# THE PLAINVIEW EVENING HERALD <br> TWICE-A-WEEK 

VOLUME 97. NUMBER 86

AINVIET, TEXAS, FRIDAY, OCTOBEE

TARFFF 2-B PRRBBBEIY
WILL BE SUSTANED



T
|eEfiow retunn wil BEPSTED BY THE HERAD "manam newn wima tatned-Returns to Be Furnished
to Theatres.

'Round About Town
 AT THE COTTON PALLCE MEETMG A "FIZLE"

OR. I. D. . HABBY HAS CHRREETO MET NEXT WENESSOAY

HALE COUNYY TO SHOW TRRGTOR SHOW MASS NEW BROGEE WILL SPAN REDNEW SILIEETON AUTO RNVER ON RAD TO PAAWVEW

## ROADIS NOW ASSURED



## New Suits New Coats New Waists

 Quality-Style-PriceWe receive the new styles while they are new-and our prices are always so much lower than you can get good garments elsewhere.

Come in today and see the exceptional values and the individual styles.

## +2 $95 \begin{gathered}\text { Latest } \\ \text { Ready } \\ \text { Trimmed } \\ \text { Hats }\end{gathered} \$ 3.50$

We are showing the very latest New York styles in black velvet and beaver hats.

If you would save $\$ 1.50$ on a new, nobby hat you must see and buy one of our most attractive hats.

## - Better Clothes for Less Money

Today you can actually buy BETTER CLOTHES for the same money than you could ten years ago. For the simple reason that the manufacture of clothing has become more efficient.

We carry a line of clothes that represent the the maximum of quality at the minimum of cost.

## Suits, Overcoats and Mackinaws

The large assortments, the excellent materials and the reasonable prices make this store the logical place to buy your clothes

## Our Prices

We have so much confidence in our quality clothes which we sell at popular prices at all times that we invite you to come in at any timeand"compare our prices. You will readily see the difference.

## New Hats

Don't forget that new hat. We have all the new ones$\$ 3.50$ and $\$ 4.00$.

## Shoes

High prices don't prevail at our store. Let us show you good shoes for less money.

 is the most satisfactory breed of cattle fit to remove from our midst Mr. Jos.
fron
for practical dairy
 hope of the bureau that Dallas County friend, and brother in Christ; and
dairymen will take advantage of this
WHEREAS his life at all times has $\begin{gathered}\text { RESOLVED (1) That we use this } \\ \text { Ween }\end{gathered}$

 (MISB) MARY BRASE
A. F. BILLBERRY,
Committee on Re



## The "Hang" of Your Overcoat

will at once reveal artistic workmanship and, fabric goodness if made expressly for you by our famous Chicago tailors,

## ED. V. PRICE \& CO.

Have us send them your measure and secure ultra-stylish appearance, quality and economy in your clothes.
Hundreds of new desirable Autumn and Winter weaves await your inspection and your selection now will unquestionably proclaim your style-leadership. Better leave your measure today.

WALLER TAILORING COMPANY

> $\mathrm{T}^{\mathrm{HE}}$ personal thought - -the spirit of the giving, determines the value
of the gift. What, then, could be more fitting could be more fitting
than than your portrait for
the Christmas remem-brance-to carry your simple message of friendship.
> Adozen portraits solve, at once, a dozen perplexing gift prob-
> Make an appointment today, before the busy season
> THE COCHRANE STUDIO


Dr- Dallas, where she will visit her par-
ents and attend the state Fair.
J. v. Boston, of Kress, spent Friday

-4 toses and son spent Sunday with Frank
Parkn and family
Mr. and Mra. J. . G. Seipp and Messrs.

Fair.
J. J. Groff and family and C. P.
Seipp. Tony Scheinost, Cley williams,
Seipp.. Tony Scheinost, Clay Williams
Clell Bagett and Norvell Raper called
on Edgar Jobnson and family Eunday.
Mr malled
and
Mr. and Mrs, J. C. Fuller entertainer
Iriends from Floydada Sunday.
C. P. Selpp is filling a sillo for Dr
Johnson.
Rev. s. J.
Rev. S. J. Upton, of Plainview, com-
menced the revival at this place Wed-
nesday, and it closed Sunday, at the
evening hour. It was also his last ser-
evening hour. It was also his last tser-
mon, and we are indeed very antios
for his return again as our pastor
Ther
for his return again as our pastor.
The meeting proved very successful,
there being site
The meeting proved very successful,
there being sixteen members taken
into the church. Mr. and Mrs. Edgar
into the church. Mr. and Mrs. Edgen
Johnson and E. E. Freeman Joine
thron
through confession of faith, and the
the
following by letters: Mr. and Mrs
Math, and th
隹

