

Our Special Sale of Ladies Suits, Dresses, Skirts and Waists Further Stimulated by Special Prices on Our Charming Coats

So many people have responded to our BONA FIDE sale of ready-to-wear we have decided to make the sale complete in this section by offering our entire stock of new, seasonable coats at marked reductions.

When you consider that our styles are newer, and our prices lower originally it certainly behooves you to take advantage of our special prices---the season's most exclusive garments.

We cordially invite you to call and inspect the wonderful values we are offering on Suits, Coats, Waists, Dresses, and Skirts.

All alterations made to your entire satisfaction and without additional charge.

Don't Forget Our
Spendid Shoe Values

Jacobs Bros. Co
THE ONE PRICE CASH STORE

New Arrivals Daily In-
cluded in Special Sale

Your Suit, Overcoat or Mackinaw is Here at Popular Prices

We are showing a most complete assortment of men's and young men's suits, overcoats and mackinaws in the most nobby styles and designs.

We feature the famous

Michaels-Stern Clothes

When better clothes are made we will carry them.

Come in and see our line. We will be pleased to show you.

Prices on Suits \$13.50 to \$24.50
Overcoats - - \$7.50 to \$28.50
Mackinaws - - \$6.50 to \$12.50

Community Correspondence

NO NEW CASES SCARLET FEVER DEVELOP AT PETERSBURG.

PETERSBURG, Texas, Nov. 15.—The winter king has had full sway this week, and our lovely Plains country has been in his icy clutches. Business of all kinds was somewhat affected during the coldest part of the spell. Cotton picking was retarded—only ten bales ginned here this week—but now it has moderated and things will soon be in a rushing way again.

The political excitement has about quieted down. Mr. Wilson is again the President of this great country. We notice that over one million dollars was spent to elect him, and suppose the same was spent on Mr. Hughes' campaign. Money is the power that moves the world, and yet "The love of money is the root of all evil."

Messrs. Ivey Moon and Fred Ball have purchased the stock of goods owned by W. P. Fullengem, at Hstacado, and Mr. Bell and Miss Ola Moon have taken charge of the stock at that place.

The Mothers' Club met in regular session November 10th. Mrs. E. C. Reagan was elected assistant secretary. Mr. Bull being called upon for a few remarks, responded with some encouraging words. A few business matters were discussed. The club will meet next on November 24th. A

short program will be rendered and refreshments served. All members are urged to be present.

Estes Martin and Ed Mickey have gone to New Mexico, prospecting. New Mexico must be a land of promise, for so many of our people have their eyes set that way. Mr. Carter has sold his farm to Eugene Echols and is "bound for the promised land."

Marcus Gregory is in Spur on business this week.

No new cases of scarlet fever have developed, and school is moving on nicely.

Miss Evelyn Claitor spent the week end at home. She is delighted with her position as governess in the family of True Rosser.

Captain White and wife have returned home, after a delightful visit in Dallas and Abilene.

The Singing Convention will convene at this place Sunday, November 26th.

Wheat is looking fine, hogs are getting fat, and our people are well and happy.

HALFWAY HOME ECONOMICS CLUB TO GIVE BOX SUPPER.

HALFWAY, Texas, Nov. 16.—The fore part of the week was quite cold, and the small boys were to be seen skating on the tanks. At the present

time the weather is quite pleasant.

Mr. and Mrs. Chas. Smith and Miss Kathleen Smith visited Mrs. Smith's parents, near Happy, from Friday until Sunday.

Messrs. B. B. Huguley and J. E. Stewart were business callers in Plainview Wednesday.

Misses Myrtle Spence and Marie Reeder and Messrs Walter Spence and Stewart Scales, of West Side, were callers in Mrs. N. K. Smith's home Sunday afternoon.

Professor Smith and the school took some "time off" last Friday afternoon to clean up the school house and grounds.

Glenn Stewart is in school again, after some weeks' absence on account of some eye trouble.

J. H. Wilson, accompanied by his son, Lloyd, is back from a recent trip to Hill County, and is busy improving his place here.

The Girls' Home Economics Club will give a box supper and program on Saturday night, November 18th.

CENTER PLAINS.

CENTER PLAINS, Texas, Nov. 15.—The Center Plains school is progressing nicely. We had the following visitors last week: Mrs. R. L. McClain, Mrs. Newton Reid, W. F. Cunningham, J. W. Stevens, A. J. Ramsey and Clark Treadgill.

The laymen of the Plainview Baptist Church have agreed to render a program at Center Plains Sunday. There will be "dinner on the ground."

L. H. Triplett sold some cattle to a man from Littlefield this week.

The pupils of our school are working very hard on a Thanksgiving program.

Misses Frances and Mary Cunningham spent Wednesday evening with Mrs. Lester.

Messrs. Luther Williams, Herbert Bryant and Jack Dickerson took dinner at L. H. Triplett's Saturday. They were en route to Hale Center with some calves to ship.

Messrs. Manly Magill and Frank

Triplett made a flying trip to Center Plains Sunday evening.

Mineatrix Flake and Bob St. Clair returned Saturday from Hereford with some fine registered calves.

OLTON NEWS.

OLTON, Texas, Nov. 15.—Mr. and Mrs. Tom Keenan motored to Hale Center Saturday.

The singing school, which is being conducted by Mr. Conner, will close Saturday night.

Mrs. Elrod, who has been the guest of Mrs. Criswell, returned home Monday.

Messrs. McGill and Triplett motored to Hale Center Sunday.

Mrs. Mila Dotson entertained a mer-

ry crowd, at her home, Saturday evening. Splendid music was furnished throughout the evening by Misses Brashear and Dotson. "Pit," "I Doubt It" and contests were enjoyed by all. A two-course luncheon was served. Those enjoying this affair were Misses Sires, Brashear, Locke and Dotson, and Messrs. Dickson, McGill, Triplett and Phillips.

Mrs. S. E. Bucklew, of Shreveport, La., who has been a guest in the home of Mr. and Mrs. Jesse Hamilton, left Thursday for her home.

Mrs. DeGraffenreid, of New York City, who has been visiting with her sister, Mrs. R. B. Hulen, left Wednesday for Marshall, Texas, to visit with relatives there.

Why Sleep With Cold Feet When You Can Sleep on a Sealy and Be Comfortable?

WE have just received a shipment of these Famous Sealy Mattresses and invite you to inspect them and learn why so many who own Sealys are so enthusiastic about them. There is a reason why the Sealy is found in the house of discriminating folks.

Thanksgiving Day Is Coming

Mrs. Housewife will have something indeed to be thankful for if she will permit us to place a HOOSIER CABINET in her kitchen. She will be thankful for it in the preparation of the Turkey Day meal and she will be thankful for it every day thereafter. There are so many labor saving conveniences, so much storage capacity, so many less steps necessary, and so much satisfaction in the ownership of a Hoosier that you will wonder why you waited so long to avail yourself of the opportunity of possessing one. The cost of a Hoosier is the last consideration when comparing its many advantages.

Garner Brothers

Furniture and Undertaking



Two Boon Companions

are SNOW WHITE FLOUR and good bread. If you employ the first you are always sure of the second. They go together, even when accompanied by only moderate baking skill. Order a sack of SNOW WHITE flour today. Don't mix it with other flours. Give the SNOW WHITE a chance to show what it can do by itself. Fully guaranteed.

For sale only by

T. L. GORDON GROCERY

LONG-HARP DRUG COMPANY

"Nyal Quality Store"



Mr. Vanderpoel now has charge of our Jewelry Department

We have just installed a stock of SOUTH BEND watches, all sizes and prices.

Diamonds, all kinds of Set Rings, Perfume Balls, Ear Screws, Broaches, Hat Pins, Stick Pins, Silver Knives, Forks and Spoons.

In fact we have everything carried in an up-to-date drug and jewelry store.

You don't have to be a judge of jewelry to get a square deal here.

LONG-HARP DRUG COMPANY
Progressive and Progressing

Phone 161

Motorcycle Delivery

IT'S STOVE TIME

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

Donohoo-Ware Hardware Co.

NEW RECORD AT KANSAS CITY FOR PRIME BEEF STEERS.

KANSAS CITY STOCK YARDS, Nov. 17.—Total cattle received this week was 78,000 head, including 5,000 calves. Killer buyers took care of their kind in good shape, though some of the medium and low-grade steers are off 10 to 15 cents since Wednesday, cows and best steers steady, stockers and feeders weak. Hogs made a big gain today, 10 to 15 cents, and bulk of sales here is above Chicago, sheep off a little from best time, but best lambs higher here than in Chicago.

Beef Cattle.

Prime beef steers sold up to \$11.60 this week, a new high record for Kansas City. Short-fed cattle sell at \$9.00 to \$10.50, and are making a profit, common light-weight grass steers at \$6.00, which shows a wide range in prices, with fine rewards for every stage of the process of making cattle good. No good fed cows are coming, but good Colorado cows \$8.00, Idaho cows \$6.75 to \$7.50, Panhandle cows \$5.25 to \$5.80, medium cows \$5.75 to \$6.50, canners \$4.50 to \$5.00. Veal calves are higher, in sympathy with higher lambs, best \$11.00.

Stockers and Feeders.

High-bred yearlings and twos sell at \$7.00 to \$7.50, some choice Colorado twos this week at \$7.75, good stock steers around \$6.50, common kinds under \$6.00. Feeders range from \$6.50 to \$7.50, a few fleshy steers going out for a short feed up to \$8.85 this week, these bought in competition with packers. Stock cows and heifers have been taken freely, mostly at \$5.00 to \$6.25, choice heifers \$7.00 and upwards, some on the calf order at \$8.00.

Hogs.

Hog receipts this week will reach eight thousand head, and the week closes with prices up 10 to 20 cents from the low spot. Quality has improved, and weights are a few pounds heavier, and this condition will be noted each week as the feeding period lengthens. Local prices are above Chicago last two days on bulk of sales, and close to that market for top price. Heavy hogs brought \$10.00 today, medium weights \$9.95, lights \$9.80, bulk of sales \$9.50 to \$9.95. Packers have been the keenest buyers most of the time during the week, though order buyers outbid them 5 cents today for top hogs.

Sheep and Lambs.

Colorado range lambs sold at \$11.95, highest price ever paid here for range lambs, and fed lambs brought \$12.00, best November price on record here by \$2.75 per hundred. The market closes slightly lower today, best lambs \$11.85, although that is still 10 cents above top lambs in Chicago today. Top here yesterday was \$12.00, top in Chicago same day \$11.85. Ewes are higher, reaching \$7.75 this week, and choice light year-

lings would bring close to \$10.00. Feeding lambs are 25 to 50 cents higher, ranging from \$9.75 to \$10.30.
J. A. RICKART.

A FARM WOMAN TO WOMEN OF THE FARM.

From the lips of Mrs. W. A. Warner, who is a farm wife and mother herself, came these brief epigrammatic sayings, expressing the farm woman's viewpoint, in a striking address delivered before the delegates of the International Farm Congress Saturday morning:

"The United States Government appropriates more money for the study of hogs than it does for children."

"The automobile is doing more to emancipate the women of the farm than any other invention of the ages."

"Woman's masterpiece, like God's, is man. Until woman lives under perfect conditions, man never can be perfect."

"Land never was worth three cents an acre, until some woman came and made a home on it."

"Men make the laws from their own viewpoint. When men know the right thing to do, more men will do the right thing for women."

"I have known men to become fathers riding to town on a load of wheat. They don't count the cost of becoming fathers."

"Women produce nations. Men destroy them."

"Woman is the unpaid servant of the nation."

"The city has skimmed the intellectual cream from the country, and is feeding it to the one-third of our children in the city schools."

"The outlook for the farm woman never was so promising as today."

NEW MEXICANS ARE AMONG WAYLAND COLLEGE'S PATRONS.

Dr. E. B. Atwood, corresponding secretary of the New Mexico Baptist Convention, writes in The Baptist New Mexican:

"President Farmer reported that there are 15 New Mexico students in Wayland this year. One of these, Brother Charles R. Smith, formerly of Aztec, came to the convention. It was a pleasure to see our brother again and to learn of the good progress he has been making in school. Wayland is only 50 miles east of the New Mexico line, and we ought to have 50 students there next year."

Slump In Energy Stock

When you are nervous, irritable, easily fatigued, HEMO is a concentrated food from which you may derive the greatest amount of nutrition with the least effort of digestion. Assists digestion, relieves constipation. A food drink for meal time, between meals and upon retiring.

Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction.

Long-Harp Drug Co., Plainview.

HARRISON & KERN CO., General Contractors. Office at Fulton Lumber Co. Phone 107. Home Phones, 528 and 422.



Waco, Texas account Meeting Grand Chapter A. F. & A. M., November 27th. Tickets on sale Nov. 25th and 26th final limit Dec. 20th, \$16.30 for the round trip.

Fort Worth, Texas, November 20th to December 2nd, annual meeting Texas State Teachers' Association; tickets on sale November 29th and 30th, final limit December 4th. \$13.50 for round trip.

Dallas, Texas, November 13th to 17th, Reunion Scottish Rite and Shrine Meeting. Tickets on sale November 11th, 12th, 15th and 16th, final limit Nov. 29th and 30th. \$14.75 for the round trip. For further information call on or phone 224.

JOHN LUCAS, Agent

Jack Frost Baking Powder

"It's absolute Purity—An absolute surety."

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

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

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.

Coal mines have advanced prices three times during the past 6 weeks, and the outlook of another advance on or before Dec. 1st. If good coal can be had at any price then, we should like to supply your needs while present prices prevail, and we have plenty of Simon Pure Nigger-head lump and nut, also Peerless coals, Arkansas and Pennsylvania Anthracites.

Our prices are always within the market.

E. T. COLEMAN

Coal and Grain Dealer

Phone 176 Between Depots Plainview, Texas

Such tobacco enjoyment

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

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



PRINCE ALBERT

the national joy smoke

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

Buy Prince Albert everywhere tobacco is sold in tippyred bags, 5c; tidyred tins, 10c; handsome pound and half-pound tin humidors—and that corking fine pound crystal-glass humidior with sponge-moistener top that keeps the tobacco in such clever trim—always!

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

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

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

\$3.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

By more than five to one, progressive Plainview has declared itself as favoring the law which enables the City Council and Mayor of Plainview to use any unappropriated money in the treasury for street improvement. The majority of those who voted for the paving law had in mind the proposed street paving. The result of Saturday's election should assure the mayor and councilmen that the people of Plainview want at least a portion of the streets paved.

POOR ROADS A HUGE MORTGAGE, PAID IN COSTLY MAINTENANCE.

Texas annually expends for the building and maintenance of roads \$10,000,000. This sum is derived from bond issues and regular road and bridge levies. It is estimated that the annual cost of maintenance on roads varies from one to twenty-six per cent of the initial cost. The lowest maintenance cost is shown on the roads of permanent nature.

In the State of Texas there is a total (estimated, Texas having no State highway department) of 150,000 miles of road. Of this, a conservative estimate, made by George D. Marshall, United States Superintendent of Road Construction, shows not more than eight to ten per cent are roads surfaced with durable material. Probably eighty per cent of the 12,000 to 15,000 miles estimated is surfaced with gravel, because deposits of this material are widely distributed. There are probably 3,000 miles surfaced with gravel or broken stone mixed with an artificial binder, such as cement, tar or asphalt. This shows that the county commissioners of the various counties have a tremendous problem confronting them. There are 135,000 miles of earth and sand and clay-surfaced roads to maintain! To conserve the vast investment Texas counties are making in roads it is necessary to expend annually from one to twenty-six per cent of the cost of construction.

The importance of maintenance emphasizes the necessity for careful attention to details during construction. Slack methods employed in road building in Texas, and other States, during the last few years have resulted in piling up an enormous mortgage which must be paid in the form of costly maintenance.

Mr. Marshall, in a signed article appearing in the current number of The Texas Farm and Ranch, cites five fundamentals which require due consideration of road builders, viz.: Location, grade, roadbed and surface, culverts and bridges, and drainage.

The importance of maintenance becomes readily apparent to wide-awake Texans who are familiar with the provisions of the bill appropriating money for Federal aid in road construction. Section 7 of this bill reads: "To maintain the roads constructed under the provisions of this act shall be the duty of the States, or their civil subdivisions, according to the laws of the several States. If at any time the Secretary of Agriculture shall find that any road in any State constructed under the provisions of this act is not being maintained he shall give notice of such fact to the highway department of such State, and if within four months from the receipt of said notice said road has not been put in proper condition of maintenance, then the Secretary of Agriculture shall thereafter refuse to approve any project for road construction in said State, or the civil subdivision thereof, as the fact may be, whose duty it is to maintain the roads, until it has been put in a proper condition of maintenance."

Quoting the superintendent again: "Preparedness" to receive a portion of this Government fund available for Texas, which amounts to approximately \$291,927 in 1917; \$582,000 in 1918; \$873,000 in 1919; \$1,164,000 in 1920, and \$1,455,000 in 1921, or a total of \$4,365,927, might very properly begin with a definite plan of road maintenance by adopting the patrol, gang or force account system."

CO-OPERATION WILL WIN.

The legislative committee of the West Texas A. & M. College Association, it is announced, will confer with a committee from the board of directors of A. & M. College at Wichita Falls the latter part of this month. The purpose of the conference is to draw up a bill to be presented to the Legislature in January, which will be acceptable to both and which will insure the greatest amount of Federal co-operation with the proposed new institution.

This is the proper way to go about the matter, and it is to be hoped that little difficulty will be experienced in arriving at a basis upon which to work. Let all differences, if any exist, be threshed out in this conference, and when the bill is presented to the Legislature there will be the least possible objection to its passage.

