Theatre last night. The models were from Amarillo, and were very attractive in the many styles shown.

The guests were received by Miss Lillie Cole and Mrs. J. M. Wood, and they gave each lady guest a red and white carnation.

In the first show the suits were shown—first a very pretty black-and-white check colour. Then a purple cloth suit was shown, and other range of suits followed.

The handsomely draped dresses of silk and satin were shown next, with hats to match. The dress admired most in this class was a grey dress of Charmeuse combined with Georgette crepe with bead trimmings. A hat to match was shown with it. A pretty line of serge and street dresses were shown with hats of the Gage and Fisk models.

In the final show came the coats in the salts plush and plaids.

WILL INSTALL VULCANIZING PLANT IN THE NEAR FUTURE.

D. C. Harris, of Fort Worth, brother of A. E. Harris, has moved his vulcanizing plant from Fort Worth to Plainview, and in the near future will open his business here. He has not yet secured a building.

SAN ANTONIO CHOSEN NEXT MEETING PLACE FOR O. E. S.

San Antonio has been selected as the 1917 meeting place of the Order of the Eastern Star, which has just closed its session at Corpus Christi. Mrs. J. J. Lash represented the local chapter.

Mrs. Mabel Lee Eldridge, of San Antonio, was elected Worthy Matron of the State organization, succeeding Miss Cora Posey, of Indian Creek, who becomes past grand matron. W. A. Christard, of Amarillo, was chosen grand worth patron, to succeed G. W. Hester, of Devine.

REAL ESTATE TRANSFERS.

The following real estate transfers have been recorded by County Clerk B. H. Towery since Friday:

C. G. Goodman to J. B. Gentry, lots 1, 2, 3, 7, 10, 11 and 12, block 52, Abernathy; consideration, \$210.

John L. Fraim, et al., of Oklahoma, to E. M. Carter, lot 3, block 30, Highland Addition to Plainview; consideration, \$600.

Andrew Brenneman to O. C. McClain, east 100 acres of northwest quarter of survey 40, block A-1; consideration, \$4,000.

J. A. Finney and wife to Mrs. Mary A. Sowers, south half of survey 15, block W, 320 acres; consideration, \$4,000.

First National Bank of Knox City to J. S. Chaddick, 90 acres of section 39, block A-1; consideration, \$1,700.

J. M. Harder and wife to A. F. Quisenberry, lots 15 and 16, block 30, original town of Plainview, and lots 1 and 2, block 68, Alexander & Westmoreland Addition; consideration, \$12,500.

S. R. McLaughlin to P. M. Bowen, lots 3, 4, 5, 6, and 7, block 60, Central Plains College and Conservatory Addition; consideration, \$125.

J. E. PEPPER WILL PLANT 500 ACRES IN COTTON NEXT YEAR.

On a section near Abernathy, J. E. Pepper, of Plainview, will plant 500 acres of cotton next year. He has a two-year lease on the section, and will try the cotton on sod, following next fall with a crop of wheat. He has faith in the continuance of high cotton prices, and believes wheat does well on land on which a crop of cotton has been raised. He will be only six miles from the Abernathy gin.

DISTRICT COURT CONVENE YESTERDAY AT SILVERTON.

Judge R. C. Joiner, District Attorney Geo. L. Mayfield and Court Stenographer W. N. Baker went to Silverton Sunday afternoon. Judge Joiner will conduct District Court there for Briscoe County.

CLARENDON GIVES LOCALS TWO-TOUCHDOWN DEFEAT.

Saturday Clarendon, playing on their own grounds, defeated the Wayland College team by a score of 13-0, making two touchdowns and kicking one goal. Coach B. J. Thomas and Prof. J. E. Watson, of Wayland College, accompanied the team. The field was heavy with mud and no scores were made until the third quarter.

SERGEANT VAUGHN BACK TO COMPANY AT MARATHON.

Grady Vaughn, quartermaster's sergeant, with Company L, Fourth Infantry, returned to Marathon to join the company today, after a visit of several days on furlough.

HICKS' ALMANAC PUBLISHER SUCUMB TO PNEUMONIA.

Rev. I. R. Hicks, astronomer and weather forecaster, has died at his home, in St. Louis, Mo., after an illness of pneumonia. He is well known as publisher of Hicks' Almanac. In the publishing business he amassed a large fortune.