Dorothy Wheeerer, Misses Hazel and
Mrs. Adford 'Wheeler
Mrs, Addie Willams and Miss Rover
letters: Mr. and Mrs. Mromise of
leters: Mr. and Mrs. Morris an
Mises Helen and Eileen Groff.
${ }^{\circ}$ 'clock a. m.
Miss Roxie Range will continue met
school, starting Wednesday.
Mrs. Mary Ott and son, Ira, of Run-
ningwater, spend Suday
nome.
dallas cointy farmers
bUY dairy cattle, also
With a view of improving the class
Chamber of Commerce and Manufac-
turers' Association, through its bureau
of agriculture, yesterday telegraphed
c. o. Moser, who left here recently
Chicago, to purchase thirty head of
Holstein yearlings for Dallas dairy
farmers. This carlond of yearlings will
armers. This carlond of yearlings wint
be distributed among Dallas Count
datrinuted among Dallas County
at Dallas, in the near future.
Mr. Moser was sent th Chicago to
purchase a number of fiolstein
purchase a number of fiolstein aud
daity cattle for farmers in Lubbock
and Hale counties.


Squeezing
The Loaf
The soaring price of wheat has decreased the size of the loaf or increased the price. Either means increased cost of living
The makers of

## Grape-Nuts

have neither advanced the price, decreased the size of
package, nor lessened the quality of this splendid package, nor lessened the quality of this splendid wheat and barley food.
It contains the full nutriment of these sturdy grains, including their invaluable mineral elements, so vita capable brains.
Quickly digested, appetizing-a household word for nearly a score of years-Grape-Nuts easily stands at the head of all prepared cereals for deliciou
flavour, concentrated nourishment and economy.

Every table should have its daily ration of Grape-Nuts

Sold by Grocers everywhere.


## The Right Way

## Is the Healthful Way

Coffee and tea disagree with a great many people, and science points out the cause-caffeine-the cumulative drug in both these beverages.

## POSTUM

is entirely free from drugs or any harmful substance. It is made of ing, delicious and healthful.

A change from coffee and tea to Postum has helped thousands; it may help you.
"There's a Reason"

## Nut Cake <br> KG Baking Powder <br> Pure-Healthful-Economical The highest grade of baking powder possible to buy and your money refunded if it fails to satisfy. Ask your dealer Jaques Mfg. Co., Chicago

## 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.

## WE HAVE INSTALLED OUR HOT DRINK APPLIANCES

and are about ready to meet your requirements of what we think a particular public will want this winter in the way of hot drinks. Our steam table will be connected up in a few days and this will enable us to serve light lunches and hot drinks both day and evening to you and your friends singly or in large parties. We especially cater to matinee or evening parties in the service of selected menus.

The time has come for the family reading-some of you will want books but most of you will want lighter short story reading, or perhaps the heavier magazines dealing with the coming election will most interest you. Anyway we have the magazines and receive daily two of the best newspapers pub lished in the west-The Kansas City Star and The Kansas City Times,

We are featuring Nobility Chocolates and King's Candies to those of you who especially want to please HER with a box of dainty sweets.

Every day we add new cigar and tobacco custom ers. They fird our stock fresh and in good shape and they find a wider selection than in most places. If you are not patronizing this department Mr. Smoker we invite you to do so.

We ask you also to permit us to sell you your fruits this winter.

Everybody's Confectionery adjoining the town section and will plished thls year, and it is hoped to别 the next few days. have a good report at Annual Confor p. m. in saturday, October 28, at
GEO. R. QUESENBEERRY,p. m., in the County Court room. You
s. s. SLONEKERR, ..... SLONEKER,
Seeretary-Tresure

# Wallace's Mammoth Poland Chinas 

The $\mathbf{1 0 0 0}$ pound, $\mathbf{\$ 1 , 2 5 0}$ King Joe, 70282, heads this herd KING JOE sired the JUNIOR CHAMPION at the National Swine Show at Omaha, also at the Iowa State Fair.
The largest herd of Big Type Poland Chinas in Missouri.
50 husky young boars for sale. They will please you and are priced for quick sale.


SPECIAL DEMONSTRATION
AND SALE
Great Majestic Ranges
"The Range With a Reputation" FOR ONE WEEK ONLY
Commencing October 30th to November 4th
During Many stoles and sizes-with or without legs
jestic Factoryato 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 explajn 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, ${ }^{\text {b/ will }}$ answer any questions relating to stoves.