Another thing, let the good resolutions of the various cities in West Texas and the Panhandle which cherish ambitions of having the college located within their borders or near them, keep a curb on their aspirations until after the bill is passed. Don't permit anyone to "mention" your city as a candidate for the college. After the bill is passed there will be plenty

of time for all such things, and every city can enter the race on an equal basis. We do not hesitate in saying that it is our opinion that the locating committee which handles this matter should not consider any "inducements" other than those which will contribute to the general good of the college and assist it in serving the entire section it is intended to serve. The new college, when it is established, must not be "sold" to any city. It must be located at the city which is shown to be the logical and best place for it, taking everything into consideration.—Fort Worth Star-Telegram.

Rev. Bob Shuler, a Methodist minister, who has taken a lead in civic and moral reform in Central Texas, will publish a magazine, called "Bob Shuler's Free Lance." Rev. Shuler is now pastor of a church at Paris, Texas.

W. A. Naugle, sophomore academ, University of Texas, has passed the preliminary examination and will be a contestant for the Rhodes Scholarship in 1917. He hails from Fort Worth, is a graduate of Fort Worth High School and a brother of Elbert Naugle, now in Oxford on a Rhodes' Scholarship.

West Texas Press

Lockney is badly in need of a Commercial Club. We have mentioned this matter to a number of our business men lately, and all agree that a business organization at this time is imperative, but every mother's son of us is too busy to take the lead in the matter. Let's get together and organize to put over a few much-needed enterprises. Count us in.—Lockney Beacon.

Of course Lockney needs a commercial organization. Every live, wide-awake town does. The Herald might suggest here that Young Men's Business Leagues in many Texas cities are proving effective organizations. Fort Worth, Waco, Houston, Temple, Corsicana, Hereford, Plainview and other live towns have them. Incidentally, the State Y. M. B. L. Association meets in Plainview next spring. Wouldn't Plainview like to see a live delegation from a Lockney Y. M. B. L. at that meeting, though!

THANK YOU.

These two words are among the gems of our language; spoken or written, they are sweet and full of meaning. What, then, is the reason for so many people forgetting to use them on occasions when they would be valuable? Whenever anyone has done us a kindness, however small; when we have received a gift of any kind, either large or small; when a friend has shown us courtesy of any kind, then most certainly it should be acknowledged by us. Possibly flowers have been sent on some joyful occasion; flowers have been ordered for us, to mark joy or sympathy, or books have been ordered to be sent to help in whiling away a tedious journey. If no acknowledgement has been received from us when the bills come in, what are our friends to do?—Farm and Ranch.

The United States meat-inspection service certified to the wholesomeness of 11,220,958,000 pounds of meat from 61,826,304 animals during the last fiscal year. It condemned 348,945 animals and 738,631 parts of animals, equivalent to about 84,320,000 pounds of meat.

A farm demonstrator has been employed by Lubbock County under the provisions of the Smith-Lever Act. The county agent for that county will begin his duties December 1.

CAMPERS RESPONSIBLE FOR PRAIRIE FIRE NEAR OLTON.

SUNSHINE, Nov. 20.—There were some exciting times last Saturday, when the prairie caught fire. Some campers had left their campfire. Some thirty-odd acres of grass were burned. The neighbors' faithful work soon extinguished the flames.

Messrs. C. W. Boyd and Charlie Redinger were in Plainview last week on business.

Mr. and Mrs. Thrush are visiting their daughter, Mrs. Arthur Redinger, and family.

Mr. and Mrs. C. W. Boyd and family dined with Mr. and Mrs. T. J. Flake last Sunday.

Miss Gladys Thomas spent a very pleasant afternoon Saturday with Mrs. Charlie Redinger.

Mr. and Mrs. Cunningham went to Hale Center Saturday.

The people from Sunshine who attended the laymen's meeting at Center Plains Sunday were greatly benefited by the splendid talks and songs that were given.

There will be a box supper and a program at Sunshine School house on December 2. Everybody is invited to come.

There was singing at Mr. and Mrs. Boyd's last night. There was a big crowd present, and we spent a very pleasant evening.

Mrs. G. W. Brewster has returned to her home, in Lockney, after a visit with her sister, Mrs. J. M. Shafer.

A. F. Quisenberry, of Hale Center, was here during the week end.

W. T. McCoy, of Sweetwater, was here Sunday.

Mrs. J. W. Kerr and Daniel Cretcher, of Mount Sterling, Iowa, arrived Thursday for a visit with Frank Case and family. This is their first visit to the Plainview country, and they are much pleased with it.

W. H. Cooke, of Clarendon, representing a Dallas stationery house, was in Plainview yesterday on business.

W. M. Turner, district representative of the Texas Oil Company, was up from Lubbock yesterday on business.

JUST RECEIVED a car of crushed Oyster Shell. Buy a sack for your chickens. L. D. RUCKER PRODUCE COMPANY. \$t.

Through an error in the advertisement of THE SOUTH PLAINS MOTOR CO. last Tuesday their telephone number was given 353. The correct number is 535. \$t.

Ladies' Suits,
Ladies' and
Children's
Coats all
Reduced.

Hamner's

Dry Goods Store

Every Boy's
Suit in the
House Spec-
ially Reduc-
ed.

Sharp, Decisive Price Reductions on Ladies Suits and Coats, and Children's Coats

Our policy is to never carry over to next season anything in Ladies' Suits and Coats. We are now offering some very attractive bargains in this line. Every Ladies' Suit and every Ladies' Coat has been reduced for a quick sale.

Children's Coats and Boy's Suits

Are included in this special reduction. We have not room to give the price reduction in this advertisement. Come and see and let us show you the quality and price.

Our Ready-to-Wear is marked like all our merchandise—VERY CLOSE—and you will find it will pay you to trade here.

If in the market for a Suit or Coat, see us before you buy.

Hamner's Dry Goods Store

Phone 210

"Sells it for Less"

Plainview, Texas

Elegant Serge Dresses

There have just arrived a beautiful assortment of the latest creations in Ladies Serge Dresses, practical for every use.

The One Day In the Year That You Will Entertain Your Guests In the Dining Room—Thanksgiving

It behooves the housewife on this day of dining room supremacy to provide the beautiful snow white Table Linen so essentially necessary to the complete success of the entertainment.

Our assortment of exquisite cloths and napkins in the most approved patterns will appeal to your good taste.

For The Thanksgiving Dance and Other Holiday Social Events

We invite your inspection of our lines of evening clothes for men and women. Here you will find just the apparel which distinguish the portentous social functions of the big cities.

Learn to Come to This Store When You Seek Distinctiveness

CARTER-HOUSTON'S

"GOODS THAT SPEAK FOR THEMSELVES"

Too Busy

to tell you
about it

Buy it Now

Landers Right Price Store
Wayland Building

BIG DEMAND FOR PANHANDLES.

Wichita, Kansas, Nov. 14, 1916.
Dear Sir:
Cattle receipts on the local yards were moderate the first two days of this week, but there was a fair increase of fat steers, especially the short-fed kind, no finished cattle offered. Trading here was done on a 10c to 15c lower basis, owing to lower reports from the Northern markets. Among sales here this week was a shipment of good quality 1,250-pound short-fed cattle at \$8.65, a three-car shipment of medium quality short-fed cattle at \$8.50, several cars of 1,100 to 1,200-pound cattle from \$7.85 to \$8.35, some ordinary 1,050 to 1,150-pound caked cattle \$7.25 to \$8.00. Trade in all classes of butcher stuff continued active and sold a shade higher than last week, fat bulls sold 10 to 25 cents higher, and veals and killing calves about steady.

Choice fed steers	\$9.00@10.00
Good well fed	8.50@ 9.00
Short-fed kind	7.75@ 8.50
Good heavy grass and caked	8.00@ 8.50
Medium-weight grass and caked	7.50@ 8.00
Light-weight grass and caked	7.00@ 7.50
Choice heavy bulls	5.50@ 6.00
Medium heavy bulls	5.00@ 5.50
Light-weight bulls	4.50@ 5.00
Choice heavy cows	6.00@ 6.75
Good heavy cows	5.75@ 6.00
Medium butcher cows	5.25@ 5.50
Canners and cutters	4.25@ 5.00
Light-weight helpers	6.50@ 7.25
Heavy-weight helpers	6.00@ 6.50
Good veals	8.00@10.00
Good heavy calves	7.25@ 7.75
Medium heavy calves	6.50@ 7.00
The bulk of the supply of stockers and feeders consisted of medium and plain-quality natives. Choice natives and good Panhandles were in light offering. Buyers are making strong inquiries for some choice stockers, and we think this class of stuff is selling fully as high as on river markets.		
Choice native 900 to 1,100-pound steers	\$6.75 to \$7.25
Medium native 900 to 1,100-pound steers	6.00@6.50
Choice native 500 to 800-pound steers	6.50@7.00
Medium native 500 to 800-pound steers	5.75@6.25
Plain native 500 to 900-pound steers	5.25@5.75
Off-colors and cut-back steers	4.50@5.25
Good native 450 to 500-pound bulls	5.50@6.00
Good native 550 to 1,000-pound bulls	5.00@5.25
Choice native stock calves	6.75@7.00
Medium native stock calves	6.00@6.50
Choice light-weight helpers	6.35@6.75
Medium light-weight helpers	6.00@6.25
Choice heavy-weight helpers	5.75@6.25
Medium heavy-weight helpers	5.50@5.75
Good native light-weight cows	5.25@5.50
Good native heavy-weight cows	4.75@5.25

Panhandle Stockers.

Offerings of Panhandles were scarce, and met with a ready demand at strong prices, country buyers complaining about the scarcity of this class of stuff on our market. We sold some choice Hereford calves at \$8.00, choice yearlings at the same money. We also sold

If you are interested

in purity first

KC BAKING POWDER

is what you should always use.

There are many other reasons why—but try a can and see for yourself.



Ask Your Grocer

a seven-car shipment of medium-quality Panhandle yearlings at \$7.30.

About 2,500 hogs were on the market here this morning, which failed to fill the packers orders by about 2,000 hogs. This afternoon they received several cars direct from Eastern markets. The quality was fair. The offerings were made up chiefly of light hogs. Owing to bearish reports from Eastern markets, they took off a dime here. However, the market was active and there was a good tone at the prevailing prices. A top of \$9.30 was established on some fair heavy hogs, and the bulk of the sales ranged from \$9.50 to \$9.75. Good to choice heavies are selling from \$9.75 to \$9.85. Good to choice mediums from \$9.70 to \$9.80. Good to choice lights from \$9.60 to \$9.70. Fair

light mixed from \$9.25 to \$9.60. Pigs from \$7.25 to \$8.00. Bulk of the pigs at \$7.50. Roughs and stags \$8.50 to \$9.50. Yours very truly,
HEALY & CO.

EXAMINATIONS WILL BE HELD HERE FOR FLOYD CO. CARRIERS.

The United States Civil Service Commission has announced an examination for the County of Floyd to be held at Plainview on December 9 to fill the position of rural carrier at Floydada and vacancies that may later occur on rural routes from other post offices in Floyd County. The examination is open only to male citizens who live in the territory of a post office in that county.

MORE PORKERS SHIPPED.

Saturday W. A. Watson & Son consigned two cars of hogs to Fort Worth and one to Wichita, Kansas. Other livestock shipped on that date was a

load of mules consigned to Clarksville, Texas, by Bess Thompson.

E. L. Doland returned Saturday from a meeting of the State Y. M. B. L. organization at Waco.

For Sale

The Big Type, Pure Bred Duroc-Jersey Hogs. All ages of boars \$20 and up. Bred Gilts, \$30 and up. A few choice sows for sale. Pedigrees sent with hogs. All stock guaranteed breeders.

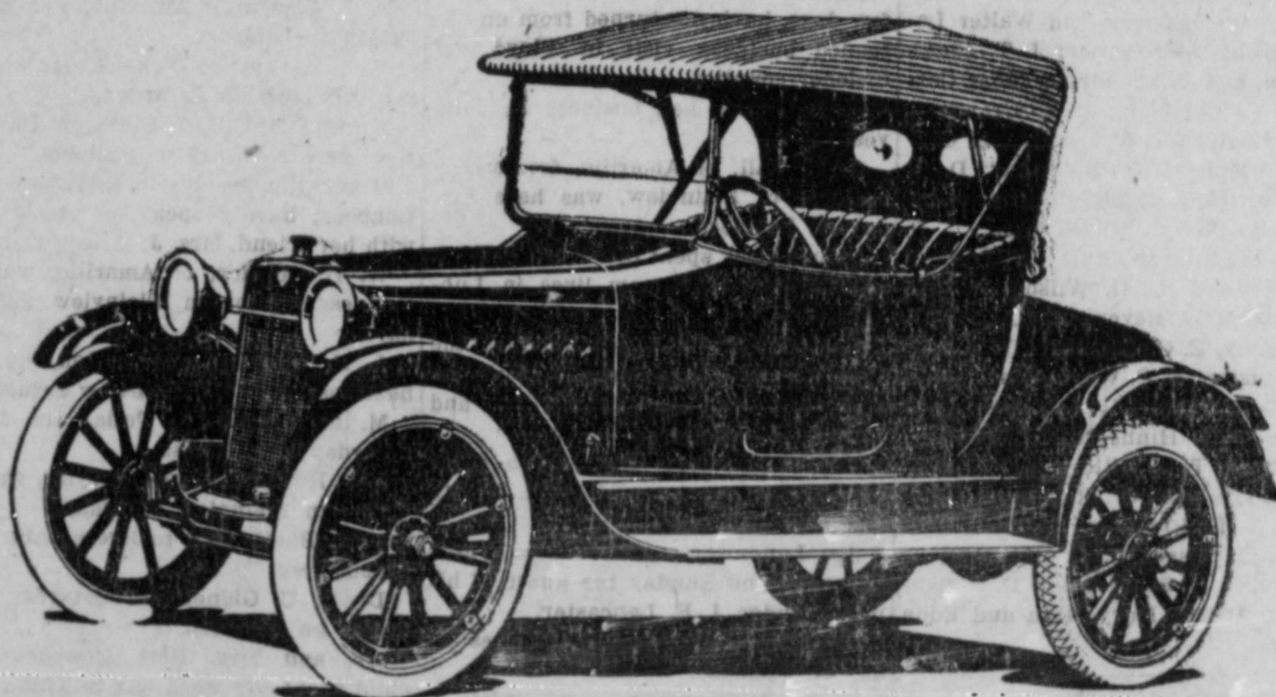
Helen Temple Farm

LAMB & HUTCHINSON, Props.
Plainview, Texas

Presbyterian Ladies
Thanksgiving Bazaar
Wednesday, November 29th
at Paxton & Oswald's
Christmas Gifts and Thanksgiving
Edibles will be sold.

SAXON ROADSTER

A CAR COMPLETELY EQUIPPED WITH EVERY MODERN MOTOR CAR FEATURE



A CAR COMPLETELY EQUIPPED TO THE LAST DETAIL FOR LESS THAN \$500

It's here now, on our showroom floor, spic and span, with shining, lustrous finish of ever-new freshness. By all means see this new series Saxon Roadster. YOU'LL FIND IT NO ORDINARY CAR. We think it will win you on first sight—on its looks, on its costly car attractions, on the way it acts. There's plenty of "pepper" to its performance, plenty of speed, plenty of power and plenty of snap to its "pick-up." There's more room now than ever before, the seat is larger, the body is bigger, and there's more leg room.

NOTE THESE MODERN FEATURES—NO HIGH-PRICED CAR HAS BETTER

STARTING AND LIGHTING system built by Wagner. Two-unit type. Most efficient made. In Saxon Roadster now you simply press a button conveniently placed for your heel and your motor is humming away.

DEMOUNTABLE RIMS. They make tire-change in event of emergency a quick, easy operation.

30-INCH BY 3-INCH TIRES. These larger tires make Saxon Roadster a higher-standing car, give more road clearance, greater riding comfort and longer tire life. Tire trouble will practically never fall to lot of Saxon Roadster owners, for the added size of the tires gives Saxon Roadster the greatest tire surface in proportion to car weight of any car in the world.

HIGH-SPEED SAXON MOTOR. This is a 4-cylinder, L-head, high-speed Continental motor, built to Saxon specifications and designed by the Continental Motor Company—the world's most famous makers of automobile motors. The 4 cylinders are cast en bloc; crank case integral; 2 3/4-inch bore x 4-inch stroke. It

is possessed of unusual power-smoothness, quietness, flexibility, operative economy and coolness under all conditions.

REICHENBACH CARBURETOR. This new carburetor is the greatest advance in gasoline carburetion yet recorded. It is of the atomizer type and has 5 distinct and definite advantages over any other carburetor built.

1. Because it breaks up the gasoline perfectly it adds a full 15 per cent. more mileage to each gallon.

2. Its super-efficiency permits the use of cheaper gasoline without impairing the performance of the motor in the slightest.

3. It develops 15 per cent more power.

4. It makes starting in cold weather easy.

5. It makes for far smoother performance at low speed and gives far faster "pick-up."

THREE-SPEED TRANSMISSION. Among high-quality cars it is the only type of transmission used. Its advantages are three-fold. On hills it enables you to get far more speed

on less power. It gives 25 per cent swifter acceleration. And it protects the motor from overheating and overworking because the proper speed can be maintained under all road conditions. A car which has not a three-speed transmission simply can not compare with the Saxon Roadster in flexibility and efficiency.