B. H. TOWERY WILL IMPROVE A CHICKEN AND HOG FARM.

To Install Small Irrigation Plant to Care for Part of 30-Acre Farm.

Having purchased thirty acres of land one and one-half miles north of Plainview from E. M. Carter, County and District Clerk B. H. Towery will improve the property, planting alfalfa and building pens and houses for chickens and hogs. He will also have a dozen cows.

Mr. Towery trades his 153-acre farm in Swisher County for the property. The Commissioners' Court has granted him permission to close up the streets through three blocks, the land lying in the Orchard Park Addition and streets having been platted. Alfalfa will be planted for pasture for chickens, hogs and cows. He will improve the place with a small house, and later, when he has disposed of his city property, build a home there. He plans two four-inch wells, which will be operated by a small engine with walking beam, the plant having a capacity of probably three hundred gallons of water per minute. The flow of the wells will be stored in a surface tank and used for irrigating alfalfa.

Registered Poland-China hogs and thoroughbred fowls will be kept on the place.

HALE COUNTY BOY WILL JOIN ENCAMPMENT AT THE FAIR.

Mr. and Mrs. H. V. Tull and family will attend the Texas State Fair, at Dallas. Through Dr. R. F. Hare, county agent, arrangements have been made for Hugh to join the farm-club boys who are encamped during the Fair.

QUARTERLY CONFERENCE FOR TULIA STATION.

Rev. A. L. Moore, presiding elder of the Plainview District, held quarterly conference for the Methodist Church at Tulia Saturday and preached for Rev. G. W. Shearer, the pastor, Sunday.

REEVES BUYS MORE HOGS.

C. B. Reeves has purchased 117 head of hogs and is moving them from the farm north of Plainview to the R. T. Barbee farm, southeast of Plainview.

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

WE HAVE ANEW STOCK OF

BAND RINGS
SET RINGS
SIGNET

and all kinds of rings.

Come in and let us help you make a selection while the stock is complete.

W. PETERSON
Jeweler and Optician

The **HALLMARK** Store



YOU are cordially invited to see the beautiful new styles in Fall Coats and Suits now on display at this store.

This Style Review offers you the best opportunity to view Fashion's Foremost Creations.

The best from America's leading designers including the well known Sunshine models

The styles this Fall are stunning. Be among the first to see them.

CARTER-HOUSTON'S



SEE ME FOR

FARM LOANS
Cattle Loans

I also buy vendors lien notes.

Money Ready in One Week

Promptest of service.

J. C. Rawlings
3rd National Bank Bldg.
PLAINVIEW, TEXAS

THE FOUNTAIN
—AT—
THE REXALL STORE

will soon put on a large line of

Sandwiches
Chili
Hot Chocolate
and
Bovillons
and **Coffee**

DYE DRUG COMPANY
Phone 23 West Side Square

NEW EXPRESS SHIPMENTS OF LADIES READY-TO-WEAR

We have received by express this week some very pretty plush coats for ladies and misses at prices less than you would expect in quality we have.

We have received another shipment of **LADIES SUITS** at prices **\$17.50 to \$27.50.**
In green, blue and brown Poplin.

LADIES HIGH CUT SHOES AT POPULAR PRICES
It will pay you to see our line of two-tone shoes before you buy. We are always pleased to show you our goods.

HAMNER'S DRY GOODS STORE
Phone 210 "SELLS IT FOR LESS"
Plainview, Texas

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Working Women's Club will meet Friday afternoon, in the Mayor's office, at 4 o'clock.

THE BROWNING CLUB.

The Browning Club met Saturday afternoon in their club room, at the home of Mrs. J. C. Anderson, with Mrs. D. H. Collier leader.

After the business session the lesson study was discussed.

ROY SANSOM MARRIES.

Roy Sansom, of Kansas City, and Miss Marie Wallace, of that city, were married Sunday, October 8, in St. Joseph, Missouri.

Mr. Sansom is a son of Mr. and Mrs. D. F. Sansom, of this city, and has visited here often.

STEEN-HILL.

W. C. Hill and Miss Minnie Steen were married Sunday afternoon at 4 o'clock, at the home of the bride's brother, W. H. Steen, four miles north of town. She had for some time made that her home. Judge W. B. Lewis performed the ceremony.

Mr. Hill is an employee in Ben's Barber Shop.

DINING-ROOM SERVICE

ECONOMICS CLUB TOPIC.

Friday afternoon the Home Economics Club met with Mrs. J. F. Duncan, and a very interesting and instructive meeting was held.