## CHILDREN'S SOUVENIR DAY

Tuesday of demonstration week 3 to $5 \mathrm{p} . \mathrm{m}$.
125 MAJESTIC AEROPLANES FREE FUN

FUN
FUN
 Aeropiane. It is easily made to fly from 10 to 5 for feet in the air. You will all
want one. Don't fail to get yours. The first 125 boys and giris who present to the Majestic Range salesesan at our store, between 3 and $s$ p $p$.... on Tuesday,
the
written answers to the following questions will receive one of these aeroplanes

1. What is the name of your mother's range and how long has sit been in use?
2. Give names of any persons you know needing a new range.
. Why is ine Majesic known as the Range with a Reputation?
3. When is your birithd
$\$ 1.00$ ARTICLE FREE
The boy or girl giving the neatest and best answer to the third question may select any $\$ 1.00$ article from our siock in addition to the souvenir.

## A PRIZE FOR EVERYBODY

Don't be discouraged it 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 lo have pour 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.


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.

BRING YOUR NEIGHBOR WITH YOU Phone 80 DONOHOO-WARE HARDWARE CO.

## $\square$ DOAAMN

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



## Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their steves 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 <br> \& <br> BONNER

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 mohey 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. <br> Phone 178



Select your Coal with same judgement as anything else. My ten years experience with all coals coming into this market enables meto give the best value for the money.

> Simon Pure Nigger-head Lump Coal
> \$ 8.50
> Simon Pure Nigder-head Nut Coal
> Peeriess Eg8 or Lump Coal 8.00

> Peerless Chestnut Coal 7.50

> Lykens Valley Penn Anthracite 6.50

> Black Diamond Anthracite 17.00

> Arkansas Anthracite 12.00

50 cents more per ton delivered. Subject to change any minute, without notice
Full line of feedstuffs bought and sold, prices applying the best market will stand. See me first.

## E. T. COLEMAN <br> Coal and Grain Dealer

Telephone No. 176
Between Depots

















$$
1
$$




## $\begin{aligned} & \text { market, pound } \\ & \text { Per 100-pound sack } \\ & \text { WASH-DAY GOODS. }\end{aligned}$ W............... 13 bars White Soap 13 bars Clean-Easy S

Cole Bros. show at Lubbock
Fare $\$ 1.40$ for the round trip.
Dallas State Fair tickets on sale daily until Oct. 28th, final limit Oct. 31st. $\$ 14.75$ for the round trip.
New Mexico Bankers Association at Albuquerque Nov. 12 th to 14 th. Final limit Nov 17th. $\$ 20.30$ for the round trip.
For further information call on or phone
JOHN LUCAS, Agent

## CASH GROCERY CO'S SPECIALS

CASH BUYING SAVES CASH GROCERY CO. S PLAN OF PAYING OASH AND
SELLING FOR CASH NATURALLY ENABLES US TO SELL FOR LESS OUR COMSELLING FOR CASH NATURALLY ENABLES US TO SELL FOR LESS, OUR COM-
PLETE LINE OF PURE FOOD PRODUCTS CANNOT BE EQUALED ANYWHERE ON PLETE LINE OF PURE FOOD PRODUCTS CANNOT BE EQUALED ANYWHERE ON
THE PLAINS. A VISIT TO OUR PLACE WILL CONVINGE 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
$\qquad$
$\qquad$
 Murdock
ing kind

## GRAPE JUICE.

HAMS AND BACON Majestic \& S. Breakfast Bacon, pon Laurel or Banquet Bacon, sugar cured pound
sycamore
Sycamora, English Style, pound
Dry Salt, for seasoning, pound
Dry Salt, for seasoning, pound
Sliced Dried Beef, 35 c value
PICKLES.
Sour piekles in bulk, gallon
Pienic sizes, sweet and sour
Gedney's Dill Pickles, in tins
$\underset{\text { sinco }}{\substack{8.50}}$
Lard and compound

Between Depots

## CASH GROCERY CO.

Pure-Foort roducts. O. E. BRASHEAR, Mgr
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.


## TTS STOVE TMWE



# F00TBALL 

## Lubbock High School vs. <br> Wayland College

Saturday Afternoon, October 28th 3:30 0'Clock

WAYLAND FIELD
Admission
35 c

## The Last Word in 1916 Six-Cylinder Development

马NEW MARION embodying all the beautiful detail of finish and improve
ment throushout that instantly dis tinguishes ment finishoghod producuct. thinguishes the finished product. type, high-speed $3 \times 5$ six-cylinder moter Westinghouse latest electrical equipment. Under absolute control by the big 14 -inch brakes.
Beautifully and luxuriously uphalstered in the finest long grain bright finish real leather. With Chase leather one-man top, and Collins quick attachable currains. The bige roomy body finished in that rich distinctive Marion wine color. Brown-Lipe spiral bevel differential.
120 ${ }^{120}$-inch wheelbase. 4-inch tires, non-skid on rear whels.
Weighing but 2600 pounds. W. R. SIMMONS, Agent for Imperial and Marion Cars THE MUTUAL MOTORS CO., JACKSON, MICH.