TIMKEN AXLES. Timken axles are conceded to be the finest axles manufactured. Throughout the chassis are the famous HYATT QUIET bearings—another costly car attraction.

STREAMLINE BODY. Its streamline design is another piece of evidence which establishes the superiority of Saxon Roadster in the low-priced field.

HONEYCOMB RADIATOR. The honeycomb radiator assures you that your Saxon will always keep cool. You can pull for mile after mile through heavy sand, on low, without the water in your radiator coming to a boil.

ATWATER-KENT IGNITION SYSTEM. This ignition system

is regarded as one of the best and most efficient systems on the market. The highest-priced cars can have no better.

EASY RIDING. Saxon Roadster is the easiest riding, most comfortable low-priced roadster in the world. The long, resilient springs are made of the best quality vanadium steel. The spring suspension is of the cantilever design—the most approved type known. The seat is 40 inches wide, and there's plenty of leg room.

NEW-STYLE TOP with Grecian rear bow enhances the attractiveness of this car's appearance.

ELECTRIC HORN, another fine car convenience; tire carrier at rear; speedometer; ventilating windshield; adjustable pedals; vanadium steel cantilever springs; and twenty more refinements.

Part for part—considering both the number and quality of Saxon Roadster features—we believe it the biggest motor car value on the market; \$495 f. o. b. Detroit.

WILSON MOTOR COMPANY

Saxon Distributors, Plainview and Surrounding Territory

614 Ash Street

PLAINVIEW

Phone 656

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.

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

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

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

BOARD AND ROOM with private family. Modern home. Two men or married couple preferred. Table board. Inquire 1011 Austin St. 2-tp

The largest assortment of Cedar Chests for your selection in Plainview at GARNER BROTHERS' tf.

FOUND—Auto Chain between Tulla and Kress. Owner may obtain same at Herald by payment for this ad.

WANTED—To buy good second-hand house located in or near Plainview. Inquire at Herald office. 2t.

WANTED TO LEASE—A section of raw or improved land to break. Give description, location and terms in letter to P. O. Box 578 or Phone 489. tf.

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

WANTED—Plain sewing. MRS. HUNT, Wescot House. 5t-pd.

FOR SALE—Second-hand Ford touring car, with General Electric starter. Good condition. J. F. DUNCAN, Jr. tf.

An error was made in the phone number of THE SOUTH PLAINS MOTOR CO. in their ad last Tuesday. The correct number is 535. 1t.

FOR SALE—160 acres, close in. Also twelve-room residence, three blocks of Square. Will trade for land or give good terms with substantial cash payment. A. F. QUISENBERRY, Hale Center, Texas. Fri. only-tf.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

JUST RECEIVED—2,000 feet of picture moulding. We are prepared to frame your pictures on short notice. GARNER BROTHERS. tf.

FOR SALE—A new Ford car. Special bargain if sold at once. PEOPLE'S SUPPLY STORE. Phone 337. 2t.

ONE SECOND-HAND CAR cheap. See WILSON MOTOR CO. for particulars. 4t-pd.

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

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—Chevrolet car, practically new. Run only 3,000 miles. See M. P. GARNER. tf.

MEAT MEAL and Tankage is cheaper than corn at 50 cents per bushel to feed to your Hogs and Poultry. We handle it. E. T. COLEMAN, Coal and Grain Dealer. 2t.

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

FOR SALE BY OWNERS—Four sections of smooth Andrews County land; cheap for cash. See or write JOS. MARTIN, Plainview. 5t.

WANTED—Girl or woman for housework. Phone 418. 2t.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

FOR SALE—100 nice Jersey milk cows, 3 to 6 years old. Will sell in lots of 10 and make price according to cows selected. Forty good work mules, 3 to 6 years old. Will sell one span or whole bunch. One thousand coming three-year-old steers. Will sell in lots of 100. Address J. M. BASSETT, Crosbyton, Texas. 4t.

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

JUST RECEIVED—A new shipment of Rugs at GARNER BROTHERS' tf.

FOR SALE—One Oakland Car, good as new. Special price if sold at once. PEOPLE'S SUPPLY STORE. Phone 337. 2t.

WANTED—A few piano pupils by an experienced teacher who has studied four years with Leschetizky, in Vienna, and is a graduate of the New England Conservatory, Boston. Will make a special rate to the first who apply. Telephone 382, or write MISS MARY WIGHT. 2t-pd.

Those bed-room and dining-room sets and library pieces that will make the home more cheerful and comfortable this winter await you at GARNER BROS'. tf.

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

JUST TRY IT, and see how a Delttox Rug will improve the appearance of any room in the house. A new shipment of the mat GARNER BROS'. tf.

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

TO TRADE for Stock or Feedstuff, 5-passenger automobile, in good condition; electric lights and starter. E. T. COLEMAN, Coal and Grain Dealer. 2t.

CEDAR CHESTS are mighty convenient for storing away the summer clothing and having it come out fresh again next spring. We have a beautiful line. GARNER BROS. Phone 105. tf.

Delttox Rugs in all the latest patterns at GARNER BROTHERS' tf.

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

THESE COLD NIGHTS sleep on a good Ostermoor or Sealy Mattress. They are here for you at GARNER BROS'. 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.

FOUND: W. O. W. lapel pin. Call at Herald Office. tf.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. tf.

WANT ADS
L BRING H
D
TRY RESULTS TRY
L SUB H
FROM A L
WANT ADS D

UGH! CALOMEL MAKES YOU DEATHLY SICK

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

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

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

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

Piles Cured in 6 to 14 Days
Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c.

L. A. KERR, Architect.
Office at Falton Lumber Co. Phone 197.
Home Phone 422.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

W. A. TODD, Agent
All Kinds of Insurance
Office No. 14,
First National Bank Building.
Phone 128.

SEE ME FOR
**FARM LOANS
Cattle Loans**

I also buy vendors lien notes.
Money Ready in One Week

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

Drives Out Malaria, Builds Up System
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c.

PUBLIC SALE

Tuesday, November 28th

Beginning at 10 o'clock sharp, I will sell at my place 5 miles south and 2 miles west of Plainview, the following property:

5--Horses--5

- 2 bay teams, weight about 2800
- 1 bay horse, a good worker.
- 1 brown horse, a good saddle horse and gentle.
- 1 brown horse, a good worker.

Farm Implements

- 1 wagon 3 1-4 inch and 3 inch tire.
- 1 light wagon 2 1-2 inch and 2 inch tire, iron wheels.
- 1 double disc plow.
- 1 P. & O. 16-inch stirring plow.
- 1 Deering corn binder.
- 1 John Deere lister.
- 1 John Deering two-row weeder.
- 1 harrow.
- 1 six-shovel cultivator.
- 1 disc cultivator.
- 1 two-row P. & O. corn planter.
- 1 corn belt corn grinder.
- 1 double shovel plow.
- 1 single shovel plow.
- 1 old satley lister.
- Millet hay in stack.
- 1 Texas Queen saddle.
- Grind stone.
- Work bench.
- Wheel barrow.
- Block and tackle and rope.
- Two sets of harness and lines, collars, bridles, forks.
- Hay fork and rope with pulleys.

19 Head Cattle

- 7 milkers, 6 giving milk, 1 to be fresh by day of sale.
- 3 two-year-old heifers.
- 1 good 2-year-old short horned bull.
- 7 spring calves.
- 53 hogs, some good gilts.

Household Furniture

- 1 Florence oil stove.
- 2 bedsteads.
- 1 churn.
- 2 tables.
- 1 rocking chair.
- 7 chairs.
- 1 heating stove.
- 1 clothes sack.
- About 50 hens, one-year-old.

TERMS OF SALE---All sums under \$10 cash. All sums over \$10, twelve months' time on all cattle and hogs; 12 months' time on all other stuff, with bankable note bearing 10 per cent interest. 5 per cent discount for cash.

JOHN HARTZLER, Owner

W. A. NASH, Auctioneer

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

THIRD NATIONAL BANK

PLAINVIEW MERCANTILE CO.

Store Opens
7 a. m.

"The Family Shoe Store"

Store Closes
6 p. m.

PLAINVIEW MERCANTILE CO.

Just Seven Days to Beautify Your **THANKSGIVING** TABLE With New Linens

GIVING THANKS

We are thankful for the peace and prosperity that has been this Nation's. We are thankful that our sons, brothers and sweethearts are still with us. We are thankful that we have enough and to spare of life's necessities; and we are thankful that we can, in a measure, alleviate our sisters and brothers across the sea.

For our own personal blessings we give thanks—for the measure of prosperity that has been ours, for freedom of thought and action, for the many advantages we enjoy.

Our business has shown a decided progress and growth during the past year. We wish to thank you for helping to make our business greater and better each year. We are thankful that, though there has been a shortage of various materials, we have been able to serve our patrons with dependable merchandise.

(Signed) IRA W. LITTLE.



CHRISTMAS

Women's Dainty Silk Nightgowns and Envelopes made to sell at \$2.50 to \$5.00.

So charming and beautifully made that they deserve to be considered among the Christmas gifts.

Ladies' Silk Hose in a rainbow of colors at \$1.00, \$1.25 and \$1.50.

Fancy Table Linens

are in the thoughts of every Housekeeper these days preceding Thanksgiving and the Holidays.

Imported Bleached Linen Damask { \$1.50 TO \$2.00

Belfast Linen—heavy quality, with beautiful finish. Elegant assortment of designs two yards wide.

50c MERCERIZED DAMASK
Comes 58 in. wide. Fine for breakfast use.

Highly Mercerized Damask
75c to \$1.00

Two yards wide. Heavy quality in plain and beautiful floral designs.

Heavy Turkish Towels, 25c to 50c a pair.

PATTERN CLOTHS
With Napkins to Match

Heavy all-pure Irish Linen Damask Cloths, 2 x 2, yards, \$4.00; Cloths 2 x 2 1/2, \$5.00; 22 x 22-inch Napkins to match, \$4.00 per dozen.

College Girls Coming Home for Thanksgiving

School girls thinking of Holiday dances or debutantes interested in new party frocks will find the new ones (we have just received) the ideal Gown she most desires.

PARTY FROCKS of soft, shimmering Taffeta, a piquant little affair of many frillings and girlish simplicity. They have round neck, tiny strap sleeves, a touch of silver lace and a French corsage bouquet tucked in the girle. Apricot, pale pink or blue and Nile green are the colors. Reasonably priced—\$18.50 to \$35.00.

FULFILLING MOTHERS IDEALS

At that electrifying moment when you burst into the savory Thanksgiving kitchen—give Mother the thrill of her lifetime, by not only fulfilling, but exceeding her hopes of the man she thought you were.

Let your appearance be all that implies success and prosperity, overwhelm her with your personality, of which your Clothes are a forceful part.

In your selection of Clothes that are going to outwardly represent you to home folks on Thanksgiving, insist on Clothes of unquestioned quality.

Kuppenheimer Clothes

You will find these Clothes of character and refinement—garments that will radiate your personality and that will be admired by everybody.

In our generous assortment of new Overcoats and Suits in the Latest Styles, every man, young or old, can exercise his own individual taste and judgement.

If you are traveling with success and want the folks to know it, wear Clothes that show it. We have them. It's up to you to get them.

Prices of Suits and Overcoats

\$15 up to \$40



Large Assortment Men's Furnishings Ready for Thanksgiving

In all the new Midwinter Styles—

HATS,
SHIRTS,
CAPS,
HOSE,

TIES,
UNDERWEAR,
COLLARS,
SUPPORTS,

MACKINAW,
RAINCOATS,
SHOES,
OVERSHOES.

Plainview in the News Columns of the West Texas Newspapers

RALLS BANNER.

L. A. Kerr, contractor on the bank and Presbyterian Church buildings, was a business visitor to Plainview this week.

W. P. Stephens was a visitor to Plainview the latter part of last week.

Mr. and Mrs. Tom Carter, of Plainview, were in this city Tuesday on business.

J. A. and Guy Cox, of Plainview, were in the city this week on business.

Miss Irma Wildering King, popular milliner and sales lady at the Bird & Dean store, visited home folks, at Plainview, the latter part of last week.

HALE CENTER RECORD.

Mr. and Mrs. Will Nittler and Grandpa Nittler were visitors in Plainview Monday.

Nick Alley was looking after business and watching the election returns in Plainview Tuesday and Wednesday.

Woody Day transacted business in Plainview the first of the week.

B. M. Johnson sold Tuesday to Messrs. Smith and Pierson, of Plainview, thirty-six calves at \$25.00 per head and two yearlings at \$32.50 per head. Delivery was made Wednesday.

Mr. and Mrs. M. J. Ewalt were visitors in Plainview the first of the week.

B. O. Cloud, of Slaton, passed through Hale Center Monday en route to Plainview, where he purchased a new Dodge automobile. He returned home in his new car.

The high school boys of Hale Center went to Plainview last Friday and played a game of basketball with the high-school boys there. The game resulted in a victory for the Hale Center boys by a score of 18 to 16. A return game will be played in Hale Center today (Friday). It is also announced

that the young ladies of Plainview will play our young ladies the same day. We know that victory will be with both our teams, for they are the best and the best all ways.

Mr. and Mrs. Claud Gentry returned Wednesday morning from Amarillo, where they had been with their little daughter, Dorothy Mae, to have an operation performed for the removal of a growth from her right eyelid. We are glad to report that the operation was successful and the little girl is enjoying full health.

Mr. and Mrs. H. Black were visitors in Plainview Wednesday.

NEW BUILDINGS ASKED FOR AT THE UNIVERSITY OF TEXAS.

The Regents of the University of Texas will ask the next Legislature to allow them to issue bonds against the permanent income from University property to the amount of \$3,000,000 for the construction of new buildings. If the Legislature grants this request of the Regents, it will entail

no expense to the tax-payers of the State as the retirement of the bonds will be made possible by the income from lands belonging to the University. Among the buildings for which there is an urgent need are a new Main Building, an auditorium to take the place of the one condemned by the State fire marshal, a laboratory for the biological sciences, physical and chemical laboratories, and dormitories for at least 1,500 boys and 1,000 girls.

At present a large part of the recitations and class work of the University is carried on in pine shacks, fourteen in number, and all mass meetings of students have to be conducted in the open air, there being no auditorium available.

All kinds of Feedstuff bought and sold. Our prices are always within the market. E. T. COLEMAN, Coal and Grain Dealer. 2t.

FOR RENT—Two unfurnished rooms, Phone 292. 1t.

WANTED—Jack Rabbits. For particulars, see or phone L. D. RUCKER, at the Rucker Produce Co.'s. 2t.

FOR RENT—Two furnished rooms, close in; private home. Phone 438. 2t.



Scene from "LESS THAN THE DUST"
Mary Pickford's Greatest Picture

in 7 massive parts
Olympic Theatre, Nov. 29th and 30th

Duck Hunters

Get a Pair of Wading Boots

AT REINKEN'S

Be Thankful--Be Satisfied Be Prepared

Get ready for the bid Turkey Day feast. If you are not prepared to care for the meal with dispatch and satisfaction we are in a position to supply your needs. You will have reasons to be thankful not only on the "Thanksgiving" day but for many days to come if you will shop here where we are ready to show you

The Arcadian Range

the really big assistance in the preparation of the meal. The turkey will be just as you wish it baked in one of our aluminum or granite roasters. The fixings that go with it will appeal to you prepared in one of our baking dishes or casseroles. The table will be dressed in good taste and the bird carved just to your liking if you will select from our stocks of cutlery, table ware, and china.

Then there are the Heaters and Base Burner to make the Thanksgiving home comfortable after the big dinner and for many winter days to follow.

To The Huntsman

Our supply of Ammunition and our splendid stock of Guns will appeal to you for your Thanksgiving hunt. Better come in early and be prepared when the time comes.

R. C. Ware Hardware Co.

Phone 178

SUITS, OVERCOATS and MACKINAWs

Men, young men and boys will find it very easy to select their garments at our store as we carry a very complete stock and our prices are so inviting. We are still featuring the

**MICHAELS-STERN
SUITS AND OVERCOATS**

Come around and let us dress you up.

Jacobs Bros. Co.

Our Sale on Ladies Suits, Coats, Skirts, Waists and Dresses

Still On in Full Blast

Come early and get your favorite color and design.

CHILDREN'S COATS

We are also offering our entire stock of children's coats at reduced prices.

Jacobs Bros. Co.
THE ONE PRICE CASH STORE

Plainview in the News Columns of the West Texas Newspapers

Tulla Herald.
Jack Rascoe, of Amarillo, transacted business in Tulla Wednesday, leaving for Plainview in the evening.
Mrs. A. B. Martin, of Plainview, was visiting friends here Sunday.
Judge W. F. Hendrix left Monday for his new location, at El Paso. Judge Hendrix has formed a partnership with Judge M. W. Stanton in the practice of law. The people of Tulla regret to lose as able a lawyer as Judge Hendrix. He has twice served this county as judge, and has held other important positions. Best wishes of success go with him in his new field of labor.
Messames H. S. Ford, of Canyon, and W. W. Underwood, of Plainview, were visiting for a short while in Tulla Sunday. They were on route to Plainview.
Bert Kilcrease and wife, of Plain-

view, were here the first of the week visiting relatives.
Sale of Fine Cattle.
D. C. Weyenberg and son, of Indiana, were in Tulla last week looking after their fine cattle, that they have had here the past four years, under the management of Frank Cobb.
While here Mr. Weyenberg succeeded in selling some of this year's bull calves to Mr. Bennett, of Amarillo, at the fancy price of \$140.00 a head. The balance of his cattle, making three carloads, he shipped to the blue grass in Kentucky.
Randall County News.
Mrs. W. W. Underwood, of Plainview, accompanied Mr. and Mrs. W. J. Flesher to Canyon on last Wednesday, on their way home from the conference

at Stamford, and visited until Sunday with her sister, Mrs. Henry Ford. She returned to Plainview Sunday, accompanied by Mrs. Ford.
N. C. Hix returned Tuesday to his home, in Abernathy, having been called here by the sickness and death of his father.
G. G. Foster was a business caller in Plainview Tuesday.
Rev. J. M. Harder, of Plainview, was a business caller in the city on Thursday.
Silverton Star.
Frank Bain spent Sunday in Plainview.
The football game played here Monday afternoon resulted in a score of 25 to 7 in favor of the visitors. The Plainview team made their entire score in the first half. The home boys were playing in earnest in the last half, and got a score of 7 this half.
Plainview has voted paving bonds by a vote of 5 to 1, and will soon have an engineer there to get the work under way.