Mrs. B. O. Sanford was leader for the afternoon, and the lesson studied and discussed was "Standard Service for the Dining Room." The first topic of the lesson for the afternoon was "Proper Furnishing of the Dining Room"; second, "Good and Bad Value in Table Linen." During the discussion of this topic tests or experiments were made on pieces of linen to find their value. The third subject in the lesson was "Good Taste in Silver and China." "Arrangement of Service" was the fourth discussion, and the serving of simple and elaborate meals was also discussed.

ROSSER-PRYOR.

Miss Zoe Lee Rosser and G. H. Pryor will be married this evening by Rev. T. B. Haynie, pastor of the Presbyterian Church. The wedding will take place at the manse.

RENAISSANCE SUBJECT FOR THE TRAVEL STUDY CLUB.

The Travel Study Club met with Mrs. Elmer Sansom Saturday, in their regular meeting. Mrs. Sansom was leader, and her lecture was on "The Renaissance."

In the round table three topics were discussed—first, "Characteristics of Early Tudor Reign"; another topic discussed was "Thomas Moore and Socialism," and, third, "Wolsey."

MRS. R. E. BURCH HOSTESS TO "500" CLUB AND GUESTS.

The Five Hundred Club and a few invited guests were delightfully entertained this afternoon by Mrs. R. E. Burch, at her home, on Austin Street.

Vases of nasturtiums, cosmos and other autumn blossoms prettily arranged lent beauty throughout the rooms.

When the games had ended, the hostess, assisted by Mrs. Unger and Mrs. Finnie, served a delightful salad course to the guests and club members.

The list of guests other than the club members included Messdames T. J. Finnie, O. M. Unger, J. P. Davis and Lala Flynn, of Dublin.

REPORT OF EMBROIDERY CLUB OF LIBERTY COMMUNITY.

The Modern Priscilla Embroidery Club met last Thursday with Mrs. King Hartley. A large number was present, all the members being present except two, Mrs. J. E. Ray and Mrs. W. Hunt, and Mrs. Hartley had as guests, other than the club members, Messdames Darrow, Peterson, Hammond and J. Hartley.

The hostess was assisted in entertaining by her daughter, Mrs. Gains. Before the close of the afternoon a delightful luncheon was served.

The next meeting will be with Mrs. W. Hunt.

PRESBYTERIAN MISSIONARY SOCIETY WITH MRS. TODD.

Mrs. W. A. Todd was hostess to the Missionary Society of the Presbyterian Church yesterday afternoon.

The evening was opened with devotional exercises by Mrs. Geo. Saig-

ing. Mrs. T. P. Whitte gave a very interesting and instructive talk on "The Mormons."

The foreign topic for discussion was "The Philippines." Mrs. E. Graham made a splendid talk on this topic.

During the social hour, Mrs. Todd served dainty refreshments.

COMPARISON OF CLASS RATES On Traffic Moving Between Points in Differential Territory North of Acme, Using Illustrative Mileage.

Table with columns for Distances, Class Rates, Present Rates, and New Rates. Includes sub-headers for SINGLE-LINE APPLICATION and JOINT-LINE APPLICATION.

The scope of the rate is wide, covering practically every commodity. Not only the merchant is hurt, but the farmer as well, it being estimated that the increase in wheat carriage charges is three cents per bushel, which, of course, the producer must ultimately pay, in that he will receive just that much less for his wheat.

B. F. CLUB WITH MRS. ROOK.

Mrs. M. F. Rook was hostess to the B. F. Club Thursday afternoon, at her home, on Beech Street.

After a few hours were pleasantly spent in conversation, crocheting and embroidering, the guests were invited into the dining room and a delightful luncheon was enjoyed.

T. Stockton, cashier of the Third National Bank, will leave Friday for Hillsboro, Waco and Mart for a visit of several days on business.

A. L. Maupin left this morning for Lubbock, to be with a relative who is ill. He was accompanied by Mrs. E. M. Winn, his daughter.

Judge R. C. Joiner spent the week end with his family, District Court at Floydada having been concluded.

