



HALE CENTER NEWS.

Mrs. R. A. Miller returned home Wednesday from Plainview, where she has been for the past week visiting her daughter, Mrs. George Doubleday.

Light Brother bought the first of the week, of Mr. Sansom, of Lamb County, 500 head of sheep. The sheep were received Friday and placed on their farm-ranch, two miles north of town. These gentlemen have also bought of Dr. W. R. Ferguson fifty head of cows and fifty head of calves, and also bought Dr. Ferguson's lease of the section north of town. Messrs. Light are enterprising stockmen, and this stock that they have bought is quite an addition to an already first-class stock. Such stockmen as these, who believe in handling nothing but the best, are doing their share in proving that Hale County is admirably adapted to the best.

Z. E. Black, secretary of the Young Men's Business League, and Dr. J. C. Anderson and Walter Day, of Plainview, and Walter S. Ayres, of Chicago, Illinois, were business visitors in Hale Center Tuesday. Mr. Black was here to interest our people toward helping Plainview prepare an exhibit for the Cotton Palace, at Waco. Mr. Black promised to give our people the proper credits, and we are sure that our people will gladly assist their Plainview friends in any way that they can.

W. W. Laney, one of our substantial farmers, living northwest of town, reports having splendid success with his sweet potatoes. He reports that he realized \$150 from one acre of sweet potatoes. We think this speaks well for our soil, and also shows the splendid class of farmer that Mr. Laney is.

Miss Hazel Buckingham and Miss Rash spent Saturday in Plainview visiting friends.

Rev. and Mrs. B. H. Oxford visited relatives and friends in Plainview Tuesday.

C. C. Cornelius, of Coleman, spent a portion of this week in Hale Center

visiting friends and looking after business. Mr. and Mrs. W. N. Claxton, Mrs. S. J. Whitacre, Miss Viola Smith and Mr. Tom Claxton were visitors in Plainview last Saturday.

A. F. Quisenberry left Friday for a visit with his wife, in El Paso. His little daughter, Miss Minnie, accompanied him.

Mr. and Mrs. George Yates entertained, at their hospitable home, in South Hale Center, last Thursday night, in honor of Rev. and Mrs. Oxford. Those present were: Rev. Oxford and family, the stewards of the Methodist Church and Rev. Oxford's Sunday School class. A salad course, with tea, was served. All certainly enjoyed a pleasant evening.—Hale Center Record.

BEEF CATTLE CONTINUE TO ADVANCE AT KANSAS CITY.

KANSAS CITY STOCK YARDS, Oct. 30.—Cattle sold 35 to 50 cents higher last week, with every indication that the market was gathering strength. Receipts of 28,000 head today met a strong demand, trade active and prices a shade higher. The run is largely from distant points, and its character suggests that this will be the last heavy week in cattle receipts this season. Total for the month will be around 360,000 head, exclusive of 30,000 calves, twenty thousand more cattle than were ever received here previously in one month.

**Beef Cattle.** Prime finished steers are quotable up to \$11.00, but the best heavy steers here today brought \$10.40. Short-fed steers sell at \$8.25 to \$9.50, warmed-up steers up to \$8.50, and though feed is high, cattle that have done well in the feed lot are paying out at any stage. Finishing shipments are coming from all quarters and selling at \$7.00 to \$7.75, light steers \$6.00 to \$6.75. Range beef steers were numerous today, and sold at \$6.75 to \$7.25, from Texas, New Mexico and Colorado,

some heavy Oregon steers face last week at \$7.15 to \$8.00. Local killers brought in 25 cars of canner cattle from St. Louis and Chicago to help out on orders here in the last week. Canner cows sell at \$4.50 to \$5.00, medium to good cows up to \$6.75, choice weighty cows \$7.00 or better.

**Stockers and Feeders.** Shipments out reached 38,000 last week, and prices ranged 30 to 50 cents higher. Offerings today contained some choice three-year-old New Mexico steers at \$7.50, pretty good Texas yearlings at \$7.00 to \$7.25, medium grades \$6.25 to \$7.00. Fleshy feeders sell up to \$8.80, high-bred range feeders \$7.00 to \$7.50, plain feeders \$6.35, this morning, some weighing 710 pounds at \$5.75.

**Hogs.** Heavy receipts of hogs at all points caused a decline today, but it was not as severe as it looked at first, the close 5 to 10 cents lower, top \$10.15, five cents below Saturday, bulk of the sales \$9.75 to \$10.10. Heavy hogs and medium weights each sold up to the top, light weights up to \$10.05. Local prices have not only been running above other river markets for some time, but are now close up to Chicago, conditions that will continue indefinitely, because of feed scarcity in Kansas and Missouri, which means scarcity of fed stock at Kansas City.

**Sheep and Lambs.** The market ruled 10 to 15 cents higher, following advances late last week. Prime lambs are quotable up to \$11, although the best here today sold at \$10.90. Native lambs stopped at \$10.25, fat ewes around \$7.00. Feeding lambs are stronger, and if prophecies of local sheepmen count for anything, winter prices are going to be high, and the feeding operation attended with profit. Range runs will soon be over, when all classes will be scarce and strong. Feeding lambs bring \$9.35 to \$9.00, breeding ewes \$7.00 to \$9.00.

J. A. RICKART.

THERE'S ANOTHER BILLIE BURKE, Well Known Actress and Husband Receive Many Congratulations.

NEW YORK, Oct. 23.—A bouncing baby daughter was born today to Billie Burke, noted stage star, who in private life is Mrs. Florenz Ziegfeld, Jr., wife of that well known theatrical manager. Inquiring friends were told at the Ansonia Hotel, where Mr. and Mrs. Ziegfeld have apartments, that both mother and baby are well and hearty.

Congratulations for the couple from all parts of the country kept Mr. Ziegfeld and his secretary fairly busy throughout the afternoon, but Mr. Ziegfeld managed to spend a part of the day at his office.

The theatrical manager has been living at the hotel for ten years. He and his wife have made it their winter home since their marriage.

Rev. and Mrs. Geo. W. Shearer, of Tulla, were here Wednesday. Judge J. E. Lancaster has returned from a visit in Dallas.



WHO SAID "NOBODY LOVES A FAT MAN?"

Of course there are "fat men and fat men," but there's no reason on earth why every man, no matter what his weight, can't look trim and smart.

A MICHAELS-STERN SUIT

in a "stout" model will fix all that for any man, no matter how many his pounds, no matter how great his clothing difficulties may have been in the past.

Right here we can show you a splendid variety of styles and patterns in stout models.

Our prices invite your most careful inspection—\$16.50 to \$24.50.

Other suits \$12.50 to \$14.75.

Jacobs Bros THE ONE PRICE SPOT CASH STORE

**WINTER IS COMING**

Make motoring pleasant by buying your choice of one of our assortment of rain-proof

**Fine Wool Robes**  
\$6.25 Each

**BARKER & WINN**  
FORD BUILDING

**CHEVROLET**

**SEE THE CHEVROLET**

A real automobile for only \$540.00

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

31 1/2 Horsepower

New Series **Overland** Model 75 B

\$635 Roadster \$620 F. & T. Model

**Amazingly Comfortable**

They like its power—it's the world's most powerful low priced car.

Everybody concedes its beauty.

It wins on economy.

But its roomy seats, deep upholstery and easy riding cantilever springs—

These things make it so amazingly comfortable that people can hardly believe their senses.

You wouldn't think that a small, light, economical, low priced car could be so comfortable.

But come in and let us prove it to you.

**KNIGHT AUTO COMPANY, PLAINVIEW, TEXAS**  
Corner Austin and 5th Streets Telephone No. 237

The Willys-Overland Company, Toledo, Ohio  
"Made in U. S. A."

**\$1,000,000.00**

To Loan to Farmers and Stockmen for Investment in Live Stock  
Proposals invited for either large or small amounts  
SATISFACTORY MARGIN REQUIRED

**The Citizens National Bank**

Capital \$100,000.00 Plainview, Texas

Community Correspondence

HALFWAY MOTHERS' CLUB WILL SOON GIVE PLAY.

Albert Kayser Sells Farm and May Buy Place in Halfway Neighborhood.