SUNSHINE SCHOOL WILL GIVE BOX SUPPER SATURDAY.
New School Near Olton Now Has Enrollment of Twenty-One.
SUNSHINE, Nov. 21.—Our summer days are gone, and the winter king has covered mother earth with a warm blanket of snow. But the snow is fast melting, and we hope we will have pretty weather for a while.
Robert Thomas was in Plainview last Monday.
There was a box supper given at Mayfield Friday night. Several from Sunshine were there.
The party given at Walter Coffey's was well attended. All report a pleasant time.
Mrs. Struve's sister from Abernathy has come to stay with her for a few weeks.
Mrs. Mat Hanson spent last Friday with Mrs. C. W. Boyd.
Miss Dot Cunningham spent the

week end with her parents.
Miss Elaine McMinn accompanied Alice Redinger home from school last Monday.
There were four new pupils enrolled at Sunshine today, making twenty-one in all.
Mr. and Mrs. George Brown and family spent Sunday afternoon with Mr. and Mrs. C. W. Boyd.
Don't forget the box supper and play to be given at Sunshine school house on Saturday. Bring a box and have a good time.
MAYFIELD SCHOOL LIBRARY IS TO BE MADE LARGER.
MAYFIELD, Nov. 27.—Although it was stormy Friday night, the box supper at our school was well attended.

The proceeds of our boxes were twenty dollars and seventy cents, which will be used to enlarge our library.
Mr. and Mrs. Walter Coffey entertained the young folks Saturday night. A large crowd from Mayfield, Center Plains and Sunshine were present. Their new piano player furnished entertainment for the evening.
Mr. and Mrs. Garrett have moved on the place where John Fisher's have been living.
Miss Girdie visited Mrs. A. D. Hooper Saturday and Sunday.
A number of pupils have been absent this week on account of the bad weather.
Mrs. John Fisher, of Mayfield community, is going to her former home, in Madison, Wisconsin.

Jack Frost Baking Powder
"It's absolute Purity—An absolute surety."

PLAINVIEW MERCANTILE CO. Store Opens 7 a. m. JUST 26 DAYS UNTIL CHRISTMAS Store Closes 6 p. m. PLAINVIEW MERCANTILE CO.

VITAL, URGENT, INSTANT NEWS OF WINTER NEEDS TO TELL

LADIES SILK HOSE The Useful Christmas Gift



Men's and Women's Silk Hosiery
Better assortments cannot be found anywhere—and our prices are always the lowest possible. Among the entire assortment there are some lots worthy of special attention.
Women's Stockings
Thread Silk Stocking, with spliced heels, in black only, \$1.00—last year's prices. Hundreds of pairs of the new winter colors at \$1.00, \$1.25 and \$1.50.
Just 100 Dozen Left
to sell at last year's prices. Misses', and Women's "Cadet" Stocking, in medium and heavy weights, linen heel and toe, 25c a pair. Worth on today's market 35c.
Men's Sox
Full-fashioned Thread Silk Socks, excellent grades, in grey, blue, black and white, 50c a pair.
Men's Silk Lisle Hose, 25c a pair.
Hundreds of Heavy-Ribbed stockings for the School Boy and Girl, three-ply at knee, 25c a pair.

Women's and Misses New Walking Shoes

Women and Misses want good, strong Walking Shoes. We have just received a shipment of fine black calf-skin Shoes with Neolien soles and heels, tops of 7½ and 8 inches, on the English last—the most desired Shoe for school and street wear.
Prices, \$4.25 to \$5.00.

This Will Help You to Decide What Slippers to Give

WOMEN'S HOUSE SLIPPERS.
Felt Juliet Slippers in various colors, some fur trimmed and stamped, \$1.00, \$1.25 and \$1.50.
Felt Slippers with padded soles, in a rainbow of colors, \$2.00.
Boudoir Slippers, in black and red, \$1.25.
Knitted Slippers, in colors, \$1.00.

Before Another Snow Comes

It will be good to have in mind we have a few hundred
BLANKETS AND QUILTS
left at last year's prices—all of a safe, reliable quality.
Blankets—
\$1.00 up to \$12.50.
Quilts—
\$1.50 up to \$10.00.

Silk Waists of Many Kinds

for dress occasions and practical wear—black, white, suit colors, rich dark plaids and stripes, flesh colors and white—a wonderful assortment—
\$2.50 up to \$8.75.
Crepe Georgette Waists
in pink, flesh or white; some embroidered, some lace trimmed—
\$5.00 up to \$7.50.

Ivanhoe Mills



THIS COMBINATION \$1 SUIT FOR

**Ready With Warm Underwear
for Men Women and Children**
We have good reasons to believe our assortment of the better kinds of Knit Underwear are the best and most comprehensive in this city. All are the most desirable grades—at last year's prices. Men's Shirts and Drawers, 50c and up; Union Suits starting at \$1.00; Women's Vests and Drawers starting at 50c; Union Suits, 65c and up; children's Underwear starts at 25c.

Say Mr. Man, You Want the Best Suit and Overcoat You Can Buy for the Money, Don't You? Well then take advantage of these

EXTRAORDINARY CLOTHING OFFERS at The Mercantile Today

If every man knew how much more he would get for his money at the Mercantile, there'd be very little Clothing sold anywhere else this week.
See that you find out by looking around and investigating before you buy.

First of All See Our Wonderful Suits and Overcoats at - \$15 EACH
Just for a few days longer we offer you all-wool STADIUM SUITS for only Fifteen Dollars. When this supply is gone we will be compelled to ask you \$20.00 for the same suits.

Our Suits and Overcoats \$20
at - - - - - \$20
Beautiful assortment of Suits and Overcoats, in all the new Mid-winter colors and the latest models, in sizes 34 up to 46.

Our Suits and Overcoats \$30
at - - - - - \$30
Include the topmost achievements in Men's Ready-to-Wear Clothing. You won't find any Suits or Overcoats to equal them in quality and beauty of fabrics or in fine tailoring. Made by
THE HOUSE OF KUPPENHEIMER.



KEEP YOUR FEET DRY
With Overshoes and Rubber Boots.
Sizes for the little tot of 10 years. Also plenty for "Mother and Dad."

LET ANY MAN WALK RIGHT IN

and he'll find himself in the most satisfactory Men's Store in Plainview. Everything right within his reach—Hats, Caps, Gloves, Furs, Shirts, Neckties, Mufflers, Sweaters, House Gowns, House Coats, Pajamas, Underwear, Hosiery, Shoes, Umbrellas—all brand new, latest fashion, highest quality, largest variety and lowest prices for the qualities—
THIS WE MAINTAIN AND GUARANTEE.
Now is the time for Winter Choosing, with all assortments at their best.

SANTA FE IS IMPROVING LIVESTOCK FREIGHT SERVICE.

AMARILLO, Texas, Nov. 24.—Announcement of improved freight service for the hog shipper has just been made by C. C. Dana, General Freight Agent. This is due to the remarkable development of the hog industry in the Texas Panhandle and Eastern New Mexico. Something like a year ago the Santa Fe Railway arranged for a special hog train every Saturday morning from Slaton, Texas, by way of Amarillo to Wichita, Kansas, scheduled to reach its destination at 2:45 the next afternoon. This run is made without unloading and feeding, and gives the shipper the opportunity to have his hogs on the early Monday market in good condition.

This special service is now extended to Eastern New Mexico. Hog shipments, assembled at Clovis from the Pecos Valley and along the Belen Cut-Off, are carried over the main line to Amarillo and there combined with the hog train from the south. This special fast service saves the shipper the necessity of unloading and feeding after leaving Clovis. Shippers from a distance south and west of Clovis, New Mexico, may unload and feed at the yards there.

EX-STUDENTS OF TEXAS UNI. TO RAISE \$100,000 LOAN FUND.

AUSTIN, Texas, Nov. 24.—Acting for the Ex-Students' Association of the University of Texas, Jno. A. Lomax and other persons have committed themselves to the task of securing funds to the amount of \$100,000 to be loaned to boys and girls of Texas of high intellectual and moral worth who without financial aid from this fund could not secure college training. All funds secured will be loaned to persons who desire to study in the University of Texas.

Those promoting the movement state:

"Texas contains many boys and girls—sons and daughters of widows without means, or of tenant farmers, or of persons who through accident or loss of health cannot provide adequate support for their families—who will be denied the privilege of college training, except through the help of some such fund. A high-school training may have been their portion, but a course at a college at some place remote from their homes, with its necessary expenses, is impossible. They may graduate with first honors of a very high order; they may be capable of receiving and profiting by the very highest educational training; and yet, for the lack of a little money their noblest powers of mind and heart remain undeveloped. To the aid of such promising boys and girls, this fund will come as a priceless boon. As it is repaid, other boys and girls will receive its benefits; and, once established, it will go on so long as education remains a civilizing factor in the progress of the world.

"When Thomas Jefferson, the founder of the University of Virginia, organized that institution, his first scheme embodied a plan to educate at the State's expense two students from each county of the commonwealth of Virginia. These students were to be chosen by a competitive examination, without regard to whether their parents were able to send them to college.

It was not found practicable to carry out Jefferson's scheme, but other Southern States, notably Alabama, North Carolina and Georgia, support loan funds, that are doing great service. Our proposition has the merit of proposing to supply the wants only of those who are absolutely needy and absolutely worthy. Through its operation we desire to make it possible for the poorest boy or girl in Texas possessing intellect and character to cherish an ambition to attend the University of Texas, with the knowledge that such ambition, should all other plans miscarry, will be ultimately realized through the aid of the Loan Fund. As stated in an editorial in a recent number of the Houston Post, the Fund "will make an education possible for many a young man or woman who are now unable by unaided efforts to secure that priceless thing." The Loan Fund will be so administered that its recipients will not be known at the time, the possibility being thus safeguarded of their being pointed out as a special class of students."

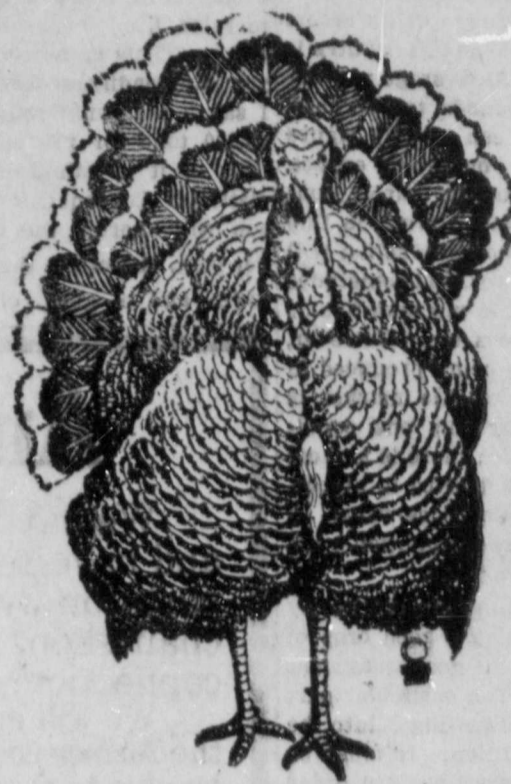
LOST—Heavy grey checked overcoat with belt in back. Was left in someone's car 5 miles east of town last Monday night week. Please leave with Herald Publishing Co., S. G. BURDINE, Matador, Texas. 11-pd.

The Really New Sensible Christmas Gift
I-P
Loose-Leaf Filing Recipe Book
(Washable Binders)
\$2.00

To see them is to decide upon them as gifts. There is nothing more appropriate for the housewife.

THE BOOKS ARE HERE NOW

Herald Publishing Company
Phone 72



Turkeys Our Specialty

We are in the market all of the time for Turkeys. Make it a point to see us before you sell.

We eliminate the middle man. Follow the wise ones and bring us your turkeys. When we don't buy them some other dealer handles them for you for nothing.

Wright Produce Company

Opposite Passenger Depot



A Happy Family Isn't It?

Your family will be happy too, and your guests if you are to have any, if you will permit us to stand back of the menu with the delicacies of the Thanksgiving season. We have provided them in abundance for your family and your friends, and ask the pleasure of serving you.

We will tell you of just a few of the good things that you might have an idea how completely we have planned for your pleasure.

- | | | |
|-------------------------|--------------------|-----------------------|
| Fresh Crisp Celery | Fancy Oranges | Fancy Currants |
| California Head Lettuce | English Walnuts | Crystalized Ginger |
| Fresh Radishes | Pecans | Fancy Raisins |
| Cape Cod Cranberries | Canned Coconut | Citron and Figs |
| Fresh Green Peppers | Turkeys | Dates and Coconut |
| Fresh Cauliflower | Apple Cider | Candied Pineapple |
| Florida Grape Fruit | Heinz Mince-meat | Candied Cherries |
| Fancy Apples | Heinz Plum Pudding | Orange and Lemon Peel |
| Fresh Grapes | U-All-No Mirts | Canned Raisins |

And the many other goodies to make the meal the success you would have it. Get your orders in early to avoid disappointment and insure prompt delivery.

Phone 348

PIERSON & SMITH

Phone 348



Dining - Room Furniture

comes in for a lot of criticism on Thanksgiving. Don't give your guests a chance to criticise yours.

Come here and get a new table, a new buffet, and as many chairs as you need.

Our furniture has all the style and grace of modern design, combined with the solid construction of the old. Prices very reasonable too.

W. E. WINFIELD

"If it Isn't Good We Make it Good"

Phone 95

BROOM CORN AS A PLAINS CROP.

By I. L. RASMUSSEN,
of the Panhandle Warehouse Co., in
the Southwest Plainsman, of
Amarillo, Texas.

Broom corn belongs to the sorghum family. It originated probably in the Balkan States of Europe, years ago. It is still raised there in a small way. It was first raised in the United States in colonial days, in the Mohawk Valley, in the State of New York. Its peculiar adaptability to virgin soil moved the producing district westward as the country settled up. Ohio became the next mentioned district, and thence it drifted to Illinois. About thirty years ago they began raising it quite extensively in Kansas, and later, when the Oklahoma territory opened for settlement, it became one of the leading crops in the western part of that State. Now, Southwestern Kansas, Western Oklahoma, Eastern Colorado, Eastern New Mexico, and the Panhandle of Texas produce fully 85 per cent of the entire tonnage, with Illinois next, with about 10 per cent, and the balance in scattered sections.

Very little broom corn is exported outside of the North American Continent, and very little produced outside of the United States. Possibly as much as 100 tons is exported some years to South Africa and Europe, and once or twice during years of extremely high markets a small amount has been imported from the Balkan States and from Italy. Therefore, broom corn can not be considered an export nor import commodity.

Broom corn, like other sorghum crops, is drouth desisting, and will produce a crop under dry-weather conditions in percentage about the same as kafirs and milo maize. For this reason it is particularly adapted to the Plains country. It is also adapted to new-broken sod land, and where you can get a full, even stand it will produce almost a full crop. Of course, it will produce a heavier tonnage on old or valley land, but this difference is not so perceptible as is Indian corn and such crops.

The farmer anticipating the raising of broom corn, and not having previous experience, will naturally ask these questions—What will it cost to produce a crop of broom corn? What may I expect in returns for a normal year? Would it be safe for a farmer to undertake raising such a crop without previous experience or observation in raising broom corn? And what will it cost for machinery, sheds, etc., to care for a fair-sized crop? Can I be assured of a ready market for the crop when it is ready for market?

To these questions we would answer: The cost of seed is very small. It will pay you to get the very best from some reliable seed house. It will cost you about 10c per pound delivered at your station. For this Plains country you will plant about 2½ pounds to the acre. The cost of planting and cultivating is about the same as for kafirs and milo maize, or most any row crop. It is planted and cultivated in about the same manner, and during the same season of the year. On old land it should be kept very clean of weeds, and the soil pulverized in good shape. On new-broken sod lands it does not need so much cultivating. The principal cost is the harvesting and putting it in the bale ready for market. This varies according to cost of labor, etc. On the average, I would figure it not to exceed \$20 to \$25 per

ton. I have known several large crops banded under contract at below these figures.

As to proper returns: a normal market price for an average quality broom corn produced on this Plains country is about \$75 per ton. An average production is about 600 pounds to the acre. On this basis you can readily figure about what returns you should expect. However, the production varies considerably, as do most all crops in this Plains country. A good production will run a ton to three acres, and sometimes on a short-crop year it will take five or six acres to produce a ton. However, the bulk of the crop being produced in this semi-arid district, the market is influenced chiefly by this one condition, and usually when there is a short production the market price is higher, and a large production vice versa. I will explain this market condition more fully in another paragraph.

