



*Great Added Attraction For*  
**The Olympic Theatre**  
 Management announces they have secured the wonderful  
**Paramount AND Arcraft**  
**Pictures**

EVERY WEEK THE COMING SEASON

Last time you were in New York you went to 47th Street and Broadway and joined the good looking, well dressed crowd at the Strand; missing a visit to the Strand would be like missing the Statue of Liberty. As you passed through the gay entrance you thought "If we only had something like this at home." You have, now!

We have just completed arrangements with the Paramount and Arcraft Picture Corporations so you can see at the Olympic the same pictures that make the Strand of New York the best known picture theatre in the world.

At the Strand you watched the best pictures you ever saw---plays perfectly performed, perfectly produced, with the greatest stars in the motion picture world.

Paramount and Arcraft Pictures made it possible for New York to have a Strand, for you to have an Olympic---our Strand.

*Paramount and Arcraft means that an entire photoplay performance maintains the same standard quality as the features. To this end, the famous Arbuckle two-reel comedies were secured, flanked by the Victor Moore single reel comedies and other laugh-makers such as "The Bray Animated Cartoons;" the "Pictographs" or "weekly magazine on the screen" and the "Burton Holmes Travel Pictures"—that bring all corners of the world to you—add the variety that is the spice of a good show.*

*Paramount and Arcraft pictures feature the greatest stars on earth. At the Olympic you will see such famous actors and actresses as Mary Pickford, Douglas Fairbanks, Marguerite Clark, Mme. Petrova, Lina Cavalieri, Elsie Ferguson, Billie Burke, Enid Bennett, Chas. Ray, Dorothy Dalton, "Bill" Hart, Geraldine Farrar, George M. Cohan, Wallace Reid, Julian Eltinge, Jack Pickford, Louise Huff, Sessue Hayakawa, Vivian Martin, Pauline Frederick, George Beban and "Fatty" Arbuckle. Also the works of such master directors of the motion picture art as Cecil B. DeMille, David W. Griffith, Thomas H. Ince, J. Stuart Blackton and others.*

*Soon at the Olympic you will see such famous plays as "Hashhimura Togo," by Wallace Irwin whose delightful "Japanese Schoolboy" is creating a furore in the big magazines; "The Amazons," by the famous English author, Sir Authur Wing Pinero; "The Mysterious Miss Terry," by Gelett Burgess, the noted American dramatist; "The Countess Charming," by Gelett Burgess and Carolyn Wells; "The Law of the Land," one of George Broadhurst's thrilling dramas; "The Varmint," Owen Johnson's famous story of boarding school life that was so widely read in the Saturday Evening Post; "The Hostage," by Beulah Marie Dix, a brilliant story of military life; "Babs' Burglar," by Mary Roberts Rinehart, written in her most humorous vein; "The Sunset Trail," by Beulah Marie Dix from the story by Alice McIver; "Seven Keys to Baldpate," by Earl Derr Biggers and George M. Cohan, one of Mr. Cohan's greatest Broadway successes; "The Ghost House," by Beulah Marie Dix; "Barbary Sheep," Robert Hichens' greatest success; "Jack and Jill," by Gardner Hunting from the story by Margaret Turnbull, and "On the Level," by Marion Fairfax from the story by Charles Kenyon.*

Pictures of the quality of Paramount and Arcraft Pictures naturally cost a good deal more, but we feel that we are fulfilling our obligation to the public by presenting only the best and the cleanest pictures, and at the same time building up a permanent local institution that will be a credit to the community.

**The Olympic is your Strand**  
**West Side of Square**

**MAKE A FIT SEED BED FOR WHEAT.**

**Improperly Prepared Soil May Result in Poor Stand and Loss of Entire Investment, Specialists Point Out.**

"Make the seed bed fit for the seed. Do not 'intern wheat worth \$3 or \$4 a bushel for seed purposes in a condition of soil impossible for germination."

That precaution is urged by the United States Department of Agriculture on all farmers who contemplate sowing the high-priced seed of a high-priced food this fall. To plant seed on poorly prepared land not only wastes the seed that does not germinate, the specialists point out, but it may mean the loss of an entire investment if a paying stand is not obtained.

A seed bed for wheat must be firm, moist, and well compacted beneath with a mellow, finely divided upper three inches of soil, the specialists advise. If wheat is grown in rotation with oats or after wheat, the stubble should be plowed to a depth of at least 7 inches immediately after harvesting the preceding crop of grain. The ground should be harrowed within a few hours after plowing and cultivation with harrow, disk, drag, or roller should be given as necessary thereafter until planting time. These operations are necessary to kill weeds, to gettle and make firm the subsoil, and to maintain a soil mulch on the surface. The earlier the preparation of a seed bed for wheat is started the better the condition of the soil will be at planting time. Late plowing does not allow time for thorough preparation.