HALFWAY, Texas, Oct. 30.—The farmers are very busy finishing the sowing of wheat and gathering of crops, and the weather is ideal autumn weather.

Mr. and Mrs. J. W. Dye and Willard Dye went to Tahoka Friday, returning Sunday.

Mr. and Mrs. R. L. Hooper returned last Wednesday from a visit to relatives in Kaufman and Terrell, and from a visit to the Dallas Fair.

Clabe Puckett, of New Mexico, visited his sister, Mrs. J. W. Dye, last week.

Albert Kayser has sold his place nine miles northeast of Plainview, and expects to buy again, near Halfway.

A. Wilson, of Hill County, is here, and will begin the erection of his house in about a week.

Misses Lena and Essie Hooper and Miss Crandall, of Mayfield, attended Sunday School here Sunday.

Prof. Charles Smith went to Floydada Saturday, returning Sunday.

Mr. and Mrs. W. P. Evans and Mrs. D. W. Miles, of near Kress, visited Mr. and Mrs. B. B. Huguley Sunday. Mrs. Miles remained for a week's visit with relatives.

The Mothers' Club are getting up a play, "Dot, the Miner's Daughter; or One Glass of Wine," to be rendered in the near future.

Mr. and Mrs. Hilary Churchwell, of Plainview, were guests of the Spence family Saturday and Sunday.

D. W. Hooper and family have moved to their new home, about five miles west of Halfway.

Melvin Emerson and family have moved to the Dan Gray place.

Mrs. Thomas Stanton, of Plainview, after visiting relatives here for some days, returned home Saturday.

Misses Myrtle and Martha Spence, of West Side, and their cousins, Mr. and Mrs. Hilary Churchill, of Plainview, attended the League here Saturday night.

Julian Smith was the only boy from the Halfway Pig Club to enter a pig in the contest on last Saturday.

"SPOOKS" GALORE WALK IN LIBERTY COMMUNITY.

LIBERTY, Nov. 1.—Sunday School was well attended at this place Sunday.

Rev. Holland, of Plainview, will preach here Sunday at 11 o'clock a. m.

Geo. Farris and wife, of Plainview, spent Sunday with J. J. Groff and family.

Nick Klein purchased a new car Friday.

Geo. Schillabarger and family, Edgar Johnson and family, Herman Tumberg and family, C. P. Selpp, Tony Schlenost, Frank Lundgrum, Willie Beard, of near Hale Center, and Misses Helen and Eileen Groff, Hazel and Dorothy

Wheeler, Roxie Range, and Grace Beard, of Hale Center, spent Sunday with R. E. Houston and family.

Misses Grace and Helen Beard, of near Hale Center, spent Saturday night and Sunday at the J. J. Groff home.

The Liberty Social Club meets Thursday, with Mrs. E. E. Freeman.

C. C. Alexander and family and Nick Klein and family called on L. L. Wheeler and family Sunday evening.

W. F. Beard and wife, of near Hale Center, spent Tuesday with Mr. Pinosod and family.

A number of people attended the singing Sunday evening given by Misses Helen and Eileen Groff.

Clifford Wheeler was a pleasant caller Wednesday evening "down south."

Mrs. J. J. Groff and daughter, Miss Helen, spent Thursday with Mrs. J. J. Boston.

Mrs. Geo. Shellabarger called on Mrs. Herman Tumberg Thursday.

A number of our people were shopping in Plainview Saturday.

Mr. and Mrs. Edgar Johnson and Frank Lundgrum entertained a number of friends, between thirty-five and forty, at their home, Tuesday evening with a Hallowe'en social.

Hallowe'en pranks of all kinds were played upon each visitor. Two ghosts met them at the gate. Refreshments of apples and popcorn balls were served.

At a late hour the guests departed, declaring they had a splendid time throughout, and that this will not be Mrs. Johnson's last social is our wish.

ACCIDENT'S BEFALL TWO YOUNGSTERS AT OLTON.

Misses Sires and Brashear Are Hostesses for Pupils of the Primary School.

OLTON, Texas, Nov. 1.—The Olton public school building is nearing completion.

Mark Akers, grandson of Mrs. Emily Keenan, has returned to his home, in San Angelo, after an extended visit with relatives here.

Miss Pearle Cowart, who was operated on in the Plainview Sanitarium, is reported to be doing nicely.

Tom Keenan made a business trip to Abilene this week.

Master Paul Burrus is suffering from a severe cut on his leg. He was thrown from a horse.

Master Alton Keenan is absent from school this week on account of a broken arm.

Misses Brashear, Sires and Cowart spent the day in Plainview Saturday with Mrs. M. F. Brashear, returning home that night.

Miss Margaret Locke visited with home folks Saturday night and Sunday.

Manley McGill was a social caller at Mrs. Keenan's Sunday.

Messrs. Frank Triplett and Manley McGill attended a social at Hale Center Friday night. The result was a "tremendous hit," but decidedly a one-sided affair.

At the home of Mrs. Emily Keenan.

Wednesday afternoon Misses Sires and Brashear entertained most delightfully the primary room and smaller music pupils. The children were brought from the public school building by Miss Sires, and were greeted most heartily at the door by the old witch, who happened to be Miss Brashear. They were then ushered to different parts of the house, where various games and contests awaited them, Margaret Nafzger and J. P. Williams winning the prizes. At the witch's signal they assembled in the dining room. Amid jack-o'-lanterns and goblins, spooky stories were told, after which a delightful luncheon was served.

THE EAST MOUND SCHOOL BUILDING NEARING COMPLETION.

EAST MOUND, Nov. 1.—Mr. and Mrs. Cliff Horne, Wade Wallace and Owen Harris left Sunday morning for Waco, to attend the Cotton Palace. They are making the trip in Mr. Horne's Ford.

Mr. and Mrs. J. P. Marlin and family, Mr. and Mrs. A. H. Estes and family, Mr. and Mrs. Clayton Eiring, Pled Conley, Lon Conley and Mr. and Mrs. William Sewell and family spent Sunday with Mr. and Mrs. D. W. Wallace.

Grover Vaughn moved this week to the place he recently purchased, west of Tulla.

Chas. Eepy will move soon to a place in the Liberty neighborhood. He is sowing his wheat there this week.

Work is progressing rapidly on C. J. Gardener's place.

The carpenters are now doing the inside work on the new school building.

Mr. and Mrs. Dave Thompson, of Childress, are visiting Mrs. Thompson's father, B. F. Cox.

The pupils received their report cards this week, and most of them are doing splendid work.

J. B. Long's granary was destroyed by fire Sunday night. There was about 2,500 bushels of wheat in it at the time.

The improvement on Mr. Scneider's

Swisher County section are about completed.

Miss Murtice Saffle spent the week end with her parents, in Plainview.

D. W. Wallace moved his cattle home from Swisher County Wednesday.

J. B. Long is hauling material for a modern six-room house, which he will build on the site of the old house.

Chil Slaton passed through this community Monday with a drove of fine cows.

Almost every one has finished harvesting their row crops, and some few are still sowing wheat. The wheat that is up is looking fine.

F. V. Scneider is fencing a ten-acre pasture of black emmer for hogs.

Isn't It a Fact

That you have come to look forward to our big furniture shipments every Spring and Fall as representing a complete assortment of the most authoritative patterns from the big markets?

We buy our selections thru a buyer who visits the markets and selects stocks from the factories latest creations. In this way we buy advantageously as to price and we get the selections which will most please you.

2 Big Carloads of House Furnishings

Arrived here this week. Our new building which is going on makes it a bit difficult to show you the new things but if you are really wanting something new for any room in the house and for any need we will do our best to display the new things for you.

Just make known your wants for we feel that we can supply them.

Paxton & Oswald

Phone 179



16 New Features in The 1917 MAXWELL

\$595

F. O. B. DETROIT

We are pleased to announce a new Maxwell agency for the South Plains. In so announcing it we want to assure you that the reputation of the Maxwell will be fully sustained by the service that we will give Maxwell owners. Back of the service which we will render locally are the big Service Branches which will assist us in assisting you.

THERE are two distinct kinds of automobile service. First: Service given by the car itself.

Second: Service given by the manufacturer after the car is in use.

Without the other, either one is of little value. The proper rendering of both is the highest expression of what an automobile maker should give and what an owner should receive.