Previous experience is not really necessary to producing a good crop of broom corn. A little good judgment is most necessary. The particular part is the harvesting and getting it into the bale in proper condition. It must be gathered at the proper time. In order to maintain the nice green color and vitality in the fibre, it must be gathered when the seed is in the dough. When the seed begins to ripen the fibre is very apt to turn pale color and red. When the crop is very uneven it is necessary to go over the field two or three times, in order to get the heads when they are matured at the right stage. Then, in curing it, it requires a great deal of attention not to get it stained either by way of rains or by piling it too quickly. Broom corn is very quick to heat when improperly piled or ricked. When it is once cured and baled in proper shape it will keep in a warehouse for years, losing scarcely any of its vitality and color.

If you are not in a district where broom corn is raised quite extensively, it will probably be necessary for you to buy your own seeding and baling machinery. This will cost about \$400, outside of a gas engine or horsepower to run it. It is almost necessary to have power machinery to handle a fair-sized crop successfully. One machine will handle fifteen to twenty cars of broom corn during the season. In most districts where there is any amount raised, some individual buys an outfit and operates it in the same manner as a threshing outfit for grain, seeding and baling the broom corn for the entire community. The cost of seeding and baling in this manner is about \$9.00 per ton, including the cost of baling wire.

Broom corn in this Plains country is usually cured in the field and in the rick, therefore entailing no extra cost for sheds, etc. By carefully ricking, to turn the water in case of rain, it can be cured very nicely in this manner. Of course, the sheds are the best and surest manner in which to cure it, and where the farmer is able to afford them it is a good investment. In the lower altitudes, where the atmosphere does not dry and cure out the fibre so rapidly, it is almost a necessity.

Broom corn nearly always has a ready cash market right at your local loading station. There are factories in all the principal cities, and broom-corn brokers and warehouse men in all the principal centers of the Southwest, who have their buyers out all the time. One advantage in raising the crop is the fact that you can get early cash returns for it as soon as it is ready for market. Feed crops often have to be

fed out before you can get the money out of them.

A great deal has been said about broom corn being a speculative crop to raise, i. e., a speculative market to sell on. This is more or less true, and you can readily understand why when I say: A normal production is about 45,000 tons for the entire crop. The bulk of it is raised in the semi-arid districts. Consequently, a drouthy season will shorten the tonnage a large per cent, and affect the market accordingly, and a good crop season vice

versa. Also, there is absolutely only one use for broom corn, and that is to make brooms, and there is absolutely no substitute to take its place in case of a scarcity. The most successful grower of broom corn usually plants say not to exceed 25 per cent of his tillable land to this crop, and if the market is normal or higher he receives a good return in profit; then, if the market is low, he can sell his other crops and hold his broom corn for a

(Continued on Page Ten.)

Announcement

We have purchased Ben's Barber Shop and have separated it from the cafe by a partition which will give us an exclusive six chair shop, with sanitary bath facilities in connection.

We will appreciate the continued patronage of the former customers of the shop and others we may be able to attract by careful attention to our service and their needs.

We invite you to visit us and get acquainted with our service.

City Barber Shop

BROYLES & CARPENTER, Proprietors

Presbyterian Ladies
Thanksgiving Bazaar
Wednesday, November 29th
at Paxton & Oswald's
Christmas Gifts and Thanksgiving
Edibles will be sold.



Waco, Texas account Meeting Grand Chapter A. F. & A. M., November 27th. Tickets on sale Nov. 25th and 26th final limit Dec. 20th, \$16.30 for the round trip.

Fort Worth, Texas, November 20th to December 2nd, annual meeting Texas State Teachers' Association; tickets on sale November 29th and 30th, final limit December 4th. \$13.50 for round trip.

Dallas, Texas, November 13th to 17th, Reunion Scottish Rite and Shrine Meeting. Tickets on sale November 11th, 12th, 15th and 16th, final limit Nov. 29th and 30th. \$14.75 for the round trip. For further information call on or phone 224.

JOHN LUCAS, Agent

**ANNUAL
THANKSGIVING
FOOTBALL
GAME**

**WAYLAND GROUNDS
PLAINVIEW, TEXAS**

2:30 p. m.

**FOR
PANHANDLE
CHAMPIONSHIP**

If you want your Thanksgiving dinner complete, use "WHITE CREST" FLOUR for your Pastry Baking.

We will have everything that can be had in FRUITS and VEGETABLES, and, best of all, DeLUXE FRUIT CAKES.

Don't worry about baking a Fruit Cake.

DeLUXE is better and cheaper.

We now have these in stock.

SEWELL GROCERY CO.

Wayland College
vs.
Clarendon College

Admission 50c

THANKSGIVING DAY

"THE FALL OF A NATION"

Written and Produced by Thomas Dixon

The World's Most Tremendous Photoplay Achievement--even greater than "The Birth of a Nation", which was also written by Thomas Dixon. A bugle call to arms for National Defense, this huge production depicts the crime of unpreparedness in an intensely gripping manner. It is both Historical and Imaginative--contains battle scenes greater than ever depicted in a photodrama. A heart throb in every foot. Length ten reels.

THE OLYMPIC THEATRE

Two Days--Wednesday and Thursday, December 6th and 7th. Two performances only each day--afternoon and night. Seats on sale at Dye Drug Co., commencing Saturday, December 2nd.

Personal News

Miss Sammie Mounts, of Hale Center, formerly a student in Seth Ward College, has been pledged by the Sigma Alpha chapter of the Phi Beta Phi fraternity at Southern Methodist University, Dallas.

W. L. Benham, consulting engineer, of Oklahoma City, Okla., left this morning for Tulsa to look after some wheat land.

O. B. Jackson left this morning for Tulsa to look after some wheat land.

C. B. Reeves left this morning for Mineral Wells. He will be gone several days.

W. W. Graham, formerly with The Herald, is in Plainview for a few days.

Dr. W. T. Griffin left this morning for Dallas. He will remain with his family during the holidays.

Mr. and Mrs. J. W. Willis and daughter, Marguerite, and Mr. Willis' brother, T. G. Willis, of Franklin, were in Amarillo Saturday.

Dr. and Mrs. J. C. Anderson, Mr. and Mrs. Jim Anderson and Austin Anderson, of Ralls, will all spend Thanksgiving in Lubbock.

J. W. Willis went to Tahoka yesterday on business.

The Ladies' Missionary Society of the Presbyterian Church will hold their annual Thanksgiving Bazaar tomorrow, at the Paxton & Oswald Furniture Store.

H. G. Paddock, who has been in Jamestown, North Dakota, for the past few months, returned to Plainview yesterday.

B. T. Hatchell, who was formerly in business here, has recently moved to Tahoka. For the past year San Angelo has been his home.

Horace Lindsay, of Amarillo, is spending a few days with his parents, Dr. and Mrs. A. H. Lindsay. Horace has been made receiving teller of the Amarillo National Bank, and will resume his new duties on December first. He has been an employee of this bank for more than a year.

L. O. Engleman, a young student of Wayland Baptist College, preached Sunday morning at the Baptist Church, in the absence of the pastor, Rev. I. E. Gates. Sunday night R. M. Miller, another of the students, preached. Mr. Engleman preached on "The Sinner and His Friend." Mr. Miller's talk was on "God's Covenant With His Children." Both young men did splendidly, and are a credit to Plainview and Wayland College.

P. B. Reils and T. E. Bowers, of Ralls, Texas, were in Plainview Saturday on business.

H. H. Townsend, of Tulsa, was here Saturday on business.

S. D. Jones, of Floydada, was a business visitor in Plainview Saturday.

J. A. Young, of Oklahoma City, Okla., was a visitor in Plainview Saturday.

Judge and Mrs. C. H. Curl, of Littlefield, were visitors in Plainview Saturday.

W. R. McCluskey, of Spring Lake Ranch, was in Plainview Sunday.

F. C. Mullinger, of Silverton, was in Plainview Sunday.

W. H. Bonner and Dr. H. C. Caylor, of Canadian, and T. B. Caylor and Geo. F. Caylor, of Hereford, were here Sunday.

J. R. Brandon, of Post City, was here Sunday.

J. J. Killough, of Decatur, was in Plainview Sunday.

R. O. McWhorter is in Chicago on business.

W. P. Hatchett is visiting in Tahoka.

SANTA CLAUS

WILL BE HERE
SATURDAY

with more kinds of nice things, that people want GIVE and GET, than you ever saw under one roof before.

Be sure and come to see the store.

LANDERS WAYLAND BUILDING



The Modern
Breakfast Cup
is served to all the family

--no denying the children for fear of harming them.

--no hesitation on the housewife's part lest it make her nervous.

--no doubt about the wisdom of a second cup for the husband for fear of disturbing his digestion.

This snappy flavored table drink, so popular nowadays, is

Instant Postum

Well worth trying by those who value health--"There's a Reason."



What's your tailor?

Good Thanksgiving Dressing applies to you as well as to turkey. If you expect to feel thankful on November 30th, our skilled tailors

ED. V. PRICE & CO.

can make you look like it by supplying you with

Clothes of the Latest Fashion

cut from woolens of the best quality and tailored to fit your form. Better let us take your correct measure today. The cost is reasonable.

Waller Tailoring Company

Phone 188



COPYRIGHT BY ED. V. PRICE & CO.

ANNOUNCEMENT

We now have associated with us Mr. George E. Bennett from the men's furnishings department of Carter-Houston's. Mr. Bennett will be pleased to serve his many friends in the buying of better groceries with just a little more service back of the selling.

Thanksgiving Groceries

Perhaps you have not yet done much buying for the larder in preparation for the big feast day. You may be only working out the details of your menu. Whatever that menu will contain bring the list to this store and let us fill the order. You will not be disappointed in the quality of the goods you get, in the prices you are asked to pay, or in the promptness and condition in which you receive the goods in your kitchen.

Let us help you in making your Thanksgiving dinner a success.

E. G. Bennett Grocery Company

Phone 35

IT'S STOVE TIME

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

Donohoo-Ware Hardware Co.

The Plainview Evening Herald
TWICE-A-WEEK

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

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

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

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

The sugar-beet industry in the United States is growing rapidly. Last year, 1915, was the best year in the history of the industry. Preliminary estimates show that the 1916 crop will exceed that crop by 44,600 tons. The average price paid for sugar beets on farms in the United States for the year past was \$5.67 per ton; for this year (estimated), \$5.67 per ton.

Having seen his own era-marking invention, the automatic gun, eclipsed in the greatest war the world has known by the heavy guns of modern warfare, Sir Hiram Maxim, American born, English knighted, died in London, England, November 24.

Hale, the greatest hog-raising country in the world, lets the hired hand look after the hogs long enough to ship four carloads of dressed turkeys to Northern markets—a week's record in diversified marketing to be proud of. Hurry along to Texas.—Fort Worth Star-Telegram.

Now, don't be fooled about the hired hand caring for the hogs of a Hale County farm. The very idea! The South Plains farmer thinks more about his herd of red hogs than that. He "camps" right with his herd of hogs. He may send the hired hand to market his turkeys, or leave his hogs long enough to bring a load of turkeys to town, but the chances are ten to one that the turkeys belong to the good woman of the place, who brings the fowls to town, exchanging them for cash at almost a quarter of a dollar per pound.

And, incidentally, another profitable crop on the average West Texas farm is jack rabbits. Heretofore they have been considered a pest, and probably will be considered such so long as they are so plentiful as now; but with the produce buyers quoting them at \$1.20 per dozen, despite the high cost of ammunition, many an extra dollar will be pocketed by the farmer who is inclined toward gunning.

The four carloads of dressed turkeys have been exchanged for their full value in cash, and the account is in the name of the good farm women of this section.

WHAT WOULD BRYAN TALK ON IN PLAINVIEW?

The announcement that William Jennings Bryan is to confine his efforts largely from now on to moral questions, rather than economic, has much more significance than many of us would suppose at first thought. The press dispatches a few days ago to that effect elicited many a smile, no doubt; for as a political power Bryan is not generally considered, as was once the case. It must be conceded that no man in America can present a question to an American audience more persuasively than can Mr. Bryan. On moral issues his stand has always been clear. In that field he will no doubt exert a great influence for good. The presumption is that he will devote much of his time to speaking in the advocacy of national prohibition, considering it a paramount question in this country. One does not have to be a Bryan enthusiast or a supporter of the Bryan propaganda to anticipate that he, with other platform lecturers, can bring this question out so that it will be a dominant one in presidential consideration in 1920.

Mr. Bryan has been tentatively booked for the Plainview Chautauqua next summer. The nature of his lecture has not been definitely presented, but the advance agent states that his lecture will be non-political and that it is not the policy of the Redpath-Horner Chautauquas to have Mr. Bryan give lectures on prohibition in dry territory.

PLAINVIEW PRODUCE CO. BUYS VICKERY'S GROCERY STOCK.

A deal has been closed whereby Thos. Gibbs and son, of the Plainview Produce Co., secure the stock of groceries formerly owned by Vickery-Hancock Grocery Co. This stock, together with the Plainview Produce Co.'s stock, will be removed to the building formerly occupied by the

Scudder Grocery Co., that firm having discontinued business. Another grocery store, managed by Ed Hart, will be put in the Faulkner Building, vacated by Plainview Produce Co.

Judge H. C. Randolph, Mr. and Mrs. T. P. Whitis and L. R. Pearson will attend the Texas University Homecoming Thanksgiving.

It's Like Shopping in Wonderland at The Rexall Store

The Gift Store, where you get the most and best for your money.

Unsurpassed Values

It's the extraordinary values, always found at our store, that account for our large Christmas business. These practical demonstrations point the way to special opportunities that instantly appeal to Practical Buyers who, by experience, have come to know that true economy is only possible where quality is guaranteed.

Irresistible Prices

PRICE POPULARITY—Is measured by what the price gives. At this store every quoted price represents the fullest value and our guarantee that the goods are exactly as represented to back it.

Our Gift Catalog

Will prove a valuable aid in determining WHAT TO BUY.

Start Your Shopping Right



It is brim full of dainty and artistic gifts, useful and ornamental, that will instantly appeal to you.

Get Your Copy Now—It's Free

A Small Deposit Reserves Any Article.

Dye Drug Co.

THE REXALL STORE.

Phone 23. West Side Square.

Ask for Co-operative Coupons. Open Evenings Until Xmas.

Reduction Extraordinary On READY-TO-WEAR

LADIES SUITS LADIES COATS CHILDREN'S COATS and BOY'S SUITS

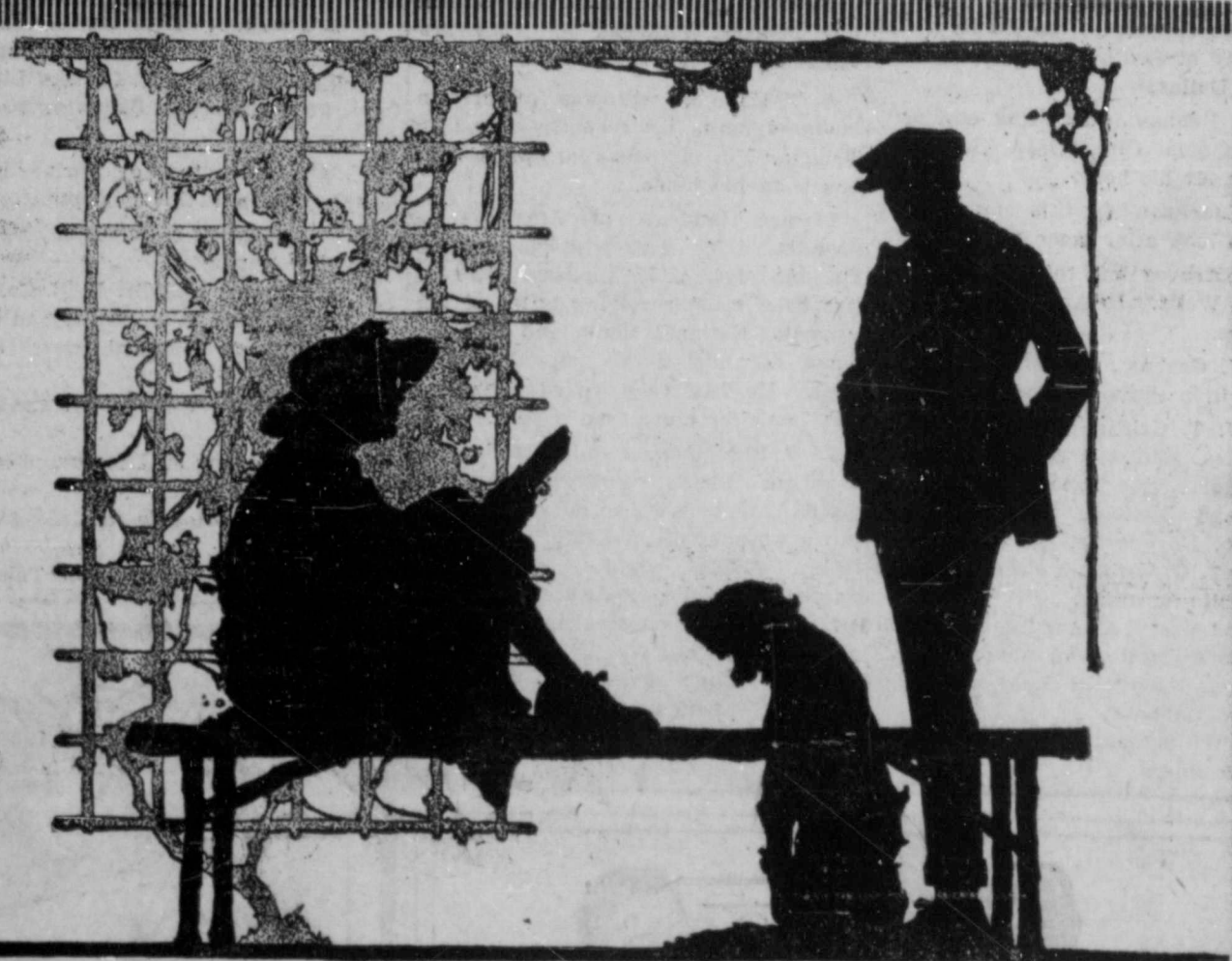
The Reductions we are making are extraordinary because our first prices were extremely low and, at the beginning of winter, you can buy these garments for about wholesale cost today. Our policy is not to carry over a single garment from one season to another.