If a cultivated crop precedes wheat, frequent cultivation given to this crop will preserve moisture and maintain a soil mulch. If level cultivation has been practiced, a good seed bed easily can be prepared by disking and harrowing after removing the crop. However, if weeds are present, it may be advisable to plow shallow, the disk preceding and following the plow.

Early plowing followed by thorough tillage aid in catching the water which falls and in conserving this and the water already in the soil for use by the wheat plants. The firm seed bed under the mulch thus made enables the young plants to make use of the subsoil waters which rise when there is a perfect union between the plowed soil and the subsoil. Sufficient moisture is thus assured for the germination of the seed and for the early fall growth of the seedlings, a very important consideration. Plant food is also likely to be more abundant in the soil when such methods are employed.

If the importance of thorough tillage were more generally recognized and proper methods of seed-bed preparation were more widely employed throughout the so-called humid areas, there would be less frequent losses from drought and better wheat crops would result, the Department specialists declare. In this area the mistake is often made of thinking there will always be moisture enough present for a maximum crop growth, with the result that short crops often are obtained where more attention to moisture conservation would have assured good yields.

**CLEAN, HEALTHY WHEAT SEED ESSENTIAL.**

WASHINGTON, D. C., Aug. 27.—Sound, clean, healthy seed is the first requisite for the largely increased wheat crop which the United States Department of Agriculture hopes to see harvested next year. Whatever the source of supply, farmers will find it to their advantage, says the department, to see that only good seed is planted. What has been said is equally true of seed for the rye crop which the department hopes to see much larger than usual next year.

If a farmer has seed from his own crop which is satisfactory so far as variety and general condition are concerned, he should lose no time in getting it into shape for storage until planting time. The fanning mill is the farmer's best friend in this task. The farmer, by all means, should have such a mill, and if he has not and is unable to obtain one, should borrow or rent his neighbor's mill, or several farmers can join in buying one. A fanning mill removes weed seeds, smut and shriveled grain and leaves only plump kernels, practically every one of which may be depended upon to produce a thrifty plant. After it is cleaned, however, the seed should be treated in order that the smut may be prevented. Scab is less likely to be prevented by seed treatment, but the use of the fanning mill will assist materially in improving the crop grown from seed known to have contained scabby kernels.

If the farmer is dependent on outside sources for his seed, he should buy from his neighbor if possible, so that he may be more likely to get seed well adapted to his conditions. It is advisable to buy as soon after harvest as possible, as at this time prices are likely to be lowest. If the farmer delays, his neighbors may dispose of all their surplus grain and he may be forced to plant seed grown under conditions radically different from his own. If the farmer patronizes a seedman he should insist on getting seed grown as near his section as possible.

If seed is affected by diseases, careful inspection will usually disclose the fact. The presence of stinking smut in wheat is indicated by the odor, and the presence of scab by the appearance of the kernels. Purchased seed should, of course, be cleaned and treated for the destruction of the spores of disease-producing fungi, if the examination shows this to be necessary.

In choosing varieties of wheat the farmer should be guided by the experiences of his neighbors and the advice of his State Experiment Station. This is true also of rye, but there are available fewer varieties of rye than of wheat. The stations can furnish comparative statistics on the yields and behavior of a number of varieties of the two cereals.

After the grain farmer has procured a supply of satisfactory seed he should store it carefully so that it will keep in good condition and will be safe from the depredations of rats, mice and insects. Bins which are supposedly rat-proof are available on practically all farms, and it will pay farmers to see that they are kept in good condition to keep out the rodents.

**GOVERNMENT TO SURVEY FOOD SUPPLIES ON FARMS.**

**Bureau of Crop Estimates, With 35,000 Field Volunteers, Will Handle Farm Nation-Wide Inventory.**

WASHINGTON, D. C., Aug. 24.—Determining by a country-wide canvass the approximate amount of important farm products on farms of the United States that is food or convertible into food, is the part the Bureau of Crop Estimates of the United States Department of Agriculture will take in the national food survey authorized by the food production bill recently enacted. Thirty-five thousand picked volunteers from its corps of 150,000 crop correspondents will be asked to take part in the farm survey.

Each of the field representatives, a farmer himself and thoroughly familiar with farm conditions in his community, will make a report of food stocks, including meat animals and crops on his farm, and each of these representatives will be supplied with ten extra schedules of inquiry, which he will distribute among his neighbors for reports upon their respective farms. From the 385,000 reports thus obtained, the experts of the Bureau, knowing the total number of farms in the United States, will make final estimates for the farms of the country. It is believed that this estimate, judging from the accuracy of other records similarly gathered, will be within a few per cent of actual farm food stocks.