Maxwell Service is assured by fifteen Maxwell owned and operated Service Branches, which have been established at

advantageous points throughout the United States and Canada. Each of these branches serves a certain territory. These territories have been carefully mapped out in regard to shipping facilities, and they make it possible for any Maxwell owner in the country to receive parts within twenty-four hours after ordering. These service branches are augmented by a large number of stock-carrying dealers located from one to twelve hours distant from any Maxwell owner.

There are just two points more we want to emphasize in this ad, the first:

THE MAXWELL "UTILITY POINT" MOTOR

The Maxwell engine is up to the minute in design. It has the long stroke and small bore; it has a maximum speed of 2000 revolutions per minute—but we do not exploit these features. We believe the public is more interested in the performance that must determine what the design is worth from a practical standpoint.

In ordinary driving, with a properly designed engine, the gears of the transmission are seldom changed. The driver merely throttles "up or down," the speed of the engine thereby regulating the speed of the car.

The Maxwell motor turns over from 500 to 2000 revolutions per minute. The range of speed repre-

sents car speeds from five to fifty miles per hour.

But if the greatest efficiency is to be secured there must be a certain car speed at which the motor is timed to give the best all-around results. And this speed should be the car speed.

And so we have studied carefully how Maxwell cars are used, and have found that ninety per cent of all driving is done at about twenty-five miles per hour. This is the point where we must give the greatest utility.

And the Maxwell engine is produced with this fact in mind. The engine is designed and built with consideration for this "Utility Point"—twenty-five miles per hour, or in

terms that apply to the engine, 1000 revolutions per minute.

This is what we mean by the "Utility Point" Engine.

Of course, you have high speed when you want to race the car, but you are most interested in regular driving, and that is what we have kept in mind in the production of the Maxwell engine.

This sensible construction, this "Utility Point," explains why the Maxwell has established so many new records for practical endurance and economy. It explains why the Maxwell will average twenty miles per gallon of gasoline—why it is the World's Champion Endurance Car.

The last point is the extremely low gasoline consumption of the Maxwell.

SOUTH PLAINS MOTOR CO.

J. M. Lipscomb

PHONE 35 FOR DEMONSTRATION

T. D. Lipscomb

Our Car Light Crust Is Now Here

Remember the quality of this high-grade product. Per 100 lbs. \$5.00

Mill run bran, 100 pounds - - \$1.75

CASH GROCERY CO.

PHONE 101

Who Wants It?

The prettiest 80 acre irrigated farm in Hale county. High class improvements. A snap for someone. EASY terms. See

WILSON & HOLLE

Grant Building

**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

\$2.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

Hale County is to be represented at the Cotton Palace, at Waco. It is a safe assertion that the exhibit will bring back a liberal share of premiums. Progressive stock farming is making a name for the South Plains as a place of plenty and prosperity.

**THE MAN WHO CAN DO THINGS.**

The world does not ask of the young man—the world of industry and of commerce—so much "What do you own?" or "Who are you?" but, rather, "What can you do?" Says H. L. Gantt: "The man who knows what to do and how to do it is pre-eminently the engineer. The new world which is being ushered in by the great struggle now taking place is one in which the engineer is destined to be the supreme power, for it is becoming clear that, in future, the man WHO CAN DO THINGS is the man in demand."

**DOES THE NEW FARM-LOAN PLAN HELP THE TENANT?**

Just now the farm-loan act is the cause of much comment, personal and by the press. Wherein the act will be of benefit to the tenant farmer is the question most raised. The question is vital. There must be some collateral basis, and the man who desires a loan must have at least 50 per cent to buy his land, which is the basis of the new system.

P. W. Goebel, president of the American Bankers' Association, in a press interview, has discussed the question as follows:

"Why, if the tenant is the right kind of man there will be no trouble whatever. And here the personal equation comes in. The Government must require absolutely the same maximum requirements from everybody that does business with these banks, and the local banker will take into consideration the personal equation of a man wanting to buy land, and, as a banker, I would not hesitate to say that I would loan freely on second mortgages.

"I would not in a commercial bank, but in a trust company or investment bank I would lend freely on second mortgages so long as I could see that the interest and the amortized payment on the first mortgage and the interest on the second mortgage and taxes and upkeep of the land would be less than the rental value of the land.

"We will say a young man who has worked for a farmer for a number of years, or a man of middle age, whom I have known for years, who has rented a place, comes to me and he says: 'I have \$1,000, and I have two span of horses and some cows and some sows—enough reasonably to stock 80 acres of land. I have got to pay \$50 an acre for the land. I can get a loan through the National Farm Loan Association of Staunton Township for \$2,000. Will you lend me the other \$1,000?'

"Now, it is a very easy proposition to figure it out. I will figure that on the first mortgage of \$2,000 he will pay \$120 interest at 6 per cent. I AM FIGURING NOW ON THE MAXIMUM.

"He will pay \$20 on the amortization fund. Now, I lend him the \$1,000 at 7 per cent, if you please. He will pay me \$70, and will figure that his taxes cost him \$50, which makes a total of \$290.

"Now, that 80 acres of land, if he rented it, would cost him anywhere from \$325 to \$400 a year rental. It goes without saying that he will take more interest in that piece of land as an owner than as renter. He will take better care of it and improve it. It will be improved rather than deteriorated.

"It does not take a great stretch of imagination to see that this man with the \$1,000 I loaned him can pay on an average of \$100 a year on the principal. In other words, he can retire the \$1,000 I am lending him in 10 years. Then he will simply have a proposition that with intelligent work at all he will absolutely make a living, and the small sum he pays yearly to retire his loan finally will hardly be taken into consideration.

"The results of these long-time loans also will be that more of the income from the farm can be placed into equipment for the farm; equipment not only to bring larger returns in dollars to the farmer, but that will make the family feel like they want to stay there."

**PSYCHOLOGICAL PANICS.**

A prominent advertising agency of New York is sounding the warning that Americans are not to expect a panic in financial or industrial circles when the European war shall have closed. The writer sees no reason why there should be unsettled conditions, except in a few lines, which have received abnormally increased business by reason of the war. Capitalists who have invested in such businesses have made ample provision for their business of the war were to close at any time. They are taking the gamble and are prepared to hedge when the proper time comes.

With the resumption of peaceful commerce, there is no good reason why business in all lines of standard trade and commerce should not be even better. While catering now to a limited field, the field will be greatly increased on cessation of war. The supply of goods from European sources must be taken into consideration, it is true, but the demand for these people for goods will increase as well, thus equalizing to an extent conditions of the market.

We had a splendid example last summer of how the impression of "hard times" becomes current. When August, with its dry days, rolled around the annual period of lax business was felt. The people felt that times were hard and talked hard times. The psychological effect produced brought about a period of business laxness which was strenuous.

There's much truth in the statement that panics are never logical, always psychological. Students of economy tell us that this can be shown in all of the national financial crises of America. The booster's effect, then, is to ward off panics. The pessimist invites them.

**A NATURAL EVOLUTION.**

Waco Morning News: In the current number of "The Nation's Business," Prof. C. A. Dykstar, professor of political science in the University of Kansas, discusses in an interesting manner the evolution of city government and the city-manager plan that is now attracting the attention of municipal experts. Of the commission plan he says:

"Ten years of experimentation with commission government has revealed its strength and weakness as a governing instrument, and, better still, has encouraged intelligent interest in and criticism of our old city politics. We are becoming willing, at last, to appraise city government scientifically and not sentimentally.

"We have learned that the character of any city government depends upon two things—first, the degree in which it reflects public sentiment in the determining of what ought to be done, and, second, the degree of efficiency with which public policy is administered. Under the commission form our city governments have proved sensitive to public opinion; but they have not generally drawn the most qualified administrators into the public service. In last respect there is much room for improvement. Efficient adminis-

tration in a growingly complex and difficult organization requires executive ability, technical skill, a measure of permanence in personnel, and a centralizing of authority at one point. It requires, just as any industrial or business organization requires, the use of experts.