BOYS' SUITS AND OVERCOATS ON SALE.

We include in these Special Reductions all Boys' Suits and Overcoats. See our line of Ready-to-Wear and get our prices before buying elsewhere.

HAMNER'S DRY GOODS STORE

Phone 210. "SELLS IT FOR LESS." Plainview, Texas.



Copyright Hart Schaffner & Marx

Special Overcoat Sale

Every overcoat in the house at specially reduced price. Regularly sold at \$30.00, \$25.00, \$20.00 and down to \$7.50.

We cannot quote prices as each coat is priced individually.

You can now pick your winter overcoat in price range from \$5 to \$22.50.

Carter-Houston's

"The Home of Hart Schaffner & Marx Clothes"

PEOPLE'S SUPPLY STORE

M. F. BRASHEARS, Proprietor

Phone 337 East Side of Square

Dear Sir:--

This letter is to announce to you that I have sold my store [People's Supply Store] to Cash Grocery Co. On December 1st Cash Grocery Company will take over the business of People's Supply Store and will continue same under the name of Cash Grocery Company, store No. 2.

The new management will carry out the same plan as they have at Cash Grocery Company, store No. 1, that is, to sell for cash only. In doing this I wish to emphasize to my trade that their policy of cash is an economical policy from start to finish. It will enable them to sell for less and at the same time give quicker service from a larger variety of groceries than ever offered in this territory. With this system you can readily see the large expense that will be eliminated in the form of bookkeeping, collecting, bad accounts, etc. For your convenience coupon books may be bought at either of these stores in denominations of from \$5.00 to \$25.00 subject to cash refund when requested.

Deliveries will leave on schedule time making it convenient for you to know exactly when to depend on your groceries; 9 and 11 a. m., and 3 and 5:30 p. m.

We trust your business relations with us in the past have been entirely satisfactory and assure you in the future your every want will be cared for and ask your consideration for these stores in buying of your food products.

Yours very truly,
PEOPLE'S SUPPLY STORE,
M. F. Brashears, Prop.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

Tonight Mr. and Mrs. J. F. Garrison will give a pretty reception in honor of Mr. and Mrs. R. A. Drumm, who were recently married, in Fort Smith, Arkansas. They are now at home in Plainview.

The Elks will give their annual Thanksgiving dance tomorrow night.

MRS. AUGUST HAMILTON ENTERTAINS BAPTIST SOCIETY.

The Ladies' Aid and Missionary Society of the Baptist Church met yesterday with Mrs. August Hamilton, in a very interesting and enthusiastic meeting. Thirty-five members were present, and, with Mrs. E. E. Warren leader, the lesson was made very interesting and profitable.

The subject of the lesson was on "Home Missions in Action." The program was as follows:

Prayer—Mrs. T. D. Lipscomb.
"Baptist Missions in the South"—Mrs. C. W. Tandy.

"Department Work"—Mrs. S. W. Smith.

Vocal Duet, "My Mother's Bible"—Mrs. S. W. Smith and Miss Amy Glenn.
"Cuba and the Canal Zone"—Mrs. T. D. Lipscomb.

Reading—Mrs. Leslie Shook Patton, Mrs. J. D. Hatcher, who has just returned from the Baptist State Convention, made a very interesting report on the Convention and the woman's work in general over the State.

The program was concluded with prayer for missions, by "Mother" Jones.

During the social hour, which followed the program, Mrs. Hamilton served delightful refreshments.

FOUND—Pocket book. Owner may have same by calling at the PEOPLE'S SUPPLY STORE, giving a description and paying for this ad.

MILLER-JONES.

Sunday morning at 11:30 o'clock Rev. A. B. Roberts, of Plainview, performed the wedding ceremony for B. F. Jones and Miss Ruth Miller, at the home of the bride, seven miles southeast of Plainview. Following the ceremony a sumptuous dinner was served.

TOPICS OF ENGLISH HISTORY STUDIED BY TRAVEL STUDY CLUB

The Travel Study Club met Saturday afternoon, in the club room, with Mrs. P. B. Randolph leader, and the lecture given by the leader on the "Effects of England's Religious Revolution on Scotland" was very much enjoyed. The round-table discussions were also very interesting. The topics were as follows:

1. "Mary's Attitude Toward Protestant England."
2. "Sir Thomas Wyatt."
3. "England's Loss of Calais."
4. "Influence of Calvinism."

After the program, plans regarding the municipal Christmas tree were discussed.

COST OF MENU INTERESTS HOME ECONOMICS CLUB.

The Home Economics Club met Friday afternoon, with Mrs. A. M. McMillan, with Mrs. Geo. Bennett leader.

The subject for the afternoon's lesson was "The Balanced Ration." Topics in the lesson for discussion were, first, "The Food Requirements," and under this topic came the "Dietary Standards" and "Balanced Menus." In the second topic, examples were given of the "Balanced and Unbalanced Menus." In the third topic came the discussion of the "Cost of Daily Menus." The attractiveness of menus and "Factors of Was.e" were discussed under this topic.

THE BROWNING CLUB.

The Browning Club met Saturday afternoon in regular session, in their club room, at the home of Mrs. J. C. Anderson.

THE THANKSGIVING TURKEY.

After drawing the turkey, stuff it with bread, oysters and any other stuffing desired; then sew it up, truss, and rub with butter, and sprinkle on pepper, salt and flour. Put it in to roast, having the oven hot at first; then reduce the heat and put two cups of water in the dripping pan. Baste frequently and each time dredge on salt flour. It should be cooked thoroughly roasting about twenty minutes extra. Cranberry sauce and currant jelly are the best things to serve with roast turkey.

Giblet Gravy can be made for turkey by boiling the giblets till very tender (begin to boil them early) then chop fine and add salt, pepper and sufficient flour to thicken. When the turkey is removed from the pan, pour on the giblets sufficient gravy from the pan, and boil it. Make an ordinary gravy with the balance left in the pan as some do not like giblet gravy.

Turkey Cheese—This is an excellent way to cook an old turkey too tough for roasting. Have it dressed in the usual way, and let it hang in the larder for a few days if the weather is cold. Singe, wash and cut in small pieces as for a fricasee of chicken; put in the dinner pot with just cold water enough to cover it, put on the fire and let it come to boiling; then add a tablespoon of salt and set the kettle on the back of the range, where it will gently simmer until the meat will separate from the bones. At this stage remove the kettle from the fire, take out the turkey into a pan or deep earthen dish, remove all the bones, cut the large pieces of meat into smaller portions, season with more salt, if needed, add pepper and herbs, if liked; then pour the liquor from the kettle over it, and let it get cold before using it.

Turkey Ragout—Cut all the meat left from roast turkey, in as large pieces as it will allow. Break up the bones, put them in a stew pan, with



We Present
the World's Most
Famous Star,

Mary Pickford

In the First Superior Photo-play Under Her Own Guidance,

"Less Than The Dust"

a picturesque story of modern India, in which Miss Pickford, as a little English castaway, has developed a brand-new characterization of intense power, mellowed by all the sweet and adorable qualities which have given her such a tremendous following among theatre goers.

SCHEDULE OF SHOWS.

WEDNESDAY—2 P. M., 4 P. M., 6 P. M., 8 P. M., 10 P. M.
THURSDAY—A special Thanksgiving Morning Matinee, starting promptly at 10 A. M. Afternoon and evening schedule same as on Wednesday.
Save this for reference.

THE OLYMPIC

TWO DAYS, WEDNESDAY AND THURSDAY, NOVEMBER 29TH AND 30TH.

cold water to cover them, boil an hour strain out the bones; season the liquid with pepper, salt, a little chopped celery or celery salt; stir in a thickening made of a spoonful of flour

rubbed smooth in a little cold milk, and butter the size of an egg. Stir over the fire constantly until thick as cream, put in the cold turkey, simmer five minutes and serve.
A Good Breakfast Dish—A fine breakfast dish can be made by frying the livers of chickens or turkeys with a few thin slices of bacon. Cut the liver and bacon very thin; season with pepper and salt.

EAST MOUND BOYS DEFEAT LAMAR SCHOOL AT FOOTBALL.

Girls of Rural School Want to Play Basketball With Teams of Other Schools.

EAST MOUND, Nov. 25.—Mr. and Mrs. Cliff Horne, Wade Wallace and Owen Harris returned Thursday from a three weeks' visit to McLennan County. While at Waco, they visited the Cotton Palace.

Mr. and Mrs. Diddle, of Moody, are visiting the former's sisters, Mrs. Seaman and Mrs. Horne.

Mr. and Mrs. Ollie Connally are now living at the F. Eirring place. Mr. Connally takes the place of Mr. Gilbreath, who formerly worked for Mr. Eirring. Mr. Gilbreath has moved to a place near Petersburg.

The Santa Fe road gang which has made its headquarters at Lida Swifch for some time has moved on toward Floydada.

F. Eirring has erected a garage for his new five-passenger Reo, which he re-

cently purchased. Mr. Poore did the work on the garage.

Our school boys played a match game of football Friday at Lamar School, and won the game, the score being 36 to 18 in favor of East Mound. Our lineup was as follows: Mark Eirring, center; G. C. George, left guard; Elmer Hall, left tackle; Herbert Seaman, left end; Raymond Harrison, right guard; Ben Cox, right tackle; Leslie Seaman, right end; Floyd Seaman, quarter back; Bernice Hubbard, right half back; Otis Close, left half back; Dock Burch, full back.

Our girls' basketball team are anxious to match a game with some of the grade teams. Our team is as follows: Mary Hubbard and Rosa Wallace, goal throws; Fay Marlin and Naomi Marlin, guards; and Leita Seaman and Moselle Marlin, centers.

Brother Welch, father of John Welch, who lives on the place formerly occupied by Dave Rush, preached at the school house Sunday. We were very sorry to notice so few out to services.

Mr. and Mrs. Houston and family, of Bellview, attended preaching here Sunday and spend the day at John Welch's.

The Home Economics Club met Wednesday. Rosa Wallace, the president, resigned, as the Wallace family are moving to the Scheder farm near Whitfield. Fay Marlin was elected president and Emmagene Howell was elected secretary to take Fay's place in that office.

Little Miss Ray Jackson is visiting her aunt, Mrs. Bowman, in Lockney.

Buy a Man's Gift at a Man's Store

Gifts that appeal to the practical side, both of those who give them and of those who receive them. Gifts appropriate—useful—economical. Here they are, gifts and gifts galore, for you to choose from:

- Neckwear at 50c to \$3.00.
- Gloves at \$1.00, \$1.50 and \$2.00.
- Shirts—silk, madras, cambric, flannel—\$1.50, \$2.00, \$2.50 or up to \$5.00.
- Collars in holiday packages, 15c each, 6 for 90c.
- Half Hose—silk, lisle—25c, 50c, 75c, \$1.00.
- Handkerchiefs—three for 25c, two for 25c, one for 25c.
- Mufflers—50c, \$1.00, \$1.50 up to \$5.00.
- Bath Robes—cashmeres, flannels, etc., \$3.50 and up.
- Pajamas—\$1.50, \$2.00.
- Underwear—50c, \$1.00, \$1.50 and up.
- Sweater Coats—ideal for motor-ing and sport—\$4.00 and up.
- Men's Hats—soft felt and cloth hats, derbies, caps—50c to \$5.00.
- Jewelry—scarf pins, cuff links, tie fasteners, shirt studs, full dress sets—25c to \$1.00.
- Kirschbaum Clothes—suits and overcoats from these famous makers at \$15, \$20, \$25 or up to \$50.

Ladies! Let us make it clear that while this is a store of men's things, it is not a store for men alone—particularly at holiday time. The tasteful selections of merchandise, the large values, the spirit of courtesy and willingness—these make this store worthy of a place on your shopping list.

REINKEN'S CLOTHING AND SHOE STORE

"We Do As We Advertise"



Copyright 1916 A. B. & Co.

Newest Fall Footwear

Better Styles
Better Fitting

We have just received by express four new models in ladies fancy and staple high shoes.

The very newest in shoes.

Call and see these shoes now on display at the lowest price possible for quality and style.

Hamner's Dry Goods Store

"SELLS THEM FOR LESS"
Phone 210 Plainview, Texas



THANKSGIVING DAY is a time of gladness and pleasure and in keeping with the day we offer an unusually good program. You'll enjoy this comedy offering, the leader being

"SEEING AMERICA"
Scenic and Cartoon Comedy

"IN THE LAND OF THE TORTILLA"
Beauty Comedy

A KEystone COMEDY
"WILLIE'S WOBBLEY WAYS"

"THE DYSPePTIC"
Two-part Western Comedy

SEE WM. S. HART IN "PRIMAL LURE" FRIDAY, DECEMBER 1

THE MAE I. THEATRE
Matinee 2 p. m. Our Usual Prices: 5c and 10c Evening 6:45 p. m.

Personal News

Dr. I. W. Hicks, of Floydada, was in Plainview yesterday en route home from the Baptist Convention, which has been in session at Waco.
J. M. Gist went to Canyon City yesterday on business.
T. G. Willis has returned to his home, in Franklin, Texas, after a visit with his brother, J. W. Willis.
W. W. and R. A. Underwood are in Dallas in response to a message stating that their mother is dangerously ill.
W. W. Connell was in Amarillo Friday on business.

Mrs. Ora Posey of Magum, Okla., has returned to her home, after a visit here with relatives.
Mr. and Mrs. J. H. Slaton left Saturday for Battle Creek, Mich., where their daughter, Lella B., who accompanied them, will be placed in a sanitarium.
J. B. Gilliland and son-in-law, George Lynn, are in Hot Springs, Ark.
Mrs. E. B. Miller and children returned Saturday from Boonville, Mo., where they have been visiting for the past month.
Ernest Fowler has accepted a position with the Plainview Mercantile Co.
L. R. Husbands, of Silverton, was a visitor in Plainview yesterday.

Mrs. R. F. Hare has returned from Boonville, Mo., where she has been visiting her mother.
C. E. Locke, of the Runningwater community, was in Plainview yesterday on business.
J. L. Firth, of Hale Center, was a business visitor in Plainview yesterday.
W. H. Meador, R. A. Key and C. N. Smith were among the travelling salesmen here yesterday from Amarillo.
Dan O. Martin and D. C. Priddy, of Amarillo, are in Plainview on business.
L. A. Lee, of Erick, Okla., was in Plainview yesterday on business.

H. B. Martin, of Matador, was a visitor in Plainview yesterday.
E. E. Lewis, of San Antonio, had business in Plainview yesterday.
Tom Poynor, of Waco, has been in Plainview during the past few days on business.
MOVING TO PLAINVIEW.
Ernest Henke and family have arrived from Verona, Mo., and have moved to an irrigated farm near Lockney.

POSTPONE "MICROBE OF LOVE."
"The Microbe of Love," which was to have been presented at The Mae I Theater Thursday night, for the benefit of the Federated Club, under the direction of Mrs. Elma Sanner, of Dallas, has been postponed until Monday, December 4th.
There are thirty-five in the cast of this comedy with music. Among them, in the leading parts, are Misses Lena Williams, Bess Brown, Marie and

Dalay Gidney, and Messrs. Earl Gray Owens, Lee McGown, Lawrence Gray and Beal Pumphrey.
NOTICE, CONFEDERATES.
The Confederates Veterans hold their regular monthly meeting Saturday next. All members are requested to attend for election of officers and payment of annual dues for the ensuing year.
C. W. TANDY,
Commander.

Compelling Prices

Cash Grocery Co's. Specials

While prices are advancing, don't forget we can save you money. Flour, sugar, lards, compounds, potatoes and canned goods are all advancing. CASH GROCERY CO. has taken the precaution to buy in large quantities ahead. Many articles listed below could not be replaced at the prices quoted. If you are in the market for any quantity, better buy today.