The farm survey will begin at once. A second survey about November 1, similarly conducted, will cover the fall harvests.

The Bureau also will extend its regular crop estimates to crops not reported heretofore and further enlarge its service by special inquiries calculated to gather information arising from extraordinary farm conditions in certain sections.

Once on a trip to the South, Dr. Henry van Dyke came upon an old colored woman sitting on her doorstep smoking a villainous clay pipe.

"Do you enjoy smoking, aunty?" asked Doctor van Dyke. "That pipe's pretty bad."

"Oh, yes, sah; I smokes pretty much all day."

"Well, you ought to clean your pipe. It's very rank. How do you expect to get into heaven with a breath like that?"

"I reckon dat won't keep me out, sah. When I die I expects to lose mah breath."

WANTED—Two furnished rooms for light housekeeping. Phone Herald Office. J. A. KENNEDY.

**MONEY**

to loan on improved or unimproved Plains land. We have the lowest interest rates and best terms. We also buy V. L. notes.

**Shallow Water Land and Loan Co.**  
Ware Hotel Phone 394

**Farmer Friends,**

How about building that implement house to protect your machinery? They have cost you too much good money to allow them to remain out of doors this winter. Don't say lumber is too high, the little additional cost in advance of lumber, you will not notice it. We have a heavy stock of lumber on hands, and will be glad to help you plan and estimate cost of your buildings. Come, we will talk it over.

**A. G. McAdams Lumber Co.**



it's fun — being the father of a good boy  
and it's fun to pay him for the affection he gives with the things that bring fun and health to him.

a Maxwell car gives him—and you too—a contempt for distance, and the big outdoors where the flowers and birds are, and the canyons where pleasure abounds, and swimming holes in country streams where you and I have played, and an increased love for dad.

**MAXWELL ECONOMY**

A Proven Fact—Some Authentic Records for Your Consideration.

Burton, Rountree Co. (Dallas dealers: Dallas to Garland and return—one gallon gasoline—34 8-10 miles.  
Wright & Co. (Fort Worth Dealers) One gallon gasoline, 39 2-10 miles.  
San Angelo dealer: One gallon gasoline, 39 9-10 miles.  
Wroe (Austin dealer): One gallon gasoline, 38 1-10 miles.  
Guarantee Motor Co. (San Antonio dealer): Around North Loop and to Alamo Heights and return against a

25-mile wind, 28 2-10 miles  
All cars carried four passengers

**Across the Country Records:**

Dallas to San Antonio, 7 hours and 34 minutes—298 2-10 miles  
Jacksonville to Tampa, 25 miles thru sand, 7 hours, 23 minutes—276 miles  
All records made with observers.  
Stock cars carrying four passengers

**We Have Moved to Temporary Quarters in the South Room of Egge's Garage.**

Yesterday we moved in the south room of the E. N. Egge Auto Co. Garage where we will be temporarily located during the time of erection of our new building. Here we will be comfortably located for the time being and invite our friends to visit us here. Remember there will be no cessation in the selling of Maxwells or the rendering of Maxwell service during our temporary absence from our old location.

**SOUTH PLAINS MOTOR CO.**  
MAXWELL DISTRIBUTORS J. M. Lipscomb, Mgr.

**Wayland Baptist College**—This institution offers excellent advantages in the Departments of Music, Art, Expression, Business, Education etc. Students who finish in our Academy will be admitted to schools or colleges of university rank. Students who complete our two years of regular College work will be admitted to the Junior year in the best Colleges or Universities.

Best Educators are now agreed that it is better to take Academy or Junior College work in a regular Junior College. Young and immature students can not have the personal attention and individual attention in larger Colleges or Universities which they would have in a school like Wayland or other Junior Colleges.

The Department of Education which has been recently added will be in charge of Dr. W. A. Wilson, an educator of long and successful experience, who has made special study of educational problems in America and Europe. Special attention will be given to those who wish to prepare themselves for the work of teaching. Write for catalogue or confer with us personally.  
**R. E. L. FARMER, President**



**FORT WORTH, TEXAS.**—Annual meeting of National Association Postal Clerks, September 3rd-8th, dates of sale Sept. 2nd and 3rd final return limit, September 9th. **Fare \$15.25.**

**DALLAS, TEXAS.**—Annual Convention of Brotherhood of Painters, Decorators and Paper Hangers of America, Sept. 10th-23rd. Dates of sale 9th and 10th. Final return limit September 24th. **Fare \$16.50.**

**DALLAS, TEXAS.**—National Association of Letter Carriers, September 3rd-8th. Dates of sale 2nd and 3rd. Final return limit September 9th. **Fare \$15.50.**

**HOW ONE PACIFIST WAS CURED.**

Chicago Daily News: Sentimental pacifists who profess to be unable to understand why the United States has gone to war with Germany should read the leading article in the Atlantic Monthly for August. It is contributed by a distinguished American scientist, Prof. Vernon Kellogg, of Leland Stanford University.