"It is on this administrative side our commission is weak: it is bound to be weak, for the simple reason that a popular election is not and can not be a test of administrative ability. Experts do not seek election for a short term—rotation in office has no attraction for them. Under the commission form we are asking that our elected municipal officers be both interpreters of public opinion and the heads of administrative departments. Such a solution of municipal difficulties must result inevitably in a loss of the representative character of our Commissions, since they must be busy mastering the unfamiliar details of an administrative position instead of considering questions of policy, or it must result in making only nominal heads of departments out of them, and as a consequence the piling up of subordinate officials to conduct the administrative business of the city for the commissioners. This is neither an economical nor a wise course of action,

for it increases the salary cost and destroys administration unity."

The inherent weakness of the commission system is here concisely set out. It is an approach to business administration, but falls short of the mark. If the president of a railroad system were selected by popular ballot, everybody would expect the railroad to soon land in bankruptcy. The city's business demands the same degree of technical fitness that a railroad's business demands.

Over forty American cities have adopted the city-manager plan, and it is noteworthy that in every case the public is so well pleased with the result that no consideration would be given to a proposal to return to the discarded method of administration.

**STATE LINES AND RAILROAD RATES.**

New York Journal of Commerce: The writer of an article in the law magazine, Case and Comment, has no difficulty in reaching the conclusion from a study of judicial decisions that Congress has full power to provide for the regulation of all rates charged by railroads engaged in interstate commerce, including sections of the lines which are wholly within the boundaries of a State. Fully 85 per cent, it is said, of railroad traffic is interstate, and it is "wasteful and illogical to permit this traffic to be hampered and harassed by State interference." The two kinds of service are inextricably interwoven, and neither the cost nor the remuneration can be clearly separated. If State rates are made low in the interest of local trade, it results in a discrimination against interstate rates and interstate commerce. The rates in the latter case have to be made higher, if there is to be a fair return upon the whole. As the writer says: "Unreasonably low State-made rates reduce railway revenue and impose additional burdens on traffic in other States and on interstate traffic."

There has been a good deal of insistence in controverted cases on the rights of each State to regulate rates within its own constitutional jurisdiction, but it has been plainly shown that this can not prevail without interfering seriously with the power to regulate commerce "among the several States," which belongs exclusively to the Congress of the United States. The central authority necessarily overrides any exclusive State rights over fractions of the system engaged in the interstate commerce. This not only seems sufficiently obvious as a common-sense interpretation, but it has been many times implied in judicial opinions where the point has not been specifically presented for direct decision.

The difficulty has been that Congress has not made it clear in its legislation and the States have done nearly all the incorporating of railroad companies and defining their powers and obligations, while State commissions have insisted upon regulating rates upon traffic wholly within State boundaries and State courts have upheld them. It is time all doubt and confusion were removed by Congress assuming the full power vested in it by the Constitution, and providing for a regulation of rates which shall be fair and reasonable and involve no unjust discrimination. Federal courts have left no doubt that such action would be judicially sustained.

FOR SALE—Modern seven-room house, close in. Corner lot, 100 x 140. Nice lawn, shade trees, barn and windmill. Phone 367 or address Box 85. ff.

**WEST SIDE MOTHERS' CLUB HELP FENCE SCHOOL LAND.**

The West Side Mothers' Club met October 20, at the West Side school house. The president not being present, the vice president presided.

Business was then transacted, and the money made by the box supper given by the club was given to fence the new school land.

The club then adjourned to meet again November 10th.

The club is growing in interest, and the next meeting will be more interesting than the last, as topics will be discussed that appeal to the mothers. PRESS REPORTER.

LAW BOOKS for sale. Phone 367. ff.

**A 50 Cent Box of Chocolates 29¢**  
Every Saturday for (cash)

Get here early for there will be a rush for the great Candy Special which we shall put on sale. We've offered you many a good value before but never one equal to this. Lady Evelyn Chocolates are genuine 50c quality and a particularly attractive assortment. The box, too, is a work of art and so pretty that it makes the Chocolates taste all the better. You'll want several boxes at our Special One-day price of 29c.

**THE R. A. LONG DRUG STORE**  
PHONE 327

**Dame Fashion**

is never idle. As quickly as one style is completed another is begun. Her latest contribution to Mi-Lady's toilette is the all white and metal lace hats with trimmings of fur.

We have a complete showing of both and it will be a pleasure to show them.

**R. & H. Millinery Co.**

"The Individual Hat Shop"



**Close Out Designs In KITCHEN CABINETS**

**AT 25 PER CENT OFF FOR CASH**

This will mean a big saving on an article which has become to be considered absolutely necessary in every well regulated home. The Kitchen Cabinet is considered a fixture as a convenient labor saving device in the kitchen and it's mighty seldom that you ever have an opportunity to buy them at anything under established prices. But here we offer you a big saving. Just figure yourself what one-fourth off means—it means that while these few designs which we are closing out with a view to changing lines are still in the house you can buy a

**\$35 Kitchen Cabinet for \$26.25**

Such a saving should interest any thrifty housewife who wants a cabinet and yet wants to save money at a time when the cost of practically everything she uses has gone skyward. These cabinets are good style, and worth much more than we ask for them but we want to close them out to make room for a different make.

Remember this too—We are prepared to care for your every stove need, no matter what kind of a stove you want.

Phone 95 **W. E. WINFIELD** Phone 95

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



**THE personal thought**—the spirit of the giving, determines the value of the gift. What, then, could be more fitting than your portrait for the Christmas remembrance—to carry your simple message of friendship.

A dozen portraits solve, at once, a dozen perplexing gift problems.

Make an appointment today, before the busy season.

**THE COCHRANE STUDIO**

# IT'S STOVE TIME

Vortex Hot Blast Heaters  
Round Oak Soft and Hard Coal Burners  
Barler Oil Heaters

Donohoo-Ware Hardware Co.

## Who Is America's Greatest Song Writer? Of Northern Birth, Wrote Southern Songs

By HERBERT WILLIAM REED.

Were the question to be asked, "Who is America's greatest song writer?" the answer, to most persons, would be prising. Whom do you consider the greatest? There are not many persons in your community who could name a half dozen composers, I am sure. It is true that Ethelbert Nevin wrote "The Rosary," Charles Cadman wrote "At Dawning," Dan Emmet wrote "Dixie," H. P. Danks wrote "Silver Threads Among the Gold," and Carrie Jacobs Bond wrote "A Perfect Day," but none of these writers can lay claim to the title "The Greatest American Song Writer." The old saying that "The public is fickle" still is true. The popular man of today is likely to be forgotten tomorrow. A beloved song lingers on and on, it is sung by generation after generation, its melody is known to millions, yet the composer is generally forgotten, living and dying without honor, and often in obscurity and poverty. America's greatest song writer died over fifty years ago, and his life ended in extreme poverty. His poetic phrase was exceedingly plain in its construction, and his melodies and harmonies marvels of simplicity; yet his art ever exercises a masterful influence upon the race, and produces effects which the greatest of geniuses fail to imitate. The atmosphere of his best and lasting songs is pure and sacred, compelling attention, soothing the spirit, and softening the heart. Who does not love "My Old Kentucky Home," "Old Black Joe," "Old Folks at Home,"