- | | | | |
|---|--------|---|---------|
| BACON AND HAMS. | | COMPOUNDS. | |
| S. & S. Majestic Breakfast Bacon, pound | 30c | 10-pound Cottolene | \$1.90 |
| Laurel or Banquet, pound | 23c | 10-pound size Jewell, Flake White or White | 20c |
| Dry Salt, good quality, pound | 20c | Cloud—under market | \$1.50 |
| S. & S. Sugar-Cured Hams, pound | 23c | Crisco, large size | \$1.25 |
| Country Cured Hams, extra quality, lb. | 27c | 50-pound cans Compound | \$7.50 |
| | | 100-pound cans Compound | \$16.00 |
| BAKING POWDER. | | FLOUR. | |
| All 25c sizes for | 20c | Red Star (hard) at per 100 pounds | \$5.00 |
| All other sizes same proportion. | | Pride of Texas (soft), per 100 pounds | \$5.00 |
| BEANS AND PEAS. | | Light Crust | Out |
| Limas, Navies, Pinks or Blackeyed Peas, pound | 10c | NEW NUTS. | |
| CANNED GOODS—FISH. | | Almonds, best quality, pound | 25c |
| American Sardines, each 5c; dozen | 50c | Black-Walnuts, pound | 10c |
| American Sardines, Underwood's, each | 10c | English Walnuts, large, pound | 25c |
| Norwegian Sardines, in olive oil | 15c | Hazelnuts, arrival, pound | 25c |
| Fish Flakes, White, extra quality, 2 for | 25c | Pecans, good quality, pound | 25c |
| Pink Salmon, 2 for | 25c | Olives, individual, 5 ounce, each | 10c |
| Pink Salmon, dozen | \$1.40 | Olives, Sylmar Ripe, each | 15c |
| CANNED FRUITS. | | Popecorn, extra quality, 3 pounds for | 25c |
| Apples, full quarts, 2 for | 25c | POTATOES. | |
| Apples, gallons, each | 40c | Our price, pound | 3 1/2c |
| Apricots, California Club, extra quality, 2 for | 35c | Per 100 pounds | \$5.40 |
| Per dozen, in heavy syrup | \$2.00 | RICE. | |
| Cherries, Royal Anne, white, each | 25c | 10,000 pounds Fancy Head Rice at, per 100-pound sacks | \$5.50 |
| Peaches, Ideals, good quality, 2 for | 25c | 14 pounds for | \$1.00 |
| Ideal, per case, 2 dozen | \$3.00 | Broken Head, 100 pounds | \$4.50 |
| Pineapple, 25c size Del Monte, each 17c; dozen | \$2.00 | 20 pounds for | \$1.00 |
| CANNED VEGETABLES. | | SOAP. | |
| Asparagus Tips, Panther, good quality | 25c | 13 bars any kind White Laundry Soap | 50c |
| Panther Brand, dozen | \$2.00 | Case of 100 bars | \$3.75 |
| Corn, extra standard quality, 2 for | 25c | Lenox (yellow), 7 for | 25c |
| Per case, 2 dozen, this week | \$2.75 | Case of 100 bars | \$3.40 |
| Hominy, large size, 2 for | 25c | SUGAR. | |
| Hominy, per case | \$2.50 | 12 pounds Sugar for | \$1.00 |
| Hominy, Dairy Maid, packed in pure milk, extra quality, 2 for | 25c | 100-pound sacks for | \$7.75 |
| Dairy Maid, case, 2 dozen | \$2.50 | This is below the market. If you are in the market, buy today. (Subject to change.) | |
| Veribest, extra quality Kraut, 2 for | 25c | COFFEE. | |
| Pork and Beans, White Swan, 2 for | 25c | Arbuckles', 10-pound quantity | \$2.25 |
| Tomatoes, No. 3 Victory, 2 for | 25c | Folgers', full line now | List |
| Per case, 2 dozen | \$2.90 | Peanberry in bulk, Our Leader; ground while you wait; guaranteed; pound | 25c |
| CATSUP. | | SYRUPS. | |
| Wapeo, pints, 25c value | 19c | Karo, Blue Label | 50c |
| Snyder's, pints, 35c value | 30c | Pancake, Mary Jane or Royal | 50c |
| Catsup in gallons | 85c | Dora or Velva, ribbon cane | 75c |
| Cocunut in bulk, long shredded, extra quality, pound | 25c | | |
| Cheese in packages, Green Chili, Pimento or plain, each | 15c | | |

CASH GROCERY COMPANY

PURE FOOD PRODUCTS. O. E. BRASHEAR, Mgr. PHONE 101. Our deliveries leave on schedule time—9:00 and 11:00 a. m.; 3:00 and 5:30 p. m. Store opens promptly at 7:00 a. m. and closes at 6:30 p. m.

REWARD

\$175 Reward If You Will Use Your Phone Today

On December 1st the

HUDSON SUPER-SIX

will cost you just \$175 more than today. The models will not be changed, just changed conditions in wholesale costs make it imperative that the factory add to the cost of the car.

BRAINS AND MOTORS AND THE HUDSON SUPER-SIX

Let us put the matter this way:

A man with brains does better work than the man without them. No matter what the work is. Even for drudgery you prefer the man with brains. So with the motor in your car. No matter what the task is. No matter if the speed and power are utilized or not. The motor which excels all others will likely serve you best.

80 Per Cent More Efficient

The Super-Six invention—patented by Hudson—has added 80 per cent to this motor's efficiency.

We prove that by official tests—for speed, for endurance, for hill climbing and for quick acceleration. In all these respects the Super-Six outperforms any other stock car built.

The power that results and the speed that results are beyond your requirements, we know. Yet every moment, and in every situation, that super-capacity means a twice-better car.

It Means to You This

It means a car which can pass any other—on hills or on levels—whenever you wish. It means a car to out-distance others without going faster.

Note These Facts About the Hudson Super-Six

It is now the largest-selling fine car in the world. It holds every world record worth having. It has won every contest it entered.

It holds all the speed records for stock cars, up to 100 miles.

It holds the 24 hour endurance record of 1819 miles. It won the Pike's Peak hill-climb—the greatest test of the kind ever held.

It holds the ocean-to-ocean record—the most sought-for record in America.

It ran from San Francisco to New York in 5 days, 3 hours and 31 minutes—14 hours and 59 minutes better time than the next best record.

It won all these records through super-endurance—the most important factor in a car.

Phaeton, 7-passenger	\$1475	Touring Sedan	\$2000	Town Car	\$2750
Roadster, 2-passenger	1475	Limousine	2750	Town Car Landulet	2850
Cabriolet, 3-passenger	1775		[All prices f. o. b. Detroit]	Limousine Landulet	2850

BYRON BROWN, Hudson Super-Six Distributor AT KNIGHT AUTO COMPANY

Motor News of General Interest

DON'T LET STORAGE BATTERY FREEZE.

The liquid in a fully or nearly charged storage battery will not freeze at any temperature likely to be encountered in this country, but the solution in a nearly or quite discharged battery will freeze at quite moderate winter temperatures, even at such as may be reached in unheated garages. If a battery freezes it is pretty likely to be nearly ruined, the plates being injured and the jars cracked. It is therefore of the utmost importance to keep storage batteries well charged during cold weather.

The surest way of telling whether a battery is charged is to test the liquid with hydrometer and everyone who pretends to take care of his battery should have one of these syringe-hydrometers as they are useful the year around. This instrument is so constructed as to suck up a little of the battery liquid into a glass tube, in which floats the hydrometer, upon the stem of which is marked figures which indicate the density of the liquid and at the same time the condition of the charge in the cell being tested. Authorities differ slightly but it is safe to say that unless in a battery cell tests about 1.280 on a hydrometer with a Baume scale, the cell is not fully charged. Figures much lower indicate a low state of charge.

The battery of a car that is regularly used is in but little danger of being frozen, for its failure to properly operate the lights and the starter is a prompt indication of a discharged condition. The battery of a laid-up or seldom used car, which is kept in a cold place is, however, quite subject to this accident, unless it is kept fully charged either by running the engine or from some outside source of current.

If a car is actually put out of commission for the winter, the battery should be removed to a moderately warmed place and kept charged, and the battery of a car that is used only occasionally through the cold season and thus is idle for considerable periods, should be tested rather frequently and any lowering of the density of its liquid corrected by charging.

MOTOR NOT TO REPLACE HORSE.

Prophecies that the motor-propelled vehicle is destined ultimately to supplant the horse entirely were characterized as "ill-advised" yesterday by Dr. Clarence J. Marshall, professor of veterinary medicine in the University of Pennsylvania, says the Philadelphia Public Ledger. Dr. Marshall, who is State Veterinarian, recently returned from abroad, where he studied for several months the methods of care of wounded horses on the various fronts on the continent. Dr. Marshall lectured in Houston Hall on "The Horse and the Great War."

"The war" said Dr. Marshall, "has taxed the horse supply of the world to its fullest capacity. All countries realize now more fully than ever the importance of horse-breeding. Commissions have been appointed in foreign countries to look after the conservation of horses. Careful records are being kept of the best mares in the service. Those that are living and suitable after the war will be used for breeding purposes."

Records compiled by the Federal Bureau of Foreign Commerce show that the value of horses, mules and wagons and saddles shipped during the last two years to the warring countries amounts approximately to \$2,000,000,000, according to Dr. Marshall.

"This it will be noted continued Dr. Marshall, "about about \$50,000,000 more than the value of motor-propelled vehicles shipped abroad during the same period. These figures show the necessity for horses in war. Without them an army would be greatly handicapped."

The British army, said Professor Marshall, is especially well organized to look after horses unfit for service. "They are cared for by a veterinary corps," added Dr. Marshall, "which has charge of the animals until they are ready again for service. Every effort is being made to give diseased and incapacitated horses the best medical and surgical attention. Of the first 100,000,000 horses that were treated in the British veterinary hospitals 70 per cent were cured and returned to the army service."

THE CORD TIRE.

From certain points of view the ideal pneumatic tire is one consisting of a perfectly flexible casing, inclosing a ring-shaped body of compressed and it is necessarily so, for a shoe constructed to possess the necessary strength and built of the materials available, must somewhat lack flexibility.

One peculiarity of the ideal pneumatic is that it would roll over road irregularities without wasting but very little power, because of the nearly perfect elasticity of the air, which alone would act as the cushion material in the case of a tire with a perfectly flexible shoe.

On the other hand the actual tire wastes considerable power that could otherwise be utilized in moving the car. This power is wasted in bending the more or less stiff walls of the casing as they flatten under their load and as they are indented by stones and other road obstructions. As the walls bend the particles of rubber and fabric rub together and power is lost in friction, which appears as heat. The more flexible the casing, the smaller is this loss, and the less engine power is taken by the tires themselves and deducted from that available in moving car.

The object of the cord construction is to produce a casing of greater flexibility than the fabric tire and thus to save engine power, reduce heating and to retain the required strength, riding qualities and other desired features, and, as a matter of fact, a car equipped with cord tires will coast more freely and push easier than one fitted with ordinary fabric tires.

A stiff casing acts somewhat as a damper upon the lively action of the enclosed air, while a flexible casing does so to a much smaller extent, and, for this reason, cord tires give a sufficiently lively action at somewhat less inflation pressures.

The use of the flexible walled casing, as exemplified by cord construction, seems to be increasing rapidly and the matter is one of vital interest to all motorists.

ANNOUNCEMENT

We wish to announce a change of ownership in the business of The Plainview Machine and Auto Shop.

In the purchase of the shop we have secured the services of Mr. Ed Meakin, as manager in charge of our machine shop. Mr. Meakin's ability as an automobile mechanic is well known and it will be our constant endeavor to keep the work of the entire shop up to his standard.

Mr. Oda Thomas has been retained in charge of our office. He is becoming well acquainted with Plainview motorists and is ready at all times to serve the customers of this business to his fullest capacity.

This will continue as Buick headquarters. Mr. E. E. Roos has retained the agency for these cars and will be located at this shop.

We will at all times keep up our stock of automobile accessories, parts and supplies and will endeavor to merit your continued confidence.

Let us serve you, Mr. Motorist.

Plainview Machine & Auto Shop

JOHN CHATHAM, Proprietor



You'll be "Thankful"
You bought a Maxwell!

Not One Weak Point!

The term "good car" when applied to the Maxwell means that every detail, every feature is good.

No matter how hard you may drive it, how much you may demand of the Maxwell, you will find that not one weak point will ever develop.

The rear axle is sturdy, trouble-proof yet economical with power. The front axle will stand any reasonable strain. The engine, transmission, steering gear, frame, all are able to bear their loads with equal efficiency.

This "all around" goodness explains why the Maxwell not only

is able to establish so many new economy records—so many endurance records—but is also going out time and again and setting new speed records between cities.

It is a superior car for every kind of service—superior because there is nothing to prevent the car from giving any desired performance.

You can depend on the Maxwell. It is always ready. No emergency is too great—no strain too hard for it to bear. We ask you to take this claim literally—the car will prove more than we say.

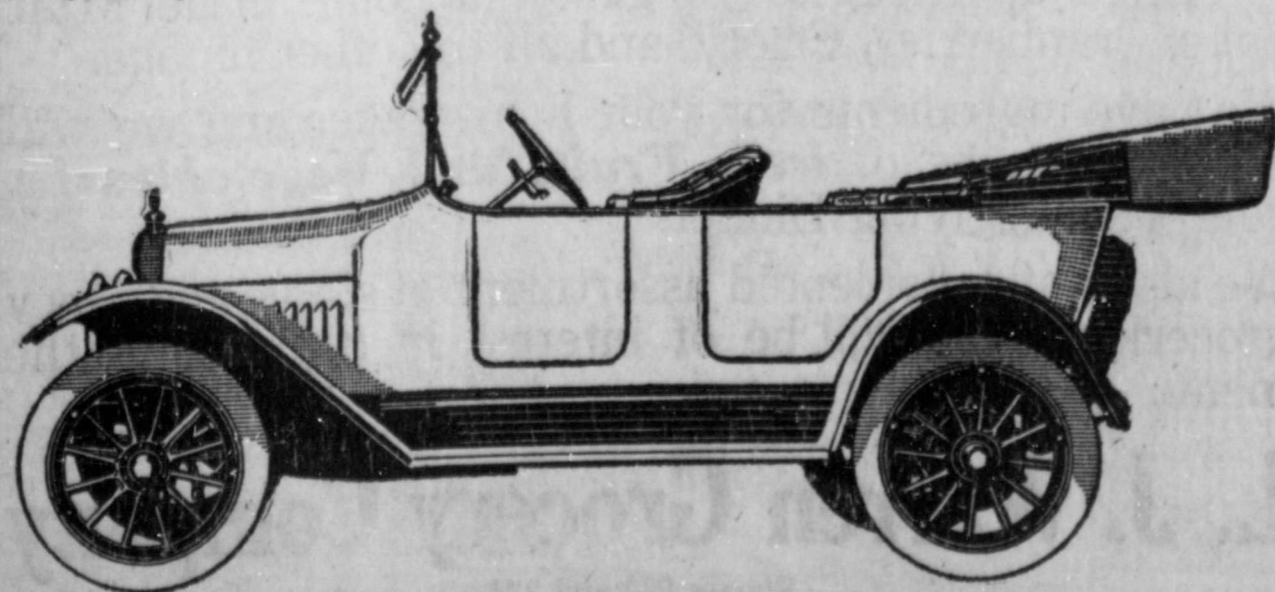
Let us show you—any way you wish!

South Plains Motor Company
Maxwell Distributors

J. M. Lipscomb

Phone 535

T. D. Lipscomb



COMPLETELY EQUIPPED \$595 F. O. B. DETROIT

THANKSGIVING DAY

Make Your Thanksgiving Baking a Success

Next to the turkey the most important thing to be considered in the success of the Thanksgiving meal is the success of the baking.

The most important thing to be considered in successful baking is the kind of flour used. Don't take a chance on a failure, bring certainty into your baking by the use of

Cream Of The Plains Flour

Made of home grown wheat, by a home industry, under the most approved milling methods.

Whatever your grocer offers you insist on his getting Harvest Queen Flour for your Thanksgiving baking.

Harvest Queen Mills

A. G. HINN, Proprietor

I'VE DONE MY BIT ON THE MEXICAN BORDER.

I've done my bit on the border,
I'm in God's country again,
I've had my fill of the Border,
Of Greasers and Border men,
I've eaten the dirt of Texas,
I've drunk of the Rio Grande,
I've grubbed mesquite in the cursed
heat—
(The Lord never made the land)
I've seen all there is on the Border,
I've felt all there is to feel,
I've done my time in a sea of slime,
I've lost all they didn't steal.
I've carried a pack in a jungle,
Till it cut me to the blood,
I've sweltered and lay like a thing of
clay,
In a slithering swamp of mud,
I've risen at five in the morning,
At the sound of the reveille,
I've slaved all day for newsboy's pay
Till the night would set me free.
I've lived the life of a soldier,
No chance to "beat it" or shirk—
And the life of a soldier, believe me,
Is little, but damned hard work.
I've had my fill of the Border,
Of Greasers and Border men,
I've done my bit and I stand to quit,
And never take on again,
But I seem to know when the bugles
blow,
And I hear the reveille
That my blood will beat and my
pulses heat
No matter where I be,
And I'll yearn to go with a burning
yearn
That only the soldier feels,
To slave and sweat in the heat and
wet
To straighten and click my heels,
But I've done my bit on the Border,
And now thank God I'm free—
Altho' I know when the bugles blow
They'll have a call for me.
I've done my bit on the Border,
At Brownsville and Llano Grand
I've hiked and sweat in the heat and
wet
From Pharr to the end of the land,
I've done the camps at Mercedes,
At Donna and San Benito—
I've lain in the dust and gnawed a
crust
At Funston's judgment seat,
I've eaten meals with reptiles,
I've quartered with bugs galore,
In a land where things are all made
with stings.
From trees to the rugs on the
floor
I've dug in the blasted trenches,
The air was a hundred hells—
I've charged in the jungle cactus
To the music of rebel yells.
I've eaten the food of a soldier,
Hardtack and Mulligan stew,
Bacon and beans—and touch of
greens,
But, Lord, they were scarce and few,
I've followed the flag of my country
In khaki and plain O. D.
And up to date I'm standing straight
In a way that is good to see,
I've done my bit on the Border,
I've had my fill of the same,
But I wouldn't trade the friends I've
made,
For all I've lost in the game.
—Author Unknown.
C. G. Jordan, of Tulla, was here Sat-
urday on business. Mr. Jordan former-
ly lived here, owning property in the
Seth Ward Addition.

TEXAS POPULATION NEARLY FOUR AND A HALF MILLION.