P. L. Hancock, of Silvertown, was here yesterday.

More Waists BEAUTIFULLY STYLISH The waist department has become a truly beauty spot in this store because of the charmingly beautiful combinations of materials, colors and variety of silks shown here. CREPE DE CHINE WAISTS in ivory, white, flesh, rose, navy, black, stripes, etc., are priced at \$3.00 and \$3.50. GEORGETTE CREPE WAISTS are \$3.50. FANCY COMBINATIONS of net, silk laces, Chiffon, de Chine and Georgette Crepes, making very dressy waists are \$3.50 to \$6.50. PLAID SILKS in the darker tones are \$3.50.

There is no need looking elsewhere except to create a higher appreciation of these beautiful waists. Richards Bros. & Collier WHERE PEOPLE WHO DRESS BEST TRADE

W. H. Meador was here Monday on business. J. W. Huff, of Paducah, was a visitor in Plainview Saturday. Walter Locke and Bill Leonard, of Runningwater, left Sunday for Corpus Christi, Texas, where they will spend the winter. Mr. and Mrs. L. D. Tipton, of Runningwater, were in Plainview Monday on business. Mr. and Mrs. Talmage Tipton arrived the latter part of last week from Alabama. They are moving to their place, near Runningwater. Clyde Martin, of Martin Bros. & Reagan Realty Co., Petersburg, was here today on business. Miss Mildred Collier has been visiting friends in Tullia. L. L. Peel, of Abernathy, was here yesterday on business. Mr. Peel is looking for farm property near Plainview. He is an old-time friend of W. A. Nash, with whom he is visiting. Judge T. D. Webb came down from Kress yesterday on business. Rev. W. H. Phillips returned yesterday morning from Amarillo, where he preached Sunday. Eli Fluke visited in Lubbock Sunday. Mr. and Mrs. Willard K. Harp visited Mr. Harp's father, Dr. E. M. Harp, at Abernathy, Sunday. Vaughn Goudy returned to Amarillo yesterday, after a short visit with his parents, Mr. and Mrs. F. B. Goudy. A. F. Quisenberry visited with his children Sunday, returning to Hale Center yesterday. Ross Harp went to El Paso Saturday to attend the International Irrigation Congress.

When You're Ready We're Ready Your overcoat needs have been given careful consideration here. Our displays of the new models and fabrics are ready and waiting your inspection. Not only do you want a coat of warmth and service, but one embracing good style lines and quality workmanship, as well. You'll find that sort of a coat here in a variation of styles and fabrics—and in your size. \$12.50 \$16.75 \$25 \$27.50

REINKEN'S CLOTHING AND SHOE STORE 'We Do As We Advertise'

WE THANK YOU FRIENDS and patrons we wish to thank you for your attendance at our Living Model Style Show. We wish to call your attention to the fact that every garment shown will be on sale at our store at prices that we defy competition. Our styles are authentic. Our prices are reasonable. Our service is courteous and pleasing. Come and be convinced. A dollar saved is a dollar earned. BONNER FASHION SHOP

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

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

K. C. MARKET GAINS STRENGTH DESPITE A LIBERAL SUPPLY.

KANSAS CITY STOCK YARDS.
Oct. 13.—Cattle receipts were 85,000 this week, including 7,500 calves, but the market gained strength on medium cattle in spite of the liberal run, better distribution through the week helping, and a larger percentage from the range country than heretofore made the supply more nearly fit the requirements of the demand. Kansas pastures are emptying fast, but the Panhandle and Colorado sections will ship for some weeks yet.

Beef Cattle.

Prime heavy steers reached \$10.75 this week, and yearlings \$11.00, 15 to 25 cents better than anything did last week. Short-fed steers sold up to \$9.25, good grass steers up to \$8.25, medium weights \$6.85 to \$7.25, light steers \$6.00 to \$6.75, and prices on medium cattle look a quarter higher in some cases, though occasional sales do not show the gain because the cattle were tail ends. Colorado beef steers sold up to \$7.35, some big strings at \$7.10 to \$7.25, common ones \$6.65. Oregon grass steers weighing 1,200 pounds brought \$7.95 the first of the week. Cows are higher, Panhandle cows selling at \$5.35 to \$6.25 today, choice Colorado cows worth around \$7.00, good grass heifers \$6.75 to \$8.25.

Stockers and Feeders.

The best grades are steady, but medium kinds show weakness, and there is quite an accumulation in the yards, largely low-grade stock. Panhandle yearlings of standard breeding sold at \$7.00 to \$7.15 Monday, and Colorados at \$7.10, a drove of extra good Colorado twos at \$7.40, Panhandle White Face steer and heifer calves around \$8.25. Two cars of Panhandle 15-months-old heifers arrived today, victims of dry weather, extra thin, which will sell around \$6.25, weights about 400 pounds, considered a good investment. Feeders range from \$6.40 to \$7.99.