"Come Where My Love Lies Dreaming," "Massa's in the Cold, Cold Ground," "Old Dog Tray," "Oh, Susanna," and "Uncle Ned"? Did one man write them all? Yes, and many more. Strange that he should be so quickly forgotten! Who is America's greatest song writer? Stephen Collins Foster. Two Texas towns already grant credits in High School for music study under the direction of private teachers. These places are Abilene and Corsicana. Other towns and cities are contemplating a like movement. Our school boards and school faculties are waking up to the fact that music study is a great factor in our education, and capable of imparting as much culture, when properly studied, as any form of "book learning." If your girl or boy studies music seriously for four, five, or six years, why should not the same be recognized for credit in the schools? Does any other class of students give any more time per day to any subject, week in and week out, than the faithful music student? I aver not. A noted English composer and critic, Joseph Holbrooke, spent a short time in our country last winter. Recently he has been writing a series of letters on his "Adventures in America" for one of the London papers. Evidently he looks at us with a super-critical eye, finding much to censure and little to admire. Listen to what he says about Chicago: "The parks are all fine, but the city unforgivable. Elevated trains, trains like railroads, elevators, bells, whistles, yells, shouts, accents, Jews, dirt and misery, with

the hellish rush of everyone. For the hellish rush of everyone. What for? Poor devils! And the roads!—Infernal roads!—dangerous even for pedestrians! Motorists tear about the city like madmen. Their cars are cheap and nasty, but their owners are nastier. Good-bye, Chicago. And I have not seen the stock-yards. No, sir! d—in the stock-yards and the men who traffic in them." Looks like the gentleman's trip was a disappointment and a delusion. Probably his receptions were not as cordial as he anticipated. Anyway, his pet opera failed of production, and in dear old "Chi" he and a jitney came in woeful contact, resulting in a broken arm. Thus his intense, perverted, and eternal dislike for the "windy city." There are degrees in musical understanding, just as there are degrees and grades in any other line of education. Many things in music can be appreciated by a person who has had no study therein. A child who has never gone to school can understand stories told in simple language, and can appreciate motion pictures to a considerable extent. No one would expect the child to understand the orations of Cicero, the philosophy of Plato, the plays of Shakespeare, or the poems of Browning. Neither can one expect people who have not an ounce of musical education to understand music that taxes even trained musicians. Many supposedly intelligent men and women berate classical music as so much noise and nonsense. Of course it is—to them. But they have no right to criticize, much less to condemn. It requires much study of literature to begin to appreciate the above writers; so does it take a great deal of study and much hearing of good music to appreciate the works of great composers. There is a great

deal of music being written at this present day which leading musicians are undecided whether to accept or reject, claiming that they are scarcely able to understand it, much less admire it. Musical composition has many innovations these days, and many writers are attempting unusual and unheard-of things. A continual rehearsing may enable some of us eventually to enjoy this ultra-modern music, but time alone will decide if such has any enduring qualities. Piano students, what would you think of a lesson from the famous pianist and teacher, Godowsky, as related by a pupil of his in "Musical America"? "What did you play there? Play that again—again! No, I will not tell you which tone is wrong. You

must play it over till you discover your mistake. Your fingering is abominable. I cannot make you pay attention to fingering; you think it of too little value. I think it is so important that I have spent a considerable part of my lifetime trying to invent new ways of fingering to make things easier and get more appropriate expression. Yes, you will have to learn the whole composition over again. It is full of inaccuracies. Your work is terrible!—terrible! This cannot continue. If you do not accomplish better work you might as well stop your lessons; you are only wasting time and money." Suppose your local teacher were to criticize your work in this severe manner! Could you stand such correction? Perhaps you need this same

kind of discipline. Criticism is "bad medicine to take" with many pupils, who desire flattery and petting, but it is often the one thing needful in spurring the pupil on to accomplish results. Miss Hallie Faulkner has returned to her home, in Whiteflat, after a visit with the Misses Matlock, of Plainview. Chas. E. McClelland is in Fort Worth for treatment for cancer. He was accompanied by his family and his sister, Mrs. A. M. Lycan. C. E. White has returned from a three weeks' visit with relatives and friends in Iowa. He also was in North and South Dakota and in Minnesota on business.

# 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.**

# 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**

# 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

# 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 - - - 90c

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.**

Northeast Corner Square

Phones 233-234

NINE TABLES "42" AT  
HALCYON CLUB MEETING.

The Halcyon Club and a number of guests enjoyed the hospitality of Mrs. J. W. Willis Wednesday afternoon, with "42" as the pastime.

Nine tables had been arranged for the game, and the rooms were pretty with pink and white chrysanthemums. Before the close of the afternoon a two-course luncheon was served.

Those present other than the club members were: Mesdames J. A. Slaton, J. H. Slaton, L. A. Knight, Robt. Malone, D. F. Sansom, Elmer Sansom, C. C. Gidney, J. C. Anderson, Robert Meyers, May Kinder Smith, B. O. Sanford, J. F. Garrison, L. S. Kinder, Geo. B. Doubleday, H. W. Harrel, Chas. McCormack, W. E. Armstrong, J. M. Adams, W. J. Patten, E. F. McClendon, C. W. Tandy, W. W. Underwood, R. A. Underwood, E. Graham, G. Graham, F. E. Blasingame, E. T. Coleman, A. Van Howeling and A. B. Martin and Misses Lucile Kinder and Lena and Ethel Williams.

MRS. J. H. SLATON HOSTESS  
FOR THE HIGHLAND CLUB.

The home of Mrs. J. H. Slaton was the scene of a pretty social event yesterday afternoon, when she entertained the Highland Club and a number of guests.

The rooms were pretty with shaggy-headed chrysanthemums of various colors, which were artistically arranged throughout the house.

Six tables were arranged for "42." A two-course luncheon was served after the games to the club members and the following invited guests: Mesdames R. E. Burch, Jos. Putnam, J. W. Willis, W. W. Underwood, D. F. Sansom, Elmer Sansom, J. C. Anderson, R. A. Underwood, C. C. Gidney, E. F. McClendon, W. B. Price, F. E. Blasingame, Geo. B. Doubleday and Mont Carter, and Misses Kathryn Powell, Mary Bullard and Elezabeth Briggs.

RANGE DEMONSTRATED.

During this week a number of the housewives of Plainview and surrounding country are being attracted to the Donohoo-Ware Hardware Company's store by the special demonstration of the Majestic Ranges.

A demonstrator from the Majestic factory is here and explains the merits, conveniences and construction of the range. He also gives a baking demonstration each day.

Dr. R. F. Hare, county agent, returned yesterday from Floydada, where he has been attending to his duties as county agent of Floyd County. He will remain here until Monday.

WANTED—A few table boarders.  
MRS. L. W. DALTON. It.

**Reinken**  
can save you \$3.25  
on a heavy all wool  
**Overcoat**

## "Speedoline" Puts the Miles in Gasoline

This wonderful new liquid increases your auto mileage from 25 per cent to 40 per cent. It increases the power of your motor. It removes carbon deposits. It prolongs the life of your motor.

One quart of this fluid will reduce your gasoline consumption by \$8 to \$10. Its worthy of your careful test.

FOR SALE ONLY BY  
**Plainview Rubber Co.**  
PHONE 104



### Between Two Sacks of Flour

there may seem no difference except the name. But if one of them is SNOW WHITE there is a big difference. Telling you about superiority of SNOW WHITE flour doesn't prove it. But if you will try a sack today you'll have plenty of proof of its superior excellence in the better bread, cake and pastry you bake. It suits others—it will suit you. Fully guaranteed.

Get my price before you buy.

FOR SALE ONLY BY

**T. L. Gordon Grocery**

## Announcement

I have purchased the Crystal Cafe and will continue to operate the same at the old stand and under the same name. I will greatly appreciate the continued patronage of the old customers of the Crystal and that of any others we may be able to attract thru careful attention to your demands in service.

I have had more than fifteen years experience in the restaurant business and will try to adapt my experience to your requirements as rapidly as possible. I will try at all times to give you the best foods the markets afford prepared in a most approved way. We particularly want the food we serve to appeal to you no matter how fickle your appetite.

We are here to please you and will make every effort to do so if you will give us the opportunity.

H. S. AVENT, Proprietor  
The Crystal Cafe

# Studebaker Increases Prices

(Effective soon after Nov. 15)

Never a better time than **FIRST MONDAY** or **ELECTION DAY** to arrange for a demonstration a purchase which will mean a saving.

An increase of 45 to 150 per cent in the price of fine alloy steels, genuine leather and other high-grade materials used in the construction of Studebaker cars, has made it necessary for Studebaker to increase the price of both its 40-H. P. FOUR and 50-H. P. SIX from \$75 to \$100, effective soon after November fifteenth.

The increase cannot be less than \$75. It may be over \$100. The tentative figures indicate that it will be somewhere between \$75 and \$100 on both models.

If there is a further increase in the cost of raw materials it is possible that Studebaker prices may be advanced again before spring.

The tremendous Studebaker production, the splendid economies and efficiency of the Studebaker Manufacturing Department have enabled Studebaker to keep its prices for Series 16 and 17 cars sensationally low for such splendid value and quality. On this policy it has built up a wonderful business in the last eighteen months, having established itself as the world's largest makers of fine cars, and it will continue to give the public the lowest possible prices consistent with fair earnings.