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




## SNAPS! SNAPS!

BE QUICK
 in muturation Proce toenl. Eay uma

## SOME FARM

TO EXCHANGE-160 acre irrigated farm near town. Have only ten days to turn it. If you want a home see this.

## WILSON-HOLLE



## Automobile Painting

By experienced men. In a dust proof shop.
Richards Automobile Painting Co.
One dor wetof Kight Autuo Co.
CHEVRLET

## SEE THE CHEVROLET

A real automobile for only $\$ 540.00$
E. ©. EGGE AUTO COMPANY

Plainview, Texas

## LIN GOOD LOOKS

Mean Nice Hair and a Clean Scalp


## LOOK! LISTEN! German Heaters

The Geriman Heater is an eco.
nomical 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.



SPECIAL CLOSING OUT SALE OF CHINAWARE, BRASS GOODS, PLAIN AND FANCY GLASSWARE, CROCKERY, BASKETS, ETC. Beginning Saturday the 28th

## Going Out of Business

The advancing prices of all merchandise has forced us, for the protection of ourselves and our customers, to store large stocks of staple piece goods. Our balcony that has been used for displaying chinaware, etc., has become so crowded that we can no longer give space for these bargain lines.

The tinware and enamelware has already been sold at wholesale and the lines mentioned above are to be closed as soon as possible. Many goods will be offered in this sale at much less than the manufacturer's price today.

The chinaware consists mostly of plain white ware, plain gold band, green and gold band and floral decoratior.s.

## Richands Swa.Goelien



THE OLYMPIC THEATRE TWO DAYS, WEDNESDAY AND THURSDAY, NOVEMBER 1st and 2nd GU'ARANTEED TO BE THE BEST PHOTOPLAY EVER HERE

# Big Special Sale \$5,000 WORTH OF GROCERIES 

## To Be Sold In the Next Fifteen Days

We have a surplus of groceries, but are needing some money, and for Spot Cash for 15 days only will make a special reduction on everything in our store. As all kinds of groceries are advancing rapidly on the market, by taking advantage of this sale

## YOU CAN SAVE MANY DOLLARS

We have a very large stock of high-grade flour and will sell to you at a lower figure than it can be bought today at the mills. A great saving.
Any regular $\$ 1.00$ per can coffee in the house
90 c
All syrups to close out at less than wholesale cost today. The genuine article, too

EVERYTHING ELSE AT SIMILAR REDUCTIONS
Remember, these prices are for spot cash only, and the sale will continue but fifteen days.

L. J. WARREN GROCERY CO.<br>Northeast Corner Square<br>Phones 233-234

| Dry Goods | BUY IT NOW <br> Better mark the list and bring it so you won't forget. These prices good only on These prices good on present stock on hand. |  |
| :---: | :---: | :---: |
|  |  | Pure candy, pound, 15 c Niee chocolates, 1 b ,, 25 |
|  |  |  |
|  |  | c, 40e and |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | Elbows, 2 for $\ldots . . .25 \mathrm{c}$ |
|  | Tays they'll wear. 90 days wear for $\$ 3.00$ is more than | 3 foot pipe wrenches, strongest made, . $\$ 2.0$ |
|  | 180 days for $\$ 4.00$. The "All Leather" line for me. | $\begin{aligned} & \text { ex, } \\ & e 5 \\ & 25 \end{aligned}$ |
|  | L | ch pipe wrenches, |
| Fleeced ladies vests 50 c <br> Fleeced misses unions, <br> 50 c and | White slop jars ...... $\$ 1.00$ |  |
|  | White water pails, 50c and | Ford radiator caps, 15 c Good hammerhandles cos |
| Outing gowns .... 81.00 | Berlin kettles, 8 quart 50 c |  |
|  |  | Oak tan half soles, pair, |
| Musping gowns and petticoats, pood materials, daintily trimmed, |  |  |
|  | Double boiler |  |
| daintily trimmed, great bargain at ....... $\$ 1.00$ | Tea kettle |  |
| You vall find there is a decided difference in hose | Aluminum <br> Tea kettles | pins, 300 brass dress pins, .. 5 C |
| Rest" line. Material, | Berlin kettles, 6 quart, 1.25 | , |
|  | Berin kettes, 8 quart, \$1.50 | Rubber tipped pencils, |
| appearance, dye and in <br> wear, 25 c and $\ldots . . .30 \mathrm{c}$ |  |  |
| 20c. <br> Xtra heavy mixed cottor <br> sox, pair, …......10c <br> White foot sox |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Nice, soft men's handkerchiefs, each ..... 5c Men's suits, all wool, in |  |  |
| 300 patterns, at $\$ 15.00$ <br> Made to your order. Save $\$ 10$. | Large assortment flower buibs, 8 for ….........25c |  |
|  | Whatever you may need ask me |  |
| Overcoats same price and pants to order at | BEN LANDERS |  |