Hogs.

Order buyers have been the strongest kind of bidders since the middle of the week, keeping the market on a steady advance till today, and preventing a decline today. Receipts today were 5,200, top \$10.15, same as yesterday's top, bulk of sales \$9.50 to \$10.00, packers stopping at \$9.95. Activity of

order buyers has kept packers moving to fill urgent orders, hence local prices are 15 to 50 cents per hundredweight above other Missouri River markets this week. The late turn of the market has caused some bullish predictions to be made regarding the winter and spring hog markets.

Sheep and Lambs.

Receipts dropped to 5,000 today, market steady, top Colorado lambs, the best seen here for some time, at \$10.30, medium Westerns around \$10.00, na-

tives \$9.75, Arizonas \$9.65, natives and Arizonas coming now pretty heavy and rough. Ewes sell around \$7.00, best yearlings \$8.00 to \$8.65. Feeding lambs range from \$9.50 to \$9.85, feeding ewes \$5.25 to \$6.25, breeders \$7.00 to \$9.50.

J. A. RICKART,
Market Correspondent.

ROOMS WANTED: Three or four en suite for light housekeeping; furnished or unfurnished; close in. Call 72. It.

1914
BABY SPEED DEMON
1915
MISS DETROIT
1916
MISS MINNEAPOLIS

For the past three years the Gold Cup—the most cherished trophy in the motor boat racing field—has been won by a boat using TEXACO MOTOR OIL.

This continuous performance speaks well for the quality of TEXACO MOTOR OIL and its ability to maintain full power and high engine efficiency at all times.

A trial in your car will prove its value to you in a very concrete way. It will show a reduction of gasoline consumption through increased compression, lower operating costs by means of less frictional wear and easier riding because of the clean, carbon-free condition of cylinders, piston heads and spark plugs.

Use it with TEXACO GASOLINE and get more miles at less expense. You can procure TEXACO MOTOR PRODUCTS from the TEXACO dealer in your town.



THE TEXAS COMPANY
General Offices, Houston, Texas
Distributors Everywhere



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.

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

WHY A SEPARATOR?

A famous dairy expert asserts that installing a good centrifugal cream separator in a four-cow dairy is the full equivalent of adding another cow, because the separator gets more cream from four cows than can otherwise be gotten from five. In other words, five cows without a separator will not produce as much butter as four cows with one, and in the former case you have to feed and take care of one more cow. By selling one cow and using the money to purchase a separator you can make more profit from your dairy—in fact, without a separator no real profit can be made.

When You Get the Full Meaning of this Question

You will want to investigate which is the simplest, the most economical and the easiest to handle of the many separators offered today.

We Guarantee the SHARPLES

With its many exclusive worth while features and ask you to let us demonstrate and arrange to have one put on your farm on trial. We know that it will sell itself.

R. C. WARE HARDWARE CO.

Phone 178

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. tf.

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

FOR SALE—5-acre tract, well improved; modern 5-room house, orchard, windmill, barn and hog lots; all well fenced; small alfalfa patch. Twenty registered Poland-China hogs to buyer with part cash. Will take \$4,500 if sold before November 1st. Located in Northwest part of town. HENRY WESTERHOFF, Plainview, Texas. 3t.

FOUND—At Mae I. Theatre Wednesday evening. Inquire at Herald office. tf.

FOR SALE OR TRADE—Six-cylinder Hudson Car, in perfect condition. See W. F. GARNER. tf.

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.

Board and Room.—Inquire at 1011 Austin Avenue. 2tp

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color

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. tf.

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

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

We are in the market for Dry and Green Hides in any quantity. RUCK-EM PRODUCE COMPANY. tf.

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

STRAYED—One brown mare mule, 10 years old; both ears split in the ends; no brand. Will pay \$10 for information leading to recovery of same. J. L. MARTIN, Route A. 4t-pd.

SHEEP—With right party interested, we will put out on profit-sharing basis 100 to 400 feeder ewes. D. F. SANSOM & SON, Plainview. 6t.

One large housekeeping room for rent. Phone 435. tf.

FOR SALE—Woman's clothes; two suits, two coats; men's clothes. Phone 467. 2t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

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. tf.