In order to take advantage of the present low prices, it will be necessary to place orders early enough to positively insure delivery about November 15th. Absolutely no cars will be delivered at the old price after the new price goes into effect, regardless of when orders are placed.

The cars are here for your inspection—no delays—no worn out demonstration cars.

**J. D. PELPHRY**  
STUDEBAKER DISTRIBUTOR

Phone 452



**Community Correspondence**

**KRESS NEWS.**

KRESS, Texas, Oct. 30.—Will Asky, of Kress, is building a nice little farm house one mile northeast of Kress.

Mrs. Charley Bush, of Kress, is on the sick list at present.

The Epworth League of Kress Methodist Church gave a box supper Saturday night, the 28th. They made over a hundred and twelve dollars. They made up the sum of money to buy the church a piano.

Leon M. Riegel, of White Deer, Texas, spent the week end with Miss Rena Gilbert, of Kress. He returned to White Deer Monday morning.

Mrs. J. V. Boston, of Kress, returned home last Wednesday from Kansas and Oklahoma, where she had been visiting her daughters.

Miss Lucindy Carrol, of Kress, returned to Plainview Sunday, after a visit at home.

Frank Moore, of Kress, has purchased a new Saxon car.

Leon M. Riegel and Miss Rena Gilbert called on Mrs. Charley Bush, of Kress, Sunday evening.

Mrs. Burch Van Zant and children, of Hillsboro, Ohio, came to Texas three weeks ago, and they are liking Texas fine. There couldn't be anyone make them leave the Plains country. Mrs. Van Zant has been in this country before, and she has come to the Plains to live now. She is visiting her mother, father and sister at present.

Roger Scheihagen, of Kress, returned to Canyon to college Monday morning.

**MINUTES OF HAPPY UNION SINGING CLASS.**

Happy Union Singing Class met Sunday evening and began their arrangements, in selecting songs, etc., to enter the contest singing at Petersburg the fourth Sunday in next month. There were only a few present, but we made some progress in our undertaking, and we do earnestly urge every member of the class to be present on next Sunday afternoon at 2:30 o'clock and join in the singing and selecting of our songs to be used in our next convention. The class voted that any member that did not attend at least as many as two or three practice meetings of the class would be barred from singing with the class in the contest. So please be with us on next Sunday and help with your presence and voice to make our class the best in the county at our next convention day.

We have been informed by the president of the county convention that there are about four classes which have already said they are going to try for first place, and two more have half way promised to come in. It is the duty of every organized class belonging to the convention to be there with their class on such occasions and render two songs for their class on that day. We hope that not only the four classes that sang before will sing, but that there will be several more in to help the cause along.

GORDEN HANSON, President;  
(MISS) LEE BUCHANAN, Secretary.

**LONE STAR CORRESPONDENT PROMISES WEDDING REPORTS.**

LONE STAR, Nov. 1.—Our Literary Society and Sunday School are moving on nicely, and doing much good. Feed gathering and wheat sowing are almost completed in this community.

For the proper care of your

**Face and Hands**

during cold and windy weather you will find

**Rexall Cold Cream**

and toilet requisites unsurpassed.

Watch our presidential straw vote

**DYE DRUG COMPANY**

Phone 23 West Side Square

Quite a number from here attended the fifth Sunday meeting at Lockney last Sunday.

Miss Myrtle Reeves visited the Dodson home last Monday.

The birthday party of Miss Daisy Hooten was well attended, and all report a splendid, good time.

Bill Holt left Monday with cattle for New Mexico.

Nance Bros. started out Tuesday with their thrasher. They are now threshing near Silverton.

The Hallowe'en social at J. H. Fowler's, Saturday night, was a great pleasure to those who attended.

Berry Hooten was on the sick list a few days last week.

The Misses Wilton, of Lockney, visited Mrs. Nance last Sunday.

The Misses Smith and Holt spent last week with relatives and friends in Lockney.

Well, there are no weddings to report this week, but I think I will be able to report several real soon.

**WASHING WITH THE WINDMILL.**

I would like to tell how we have saved work in doing our washing by using the windmill to do the machine

work.

We had a washing machine from which we removed the balance wheel; then built a 2x4 lever 66 inches long. At a point 22 inches from the top was fastened a piece of well pipe, each end of which was fastened to tower posts; and also from this point a cross bar was fastened which is connected to pump rod by means of a bolt. At the top of lever a wire was attached and runs across to opposite side of tower and attached to a large spring, which came off an old plow. This lever is connected to washing machine with a horizontal pitman, which can be any length desired to reach from mill to machine. This pitman is bolted to lever and can be raised up, and is hooked to a wire when we wish to shut off the machine at the end of the pitman, which attaches to handle of machine. Two straps of iron 2 inches long were bolted and notches fitted to fit on to bolt which was put through handle of machine.

It takes very little wind to work the machine.

We have built a wash house on one side of windmill, in which we can heat the water, and, as we have to use well water, much work is saved in carrying water to and from the house. A drain pipe takes water from machine, saving the carrying out of the water.—National Alfalfa Journal.



For Goodness Sake use

**KC BAKING POWDER**

Parity First

It will never disappoint you—try it if you like good things to eat.

**25 Ounces for 25¢**



**DON'T BE FOOLED BY A FEW WARM DAYS**

Winter will be here just the same and the chances are it will come all the harder following the warm days. Better be prepared with a good supply of coal.

Simon Pure Nigger-head Lump Coal	- - -	\$ 8.50
Simon Pure Nigger-head Nut Coal	- - -	8.00
Peerless Egg or Lump Coal	- - -	7.50
Peerless Chestnut Coal	- - -	6.50
Lykens Valley Penn Anthracite	- - -	17.00
Black Diamond Anthracite	- - -	12.00
Arkansas Anthracite	- - -	12.00

50c 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, Coal and Grain Dealer**

Telephone No. 176

Between Depots

**Announcement**

DURING the past few months all of the cleaning fluids and other commodities entering into our cleaning and pressing business have increased so materially in price to us that it has become necessary for us to announce that on November 1st the following schedule of prices will be charged.

Gentlemen's List	Ladies' List
Suits, cleaned and pressed ..... \$1.50	Suits, cleaned and pressed ..... \$1.50 and up
Suits, pressed ..... .75	Suits, pressed ..... .75
Coats, cleaned and pressed ..... 1.00	Skirts, plain, cleaned and pressed ..... .75
Coats, pressed ..... .50	Skirts, plaited, cleaned and pressed ..... 1.00 and up
Trousers, cleaned and pressed ..... .50	Dresses, plain, cleaned and pressed ..... 1.25 and up
Trousers, pressed ..... .25	Dresses, fancy, cleaned and pressed ..... 1.50 and up
Fancy Vests, cleaned and pressed ..... .50	Silk Waists, cleaned and pressed ..... .50 and up
Overcoats, cleaned and pressed ..... 1.50	Coats, cleaned and pressed ..... 1.50
Overcoats, pressed ..... .75	Coats, pressed ..... .75
Sweaters, cleaned and pressed ..... .75 and up	Sweaters, cleaned and pressed ..... .75
Mackinaws ..... 1.00	Ladies Sport Coats ..... 1.00 and up

We trust that all of our friends and customers will understand the necessity of a new scale of prices which we regret has become absolutely necessary.

**Waller Tailoring Company**

Phone 188

**TRACTORS**

And Other Farm Machines Need

**TEXACO CRATER COMPOUND**  
To SAVE The GEARS

TEXACO CRATER COMPOUND is intended for use on heavy gears of all types, and on chains and sprockets. Stays where it is put, defies heat, pressure, or flying dirt.

Clings to gear teeth, protects them from wear, rust, or cutting.

Gears run quieter, last longer, mesh properly. Easier pulling and more power.

A can of "CRATER" will convince you. Use it along with TEXACO URSA OIL for cylinders, TEXACO CUP GREASE for bearings, TEXACO GASOLINE for fuel.

A complete line of oils and greases for all purposes can be had from the TEXACO Agent in your town.