Mr. Kellogg was a pacifist of the David Starr Jordan type. Early in the war he went to Europe as a worker for the American Relief Commission in Belgium and Northern France. Having lived and studied in Germany, and being thoroughly acquainted with the German language, he was appointed chief representative of the commission at the great headquarters of the German General Staff. There he had many prolonged, frank discussions with brilliant German officers and officials—the latter being for the most part eminent biologists, zoologists and professors of jurisprudence and other sciences. These discussions, Professor Kellogg says, not only failed to convince him that the Germans were right in their war views, but effectually disapproved his pacifism and convinced him that "this war must be fought to a definite end—that end to be a good Germany or not much of any Germany at all."

Startling words these, for an extreme pacifist to utter, but they seem to be amply justified by the facts that brought about Professor Kellogg's conversion.

The German scientists at great headquarters proved to be fierce defenders of ruthlessness and frightfulness. They expressed withering contempt for mercy, for humanity, for "any compromise with half-heartedness." They had "religious" and philosophical excuses for the worst outrages of their army. The trouble with them was fundamental; they were the misguided victims of a barbarous, detestable theory of human development.

This theory Professor Kellogg summarizes as follows: "Mankind is a sergeries of irreconcilable varieties. Men are like ants; there may be peace within the ant colony, but there is, and must be, ruthless warfare between it and other colonies or species. God's or nature's way of perfecting the human race is 'struggle; bitter, remorseless struggle.' The superior must subjugate and dominate the inferior—or else destroy them as unfit and unworthy to survive. The Germans are today the chosen race. They have evolved the best 'kultur,' or form of political and economic organization, and they have the divine and the natural right to impose their system upon less advanced peoples. If the latter are so blind or unreasonable as to resist, they must be wiped out. For such resistance is not only futile, but contrary to God's or nature's manifest will. Germany must win, and 'win terribly.'"

This is the philosophy which explains the systematic destruction of Belgian cities, submarine lawlessness and all the rest. The policy of Germany under its militarists, supported by their infatuated biologic apologists and interpreters, is one of reasoned savagery. The existence of no nation is secure so long as Germany adheres to that policy and is in a position to practice it.

**SOME GOOD 'UNS.**

No matter how great a lawyer you might be—you will never try a bigger case than your own.

The successful man—unlike the poet—is made, not born.

The best ad. in the world is an enthusiastic customer.

It doesn't cost a copper penny to say "Good morning; how d'ye do?"

And it may mean a lot to many and set their faces smiling too.

Mend your speech a little let it may mar your fortunes.

The one single and fundamental rule for success is "Save Money."

The man who cannot and will not save money cannot do anything worth while.

A small bank account pays a large dividend socially.

If I were a girl I should never believe anything a man told me in the spring.

Work earnestly, save steadfastly, and turn your face away from no man.

You owe loyalty to your employer, but you owe loyalty to yourself as well.

Beware of being satisfied with yourself.

"Hello" is original as well as right. It advises "If you can't be polite to both, be rude to the boss and polite to the little typist."

I'd rather make mistakes going ahead than to be error proof and backslide.

No man is so big that some other man can't fill his shoes.

We are all greatly misunderstood—especially by ourselves.

If you wish to be miserable you must think about you-self.

There are 265,956,133,860,240 cubic feet of salt in the sea, so don't get fresh.

We don't find out about anything we don't ask about.

The more time you spend wishing the less you have for climbing.

Hungry horses can't go far; neither can a starved brain.

Hate yourself and the other fellow will follow suit.

We can declare dividends on excuses.

**NATIONAL FORESTS HELPING INCREASE OF MEAT SUPPLY.**

As a war emergency measure, the National Forest ranges are carrying this summer approximately 100,000 more cattle and 200,000 more sheep than in ordinary years, according to the grazing experts of the Forest Service. Ordinarily the National Forests furnish pasturage for about 1,800,000 cattle and horses and 7,800,000 acres, will come from the states repleat of sheep.