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

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

WHEAT PASTURAGE—If you have any for sheep, advise D. F. SANSOM & SON, Plainview. 6t.

WANTED—Men and teams to plow sod. \$2 per acre. See J. F. WATSON, Texas Land & Development Co. office. 4t.

WHY PAY RENT?
Can make terms on six-room, modern house located within four blocks of the Square. W. F. GARNER. tf.
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.

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

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.

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.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

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

NOTICE.

The report that I have sold my shop is incorrect. I have contracted with a good mechanic to run the blacksmith shop. I retain the wood shop and will be on the job to accommodate all customers. Our work is guaranteed to be the best and our prices are reasonable. Let us figure on your work. J. D. HATCHER'S BIG SHOP. tf.

WANTED—Bright young woman to enter training school for nurses. Phone PLAINVIEW SANITARIUM tf.

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

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

FOR SALE—160-acre alfalfa farm; running water, 70 acres sub-irrigated, smooth, fenced. Description, N. W. 1/4, Section 19, Block S1; price, \$30.00 per acre. Write direct to owner, J. R. LIEDERBACH, Rockford, Minnesota, Route 2. tf.

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 -Adv. tf.

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

WILL TRADE for land, right location, good young horses and mules. BOX 805, Plainview. 6t.

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

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

WANTED—Position as clerk by experienced man. Age 26. Married. BOX 55, Silverton, Texas. 3t-pd.

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

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

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

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

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

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

NOTICE TO CONTRACTORS.

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

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. 8t.

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. -Adv. tf

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.

UGH! CALOMEL MAKES YOU DEATHLY SICK

Stop Using Dangerous Drug Before It Salivates You! It's Horrible!

You're bilious, sluggish, constipated and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money. Take calomel today, and tomorrow

and believe you need vile, dangerous calomel to start your liver and clean your bowels.

Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards. -Adv.

C. R. SPENCER,
PUBLIC STENOGRAPHER.
High-Class Work Only.
Office No. 21, 1st Nat'l Bank Bldg.
Phones: Office 544; Home 554.
Paragon Typewriter Ribbons.

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

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

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

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

Slump In Energy Stock

When you are nervous, irritable, easily fatigued, HIEMO is a concentrated food from which you may derive the greatest amount of nutrition with the least effort of digestion. Assists digestion, relieves constipation. A food drink for meal time, between meals and upon retiring. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Hery Drug Co., Plainview.

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

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


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 10 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

Are YOU.



ARE YOU
establishing yourself in the
World of Successful Men?
A BANK ACCOUNT inspires
Confidence, increases your
Prestige and helps you to Succeed.

THIRD NATIONAL BANK

Stirring Times! Great Questions Pending! Great Campaigns

White Hot! A Great Store Serving and Selling as Never Before



Golden October is almost gone. Are you prepared for the coming cold weather? We are ready to take care of your every want in warm and comfortable clothing, shoes, Blankets, Down Quilts, Comforts and Underwear.

Snowy Irish Table Linens Ready for the Yard Stick

REPLENISHING LINENS

These are the best to be had—price for price—and so if you need to renew Linens this is your time and opportunity.

Full-bleached heavy Irish Damask Table Linen, 70 inches wide, in several pretty floral designs—\$1.50 up to \$2.00 a yard.

ARE YOU READY FOR FLANNELLETTES AND FLANNELS.

Just 3,000 yards of OUTING FLANNEL left at the old price, 10c a yard. Heavy Kimona Velour, in gray, blue, green and brown background with floral designs and stripes, 20c a yard.

HEAVY BATH-ROBE CLOTH.

Beautiful Bath-Robe Cloth in the latest patterns, in a rainbow of color, 40c a yard.

DON'T FORGET THE BABY'S BLANKET!

Just 65c for the "Bird Dog" Baby Blanket, in the soft colors, with pictures of birds and dogs. Size 30x40 for 65c. Just 75c for the "Papoose" Baby Blanket, in beautiful designs, colors of pink, blue and brown. Size 36x48 for 75c.

Down Quilts, Comforts and Blankets

There's Much to be Said in Favor of These

It's an old story to you now—the advance of prices. It is a serious one to the storekeeper, for the market changes almost every twenty-four hours. But by early buying, we have been able to hold most of our old prices.



HOW ABOUT YOUR SHOES?

Only after powder is exploded can you tell its strength. Only after a shoe is worn can you tell its true quality. After all, you buy shoes on the word of the dealer—and you can depend on the word of this store.

Our buyers are of the best. They see points in leather the casual eye cannot detect. And behind all this is the word and reputation of our manufacturers. A select line of the New Styles in Men's and Women's Shoes in last from AA to EEE. Price, \$2.50 to \$8.00. For the School Boy and Girl our heavy-sole, spring-heel shoes are the best. Price, \$2.00 to \$2.75. Baby's soft-sole shoes at 50c.

DOWN QUILTS AT

\$7.50, \$8.75, \$13.50 up to \$15.00. Filled with pure down; figured Sateen tops, and Sateen backs, in a number of pretty designs and good combination of colors.

At \$6.00 a Pair are good, white, Wool-Mixed Blankets 68x80; heavy weight.

Blankets of a better sort at \$7.50 a Pair are 74x84 inches, and mixed colors in plaids up to \$11.75.

PLAID BLANKETS in a good variety—some all cotton, some part wool, others all wool—at \$3.00, \$3.50, \$4.00, \$5.00, \$6.50 and \$7.50 a Pair.

Blankets at \$1.00, \$1.50, \$2.00 and \$2.50 a pair are all cotton, but very durable and warm. They come in plaids of white, blue, grey or tan.

\$6.00 a Pair for good quality Silver Grey Blankets that are 90 per cent wool in the filling.

DIMITY BEDSPREADS ARE DAINTY AND DIFFERENT. They are attractive, figured effects for single or double beds. Dainty Quilts with plain hemmed, scalloped and cut corners—\$1.50, \$2.25, \$3.00, \$3.50 up to \$8.50.



Here's Your Weather and Here's Your Store and Men's New Clothes Are Ready

A good many men came down town shivering a bit the last few mornings—LIGHT SUITS and NO OVERCOATS!

Prudent men won't get caught again.

And prudent men, when they buy their clothing, will not fail to come to the Store that for seven years has adhered to one principle and for seven years has improved its clothing business.

The goods are better than ever, and the prices no higher—

\$15 to \$30 for Suits—\$15 to \$30 for Overcoats.

A Woman Who Wants a Top Coat and Plenty of Style to Select From—

will find we have a large assortment to select from—

Sturdy, practical Tweeds, for sunshiny or stormy days;

Luster Zebeines in pleasing new models;

Soft, warm Wool Velours in rich colors;

The new Bolivias in beautiful shades.

Usually they are rather long—that is, long enough to most cover the frock. And they are full and rippy and more often than not fur trimmed. The finer Coats are beautifully lined.

\$12.50, \$13.50, \$15.75 up to \$50.00

is the way prices run, and there are 14- to 20-year sizes.

Women's Dresses for Every Hour in the Day—and for Evening—

go to prove that prices need not be made the measure of effect. Take this fine showing of today; note the quality, pretty styles, and, above all, the low prices. You may well marvel.

At \$12.50 there are new Black Serge Dresses with Crepe Vest and Satin Collar.

At \$15.50 there are Taffeta Frocks for street or afternoon wear; navy blue and black.

At \$16.50 pretty afternoon Frocks of Taffeta made over double foundation of Net and Flesh-Colored Chiffon.

At \$22.50 one-piece Dresses of lustrous Black Satin; box-pleated Skirt from a yoke top; Collar of White Silk.



BIRTHS.

Born, to Mr. and Mrs. D. O'Neal, of Abernathy, October 15, a boy.

Capt. J. N. Donohoo left this morning for Mineral Wells for a visit. He will also attend the Texas State Fair, at Dallas, before returning home.

Mr. and Mrs. Jno. L. Trent, of Fort Stockton, were here Sunday. They are travelling in their car.

B. Cannon, of Paducah, was here Sunday.

Mrs. I. C. Oden, of Floydada, was here Saturday on business.

A. P. Duggan, of Littlefield, is here today.

B. B. Huguely, of Halfway, was in Plainview today on business.

Miss Hallie Faulkner, of Whiteflat, left this morning for Estacado, where she will teach a music class. She has been the guest of the Misses Matlock.

Jim Phillips, A. Van Howling, Hall Brown and J. P. Crawford are in Kansas City, having gone up with livestock.

Mrs. Grimes, who has been visiting in the home of Mr. and Mrs. Ira W. Little, left Saturday for her home, Fulton, Ky.

Mrs. Robert Hubbard and child are visiting in Dallas.

A license to operate motor car No. 1049, a Chevrolet, has been issued to W. C. Hunt, of Plainview, by County Clerk B. H. Towery.

Dr. S. R. Cates, of Abilene, is in Plainview visiting with friends.

Dr. E. L. Dye left for Tulla this morning.

Mr. and Mrs. C. A. Malone have returned from Abilene, where they have been visiting relatives.

Clay Barrow is in Dallas attending the Texas State Fair.

Ewell Wright left for Amarillo this morning.

Frank Hardin, manager of the Plainview Lumber Company, is attending the Texas State Fair, at Dallas.

Miss Josephine Keck is visiting friends and relatives in Cape Girardeau, Mo.

Mrs. N. P. Lindsay left Sunday for Amarillo, after a visit in Plainview with her son, Dr. A. H. Lindsay. Her home is in Dallas.

Mr. and Mrs. J. C. Woolverton are attending the Texas State Fair, in Dallas, and visiting their son, who is attending Southern Methodist University.

Mrs. F. C. Tillery has returned from a visit with relatives in Missouri.

Mr. Wittingham, of Taylor, has been the guest of Mr. and Mrs. G. W. Crow this week.

Mrs. F. P. Powell and daughters left this morning for Dallas, where they will attend the Texas State Fair. They will visit with relatives in Waxahachie before returning to Plainview.

Guy Cox' father accompanied Mr. and Mrs. Cox from Oklahoma City, and will remain with them during the winter.

NEWS NOTES FROM THE PUBLIC SCHOOLS.

(Continued from Page One.)

ness-like, progressive spirit, the mothers who have made the Lamar Mothers' Club noted in Plainview met Friday afternoon at 3:30 o'clock. Despite the fact that the ground was covered with water and that it was then raining, there were fifteen present at this meeting.

Among the many things that the mothers did at this meeting, the following deserve special mention: It was decided to erect at once swings for the primary grades. To carry this idea to completion some of the material is already on the ground, and the rest will be placed in a short time.

It was further decided to number the eight rooms of the Lamar School Building, the numbers on the doors to correspond with the grade taught in that room. This will be a great aid to parents wishing to find their children during school hours. It will also aid strangers.

After discussing ways by which the library could be operated, it was decided to leave this to a committee composed of Prof. Ralph Porter, Mrs. Meadow and Miss Sanderson.

A program committee, composed of Miss Posten, Mrs. F. P. Powell and the officers, was appointed.

The Victrola record committee is

Mrs. Martine, Mrs. Flack, Mrs. Rucker and Mrs. Hanby.

After the business part of the meeting had been attended to, R. A. Long, president of the Plainview school board, addressed the club on "How the School Board Can Help Make a More Efficient School." It is the regret of every one who heard this logical, sensible address that every child, patron and teacher in the whole school could not have heard it. If it were possible,

it would be profitable for every one to read, word for word, what Mr. Long said. A few of the many thoughts he brought out are: The board should have an ideal; they should be a unit, have no politics, no selfishness; the comfort of pupil and teacher should be seen to both in the room and on the school grounds; the board should select competent teachers—teachers with ideals—and see that the teacher gives the pupil a higher conception of life.



A Woman Reaps a Rich Harvest of satisfaction when she uses Snow White Flour

in her baking. The satisfaction will not be hers alone either. Every member of the family will share in it and enjoy the better bread, cake or pastry which the use of SNOW WHITE flour insures. Don't fail to give it a trial the next time you need flour. Ask for the SNOW WHITE and insist on getting it. Every sack guaranteed to give perfect satisfaction or your money refunded.

PRICE GUARANTEED

For Sale Only By

T. L. Gordon Grocery

Dorsett Building

Phone 247

PREPAREDNESS

On every hand, claim is being made for preparedness, some really worth while others simply taking advantage of the popularity of the word.

Electrical Preparedness

Is perhaps as vital as any ever suggested. To prepare the home, the office, the work shop, or any other place where men and women gather, means to increase the efficiency, to lessen the cost and the labor, to protect the eyes, and to cut out dirt and oil or gas smells.

The Winter Reading

Absolutely demands that you have the pure light furnished by electricity to preserve the eyes of the little folks who study, and the older ones who read for pleasure and profit. The long evenings will be a pleasure if you will wire your home for electric service.

We will be glad to figure your wiring job without any obligation on your part. Phone 13 for wiring service.

TEXAS UTILITIES CO.