THE TEXAS COMPANY  
GENERAL OFFICES: HOUSTON, TEXAS  
AGENTS EVERYWHERE

**2 IN 1 SHOE POLISHES**

THE BIG SHINE

BLACK WHITE TAN

10c  
A combination of both liquid and paste. Requires half the effort. Easy for children to use. Gives a quick lasting shine. Contains no acid. Will not crack the leather. Preserves the leather and increases the life of your shoes.  
THE F. F. BALLEY CO., Ltd. BUFFALO, N. Y.



Cole Bros. show at Lubbock Nov. 4th. 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. 12th to 14th. Final limit Nov. 17th. \$20.30 for the round trip.

For further information call on or phone 224.

JOHN LUCAS, Agent



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.

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

Have that old, hard Mattress cleaned and made over before cold weather sets in. HANDY MAN'S SHOP. Phone 475. 11-24

We Renovate Feather Beds. HANDY MAN'S SHOP. Phone 475. 11-24

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

FOR SALE CHEAP-Small buggy. First door south Plainview Hotel. 11-24

WANTED-Men with teams to head maize by the acre. Four miles east. Phone 9032. D. F. DON. 2t-pd.

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

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

FOR SALE: Fine grade of Mirical Seed Wheat; \$2.00 per bushel. G. W. HAY, Plainview, Texas. 2t-pd.

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

BARGAIN IN A HOME. My five-acre well improved home near Wayland College for sale or trade at a sacrifice. Must dispose of this at once. Easy terms and cheap. W. G. ABERNATHY. tf.

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

Can sell a cheap automobile. First door south Plainview Hotel. 11-24

LOST: This week, on the streets of Plainview, a gold Elgin watch. Finder please leave at Herald office. 2t.

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

WANTED-A good milch cow for feed. Will take best of care. See GUY IVEY, at the Rich-ler Store. Phone 26. tf.

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

WANTED. Would buy, if price, terms and location suited, half section of first-class unimproved land in shallow water belt; \$2,000 down; balance best terms possible. Give full and correct description first letter. Address J. T. CAMERON, Harrold, Texas. 3t-pd.

We work only experts in our repairing and refinishing of Furniture. HANDY MAN'S SHOP. Phone 475. 11-24.

MONEY LOANED-On choice improved Plainview properties. Five years. Describe your property fully, addressing J. F. WELLINGTON, Fort Worth, Texas. 5t-pd.

FOR SALE-Good Jersey milk cow. See AUSTIN C. HATCHELL. 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.

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 TRADE-Interest in good threshing outfit and also one set 10 bottom plows. All for trade for good team, cows or automobile. Now, Mr. Thresher Man, here is your chance. Located four miles southeast of Olton, Texas. Address C. L. PATTERSON, Crosbyton, Texas. 2t-pd.

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

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

TANKAGE-PLAINVIEW PRODUCE COMPANY. 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.

WANTED-To paint your auto or buggy. First door south Plainview Hotel. 11-24

FOR SALE-30,000 to 40,000 bundles of kaffir and cane, about equal quantities. Will sell and feed out. Have seventy-five acres wheat to pasture, and also some grass. Write me at Abernathy, Texas. Place is four miles west of town. SAM W. SMITH. 12-1.

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.

We repair, polish and set Stoves. HANDY MAN'S SHOP. Phone 475. 11-24.

WANTED-An able and healthy girl to do several hours' housework per day. Inquire of MRS. CHAS. REINKEN, 907 Restriction Street. tf.

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.

-do you -take a day off and tramp the country over if you're contemplating buying a farm? -do you get out on the street and walk it from one end to the other when you are in search of a place to live-a room, a house, or an apartment?

-no you don't -nor does anyone else. Men and women are too busy to search the country or town over looking for "for sale" and "for rent" signs.

-but they do -search the classified ads in THE HERALD. -therefore, if you have property for sale or "for rent," the quickest way is the best, and that is to have your ad where people are reading.

One Cent a Word

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.

Advertisement for Black Silk Stove Polish, featuring an image of a hand holding a brush and a can of polish.

Advertisement for Newbro's Herpicide hair treatment, including the text 'THE TIME TO SAVE YOUR HAIR IS NOW' and 'ARE YOU'.

Advertisement for Richards Automobile Painting Co., featuring the text 'Automobile Painting' and 'By experienced men. In a dust proof shop.'

Advertisement for Plainview Lumber Co., featuring the large text 'LISTEN' and 'BUILD YOU A HOME'.

Advertisement for The Simmons-Read Company, featuring the text 'FOR SALE' and '10,650 acres smooth, plains land in Cochran County'.

Large advertisement for Plainview Hardware Co. featuring a portrait of a man and the text 'LOOK! LISTEN! German Heaters'.

Advertisement for Harrison & Kerr Co., General Contractors, featuring the text 'WANT ADS' and 'TRY THEM RESULTS TRY'.

Advertisement for Calomel medicine, featuring the text 'UGH! CALOMEL MAKES YOU DEATHLY SICK'.

Advertisement for W. A. Todd, Agent, All Kinds of Insurance, featuring the text 'Stop Using Dangerous Drug Before It Salivates You! It's Horrible!'.

Advertisement for Geo. Allen, The House Reliable, featuring the text 'To Cure a Cold in One Day'.

Advertisement for Miss Rebecca Ansley, Spirella Corsetier, featuring the text 'Lax-Fos, A Mild, Effective Laxative & Liver Tonic'.

Advertisement for L. A. Kern, Architect, featuring the text 'I. A. KERN, Architect'.

Advertisement for The Cocks-Clark Engraving Co., featuring the text 'ILLUSTRATORS-DESIGNERS AND ENGRAVERS'.

Advertisement for J. E. Woodward, Contractor and Builder, featuring the text 'Satisfaction Guaranteed. All Estimates Free.'

Advertisement for Miss Rebecca Ansley, Spirella Corsetier, featuring the text 'Lax-Fos, A Mild, Effective Laxative & Liver Tonic'.

Advertisement for J. C. Rawlings, featuring the text 'SEE ME FOR FARM LOANS Cattle Loans'.

Large advertisement for Plainview Hardware Co. featuring the text 'LOOK! LISTEN! German Heaters' and 'The German Heater is an economical stove, it burns the Smoke, Gas and all Combustible matter in the Fuel.'

# ELECTION RETURNS

We will have election returns Tuesday night, Nov. 7, furnished by wire, courtesy of The Plainview Evening Herald. This is in addition to the regular Tuesday night program. Wilson and Hughes

will be featured in a Mutual Weekly. There will be a good drama and a rippling comedy featuring Oral Humphrey.

# THE MAE I. THEATRE

also offers that night another installment of the best at-

ed serial ever shown in Plainview, "GLORIA'S ROMANCE," featuring

# MISS BILLIE BURKE

## The Public School News

Volume 1 November 3, 1916 Number 1

### Editorial Staff.

Erma Leach, Ruth Ogden, Nita Nell DeJarnatt, Laura Hagood, Bernice Graves, Forest Ansley, Irene Thomas, Zola Campbell, Marvin Loveless (Tenth Grade) and Frank Buchanan (Eleventh Grade).

### The Need of Adequate Playgrounds.

While at the present time Plainview High School is surrounded by vacant lots where, either by the permission of the owners have kindly granted us or by mere occupation without permission, the various teams play, there will come a time when such conditions do not exist. Plainview is a growing city. Plainview High grows in proportion; and as she grows, her need for playground increases. However, the more the city grows the more houses there are erected, and the less room we have.

We are proud of our new High School Building, and wish to thank the School Board and Plainview for it, but we need something to go with it. We need some place where we can put our grounds and erect permanent fixtures, such as tennis nets and backstops, basketball and football goals, etc., knowing that we will not have to take them down some time soon to make place for a house.

Land is much cheaper now than it will be when it becomes absolutely necessary to provide more ground for High School sports, and the expense now would be but a small sum, which grows larger each year as the value of the surrounding property increases.

P. H. S. must have this sometime. Why not now? Give us more room and watch us grow!

### New Sidewalks.

Sidewalks are being constructed near the new High School Building. The students have been wading mud and water and welcome the walks joyfully.

### P. H. S. Defeats Kress.

Friday afternoon at recess the first basketball team of P. H. S. went to Kress to play the first team there.

About four-fifteen the game was called, with this as our line-up: Forwards, Ruth Wolverton and Minnie Finch; centers, Alta Long and Opal Thomas; guards, Eva May Merrell and Alberta Howell; substitutes, Madge Day and Perlah Norton.