WASHINGTON, D. C., Nov. 24.—Estimated census of the United States for January 1, 1917, issued today by the Census Bureau, shows Texas with a population of 4,472,292, an estimated gain of 85,856 since January 1, 1915, and an estimated gain of 572,952 compared with the census of 1910.
The figures are based on the bureau's ratio of increases employed in figuring population. Population of cities of the States will be announced later. Population of continental United States for January 1 will be 102,826,309, and, including outlying possessions, it will be 113,309,285.

BROOM CORN AS A PLAINS CROP.

(Continued from Page Four.)

better market. Broom corn will keep for a long time when put away in a

good warehouse. You can get insurance for its full value when so stored, and the storage and insurance costs are very small. Your banker will then gladly loan you a close margin on the low market. Thus there is eliminated the disaster of orcing a sale on a low market. Of course, there are many farmers who have made a business of raising broom corn exclusively, and stayed with it for years and have made good money out of it, but these have made it a business, the same as you will find among cotton growers or growers of other commodities.

There are two varieties of broom corn, known as the "standard" and the "dwarf." The standard is most suitable for rich and valley lands. It is the kind most commonly grown in the State of Illinois and in the valley districts of Central Oklahoma. It grows taller and requires more work to harvest it, as it has to be broken over and then cut. The dwarf variety is the most suitable for higher altitudes, and is a strong drouth-resisting plant.

It is the only variety successfully raised in the Plains country. It grows about the same height as kaffir or milo maize. The head is jerked off instead of cut off, like the standard. It produces the finest fibre, and is less apt to rust red in the boot.

Broom-corn seed deteriorates more or less when planted from year to year, and it will pay you to get a new supply from some reliable seed house at least every second or third year. Be sure to get seed only from a house recommended by your State Agricultural College or by some reliable handler of broom corn. There are un-

reliable dealers handling already deteriorated seeds at a low price, and beware of these.

Broom corn no doubt is one of the best cash crops produced on the Plains. It will bring you better returns on new-broken sod land in proportion than any other crop I might mention. It is a drouth-resisting crop, and espe-

cially adapted to this Plains country. A glance over the districts where it is raised extensively will show you prosperity is there. This year, while broom corn prices are high, from \$150 to \$200 per ton, in a great many instances the crop is bringing in larger returns than the value of the land on which it is raised.

For light, wholesome cakes, biscuits and pastry, use

K C BAKING POWDER

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

JAQUES MFG. CO., CHICAGO

Can't Sleep

Impaired digestion means poor assimilation. Poor assimilation means a poorly nourished body. A poorly nourished body is below par. HEMO is invigorating and strengthening to a weakened and poorly nourished system. It will induce refreshing sleep. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction.

Harp Drug Co., Plainview.

LONG-HARP DRUG COMPANY
"Npal Quality Store"

19
EXTRA FINE JEWELS

Mr. Vanderpoel now has charge of our Jewelry Department

We have just installed a stock of **SOUTH BEND** watches, all sizes and prices.

Diamonds, all kinds of Set Rings, Perfume Balls, Ear Screws, Broaches, Hat Pins, Stick Pins, Silver Knives, Forks and Spoons.

In fact we have everything carried in an up-to-date drug and jewelry store.

You don't have to be a judge of jewelry to get a square deal here.

LONG-HARP DRUG COMPANY
Progressive and Progressing
Phone 161 Motorcycle Delivery

CONDENSED STATEMENT OF THE CONDITION OF THE

THIRD NATIONAL BANK
OF PLAINVIEW, TEXAS

At the close of business, November 17, 1916

RESOURCES	LIABILITIES
Loans and discounts... \$461,260.19	Capital stock..... \$100,000.00
U. S. Bonds and other securities..... 100,351.87	Surplus and profits.... 42,585.28
Real estate, furniture and fixture..... 31,748.66	Circulation..... 98,600.00
Federal Reserve Bank Stock..... 3,600.00	Debts assumed..... 5,029.30
Cash and Exchange.... 159,338.61	Deposits..... 510,084.75
Total..... \$756,299.33	Total..... \$756,299.33

The above statement is true and correct, I certify.

T. STOCKTON, Cashier

OFFICERS AND DIRECTORS

L. A. Knight, President W. A. Donaldson, Active Vice-President
R. W. O'Keefe, Vice-Pres. L. G. Wilson, Vice-Pres. T. Stockton, Cashier

The Big Chef Says:

Better Eat Thanksgiving Dinner With Us

You have probably made arrangements to go to the football game, or to the theatres, or on a hunt for Thanksgiving Day. Perhaps your wife would like to have some time off too and not have to work in the kitchen all day. We are sure that you don't want to miss any of the good things of the day and we want to suggest therefore that you forget the bother of preparing a big dinner, eat with us, and have the rest of the day to your own pleasure.

CRYSTAL CAFE
H. S. AVENT, Proprietor

You Can Just Tell From Their Faces That There Are Other Good Things to Follow the Turkey

It brings up thoughts of good old home made Fruit Cake, Cranberries, Celery, and all the other fixings. We have ingredients for your Fruit Cakes and we will have a nice line of fresh **Fruits and Vegetables** for your Thanksgiving Dinner.

We also have a splendid assortment of staple and fancy groceries which will be of interest in completing the menu.

L. J. Warren Grocery Company
Phones 233 and 234

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.

WANTED—To buy a good milch cow, fresh. C. W. SEWELL. tf.

WANTED AT ONCE—Girl or woman to do housework for family. Address BOX 97, Floydada, Texas, or telephone 215, Floydada. St.

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

BOARD AND ROOM with private family. Modern home. Two men or married couple preferred. Table board. Inquire 1011 Austin St. 2-tp

The largest assortment of Cedar Chests for your selection in Plainview at GARNER BROTHERS.' tf.

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

Deltox Rugs in all the latest patterns at GARNER BROTHERS.' tf.

WANTED TO LEASE—A section of raw or improved land to break. Give description, location and terms in letter to P. O. Box 578 or Phone 489. tf.

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

WANTED—Plain sewing. MRS. HUNT, Wescoat House. 5t-pd.

FOR SALE—Second-hand Ford touring car, with General Electric starter. Good condition. J. F. DUNCAN, Jr. tf.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. —Adv. tf

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

JUST RECEIVED—2,000 feet of picture moulding. We are prepared to frame your pictures on short notice. GARNER BROTHERS. tf.

FOR RENT—Room for two with family table board. MRS. L. W. DALTON. tf.

NOTICE.

Having removed from the Wayland Building, I have opened offices in the Grant Building, Suite 20. H. C. RANDOLPH. St.

ONE SECOND-HAND CAR cheap. See WILSON MOTOR CO. for particulars. 4t-pd.

WHY PAY RENT?

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

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

FOR RENT—Two furnished rooms, close in; private home. Phone 438. 2t.

FOR SALE—Chevrolet car, practically new. Run only 3,000 miles. See M. P. GARNER. tf.

FOR SALE BY OWNERS—Four sections of smooth Andrews County land; cheap for cash. See or write J. O. MARTIN, Plainview. 5t.

FOR SALE—Four adjoining lots on Wayland Boulevard. Inquire at The Herald or write Box 281. 1t-pd.

PIANO BOX for sale. Call at Herald Office for information. 3t.

Red Top Cane Seed wanted in car lots. BROYLES & SHELTON, Seed Dealers, Plainview, Texas. St.

FOR SALE—Iron-clad warehouse, 24 x 60 feet. In first-class shape. See PAXTON & OSWALD. 2t.

WANTED—By man with team, sod or stubble to break. Phone 116. 2t.

ROOMS FOR RENT: Upstairs and downstairs rooms. MRS. EMMA EDWARDS, across street north of Christian Church. tf.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

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

JUST RECEIVED—A new shipment of Rugs at GARNER BROTHERS.' tf.

WANTED—An able and healthy girl or woman to work three or four days out of the week. Inquire of MRS. CHAS. REINKEN, 907 Restriction St. tf.

THESE COLD NIGHTS sleep on a good Ostermoor or Sealy Mattress. They are here for you at GARNER BROS.' 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.

Those bed-room and dining-room sets and library pieces that will make the home more cheerful and comfortable this winter await you at GARNER BROS.' tf.

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

JUST TRY IT, and see how a Deltox Rug will improve the appearance of any room in the house. A new shipment of the mat GARNER BROS.' tf.

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

LOST: Lady's heavy plaid coat today between the Third National Bank and East Side School. Please leave at Herald office. St.

CEDAR CHESTS are mighty convenient for storing away the summer clothing and having it come out fresh again next spring. We have a beautiful line. GARNER BROS. Phone 166. 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.

FOUND: W. O. W. lapel pin. Call at Herald Office. tf.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. tf.

—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

Holstein Cows and Heifers, Percheron Stallions and Mares

We can furnish in car-load lots BIG, HIGH-GRADE HOLSTEIN COWS, springing and to freshen from THIRTY to SIXTY DAYS, at the price \$100.00 each.

GOOD SPRINGING and BRED HEIFERS from \$65.00 to \$80.00.

All of these are from the BEST herds of NEW YORK, and are bred to PURE-BRED BULLS of the best producing lines.

Some GOOD, YOUNG PURE-BRED BULLS from \$75.00 to \$100.00.

If you want good HOLSTEINS at the right prices, come see what we have.

PERCHERON STALLIONS AND MARES.

We have ONE HUNDRED HEAD of good, young PERCHERON STALLIONS, as good as to be found anywhere. Prices from \$500.00 to \$800.00.

MARES and FILLIES from \$300.00 to \$600.00.

If you want good, young PERCHERONS, come see ours. We can suit you both as to what you want and the price.

Robison & Bishop Bros.

BOX F. TOWANDA, KANS.

Towanda is 22 miles east of Wichita, Kans.; on the Mo. P. Ry. Can load on Santa Fe, Rock Island, or Frisco roads.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making Every Druggist in town—your drug-You Sick and Can Not Salvate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason—Dodson's Liver Tone is taking its place.

Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, harmless to both children and adults. Take a spoonful at night and wake up

HARRISON & KERR CO.,
 General Contractors.

Office at
 Falton Lumber Co.
 Phone 197.
 House Phone 428.

Plies Cured in 6 to 14 Days

Your druggist will refund money if FAZO OINTMENT fails to cure any case of Itching, Burning, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c.

feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. —Adv

Miss Rebecca Ansley
 SPIRELLA CORSETIER
 Telephone Number 304

SEE ME FOR

FARM LOANS

Cattle Loans

I also buy vendors lien notes.

Money Ready in One Week

Promptest of service.

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

L. A. KERR,
 Architect.

Office at
 Falton Lumber Co.
 Phone 197.
 House Phone 428.

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

W. A. TODD, Agent
 All Kinds of Insurance

Office No. 14,
 First National Bank Building.
 Phone 129.

For Sale

The Big Type, Pure Bred Duroc-Jersey Hogs. All ages of boars \$20 and up. Bred Gilts, \$30 and up. A few choice sows for sale. Pedigrees sent with hogs. All stock guaranteed breeders.

Helen Temple Farm
 LAMB & HUTCHINSON, Props.
 Plainview, Texas

ARE YOU

establishing yourself in the World of Successful Men?

A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THIRD NATIONAL BANK

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

PREPAREDNESS

On every hand, claim is being made for preparedness, some really 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.

Let us be your Santa Claus
DECEMBER 1 to 23

Last and Greatest Sale of the Year 1916

Through the month of December, until Christmas, will be conducted at this store our Special Yearly Price Reduction, Profit Sharing Sale.

Loyal patrons have continued to give us liberal patronage. Many new names have been added to our list of customers and the year 1916 has been a good one for the RICH-LIER Store.

We appreciate our friends, both old and new. They are our most valuable asset and with them we are glad to share every available advantage gained by this store.

We offer them now many thousands of dollars worth of merchandise at less than wholesale value today.



In The Ladies Store

Forenoon shopping is usually more satisfactory to the buyer, especially during the Holiday Season. Salespeople are not tired, they are more patient, and then you avoid the afternoon crowds. We want you to come often to this Sale, and whatever time you may come we will give you our best possible service. A number of experienced salespeople will be added to our selling force, and we will try to leave nothing undone that would add to your convenience.

LADIES AND MISSES SUITS

Here is an opportunity to have a stylish, all-wool Suit at about half the real value. Sizes 12 to 44.

Suits worth up to \$20.00 for **\$ 9.75**
Suits worth \$23.50 to \$32.50 **\$16.50**

LADIES DRESSES

We have now only about thirty Ladies' Serge and Silk Dresses. The colors are well assorted and there are all sizes from 14 to 42. Here are prices that should soon close the entire lot—

\$7.50 to \$9.75 Dresses reduced to **\$ 5.00**
Dresses worth \$14.50 to \$23.50 for **\$12.50**
\$25.00 to \$29.50 Dresses reduced to **\$16.50**

LADIES DRESS SKIRTS

Almost every garment offered here is a very new style. Some are fancy plaid and others are plain colors.

\$4.50 to \$5.00 Skirts reduced to **\$3.50**
\$6.50 to \$8.50 Skirts reduced to **\$5.00**

LADIES WAISTS

Taffeta, Crepe de Chine and Georgette Waists, \$3.50 to \$4.00 values **\$2.95**

Very Dressy Silk Waists in a number of styles, worth \$4.50 and \$5.00 **\$3.75**
\$6.50 Fancy Georgette and Lace Waists reduced to **\$5.00**



In Our Men's Department

There are large stocks of seasonable Goods in this Department. Such Styles, Qualities and Colors as have been hard to procure are here in liberal assortments. Everything fully up to the RICH-LIER standard of QUALITY.

MEN'S SUITS

All \$10.00 Suits for **\$ 9.00**
All \$12.50 Suits, all-wool ... **\$10.00**
All \$13.50 Suits, all-wool ... **\$11.00**
All \$15.00 Suits reduced to ... **\$13.50**
All \$16.50 Suits reduced to ... **\$14.50**
All \$17.50 Suits reduced to ... **\$15.00**
All \$20.00 Suits reduced to ... **\$17.50**
All \$25.00 Suits reduced to ... **\$21.50**
All \$30.00 Suits reduced to ... **\$25.00**

BOY'S OVERCOATS

Boys' sizes 6, 7, 8, worth \$5.00 to \$6.50, **\$3.50**
Youths' sizes 9 to 13 reduced to **\$2.50**

Thirty pairs Men's and Boys' Shoes, sizes 3 to 5, Special at **\$1.00**
Men's Extra Heavy Fleece-Lined or Ribbed Shirts and Drawers ... **50c**
Men's 15c Black or Tan Socks ... **10c**
75 Men's and Boys' 50c and 75c Caps, price reduced to **35c**
25 Men's Hats, \$2.00 to \$4.00 Grade, now **\$1.00**
Beautiful assortment of Men's Initial Handkerchiefs, in Holiday Boxes, at **15c to 50c** each

MEN'S OVERCOATS

These are extra heavy, durable garments, and are worth every penny of our regular price.

All \$ 9.00 Overcoats are priced **\$ 7.95**
All \$10.00 Overcoats are priced **\$ 8.75**
All \$12.50 Overcoats are priced **\$10.00**
All \$14.50 Overcoats are priced **\$12.50**
All \$15.00 Overcoats are priced **\$13.00**
All \$16.50 Overcoats are priced **\$14.50**
All \$20.00 Overcoats are priced **\$17.50**
All \$25.00 Overcoats are priced **\$21.50**
All \$27.50 Overcoats are priced **\$22.50**
All \$30.00 Overcoats are priced **\$23.50**



FOR HIM

Already you may have been wondering what he would like for a Christmas present. We knew you would, and we have planned to make the selection an easy matter this time. These few are suggested now, but when you come to look we will show you others.

SILK SHIRTS,
SILK PAJAMAS,
NOVELTY BELTS,
TIES IN HOLIDAY BOXES,
SILK HOSIERY,
COLLAR BOXES,
GLOVES,

GOLD BUTTONS AND LINKS,
HOUSE SLIPPERS,
PULLMAN SLIPPERS,
BATH ROBES,
COMB AND BRUSH SETS,
SHAVING SETS,
SILK GARTERS.

We offer in this Sale several lots of CHILDREN'S, MISSES' and LADIES' SHOES formerly priced up to \$4.50 for **\$1.00 to \$2.25**.
12½c Outing, light and dark colors reduced to **10c**
1 lot of 10c and 12½c Ginghams reduced to **8½c**
A fine, soft Bleached Muslin worth 12½c to 15c on today's market for **8½c**
Ladies' Outing Gowns worth 65c reduced to **55c**



Holiday Goods

Our large line of Christmas Goods—Books, Toys, Dolls, Fancy Work, etc.—will be placed on display at once.

Early buyers will be the fortunate ones this season, for when present stocks are sold many desirable items cannot be had at any price.

BUY EARLY—all lines. There can be no mistake made in so doing.

Let Us Be Your Santa Claus

We shall give away Hundreds of Dollars worth of Valuable Merchandise and Holiday Goods, consisting of Dolls, Books, Toy Guns, Games, Mechanical Toys, etc. Also Cut Glass, Chinaware, Lamps, Ivory Ware, and other appropriate Christmas Presents too numerous to mention here—

Just the sort of things that you will want to present to the children, your mother or father, brother or sister, or to a friend.

Preparations for this good time have been in progress for months, and you will find assembled here a splendid line of Holiday Goods gathered from Germany, France, Japan, and from many American Manufacturers.

We will be glad to show you the extensive assortment of presents, and when you have spent ONE DOLLAR CASH in this Special Sale you may begin selecting and getting these Free Gifts.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE