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AIKEN TRADING CO. IS CHARTERED BY THE STATE

Irrigation Farmers Save Three and One-Half Cents Per Gallon on Fuel Oil by Co-operating.

How to reduce the cost of running their pumping plants was a problem confronting irrigation farmers in the Aiken community. The farmers were paying 11 cents per gallon for their fuel oil. By combining they increased their purchasing power and bought in carload lots, paying 7 cents per gallon. To this was added one-half cent per gallon. There are some fifty members of the association, and they have saved three and one-half cents per gallon on their oil.

The company has been incorporated, a charter having been recently issued by the State of Texas. The corporation is known as Aiken Trading Co. and is incorporated for \$2,500. The shares are \$25 each and are 100 in number. The directors named in the charter are F. T. Freilberghouse, H. A. Pearce, A. S. Baker, Grisco Bettie and C. F. Myers. Officers will be named later.

The company plans to market its livestock co-operatively, to buy coal and supplies in the same manner, handling it at the least possible cost for members.

JUDGE H. C. RANDOLPH IS ENDORSED FOR FEDERAL BENCH

The Plainview bar has endorsed Judge H. C. Randolph for Judge of the proposed Federal district for Northwest Texas. Members of the bar present at the called session which joined the resolution were R. C. Joiner, Geo. L. Mayfield, A. B. Martin, C. D. Russell, C. S. Williams, Y. W. Holmes, L. D. Griffin, M. J. Baird, J. E. Lancaster, L. G. Wilson, Fred C. Pearce, W. C. Mathes, L. S. Kinder, W. B. Lewis, P. B. Randolph and W. W. Kirk. Judge R. C. Joiner was chairman of the meeting and Judge J. E. Lancaster was secretary.

LADY NINETY-SIX YEARS OLD COMES TO THE PLAINS TO LIVE.

This morning G. H. Clark, of Otona, Minn., arrived in Plainview with his mother. They will make their home on a farm near Hale Center. They are relatives of J. L. Firth, who lives ten miles southwest of Hale Center. He was here to meet them. Despite her extreme age, ninety-six years, Mrs. Clark made the trip and was feeling fine when she arrived in Plainview.

GARRISON CASE TRANSFERRED TO HALE COUNTY COURT.

The case of J. C. Garrison, transferred from Floyd County to Hale County on a change of venue, has been transferred to Hale County, and will come up in the January term of District Court.

NEWMAN-GRAVES.

This afternoon Justice of the Peace Earle C. Keck performed the wedding ceremony for Malcolm L. Graves and Mrs. Cora Newman.

HIGH PRICE FOR COTTON PLEASED TO EAST TEXANS.

Physician From Midlothian Says He Has Sold Cotton There for Three Cents.

Eighteen-cent cotton is pleasing to East Texas and Central Texas farmers, according to Dr. S. B. Hollar, of Midlothian, who arrived in Plainview Wednesday for a visit with his daughter, Mrs. J. S. Magill. Dr. Hollar says the crop in Ellis County, one of the leading cotton-producing counties of the South, is reasonably good and the prices are high. He recalls the time when he has sold the fleecy staple in that city for three cents per pound. Only recently a load of cotton sold on the streets of Midlothian brought \$215, including both staple and seed.

BUILDING NEW HOMES.

L. D. Griffin, Democratic nominee for county attorney, is constructing a new home to replace the cottage owned by him which burned a few weeks ago.

On the lots south of her home Mrs. E. F. Williamson is having a new cottage erected. It will be occupied by Mr. and Mrs. James Williamson.

WHEAT ACREAGE IN HALE COUNTY SETS NEW RECORD

One Grower Has Three Thousand Acres—Some Representative Acreages.

"Land in the Plainview country is 'sui generis' now than it has been since the greatest era of investment known here, 1907," said L. M. Faulkner. "Then land was changing hands rapidly and the country enjoyed its greatest influx of new people." Mr. Faulkner will plant 500 acres of wheat, total, on his farms this year. Already he has in 230 acres, which is far enough advanced now for pasturage.

Two new sections in the county which will be planted to wheat are Section 13, Block 8-1, which has recently been purchased by Thornton & Gibson, of Kress, who will break the land with a tractor and sow the cereal. Henders Brothers, of Ottawa, Ill., have purchased the S. B. McCall section near Plainview and are now en route to Plainview, moving with them their large tractor. They will plow the land and plant it to wheat. A quarter of this section has been previously cultivated.

E. Dowden, who has been in the land business here for a number of years and who successfully manages his farm properties near Plainview, has a acreage in excess of 400 acres in wheat.

Fred Weyl is one of the successful wheat raisers of this section. He has 600 acres either planted or being prepared for planting. "The wheat season is as good as I ever saw," is his statement about the prospects for a good crop.

A successful farmer, who makes good year in and year out, is Chas. Saigling. This year he will have some eight hundred acres in wheat.

L. A. Knight, who probably has the largest acreage of any individual grower, will have about 2,000 acres.

These men are merely examples of the farmers who have large acreages of wheat, and four or five times the number can be cited with equally as large acreages, excepting Mr. Knight's.

LIEUTENANT BROWN NOW STATIONED AT HOT WELLS.

Mr. and Mrs. F. L. Brown returned Wednesday from a visit with their son at Hot Wells, near El Paso. Lieutenant Brown has been transferred to that point and placed in charge of a detachment of soldiers from Sherman. Mr. and Mrs. Brown attended the International Soil-Products Exposition while in El Paso. They are much pleased with that live city. Their contemplated visit to the Elephant Butte Dam was forestalled by heavy rains.

AUDITING BOOKS OF THE TEXAS UTILITIES COMPANY.

J. I. Hull, representing Marwick, Mitchell, Peat & Co., of Dallas, is in Plainview auditing the books of the Texas Utilities Company.

Organizations to Co-operate In Plans for Tractor Show

To lay plans for entertaining the National Tractor Demonstration, a call meeting of the Y. M. B. L. and the Chamber of Commerce will be held Wednesday evening at 7:30, in the County Court room.

Last spring Colonel Smyth attended the tractor show at Dallas, and while there consulted with the head of the national organization. The association is made up of tractor manufacturers, and their executive committee determines where the shows will be held and arranges all the details. Colonel Smyth has assurance from the chairman of this committee that the 1917 show may be had for Plainview. Every phase of the plans for bringing this show to Plainview will be discussed at the meeting Wednesday evening.

FIRST HEAVY FROST.

Last night the first heavy frost of the season came. Much kaffir corn and milo maize which has not yet been harvested will be injured to an extent. The minimum temperature for the week is thirty degrees above zero.

W. W. Douglas, of Silverton, was a visitor here Tuesday.

Alfalfa Pasture for Hogs Gives Big Returns; Crockett Stock Co. Finds Grain Ration Also is Good

By pasturing irrigated alfalfa pasture with hogs W. H. White, manager of the Crockett farm east of Plainview, states to a representative of The Herald that he got returns in 1915-16 up to October 15 at the rate of \$82 gross per acre. Mr. White believes that he gets the best returns by feeding a mixed grain and alfalfa ration, allowing the hogs to harvest the alfalfa and feeding them as much grain as they will clean up. He grinds the kaffir and maize and feeds it after it has been soaked in water, and believes the extra returns from feed so treated more than pay for the time required to treat it in this way. In the winter, in addition to soaking the ground feed, he cooks it.

On this farm are 500 head of Duroc-Jersey pigs, brood sows and fattening hogs. These are fed at the same time, hence he has no definite figures to present on feeders alone. On seventy-five acres he pastures not only the hogs, but whatever horses are kept on the farm. In addition to the pasturage he has three cuttings of hay, which will not bring the market price on account of uneven texture and short stems, but which he considers equal in feeding value to any other alfalfa hay. Thus he will have seventy-five tons of hay which, figured at the average price for this year, \$18, allows him an income of \$18 per acre from the hay.

In October, 1915, there were 250 head on the farm. Today he is loading out for market his fifth car. The hogs have brought him \$6,000. For maize, including what he has raised on the farm and figuring it at the market price, he has paid \$2,500 and has spent \$200 on other feed. After having sold five cars of hogs, he now has left the original 250 head, which are worth more than they were last year, and 150 head in addition, which he estimates conservatively are worth \$10 per head, or a total of \$1,500, making the total income from hogs \$7,500, which, less the cost of feed purchased, \$2,700, leaves \$4,800, or \$64 per acre. Adding to that the \$18 per acre from hay, he has an income of \$82 per acre. It cost one man's time for a year, \$700, to grind feed and care for the hogs. Irrigation cost \$3 per acre, which leaves a net profit of \$70 per acre. For a part of the year, however, hogs were pastured on wheat. He figures \$2.00 per acre or ten cents per month for each shoot a fair cost for wheat pasturage. But the other stock pastured on the alfalfa in addition to the hogs practically offsets the cost of wheat for hog pasturage.

"I consider this the greatest hog country on earth," Mr. White said. "In the Northern States the fall pig is discounted. The cold weather makes it difficult to raise him to maturity and the cost is too high. Here we do not have the cold weather to contend with. Then, too, you can have green pasture for the hogs 265 1/2 days each year. When alfalfa is not ready for pasture wheat is. I can get about seven months' pasturage from wheat."

While Mr. White believes that he can make the best gains from a mixed ration of grain and alfalfa, feeding it all the time, there are other successful hog raisers who believe that they can raise just as good hogs and more economically on alfalfa pasturage and wheat pasturage alone until they are ready to fatten and then begin the grain ration.