The game was played in fifteen-minute periods. It was ended about the middle of the last period, when the Kress center jump fainted.

The score was 19 to 6 in favor of the Plainview team.

The high school football boys are practicing very hard every evening. Two teams have steadily been coming out. Reverend Helgmeier, of the First Christian Church, who has been a player of T. C. U., is now coaching the boys. He expects to bring the team to the front.

### To Play Tulla High.

Friday a game will be played with Tulla high. A number of high school and town people are expected to attend the game.

Miss Rebecca Longmire has returned from Dallas, where she attended the fair. She reports a fine time, but says she is very glad to be back in school again. She isn't any more pleased to be back than we are to have her with us again.

Miss Longmire said she visited the hogs—at the Fair—at feeding time, and they were all squealing and making such a noise that made her homesick, and when a friend asked her what was the matter, she replied: "I feel just like I was in my school room. It seems so natural to hear all this noise."

Now, that was some compliment, but there is some consolation, for she was not talking about the tenth-grade.

The basketball boys have been very busy the past week putting up their goals and getting their court ready for practice. They hope to be victorious in all the games they play this season, and High School is backing them.

The tenth-grade Cicero Class are going to buy a picture, "The Oration Against Catiline."

### In Threes of "Exams."

"This week is the dreaded 'test week.' All pupils must have pen, ink, and 'exam' paper.

The tenth grade had literary society Friday. After the program which had been prepared, Mr. Campbell gave us an excellent talk.

The pupils in the 9A room have improved their room very much by putting up pictures and window curtains.

### J. U. G. Club Meets.

The J. U. G. Club held its regular meeting Tuesday, October thirty-first, at four o'clock.

The girls first studied their lesson, which was on "Testing Cotton Material." They then held their business session, and decided to take the agency of the Curtis Publishing Company. The club then adjourned to meet the following Tuesday.

### "Spooks" Were Abroad.

The seniors, dressed in ghostly fashion, gathered at the home of J. W. Willis on Halloween eve. From here they went to The Olympic Theater, where they enjoyed the show. After the show they went to Everybody's Confectionery for refreshments.

They then dispersed to their homes, all declaring that they had had a very nice time and wishing that Halloween would come again soon, so that they might again meet in ghostland.

LOST—Between post office and Wayland College, ladies' purse. Finder notify MARIETTA BROWN. Phone 496. 2t-pd.

## BUY IT NOW

A word to the wise is unnecessary. You have read a lot about the "shortage" in all lines. It is easier to get out a big catalogue than to deliver merchandise.

"Missouri Mule" Work Pants will give you satisfaction. A new pair if they rip.

Extra Heavy Wool Sox, 50c a pair.

I sell the "All Leather" Line of Shoes. Of course, I don't think you would buy without looking. You know Shoes have gone "kiting," but I'm selling them at the old prices.

3-foot Pipe Wrenches, \$2.00.

2-foot Pipe Wrenches, \$1.25.

18-inch Pipe Wrenches, 85c.

Pure Black Soft Muslins, 10c per yard.

Good Line Standard Gingham, 10c per yard.

VERY SPECIAL in fine Skirts. 24 to 28 Waist; 32 to 38 Length. Not a Skirt in the lot worth under \$7.50. While they last, only \$4.50.

There is ONE \$15.00 all-wool tailored line of Men's Suits that is made to YOUR measure. You can make your selection now for delivery at any time before Christmas.

Extra Heavy Wool Army Blankets, \$2.25 each.

Large, Red - Border Huck Towels, 10c each.

Alarm Clocks, guaranteed for one year, 55c.

Men's Dress Shirts, 55c.

Aluminum Ware is very acceptable for Christmas presents. You will do well to profit by these savings:

Percolators ..... \$1.75

Fry Pans ..... \$1.50

10-quart Preserve Kettles . \$1.50

5-quart Stew Pans ..... 85c

4-quart Sauce Pans ..... 85c

Tea Kettles ..... \$2.75

6-quart Berlin Kettles, covered ..... \$1.50

Stove Pipe ..... 2 for 25c

Elbows ..... 2 for 25c

Stove Mats or Zincs . 50c and 65c

Paper Napkins, per 100 .... 15c

Good Pencils ..... 4 for 5c

480-page Ink Tablets ..... 5c

300 Brass Pins ..... 5c

Big Line Toilet Soaps at .... 5c

Headquarters for Silk Ribbons, all widths and colors.

Well made Dainty Lace, 5c per yard.

School Hankerchiefs, 2 for 5c.

Men's White Handkerchiefs, 5c.

Men's, Ladies', Boys' and Girls' Stockings, 10c to \$1.25. The 25c ones are ESPECIALLY good.

White Enameled Wash Pans, 25c

White Enameled Slop Jars, \$1.00

White Water Pails . 50c and 65c

Blue-and-White Dish Pans, 17-quart ..... 65c

Berlin Kettles, 8 quart ..... 50c

Preserve Kettles, 10-quart . 50c

Tea Kettles ..... 65c

2-quart Kettles ..... 25c

2-quart Coffee Pots ..... 25c

Steel Spiders, 8-, 10- and 12-inch ..... 25c

Clothes Pins . 3 dozen for 15c

Double Roasters .... 15c to 50c

Many Bargains on the Tinware Counter.

Medium-Weight Tumblers ..... 25c per set

Heavy Tumblers ... 40c per set

Heavy Goblets ..... 60c per set

1/2-gallon Pitchers ..... 35c

8-inch Fruit Dish ..... 15c

4-inch Sauce Dishes . 20c per set

No. 1 Stand Lamps ..... 35c

No. 2 Wall Lamps . . 40c to 65c (All clinched-on collars.)

No. 2 Wall Lamps ..... 55c

Tubular Lanterns ..... 50c, 55c and \$1.00

Full line Lamp Goods.

Pure Candy, 15c per pound

Nice Chocolates, 25c per pound.

BUY IT NOW AND BE SAFE.

# BEN LANDERS

The Right-Price Man. Wayland Bldg.

## Scientific Progress

You are entitled to all that science and skill have done to improve tire quality and reduce tire cost.

# Firestone

## Tire Builders

Colossus of Roads



have raised the standard of quality to the highest point that science and practical experience have made possible. And they have developed production and selling methods to a point of scientific efficiency that keeps price down.

Every Firestone designer, engineer, foreman or craftsman is a past-master—a finished specialist in his particular line.

All are backed by every mechanical assistance that the world's research and skill can bring to bear on tires. Their efficiency is your advantage—not only in that quality which means supreme service, but in the efficiency and economy of production which means extraordinary service at ordinary price.

Specify Firestones. Your dealer has them or can get them for you.

Most Miles per Dollar

## It's One Thing to Talk Service and Another to Give It

WE try to do both in every department of our garage and machine shop. We talk it because we give it. We talk it first to get you as a motorist to try it. When you once consent to giving us a trial we then perform service to get you to come back as a pleased customer and to get you to approve this service to your friends.

Don't you see that when we went to the heavy expense of equipping our every department with the most efficient modern machinery, built our roomy, well arranged building, and employed expert workmen for every department, that we had the future development of our business in mind. There never was a business built upon anything but efficient service. We recognized this in the beginning so started out to give every customer just what we would expect if we owned a car and drove it into a modern garage. We know that our plans were right for our list of customers has steadily grown until we are serving more particular motorists than perhaps any garage on the South Plains.

Our vulcanizing, our welding, our machine repair, our car washing and overhauling work is all in the hands of workmen particularly qualified to give efficient service. They have the most approved modern equipment with which to work and we stand back of them with our reputation that their work will be satisfactory to you. Isn't it worth something to you to have such an establishment handle your car?

We sell the famous Overland cars, Firestone tires and tubes, and a big line of all kinds of accessories and parts for all local and tourist car owners. In other words you can drive into our garage and have everything necessary done to your car, its tires and its accessory needs attended to without peddling your wants around at half a dozen places.

We haven't the time or the space here to tell you more of our service but we do ask you to try it and be convinced.

## KNIGHT AUTO COMPANY

Phone 237 Plainview, Texas Cor. 5th and Austin streets