"Four of the pigs used in the alfalfa-pasturing experiment were transferred to the corn plot on October 1, 1915. At this time the corn was practically all matured. Twenty-five days were required for the hogs to harvest the corn. During this time the hogs gained 216 pounds, or an average daily gain of 2.16 pounds per hog. The yield of the quarter-acre plot was estimated to be 13.10 bushels, or 52.41 bushels per acre. Valuing pork at 7 cents per pound, the hogs returned \$15.12 per one-quarter acre, or \$1.15 per bushel for the corn consumed. In other words, the hogs consumed 3.4 pounds of corn for each pound of gain. "In the similar experiment conducted in 1914, hogs consumed 3.35 pounds of corn for each pound of gain."

"On April 24 five high-grade Duroc-Jersey hogs weighing 789 pounds were placed on the alfalfa plot. On May 24 it was found necessary to remove one hog, as the supply of feed was inadequate. The remaining four hogs were taken off July 14, and on the same date eight pure-bred Duroc-Jersey shoats were placed on the plot. These shoats, having a total initial weight of 302 pounds, remained on the pasture until September 22.

"During the two periods 619 pounds of pork were produced. The corn consumed during the season amounted to 1,949 pounds. Estimating the value of the pork at 7 cents per pound gives a total return from the plot of \$43.33. The value of the corn fed, estimated as worth \$1.25 per 100 pounds, was \$24.26. This leaves a net return from the alfalfa crop of \$18.97 for the plot, which is at the rate of \$75.88 per acre, as compared with a net return of \$76.58 from a similar experiment conducted in 1914.

Hogging Corn.

Mr. and Mrs. J. M. Thrk, of Hillsboro, arrived yesterday, by automobile, for a visit with their daughter, Mrs. Grady Pipkin.

Owen Smith returned Wednesday from Clarendon, where he officiated in the football game Saturday between Wayland College and Clarendon College.

Robert Alley returned yesterday from the North with about twenty prospectors.

Jno. G. Wayland, of Kansas City, arrived Wednesday for a visit with his brother, Dr. J. H. Wayland, and other relatives.

Rev. B. H. Oxford, of Hale Center, was here Wednesday. He went to Floydada in company with Rev. M. S. Leveridge on business.

Gilbert Elkins, Miss Lura Morrow and Mrs. William Wilks and family, of Post City, are guests of Mr. and Mrs. W. W. Connell.

In the Huntley (Montana) Reclamation Project Experiment Farm, where ditch irrigation is practiced, the director estimates the gross returns from alfalfa pastured hogs at the rate of \$75 to \$88 per acre. His experiment was with only choice hogs, picked for the purpose, and was on a small acreage intensively cultivated. The result of the experiment is interesting compared with the returns shown on the Crockett farm. Incidentally, in this connection, it will be remembered that J. O. Crockett, owner of the Crockett farm, is a prominent financier of El Paso, Texas, and that he has two farms in this section and is continuously improving both. In discussing the experiment on the Huntley Experiment Farm, the report, just issued by the U. S. Department of Agriculture, says, in part:

"This rotation consisted of corn, flax, beets, and three years of alfalfa. The three-year alfalfa and the corn are harvested by hogs, the object of this experiment being to ascertain the value of alfalfa and corn crops when so harvested.

"The alfalfa-pasturing experiment was divided into two periods: April to July, or the spring period, and July to September, or the summer period. The plot used was divided into two equal portions, and the hogs were pastured alternately for 10 days at a time on each part. This allows for more uniform growth and convenience in irrigating. In addition to the pasture, the hogs were given a supplementary ration of 2 pounds of corn per day per 100 pounds live weight.

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'Round About Town

Misses Eula and Lena Maxey, of Carrolton, have moved to Plainview and will make their home here. They are sisters of Roy and J. B. Maxey.

Miss Bess Stringfellow, of Los Angeles, Calif., has been the guest of her aunt, Mrs. J. L. Vaughn, this week.

Mrs. Dottie Wilterding has returned to her home, in Mulleshoe, after a visit here with relatives.

A. F. Czarowitz, of Bartlett, is a visitor in Plainview on business.

J. M. Baggett, of Ozoma, is in Plainview today.

T. Stockton left this morning for Dallas on business. He will probably visit in Waco, Mart and other Central Texas cities.

E. L. Kerr returned home this morning from Canyon, where he has been at work for the past two weeks on one of the picture-show houses.

Manse Wood, of Sweetwater, is a business visitor in Plainview today.

TICKETS SOLD TO FAIR TODAY AMOUNT TO OVER \$1000

127 Take Special Train From Plainview; \$6 From Lockney and Floydada.

An eleven-coach special train to Dallas passed through Plainview this morning. There were eight-six from Lockney and Floydada boarded the train here. One hundred twenty-seven tickets were sold by the Plainview office. A fare of \$8.00 for the round trip was offered. Among those from Plainview who were aboard the special train are: E. H. Perry, J. W. Pipkin, Mr. and Mrs. J. M. Malone, P. J. Woodriddle, Mr. and Mrs. L. A. Knight, Henry King, Mr. and Mrs. Alexander and daughter, Roy Upton, Everett Woolverton, Marvin Howard, Will Elmer Barnes, J. N. Morrison, Oscar Mitchell, M. F. Brashears, Paul Bartsch, Herbert Vance, C. D. Powell, Sam Freilberghouse, J. D. Pelphry, Mr. and Mrs. E. Graham, Ches. Dublin, C. E. Locke, Carl Brask, E. E. Slaughter, M. M. Bonner, W. A. Tolbert, Mr. and Mrs. L. H. Sloneker, T. A. Miller, H. E. Skaggs, Bruce Burleson, James Whitley, Lee Costello, Harry Wagoner, Stewart Fluke, A. W. Oberste, R. M. Peace, C. A. Bowron, B. F. Johnson and son and Mrs. Mattie Wilcker.

Ticket sales from Plainview alone for the special amounted to \$1030.

IRRIGATED ALFALFA BRINGS \$94.35 ON R. F. ALLEY FARM.

An eighteen-acre tract on the farm of Robt. F. Alley near Hale Center produced this year alfalfa hay worth, gross, \$94.35. The cost of production, including interest on investment, labor and cost of irrigation, amounted to \$36.96, leaving a net profit of \$57.39 per acre. Robt. J. Clark, who is managing the farm for Mr. Alley, states in a communication to The Hale Center Record that an eighteen-acre tract pastured with hogs made an even greater profit than the land on which hay was cut.

SOLDIER BOYS BACK FROM MARATHON ON FURLOUGHS.

Joe Workman and Ted Andrews, privates in Company L, Fourth Texas Infantry, are at home from Marathon on furloughs. Andrews' term of enlistment will not expire for several months, he having enlisted just as the company was leaving for the border.

HALE AN EXPRESS MESSENGER.

Byron Hale, of Plainview, is on the local messenger run for Wells-Fargo at present, taking the place temporarily of J. M. Rector, who is in Dallas and points east on a vacation and visit with friends.

Mr. Hale's wife and son are here with him.—Floyd County Hesperian.

Congress Will Ask U. S. Aid in Developing Surface Water

A resolution offered at the International Irrigation Congress in El Paso by the Deming Chamber of Commerce, and unanimously adopted, provides for a committee, one delegate from each semi-arid or arid state in the Union, to interest the Federal Government in developing supplies of irrigation water from underground storage. The Government has spent millions in reclaiming land by use of flood water, and the irrigation congress will urge that part of the appropriations be used to develop the underground sources.

S. H. Johnson, of Lubbock, had business in Plainview Tuesday.

Mrs. C. H. Clarke left this morning for Dallas to attend the State Fair. She will also visit with relatives in Fort Worth before returning home.

Mrs. E. H. Humphreys, daughter and son left yesterday for Dallas to attend the State Fair, and will visit with friends while there.

F. F. Phillips, of Amarillo, representing the California State Life Insurance Company, is in Plainview today.

Mrs. R. L. Griffis, of Paris, Texas, left this morning for her home, after a visit with her sister, Mrs. A. H. Lindsay.

PLAINVIEW CHURCHMEN TO AID IN ARMENIAN RELIEF

Propose to Create a Fund to Assist in Alleviating Winter Suffering in Far East.

Following a conference with Rev. R. A. Harty, of Houston, the Plainview ministers have called a mass meeting to be held at the Methodist Church Sunday afternoon at three o'clock, at which time Revs. I. E. Gates, J. W. Story and T. B. Haynie will speak. Rev. Harty left this morning for Lubbock, and will not be here.

President Wilson has issued a proclamation designating Saturday and Sunday as Armenian Relief Days. It is estimated that \$5,000,000 is needed to keep 1,000,000 Armenians from starving this winter. Twenty-five dollars will keep a family of five through five winter months.

Rev. Harty was careful to explain that none of the money now being raised will go to salaries of men in the field, private individuals having contributed in the outset enough money to pay salaries of all field men.

CLEBURNE MAN TAKES OVER MISSOURI HOTEL PROPERTY.

J. S. Mullin, of Cleburne, has arrived in Plainview and has taken charge of the Missouri Hotel, having leased the property from the owner, L. M. Faulkner. Mr. Mullin's wife will arrive in the near future. A want ad sent to The Herald by Mr. Mullin stating that he wished to rent or lease a hotel in West Texas was responsible for the trade's being made.

WEST TEXAS LEADING AT THE TEXAS STATE FAIR.

Out of seven awards for county exhibits at the Texas State Fair, at Dallas, five were won by West Texas counties. Floyd, our neighboring county, took fourth prize. Hale County had no exhibit this year, but an exhibit was sent from Hale Center, representative of that live farming community.

WAYLAND COLLEGE NOTES.

A series of revival sermons at Wayland College began last Monday, and it is continuing with much interest. Rev. I. E. Gates and Rev. J. T. Burnett are doing the preaching. Services are held at 9:00 o'clock a. m. and 7:30 o'clock p. m.

Professor R. M. Crabb, director of music, has organized an orchestra, composed of the best musical talent of the student body. This organized body of young musicians will add much to the student life of Wayland College.

Wayland "scrubs" played Plainview Central School in a football game Tuesday, resulting in a score of 12 to 3 in favor of the former. The touchdowns were made by Goodwin and Blakemore.

Wayland's football team will play the Canyon Normal next Monday, at Canyon City. Wayland will also play Lubbock a game of football next Saturday week.

The enrollment of students at Wayland is still increasing. Two students have enrolled this week.

Miss Ruby Boswell rendered a beautiful vocal solo at chapel services Monday morning.

One of the most charming visitors to the college this year was Mrs. Adams (nee Miss Mabel Wayland), who sang at the chapel services last Friday morning. Mrs. Adams, who for a number of years was one of the foremost instructors in Wayland College, is still a favorite of the older students who were so fortunate as to be under her tutelage. Few teachers have gone from an institution leaving the influence of a personality like that of Mrs. Adams.

Morris Kimbell, a former student of Wayland College, was visiting here Wednesday.

Wayland and High School girls played a game of basketball Thursday, the score resulting 14 to 2 in favor of Wayland.

Claude Russell returned this morning from a business trip to Amarillo.



ROSSER-PRYOR.

Tuesday night Miss Zoe Lee Rosser, daughter of A. B. Rosser, and G. H. Pryor were married. The wedding ceremony was pronounced at the manse at nine o'clock by Rev. T. B. Haynie, in the presence of only a few friends.

The bride is a charming and accomplished young woman, from one of Plainview's foremost families. Mr. Pryor is now employed in Reinken's Clothing and Shoe Store. They will be at home in Plainview.

ELK INFORMAL DANCE.

The Elk Hall was the scene of a very delightful though informal dance Tuesday evening.

A number of the young people have been meeting at the Elk Hall for the past few Tuesday evenings and spending a few hours pleasantly at dancing.

MUSICAL PROGRAM AT METHODIST CHURCH SUNDAY.

Following is the special music to be given at the Methodist Church on Sunday October 22:

- Morning Service.**
 Organ, "Prelude in C-minor" . Chopin
 Choir, "Lift Up Your Heads"
 Rockwell
 Offertory, "Berceuse" F. J. J. Harris
 Ladies' Quartet, "The Home Over Jordan"
 Wilson
 Postlude, "Album Leaf" Ries
Evening Service.
 Organ Prelude, "Processional"
 Brown
 Choir, "Bless Thou Jehovah"
 Bonizetti
 Offertory, "In Absence" Ashford
 Solo, "Father, In Heaven" Priggs
 Mrs. J. J. Clark
 Postlude, "Festival March" James
 HERBERT WM. REED, Organist.

HALCYON CLUB MET WITH MRS. J. R. DeLay.

Mrs. Jas. R. DeLay was hostess to the Halcyon Club Wednesday afternoon, at her home, 600 West Twelfth Street.

There were five tables at "42," and at the conclusion of the games a salad course and an ice course were served to club members and the following invited guests: Mesdames E. F. McClendon, C. W. Tandy, J. M. Turk, of

Hillsboro, Texas; B. H. Towery, Dick Bryan, E. Graham, J. M. Adams, A. B. Martin, T. P. Whittis, Lloyd Mayhugh, J. L. Vaughn, W. W. Underwood and Lula Flynn, of Dublin, Texas.

EPWORTH LEAGUE PROGRAM FOR SUNDAY, OCTOBER 22.

Following is the program arranged for the meeting of the Epworth League on Sunday evening, October 22, at the Methodist Church:

- Subject—Mission Study.
 Leader—Ralph Porter.
 Scripture—1 Cor. 10:1-21.
 Song.
 Prayer.
 Solo—Miss Lucy Story.
 "Value of Mission Study"—Leader.
 "The Greatest Missionary Book"—Rev. J. W. Story.
 Book Review.
 "The Challenge of the City"—Mr. Coan.
 "Korea in Transition"—Miss Ansley.
 "Mexico Today"—Mr. Howard.
 Song.
 Benediction.

RAISING FUNDS FOR THE PUBLIC LIBRARY.

The Olympic Theatre will give a per cent of the proceeds from today's shows for the benefit of the "As You Like It" Club.

To defray the expenses of the public library, each club of the Federated Club has been prorated an amount to raise, and the "As You Like It" Club has decided on this plan to secure their part.

L. A. KERR,
 Architect.
 Office at
 Fulton Lumber Co.
 Phone 107.
 Home Phone 422.

IN THE COURT OF CIVIL APPEALS, SEVENTH DISTRICT.

In the Court of Civil Appeals, Seventh Judicial District, at Amarillo, the case of Texas Kalamazoo Silo Co. vs. Nick Alley, appealed from Hale County, has been submitted. The case of Citizens National Bank of Plainview, et al., vs. J. H. Slaton, et al., from Hale County, has also been submitted. The case of P. & S. F. Railway Co. vs. Tom Vaughn, from Hale County, has been set for submission on November 8.

To Cure a Cold in One Day
 Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GROVE'S signature on each box. 25c.

Miss Rebecca Ansley
 SPIRELLA CORSETIER
 Telephone Number 304

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

CHEVROLET

SEE THE CHEVROLET
 A real automobile for only \$540.00
E. N. EGGE AUTO COMPANY
 Plainview, Texas

Are You the Man?

Are you anxious to identify yourself with one of the biggest, livest and most profitable industries in the world?

Are you willing to work hard, providing your efforts yield a greater return?

Are you eager to establish yourself in a sound, growing and money-making business?

Are you thinking about a business that you can build up, that will provide you with a real income, and that you can hand down to your son?

Have you a good reputation, a business training, selling ability, acquaintances and some capital?

If you can qualify, we want you. And we can submit a proposition that you will like. The possibilities are unlimited for a live, hustling business man.

We are at the present time without representation in this locality. We must have a dealer at once. The demand for Maxwell Cars is insistent and we must make arrangements to satisfy it.

The Maxwell Company is one of the three largest automobile concerns in the world. The Maxwell Car is famous for its durability, economy, comfort and good looks. It is without question the *World's Greatest Motor Car Value.*

If you are interested (and if you are the kind of a man we want, you will be) write, wire or telephone at once to

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

ANNOUNCEMENT

We have taken the distribution of the

Chalmers

in addition to that of the Hupmobile, and will have a carload of Five Passenger Touring Cars and Roadsters this last of the week.

After Nov. 30, it will cost you just \$70 more to buy a 7-22 Chalmers. But the price on the 5-passenger 3400 r. p. m. Chalmers remains (for the time being) \$1090 Detroit

Until midnight of Nov. 30 you can get a 7-22 Chalmers for \$1280 Detroit—a car of rare ability, fascinating in body equipment, and, like a beautiful woman, of exquisite charm.

After that date the price becomes \$1350 Detroit—\$70 more. The \$70 is just a few dollars less than the increase in cost of manufacture of this car since its appearance in June.

To those who have longed for the 5-passenger 3400 r. p. m. Chalmers—and have not yet possessed one—just a word of warning: the price remains unchanged just now—\$1090 Detroit. We do not know how long this low price will continue. We reserve the right to increase the price without notice.

Lower the quality in the Chalmers car? Never. The Chalmers men take great pride, not only in the money the car makes for them, but in the car itself. And pride, as everyone knows, is a thing that can never be compromised.

As long as there's a name "Chalmers," there will be a quality car, and as long as there's a quality car there'll be a price fixed—not by the Sales Department—but by cost accountants.

And there'll be a fair deal. Chalmers says these two 3400 r. p. m. models will be continued into next season. You can bank on that. So that a Chalmers car you might buy now will be exactly like the one you would buy next spring.

Remember the \$70 you can save now by anticipating the rise in price. There's an old Scotch proverb that says "A dollar saved is a dollar earned." \$70 buys a good suit of clothes, a good pair of shoes, a good hat and some good gloves. Also it just about pays your dues at the club for a year.

Or, if it's a 5-passenger 3400 r. p. m. Chalmers you want, our advice is to get one now.

We are not sure the price is going up, and we are not sure that it isn't.

Connell Motor Co.
 Distributors



THREE THINGS TO THINK OF

There are three very important essentials which you should investigate in the purchase of a motor car.

- First, the general appearance of the car.
- Second, the power of the car.
- Third, construction of chassis, in reference to easy riding qualities, safety and durability.

Beauty

Did you ever hear anyone comment unfavorably about the appearance of the Studebaker car? Like the highest priced cars, the design of its lines has been free from faddishness and freakishness. The lines are artistic, stylish, elegant and distinctive.

Finish

There is no other manufacturer who can offer you a car at anywhere near the Studebaker price that can afford to finish it with twenty-five hand-applied paint and varnish operations. There is no other manufacturer that can offer you a car at this price, and finish it with as good a quality of genuine leather and real stuffed hair.

Power

Although announced over thirteen months ago, Studebaker is still the most powerful car within hundreds dollars of its price.

In the test of actual service, this motor has not only developed power to meet every

service condition; whether it be slow driving in metropolitan traffic, mountain climbing, or the overloads in stage service, there has never yet been complaint that the Studebaker car has not developed power for every demand.

In gasoline consumption in ratio to power, no car has exceeded the Studebaker.

Comfort

Although announced thirteen months ago, Studebaker is still the only seven-passenger Touring Car within hundreds of dollars of its price, and it is one of the few medium priced cars which still retain the more expensive and better three-quarter elliptic spring suspension, and radius rod and torque arm driving members.

Safety

With 70,000 of these cars in service, we do not know of a single case where a loss of life has happened, or even an accident occurred, due to imperfect material or workmanship or to weakness of any part of Studebaker construction.

Is there a better assurance than these figures to protect you in your investment of a motor car? Is there a better name than Studebaker to develop a car which makes these facts possible? Only one of the most superb manufacturing organizations in the world develop such a car. Why should you be satisfied with anything short of this when you can buy a Studebaker?

Four—\$875 **J. D. PELPHRY** **Six—\$1085**
 F. O. B. Detroit Phone 452 F. O. B. Detroit

MAYFIELD SCHOOL PUPILS ORGANIZE LITERARY SOCIETY.

MAYFIELD, Oct. 19.—The Home Economics Club had their usual meeting on Monday. The lesson was read and afterwards the different cloths were discussed, after which they adjourned to meet next Monday.

On account of the muddy roads, Rev. Hooker was unable to fill his appointment here Sunday.

Mr. and Mrs. Earle Wilson and family and Mr. and Mrs. T. E. Boyd and family spent the day at T. E. Plake's Sunday.

The Mayfield School organized a Literary Society Friday, with Earle Wilson, Jr., president; Auty Hooper, secretary, and Lewis Coffey, vice president. The president appointed Naomi Hooper, Helena White and Nora Coffey on the program committee. The committee then immediately made out the program for the next meeting.

Mrs. Tom Raper returned from Plainview Saturday.

Mr. and Mrs. Moon and family and Mr. and Mrs. John Davis spent Sunday with Mr. Booker's.

The farmers are very busy. They are trying to beat the crows to the grain.

MEXICAN FALLING FROM WORK TRAIN PULLS OTHERS OFF.

LITTLEFIELD, Texas, Oct. 17.—While two extra section gangs on the Santa Fe Railroad were coming to Littlefield yesterday for their semi-monthly pay day, an accident occurred near James Station. One of the Mexicans lost his balance on the handcar, falling off in front of the car, and in doing so pulled another Mexican and the timekeeper off with him. The first Mexican fell immediately in front of the car, causing it to leave the track after passing over his body, and in the compact several Mexicans were more or less injured. Two Mexicans were seriously injured, and the timekeeper, G. F. Montgomery, of Slaton, received a fractured leg, and was rushed to Lubbock for medical treatment. The Mexicans were put off here, where they received medical treatment, and the one most seriously injured was carried to Clovis to the hospital today.

LIBERTY REVIVAL BEGAN WEDNESDAY NIGHT.

LIBERTY, Oct. 17.—Rain! Rain! Then some.

E. E. Freeman and family, H. G. Tumberg and family, Tony Schienet and Miss Roxie Range spent Sunday with C. B. Anderson and family.

The hall which fell in this community Thursday evening damaged some of the crops considerably.

Owing to the mud, our Sunday

School was not as large as usual Sunday. Come promptly at ten o'clock next Sunday morning, as Rev. S. J. Upton will preach at eleven o'clock.

R. E. Houston and family, Edgar Johnson and family, Frank Lundgrum, C. P. Selpp and Misses Hazel and Dorothy Wheeler called on J. J. Groff and family Sunday.

Some of our people are preparing to attend the Dallas Fair.

L. L. Wheeler and family called on Mr. and Mrs. John Garstang Sunday afternoon.

C. E. Moore left recently for the Northern States to purchase dairy cows.

Lawrence Selpp seems to be driving over east. We do not know what the attraction is.

Mrs. C. C. Alexander spent one day last week with her parents.

The revival meeting commenced here Wednesday evening at 8 o'clock, October 18, instead of the 11th, which was stated in last week's paper.

HALE CENTER YOUNG PEOPLE TO PLAY AT CENTER PLAINS.

CENTER PLAINS, Texas, Oct. 18.—The Center Plains School had a ciphering match Friday evening. The following visitors were present: W. F. Cunningham, Master Henry Cunningham, Hobby Thomas, Mrs. Duncan and Misses Ethel and Emma Stevens and Nancy Ramsey. The pupils seem to take a greater interest in arithmetic after these matches, on Friday evenings.

Jim Cunningham and T. W. Struve

spent Monday in Hale Center, transacting business.

C. W. Boyd has a new telephone in his home.

Mr. and Mrs. L. H. Triplett and Mr. and Mrs. Beard spent Sunday with Mr. and Mrs. C. W. Boyd.

Mrs. B. F. Thomas, Mrs. J. B. Patton, and Mr. and Mrs. C. F. Redinger spent Sunday evening with Mr. and Mrs. W. F. Cunningham.

The young folks of Hale Center have promised to bring a play to Center Plains School Friday night.

THE STAKED PLAINS WOMAN'S AUXILIARY MEETS AT LOCKNEY.

The Staked Plains Baptist Association Woman's Auxiliary will meet in Lockney, October 27, at three p. m. The following program will be featured:

Devotional—Mrs. C. R. Gallegly. Minutes. Report of Societies.

Talks—

"Need of Woman's Work"—Mrs. J. M. Malone.

"Young Woman's Auxiliary"—Mrs. Jim Uyman.

"Juvenile Work"—Mrs. Boleh.

"Benevolence"—Mrs. W. B. Hatchett.

"Education"—Mr. Farmer.

MRS. C. W. TANDY, President; MRS. J. W. PATTERSON, Recording Secretary; MRS. S. W. SMITH, Corresponding Sec. and Treasurer.

COUPLE MARRIED ON STAGE. JUDGE McBRIDE OFFICIATING.

James S. Davis and Miss Elsie Pierpont, of the Sam Loeb Company, playing an engagement in the Deandi Theatre, were married on the stage last evening, Judge T. W. McBride, of

the County Court, officiating.

The ceremony was performed in the presence of a capacity house, and cheers and congratulations were much in evidence before and after the conclusion of the ceremony.—Amarillo News.

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

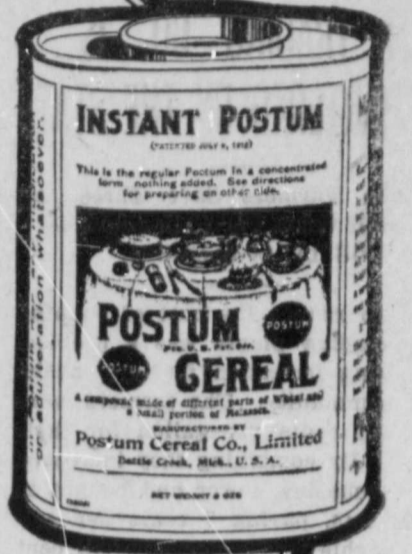
The Sensible Way

—for a coffee drinker to rid himself of the headaches, biliousness, heart flutter and other ills that often come from coffee drinking, is to quit coffee and use the delicious pure food drink—

INSTANT POSTUM

"There's a Reason"

At Grocers



What Would You Do?

If you had two men of equal ability applying to you for a job, would you take the man who was *better dressed?*

Think it over—and bear in mind the fact that to keep well dressed is *not expensive.*

Just to prove it, suppose you look over our Michaels-Stern Suits and Overcoats this Fall. It will be time well spent.

Our prices are absolutely right.

\$12.50 to \$24.50

Jacobs Bros
THE ONE PRICE SPOT CASH STORE



Insist On This

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

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

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

KG BAKING POWDER

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

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

Keeps Your Stove Shining Bright

Gives a brilliant glossy shine that does not rub off or dust off—that adheres to the iron—that lasts four times as long as any other.

Black Silk Stove Polish

It is a class by itself. It's more carefully made from the finest materials. Try it on your polished stove, your brass or iron or steel. It's the best you ever used. You'll find it shines brighter and longer than any other. It's the only one that's worth your money.

There's "A Shine in Every Drop"

Get a Can TODAY

LOANS

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

The Citizens National Bank

Capital \$100,000.00

Plainview, Texas

The 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.

POST YOURSELF ON THE PAVING LAW.

Post yourself on the paving law, on which the resident property owners are to vote November 18. Know what the law provides and what the intentions of councilmen and mayor are before you vote. W. E. Risser, the mayor, can be found at the City Hall. His business telephone is number 93. W. R. Simmons, J. M. Waller, E. H. Humphreys, J. J. Ellerd and J. B. Maxey are councilmen, and all are easily approachable. Talk over the matter with them or with the city attorneys, Graham & Graham. These men, who are representative men of the city, have thought the time was opportune for the paving-law election. They ordered it believing that a majority of the property owners favored it. Talk with representative men of Plainview and find out just what the city wants to do. The word of Plainview's councilmen is as good as their oath any old day. Ask them about it and post yourself.

LET'S SHOW THEM.

"Let's show them instead of always telling them," is the expression of a prominent insurance man in Plainview relative to the suggestion made through The Herald's columns last week on public

drinking fountains for Plainview's streets. "The Shallow Water Belt" could have no better advertisement than free drinking water for visitors in Plainview.

Another prominent man, an attorney who has been active in all community effort in Plainview, said: "Clean water is not going to hurt anybody or anything. I would suggest that the water be allowed to drain into the gutter, and if possible a stream of water kept flowing along the side street. This would be especially nice after we get our streets paved."

MORALITY AND ETHICS IN ADVERTISING.

There are people who hold that the newspaper, all newspapers, should decline what is called liquor advertising—for the sale of beer, whiskey or any kind of liquor. Newspapers have encountered condemnation, lost subscribers because of acceptance of such advertising. The people who thus act on their convictions should at least accord fair judgment to the matter. Advertising space and subscription are all that the newspaper has to sell. Its chief revenue comes from the sale of its advertising space. The state permits, licenses and thus encourages the sale of liquor—that is, in territory not under the local-option system. So far as the state is concerned, it declares the business of selling liquor to be as legitimate as any other business. The liquor advertisement is offered to the publisher. He accepts the business, for it is legitimized by the state.—Waco Tribune.

The Herald does not believe that the publishers' responsibility ends with the sale of his merchandise—advertising space and subscription. If that were true, we fail to see wherein the press has any office higher in our scheme of society and economics than the mercantile business. We see, then, no particular field for the "fourth estate," to which the English statesman, Edmund Burke, gave tribute. The newspaper without a conscience is one of the most contemptible institutions of society; for it misleads its readers often and makes the profession of journalism a mere business proposition. Nor must the business side of a newspaper be neglected, except to the disaster of the publishers.

There is a growing sense of responsibility among newspaper

publishers. The time has come when members of the profession make their advertising columns conform to the editorial principles of the paper—this broadly speaking. In other words there is morality and ethics in advertising, and the principle is recognized by the best publishers. Owing a duty to its clients who buy advertising space, and as well to those who subscribe and read its columns, the newspaper publisher must bear in mind the two-fold nature of his work and protect both.

A few weeks ago The Herald made the statement through its advertising columns that certain policies of the publishers cost the paper thousands of dollars in proffered business which is not accepted. In rejecting this The Herald believes that it is doing nothing more than its duty by its constituency in protecting them from fraudulent and misleading advertising. The Herald accepts no form of advertising for intoxicating liquors, and patent medicines of doubtful value are not advertised in these columns. We make this rule, that no patent medicine advertising will be accepted unless it is done over the name of some local dealer, who guarantees the truth of the statements to the readers. This places the responsibility for such advertising on local druggists, whom the people know and to whom they can go for redress. When you see an advertisement in The Herald over a local dealer's name that is evidence that he endorses and recommends the article, backing it with his faith in the principles whereby he does business.

You may rest assured that when you see an advertisement in The Herald that the publishers believe the statements made therein are truthful and not misleading. It wants to keep the faith of the people.

Fame generally comes to those who are thinking about something else.—Holmes.

To some men opposition is opportunity—like the wind against which the boy's kite rises.—Selected.



You Will be Delighted with these New Fall Suits

THE rich deep colorings and unusual trimmings will appeal to you. We have selected these Suits with just as much care as if you had done it yourself.

The very model that you will want and be proud of must certainly be among our large assortment.

The prices are low—style and quality high.

Carter-Houston's

"Goods That Speak for Themselves"

2045



Hurry and join the crowd; here are two men on the way; one on foot and the other in his car; both headed for our store

Copyright Hart Schaffner & Marx

The Style Center for Men

ANY store that sells Hart Schaffner & Marx clothes is a style center—can't help but be with those smart Varsity Fifty Five suits and Varsity Six Hundred overcoats; they're the most popular clothes made. We're ready to show you these snappy clothes. We'll show you this is a value center—you can't get more for your money anywhere.



This is one of Stetson's best fall styles and one of the many we are showing.

New things in neckwear, shirts and the other smaller articles of men's wear.

CARTER-HOUSTON'S

The Home of Hart Schaffner & Marx clothes

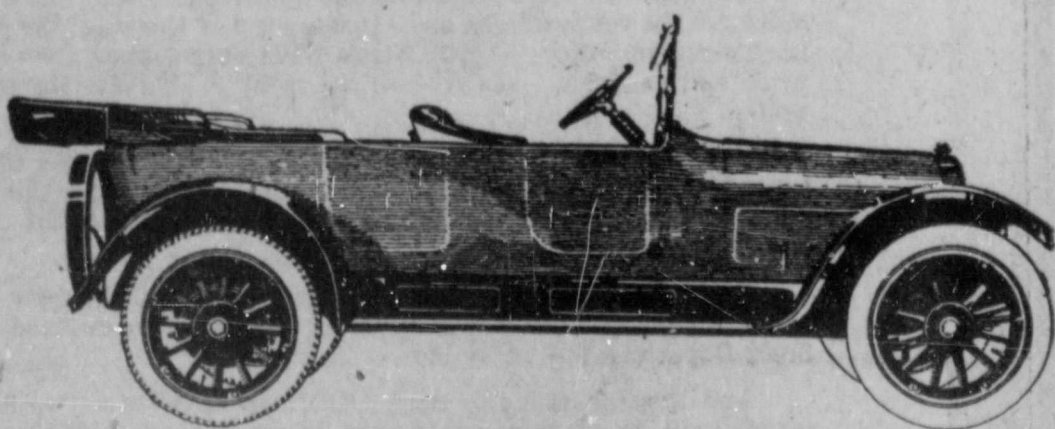
\$795

Model 85-4 f. o. b. Toledo

Overland

\$795

Model 85-4 f. o. b. Toledo



You Ought to Own This Car

Its possession will enrich your life and the lives of every member of your family.

The freedom and wider range of activity made possible by such a car are worth many times its price.

The price is by far the lowest at which so big and fine and comfortable a car ever sold.

Big—the wheelbase is 112 inches.

Fine—it's a beautifully finished, luxurious car.

Comfortable—it has cantilever springs and 4-inch tires.

Model 85-6, 35-40 horsepower six cylinder motor, 116-inch wheelbase—\$925.

Come in today—we can't get them as fast as we sell them—so order yours right away.

KNIGHT AUTO COMPANY, PLAINVIEW, TEXAS

Corner A. S. and 5th Streets

Telephone No. 257

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."



HIGHLAND CLUB MEMBERS ARE GUESTS OF MRS. T. B. CARTER.

Mrs. T. B. Carter was hostess to the Highland Club and a number of invited guests yesterday afternoon, at the home of her sister, Mrs. A. G. Hinn, 1005 West Eleventh Street. The rooms were made beautiful with yellow Chrysanthemums.

After a number of games of "42" were enjoyed, a delightful two-course luncheon was served to the club members and following invited guests: Mesdames T. O. Collier, Luia Flynn, of Dublin; O. E. Nichols, F. W. Clinkscales, W. E. Armstrong, R. E. Burch, E. M. Carter, R. E. Houston, A. Van Howeling, R. C. Ware, L. S. Kinder, J. R. Kerley, of Amarillo; S. I. Newton, C. D. Wofford and Roger Mayhugh and Misses Vera Newton and Elizabeth Briggs.

The next meeting of the club will be with Mrs. J. H. Slaton.

MESDAMES R. B. TUDOR, L. L. DYE AND E. L. DYE ENTERTAIN.

Thirty-Eight Are Guests at Delightful Party Wednesday Afternoon.

One of the very pretty social events of the season was a party given Wednesday afternoon at the home of Mr. and Mrs. R. B. Tudor, when Mesdames L. Lee Dye, E. L. Dye and R. B. Tudor entertained.

Yellow and white was the color motif carried out in both the floral decorations and in the refreshments. Yellow and white chrysanthemums were the flowers used, and were artistically arranged throughout the rooms.

Eight tables were arranged for bridge, and a number of very interesting games were enjoyed, after which the guests were served to a delightful luncheon, consisting of Creamed Oysters Patties Cheese Salad.

Hot Rolls Hot Coffee Yellow and White Cake Yellow and White Brick Cream.

The list of guests included: Mesdames L. S. Kinder, May Kinder Smith, F. W. Clinkscales, L. A. Knight, Robt. Malone, Chas. McCormack, E. Dowden, J. A. Testman, R. W. Otto, H. M. Burch, R. E. Burch, Wallace Settoon, E. F. Sansom, P. J. Wooldridge, J. O. Wyckoff, H. W. Harrel, O. M. Unger, G. C. Keek, J. R. Kerley, of Amarillo; Jos. Buchheimer, E. L. Doland, A. L. Putnam, B. C. Hollee, C. C. Gidney, J. P. Davis, Chas. Saigling, Geo. Saigling, J. J. Bromley, C. F. Myers, Chas. Malone, D. H. Collier, R. C. Ware, A. A. Highbarger, C. E. McClelland, J. R. DeLay, R. F. Hare and T. J. Finnie, and Miss Della Brown, of Philadelphia.

Mesdames R. B. Tudor, E. Lee Dye and L. Lee Dye again made pleasant an afternoon for a number of their friends when they invited them to the Olympic Theatre this afternoon to see Vivian Martin in "The Stranger Love."

As decorations, pink and white roses were used.

After the program had ended the guests went to the Dye Drug Company, where delightful refreshments were enjoyed. Carrying out the color scheme in the refreshments, pink and white cake were served with pink ice cream frozen in the form of a rose and served from a bed of rose leaves.

The invited guests were: Mesdames W. W. Underwood, R. A. Underwood, J. P. Crawford, D. F. Sansom, B. O. Sanford, L. G. Wilson, W. A. Todd, A. B. Martin, W. W. Connell, W. B. Martine, E. F. McClendon, H. A. Wofford, C. D. Wofford, Jas. Pickett, O. E. Nichols, L. V. Dawson, T. O. Collier, Farris Frye, J. Walter Day, Ira Little, Carl Donohoo, J. N. Donohoo, E. L. Spencer, J. D. Hanby, H. C. Randolph, C. W. Tandy, T. P. Whittis, W. E. Risser, L. T. Mayhugh, J. C. Anderson, Ross Rogers, E. Graham, E. B. Hughes, J. L. Vaughn and W. E. Armstrong, and Miss M. L. Sanders. The out-of-town guests were: Mrs. Luia Flynn, of Dublin, a guest of her sister, Mrs. T. O. Collier; Mrs. P. Gussing, of Farmington, Missouri, who is a guest of her sister, Mrs. W. E. Risser, and Mrs. W. W. Connell's sister, Mrs. William Wilks, of Post, Texas.

LADIES DEMONSTRATED HEATERS AND RANGES.

The demonstration of the Cole's Hot Blast heaters, base burners and ranges held at the R. C. Ware Hardware Company's store last week was a decided success.

The demonstration was a practical one, under the direction of a demonstrator sent out from the Cole Manufacturing Company, of Chicago.

The ranges were thoroughly tested and demonstrated by the ladies of the Christian Church, who used them in cooking delightful lunches, which they served during the week.

F. M. Ryburn, of Amarillo, is here today on business.

S. A. Jones, of Graham, is registered at the Hotel Ware.

Miss Mary Mincy has returned to Groom, after a visit with her sister, Mrs. M. M. Bonner.

Luther Bain is attending the Texas State Fair, at Dallas.

E. B. Westfall, of Ralls, was here Tuesday on business.

L. A. Kerr returned to Ralls yesterday morning, after a visit here.

Mrs. O. M. Unger will leave Sunday morning for an extended visit in Chicago and in various points in Ohio and Indiana.

Mrs. C. Adair, owner of the J. A. Ranch, has made Clarendon a proposition to assist in a new Y. M. C. A. for that town. Already Mrs. Adair has established and maintains a hospital in the town.

R. E. Jay, of Petersburg, was here Wednesday.

P. C. Taylor, of Tulla, had business here Wednesday.

R. G. Jordan, of Tulla, was in Plainview Wednesday.

SENDING BAD HORSE TO TEXAS.

"Texas Jack," an outlaw horse that has been in the possession of Woods Brothers, at the horse and mule barns, for the past three months, and during that time has injured several men, was bought yesterday by Johnny Clift, a dealer, and will be sent to Fort Worth. During his stay at the big horse and mule barns "Texas Jack" gained an unenviable reputation, and his farewell tap to one of the boys was to lay a cheek wide open with one of his hoofs. The horse is a veritable demon, and no one has been able to ride him since his stay in the barn. The horse would make an ideal "outlaw" for exhibition purposes.—Wichita Stockman.

FOR SALE—Good automobile; will trade for cattle or feed. See AUSTIN C. HATCHELL. tf.

WANTED—A boy sixteen years old. Must be neat. Apply at THE NASH HOUSE. It.

Enjoy the Winter Wearing Cold Weather Comfortables from Rich-lier

This is the Store with the Styles, the Sizes and the Prices that Please a Discriminating People. A Store that is Different—where Merchandise is sold Solely on Its Merits. If You Pay Cash this Store Should be Your Trading Place



LADIES SUITS and CLOAKS

Good for six months cold weather and a fine prospect of good run over on the next year is the sort of garments you see in our ready-to-wear department.

It is the quality of the material that insures this fine service and warmth. It is the make that affords the peculiar pleasure in the wearing.

There is a great line of suits showing here—they are of all wool materials such as Serge, Gaberdine, Poplin, Broadcloth, Velour, etc.

The prices are \$12.50 to \$50. Our cloaks are made of excellent woolen fabrics that insure wear and warmth. You can choose from garments priced at

Prices \$4.50 to \$47.50

MACKINAW TIME TODAY

People don't have to stay indoors during cold weather if there is a "SUMMIT" ready to draw on.

We have provided a liberal supply of Summit Mackinaw Clothing for our patrons and take this opportunity to advise that you get yours early. You will then have what you want when you want it.

There is a distinctiveness in Summit Mackinaws that is not found in other clothing of the kind.

It is the standard of quality, made of long fibre, all wool western mackinaw cloth, that is firm and durable and which gives perfect service and satisfaction.

Men's, boys' and ladies' sizes.

Price \$4.50 to \$12.50



Richards Bros. & Colliers
WHERE PEOPLE WHO DRESS BEST TRADE

FOR SALE—Good Jersey milk cow. See AUSTIN C. HATCHELL. tf.

WANTED—Room, close in, by gentleman. State price and conveniences. Address "R." care Herald. It.

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

"We cannot disturb the old natural balance of our food supply and get away with it. We may deceive ourselves, but we

"Can't Cheat Nature"

—Dr. Goudiss, Editor The Forecast Magazine

This "old natural balance" is simply Nature's perfect arrangement and proportioning of food elements in our food supply for perfect building of body, brain and nerves. Modern commercialism destroys this "balance," when, in milling flour it casts out (to make it white) most of the mineral elements so essential to health.

Grape-Nuts

FOOD

retains this "old natural balance" of nutritional values in its scientific blend of whole wheat and barley flours, including their vital mineral salts.

Ready to eat, easily digested, delicious—every table should have its daily ration of Grape-Nuts.

"There's a Reason"

Tha Aint No Sich A Thing

- Heavy Ribbed Undershirts and Drawers 50c
- Heavy Fleece Union Suits, Men's \$1.00
- Boys' Fleece Union Suits, extra value 50c and 65c
- Ladies' Fleece Vests 50c
- Fleece Hose 15c and 25c
- Boys' Heavy Cotton Sweaters 65c

\$2.00 Wrenches

Why don't you get one while you can? No matter where you go, there is no stronger one at 5 times this price. This is the best I'll ever have. Turns up to 4-inch pipe couplings. You may break your neck, but never the wrench.

Men's Pants

Strong as a mule—Doe-skin, Fustian and Corduroys.

- \$1.35 \$2.00
- \$2.50 \$3.00

\$4.50 Skirts

There is no difference in these and \$10.00 Skirts except the price. They are made of fine all-wool materials in the latest styles. The difference in price is worth considering.

It's Shoe Time

So far no substitute has been found for LEATHER. The man that makes or sells anything else will go on the rocks. I'd like to show you a pair that will give you satisfaction. Men's, Ladies', Boys' and Girls'. "The All-Leather Line."

- Coal Hods 30c, 40c, 50c
- Stove Zincs 50c and 65c
- Stove Shovels 5c and 10c
- Blue or White Enameled Slop Jars \$1.00
- Teakettles 65c
- 17-quart Dish Pans 65c
- Stand Lamps, No. 2 40c

Dishes, Glassware and Kitchen Furnishings.

This is only a few of the 1001 things you are always needing.

- Men's all-wool Kersey Suits, \$8.50. Xtra heavy and warm.
- Serge Suits \$10.00
- Dress Shirts, coat style 55c
- \$15 Suits made to order. This saves you \$10.

LANDERS
"Right Price Store"
Wayland Building

- Wool Army Blankets, \$4.50 a pair. You can't match 'em under \$7.50.
- Wide Sheeting, Pillow Cases and Pillow Tubing.
- Outing Night Gowns \$1.00
- Knit Underskirts \$1.00
- Serge Skirts \$2.50

LISTEN

Come into our place of business and make a critical examination of our stock, then you can and will appreciate the superiority of our goods. We save you money—put us to the test.

Plainview Lumber Co.

The Wet Spell Is Over

Perhaps you thought that there was no need to have the mud taken out of your clothes or the wrinkles caused by the damp weather ironed out while it was still raining. The rains are over now and you will be safe in phoning us to call for your clothes and undo the damage caused by the rains.

You have surely come to know that when such service is needed that

THE Waller Tailoring Co. WAY

gives the complete service you desire. Ed. V. Price & Co. are mighty rushed but not too much so to give careful attention to your overcoat or suit order.

DRY CLEANERS PHONE 188 TAILORS

We are not responsible for colors in cleaning this season.

MANY STOCKERS AND FEEDERS ON THE KANSAS CITY MARKET.

KANSAS CITY STOCK YARDS, Oct. 16.—Cattle were better distributed through last week, and a larger percentage were stockers and feeders than heretofore, conditions that helped the market. Medium grades of killing steers gaining 15 to 25 cents during the week, other classes steady to strong. Receipts today are 38,000 here, and heavier at outside markets than any day previously this fall, market here steady to fifteen lower, killing steers and best stockers about steady.

Beef Cattle.

It was a run of thin cattle today, few good killers included, best heavy fed steers at \$10.50. Grass beef steers included less good cattle than heretofore, a few at \$8.00 or better, short-fed grass steers around \$9.00, medium and light-weights \$6.00 to \$7.00. There is a fair run of Oklahoma steers here, medium and light weights, at \$5.75 to \$7.35, and several trains of Colorado cattle, the beef steers selling at \$6.85 to \$7.25, cows at \$5.50 to \$7.00. She stuff is weak today, canners around \$4.65, thin cows \$5.25, good cows \$5.65 to \$6.50, corn-fed cows \$7.25 or better.

Stockers and Feeders.

More than fifty per cent of the supply today is thin cattle, and this will be another good week for buyers. Every grade is offered, and receipts include cattle from all over the West. High-bred Panhandle yearlings sold at \$7.10 to \$7.75 this morning, and choice Colorado yearlings \$6.85 to \$7.50, best two around \$7.00, a large number of cheap stock steers here, around \$6.00 either way. Feeders are in better demand, a good many buyers here from Illinois and other states east, but prices are barely steady, ranging from \$6.25 to \$7.90.

Hogs.

Receipts were 10,000 head, and early prospects favored a sharp break, which was modified later, sales 10 to 15 cents lower, top \$9.80, bulk \$9.35 to \$9.75. Order buyers are keen buyers, and paid up to \$9.80, and their sharp competition forces packers to bid up, packers' top today \$9.75. All weights alternate in bringing the top price. Local prices have been running sharply higher than other Missouri River markets, because of the double demand here, from order buyers, and from packers. Many pigs and light hogs are coming, suggesting scarcity later, with possibility of a high winter market.

Sheep and Lambs.

Receipts are much smaller today,

9,000 head, and the market advanced 10 to 15 cents, disregarding weakness at other points. Most of the gain was on aged sheep, fat ewes selling up to \$7.35, heavy yearlings \$8.25, while best lambs brought \$10.30. Native lambs run coarse and uneven, and sell around \$9.85 for best here, Arizonas also below the choice Westerns, about like natives. Feeding lambs sell at \$9.25 to \$9.85, but do not get as quick action as a few weeks ago, feeding

ewes steady, at \$5.25 to \$6.50, breeders firm, \$7.00 to \$9.50.

MRS. BRADY ATTENDING STATE SECRETARIES' MEET.

Mrs. W. L. Brady, secretary of the local Retail Merchants' Association, left this morning for Dallas to attend a meeting of the secretaries from the Association over the State. Mrs. Brady is a director in the State Secretaries' Association.

CALL FOR A CITIZENS' MASS MEETING.

Plainview has an opportunity of securing one of the Tractor Demonstrations to be put on during the summer of 1917.

To discuss the necessary arrangements for entertainment, etc., a mass meeting of all the citizens of Hale County is hereby called to meet at the Court House at 7:30 p. m. Wednesday, October 25th.

CHARLES REINKEN,

President Chamber of Commerce; E. B. MILLER, President Y. M. B. L.

Miss Willie Young left today for Dallas to attend the State Fair.

D. M. Wilson and son, J. M. Wilson, of Bridgeport, arrived here Tuesday and spent the day with J. M. Hamner. He was on his way to Floydada, where he owns land.

Rev. A. L. E. Weber returned from Amarillo Wednesday morning.

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.

Automobile Painting

By experienced men. In a dust proof shop.

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

Dr. Price's CREAM BAKING POWDER

Sixty Years the Standard
No Alum—No Phosphate



There Are Two Pointers

about SNOW WHITE flour you should not overlook. The first is that with it even the beginner can hardly help doing better baking. The second pointer is that it takes less than the usual quantity of SNOW WHITE flour to produce the same sized loaf or cake. Order a sack of SNOW WHITE and you can prove it for yourself. Fully guaranteed.

FOR SALE ONLY BY

T. L. GORDON GROCERY

CASH GROCERY CO'S SPECIALS

CASH BUYING SAVES. CASH GROCERY CO.'S PLAN OF PAYING CASH AND SELLING FOR CASH NATURALLY ENABLES US TO SELL FOR LESS. OUR COMPLETE LINE OF PURE FOOD PRODUCTS CANNOT BE EQUALED ANYWHERE ON THE PLAINS. A VISIT TO OUR PLACE WILL CONVINCED YOU. BELOW WE LIST ONLY A PARTIAL NUMBER OF THE MANY VALUES WE HAVE TO OFFER. OUR SUGAR OFFER HOLDS GOOD UNTIL OTHERWISE NOTED ON THIS AD.

- | | | | |
|---------------------------------------|--------|--|------------------|
| Sugar is advancing. Our price— | | LARD AND COMPOUND. | |
| 12 pounds Cane Sugar | \$1.00 | Swift's Premium Lard, 10 pounds | \$2.00 |
| 100-pound sack for the next 5 days at | \$7.50 | Compound—Swift's Jewel, Purity, Snowdrift, White Cloud or Flakewhite—our price, 10-pound size | \$1.40 |
| | | Crisco, large size | \$1.15 |
| | | Crusto, large size | \$1.50 |
| | | Cottolene, large size | \$1.75 |
| | | FRUIT JARS. | |
| | | Plenty of all sizes now at the old prices— | |
| | | Pints, Mason, fully equipped | 59c |
| | | Quarts | 67c |
| | | Half gallons | 79c |
| | | TEAS. | |
| | | Gunpowder in bulk, best value | 60c |
| | | English Breakfast, pound | 60c |
| | | Basket Fined Japan, pound | 60c |
| | | Lipton's famous Blended Tea in 1/4- and 1/2-pound packages | 25c and 50c |
| | | White Swan, in 1/4-, 1/2- and 1-pound packages | 20c, 35c and 65c |
| | | Sassafras Bark, for hot tea | 50c |
| | | STIMULATORS. | |
| | | 5 packages Argo Starch | 25c |
| | | Seeded Raisins, package | 10c |
| | | Cocunut in bulk, pound | 25c |
| | | Cluster Breakfast Raisins, package | 20c |
| | | 25c Calumet Baking Powder | 20c |
| | | 25c K. C. or Health Club | 20c |
| | | 10 pounds Calumet, \$1.50 value | \$1.25 |
| | | 5 gallons best Oil, our price | 60c |
| | | Popeorn that will pop, 3 pounds for | 25c |
| | | 20 pounds broken rice | \$1.00 |
| | | 10 pounds Extra Fancy Dried Peaches .. | \$1.00 |
| | | 20-pound box Crackers, best grade | \$1.90 |
| | | 35c value Peanut Butter | 25c |
| | | 20c value Peanut Butter | 15c |
| | | Fresh English Walnuts, pound | 25c |
| | | New Almonds, thin shell, pound | 25c |
| | | Regular 25c size Catsup, extra quality, our price | 19c |
| | | Special prices on new South Texas Honey while it lasts. | |
| | | A complete line of Bulk Cookies, always fresh. | |
| | | Fleishman's Yeast received fresh twice a week. | |
| | | CANNED SPECIALTIES. | |
| | | Pineapple, King of Fruits— | |
| | | No. 1 size | 10c |
| | | No. 2 size, 25c value | 17c |
| | | No. 3 size, 35c value | 23c |
| | | No. 10, gallons | 65c |
| | | 2 cans Ideal Peaches, in syrup | 25c |
| | | Fancy Apricots, No. 3 size, 2 for | 35c |
| | | 5 cans Lilly Milk, small size | 21c |
| | | 6 cans Sardines | 25c |
| | | 2 cans large Mustard Sardines | 25c |
| | | 2 cans White Fish Flakes | 25c |
| | | Libby's Veal Loaf, 20c size | 15c |
| | | Have you tried Dairy Maid Milk Hominy? Packed in pure milk | 10c |
| | | Large-size Hominy | 10c |
| | | Large-size Kraut | 10c |
| | | Per case (2 dozen) | \$2.25 |
| | | Justice Corn, 2 cans for | 25c |
| | | Justice Corn, per case | \$2.80 |
| | | No. 2 White Swan Pork and Beans, while they last, 2 cans for | 25c |
| | | 2 large-size Albacore Tuna | 25c |
| | | 3 cans Green Chili | 25c |
| | | A complete line of Gallon Fruits, including Red Pitted Cherries, Pineapple, Gooseberries, Blackberries, Loganberries, Strawberries, Peaches, Grapes and Plums. | |

SPECIAL OFFERS ALL THIS WEEK.

- OFFER NO. 1.**—14 pounds Pure Cane Sugar for \$1.00 with orders amounting to \$5.00 and above, exclusive of Sugar.
- OFFER NO. 2.**—16 pounds Pure Cane Sugar for \$1.00 with orders amounting to \$4.00 and above, exclusive of Sugar.
- OFFER NO. 3.**—20 pounds Pure Cane Sugar for \$1.00 with orders amounting to \$20.00 and above, exclusive of Sugar.

CASH GROCERY CO.

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

\$5.00 Free to You

The coupon at the bottom of this ad is good for \$5.00 on any cash purchase of a Hoosier Kitchen Cabinet, except No. 1650 1-2, at any hour Monday, October 23. The coupon must be presented in person by the purchaser at our store. Remember that next week is the last opportunity you will have to buy a Hoosier at sale prices this year. The extra \$5.00 we are offering is only an extra inducement.

WE ARE HEAVILY ADDING TO OUR LARGE STOCK OF

FURNITURE AND RUGS

Among the very recent arrivals is a shipment of new fall rugs.

Sealy and Ostamoor Mattresses

We think no less of the famous Sealy than we ever did, we have simply added perhaps the only other make as famous as Sealy, the Ostamoor and now have a nice stock for you to select from.

Globe-Wernicke Bookcases

The time of winter reading is here. Classify your books and preserve them in a Globe-Wernicke sectional bookcase. We are expecting a shipment any day of all of the popular wood finishes.

PICTURE FRAMING—Our Service in picture framing is prompt. We delight to handle your work as it should be on short notice.

THIS COUPON GOOD FOR \$5.00

If presented during business hours on Monday, October 23, this coupon will be taken in credit for \$5.00 on any Hoosier Kitchen Cabinet in our big stock, except style No. 1650 1/2, provided the purchase is for cash. It is not good for redemption on any other day during the remainder of the sale.

GARNER BROS. Furniture and Undertaking

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.

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

We will exchange your old furniture for new and make your home more pleasant for the winter. We have a mighty complete stock of House Furnishings. W. E. WINFIELD. 2t.

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.

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

WANT TO RENT furnished hotel. J. S. MULLINS, 209 North White 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.

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

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

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. tf.

LOST—Gold band bracelet set with chip diamonds on one side. Finder please return to Herald office and receive reward. tf.

STRAYED—One brown mare mule, 19 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 SALE. One horse, buggy and harness; in good condition. Terms to right party. ALFALFA LUMBER CO. tf.

We have a few Heaters, Base Burners, Ranges and Oil Stoves left, both at prices we can't duplicate. Better be among the lucky early buyers. W. E. WINFIELD. 2t.

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 don-stairs 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.

New Floor Coverings for winter. Better buy the new Furniture and Rugs while you are setting your stoves, and make one piece of work do for all the changes. W. E. WINFIELD. 2t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

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. ¼, 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. 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.

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.

WANTED—Work by man and wife on farm or ranch.—Inquire at Herald office. 2t-pd.

As you rearrange the furniture to make room for the stoves, you will doubtless find certain pieces which you would like to have replaced. We will take your old furniture and give you a good allowance on the new. W. E. WINFIELD. 2t.

FOR SALE—Good Jersey Milch Cow. Can be seen at Wayland College. tf.

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

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.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making You Sick and Can Not Salivate.

You're bilious, sluggish, constipated and everybody's druggist—has noticed a great falling off in the sale

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

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

HARRISON & KERR CO., General Contractors. Office at Patton Lumber Co. Phone 197. House Phones, 328 and 422.

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

of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who

sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, than nasty calomel and without making you sick, you just go back and get

your money. If you take calomel today you'll be sick and nauseated tomorrow; but

sides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambi-

tion and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

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

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

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

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.

Personal News

Theo. Shepard has accepted a position with the Connell Motor Company. Elma Smith was here today from the Smith Ranch, at Runningwater. W. A. Todd returned this morning from a visit in Fort Worth and Dallas. B. F. Smith, of Lockney, is here today. A. L. Maupin returned this morning from Lubbock, where he has been with a relative who is ill. His daughter, Mrs. Winn, who is in Lubbock, will return tomorrow morning. Rex Lindsay is in Amarillo on business. Rev. L. G. Haggard arrived today from Kress for a short visit. L. D. Rucker has returned from a business visit in Amarillo. Andy Morrison went to Rails today on business. Clint Shepard left yesterday for Fort Worth on business. He will visit the Texas State Fair before returning home. Dr. E. Lee Dye left yesterday for Post City on business. Y. W. Holmes returned yesterday from Amarillo, where he has been on business.

Jno. P. Crawford returned yesterday from Kansas City, where he went with cattle. A Van Howeling has returned from Kansas City. Jim Phillips returned yesterday from a business trip to Kansas City. Mrs. M. M. Harlan, of Calvert, who has been the guest of Mr. and Mrs. E. Harlan, is visiting in Abernathy before returning to her home. She was accompanied by Mrs. I. M. Pool, of Cameron, who has also been a guest in the Harlan home. J. B. Nance is in Wichita, Kansas, on business. R. M. Ellerd returned yesterday from Kansas City. Mrs. C. C. Gidney left this morning for Dallas, to attend the Texas State Fair and to visit with her daughters, Misses Daisy and Marie. They will attend the grand opera in Fort Worth. Dr. E. Lee Dye returned Wednesday morning from a business trip to Tulla.

Judges C. S. Williams and L. C. Perry had business in Amarillo Wednesday. Will Watson returned Wednesday from Kansas City, where he has been on business.

T. A. Miller is visiting on business in Brownwood and Dublin.

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.

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, returning 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.

Geo. Allen
The House Reliable
Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF 1000 TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

A QUESTION OF QUALITY

QUALITY, regardless of price should be the chief consideration of every careful drug buyer. Cheap drugs can never take the place of the pure high grade kinds.

We are particular drug buyers and always insist on getting quality goods. Our care extends further, for while goods are in stock, we guard against deterioration.

This care is exerted so that the best interests of our customers may be conserved.

Anything you buy at our store—Drugs or Sundries—will always be of right quality and the price will be right, too.

Dye Drug Company

The Rexall Store

Phone 23



You'll soon be thinking of a way to please Father and Mother and friends at Christmas time. Think of photographs. Your portrait, as you are today, will please them all.

Make an appointment before the busy season

Cochrane's Studio

OLMPIC

"Quality Did It"

Saturday, October 21st

"The Moral Fabric"

5 reel Triangle special.

"The Love Riot"

2-reel Keystone Comedy

Monday

"The Shielding Shadow"

Tuesday

BLANCHE SWEET in

"Public Opinion"

Wednesday

5 reel selected program.

Thursday

5 reel selected program.

Friday

Marguerite Courtot and Owen Moore in "Rolling Stones"

Saturday

MAE MARSH in

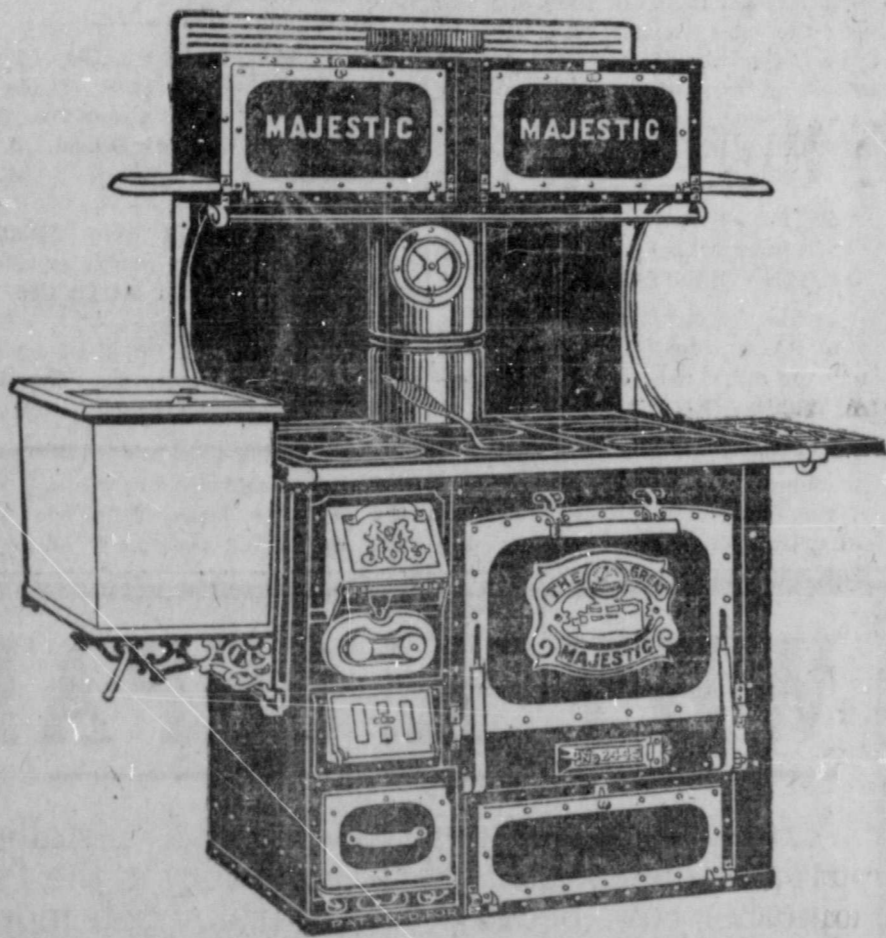
"Hoodoo Ann"

and a 2 reel Keystone comedy

NO MORE DANDRUFF
NO MORE FALLING HAIR

Nearly every one has dandruff, and must reconcile themselves to the idea of becoming completely bald or resort to the use of Newbro's Herpicide. The manufacturers have absolute faith in Herpicide to remove all traces of dandruff. So perfect is this belief that all dealers are instructed to sell the preparation with a "money back" agreement. Such supreme confidence is the best evidence in the world of the merit of Herpicide. They know the result, hence the guarantee. It protects the purchaser. Used as directed, Newbro's Herpicide eradicates dandruff and prevents the hair from coming out. It stops itching of the scalp, which is so disagreeable. Newbro's Herpicide in 50c and \$1.00 sizes is guaranteed to do all that is claimed. If you are not satisfied your money will be refunded. Applications may be obtained at good barber shops.

THE R. A. LONG DRUG STORE.



Many styles and sizes—with or without legs

SPECIAL DEMONSTRATION AND SALE

Great Majestic Ranges

"The Range With a Reputation"

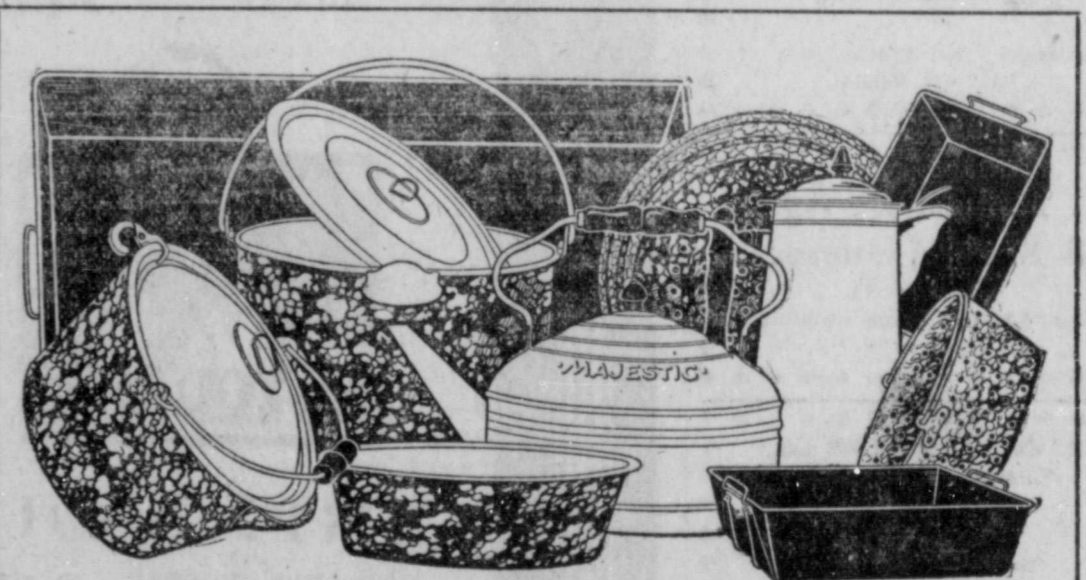
FOR ONE WEEK ONLY

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 all 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