The number of livestock permitted on the Forests is limited in order to prevent damage to timber growth, water supplies, and the range itself. This year exceptional weather conditions combined with the general food situation to create an unusual emergency, calling for special provisions to take care of the stock. A severe winter and late spring exhausted the hay supply and forced use of the spring ranges before they had reached their normal state. To lessen the losses which the livestock industry faced, the National Forest ranges were opened early. At the same time, the number of stock permitted for the present season was raised to the maximum consistent with safeguarding future productivity.

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It is fully recognized that the increases which have been made in the allowances of stock on the National Forests involve danger that the range will be depleted through over-grazing, but it is believed by the grazing experts of the Government that the emergency increases made can be taken care of, at least this year, without material sacrifice of productive capacity. The condition of the ranges is, however, being carefully watched. Reliance is placed also on the special efforts being made to secure the most intensive utilization consistent with sustained productivity, by improved methods of handling the stock. Better salting methods and the development

of new watering places are among the means employed for this purpose.

At the close of the grazing season a careful examination will be made of the range on each Forest, to determine its condition and to find out how many cattle or sheep it will support next season. On areas which are found to be overgrazed, an attempt will be made to shift the surplus stock to range which can better stand the better.

While the grazing officials do not think that the increase could be carried indefinitely without serious damage to the forage, regulated grazing has brought about a steady improvement of the range and some areas will probably be able to support the larger numbers permanently.

**FARMS FOR RETURNED CANADIAN SOLDIERS.**

The Minister of Land, Forests, and Mines of Ontario announced during a visit to Port Arthur that the Province will soon undertake to establish an agricultural colony in this vicinity. The plan is already being tried at one point, where 39 sets of farm buildings will be grouped in one community. About September 1 the buildings will be ready for use. Separate houses are built for single men. It is hoped that there will be a demand for more buildings as the community develops.

The Government clears 10 acres of land and advances a \$500 loan on the improvement, charging 6 per cent interest. No payments are required dur-

ing the first three years, and the loan expires in 20 years. The farmers are to be allowed five years to make certain improvements and develop the farms.

Applications already number 300. Selections are carefully made by giving a preliminary 30 days' trial course to determine if the men are suited to farming and those who show no special interest in such work are promptly eliminated. During the trial period the men are given soldiers' regular pay, separation allowances, and shares from the patriotic fund.

R. C. Walter, Tecumseh, Neb., who has been here for a few days inspecting land he owns in Hale County, returned to his home Saturday morning.



**How Our Car Ideas Have Changed**

About the lightest Light Six, size considered, was the Mitchell a few years ago. Then we called a halt on lightness, and started the other way. In the past three years we have doubled our margins of safety. We have done this largely through better grades of steel. But many parts—steering and driving parts and axles—are now vastly over-size. This for safety and endurance, and for ultimate economy. We are building a 200,000-mile car. Yet no lighter Mitchell model ever averaged so many miles per gallon. Nor could it match the latest Mitchell in any performance feat.

**No Extras to Add**

We used to omit as most cars do, many widely-wanted features. We let buyers add them at an extra cost to keep down our basic price. But we found that many of these extras were things that every buyer wanted. And we could add them for a fraction of their cost as extras. So we made them standard equipment. The latest Mitchells include 31 features which are very rare indeed—all of them things you'll want.

One of these is shock-absorbing rear springs. They eliminate the need for shock absorbers, making it the easiest-riding car you have ever seen. Yet in two years since we adopted them not a single spring has broken.

**Our Luxury Staff**

We left everything for many years to a great engineering staff. But when we completed our new body plant, we organized a luxury staff.

We employed artists, experts and skilled craftsmen to make the Mitchell a beauty car. They examined 257 new models so that no attraction would be overlooked. In the past year alone they have added 24 per cent to the luxury cost of the Mitchell.

You will agree, we believe, that the latest models are the handsomest cars of their class. And each style is exclusive, because all Mitchell bodies are our own creation.

**Factory Efficiency**

We used to buy many Mitchell parts and make some in a slow and costly way. Then we employed John W. Bate, the famous efficiency expert. We gave him carte blanche to build and equip a model automobile plant.

The result has been to cut our factory cost in two. We build nearly the whole car, chassis and body, under efficiency methods. The result is that Mitchells, despite all their extras, are amazingly low in price.

Many makers in these respects have not yet changed as we have. On that account the Mitchell has lately multiplied in popularity. For the first six months of the present fiscal year our sales increase was 160 per cent.

Go and inspect the hundred extra values which distinguish Mitchell cars. See at your dealer's the list of great engineers who have bought the Mitchell for their own use. See the endurance records, amounting to 40 years of ordinary service.

The result, we believe, will vastly change your own ideas of a fine car.

**TWO SIZES**

**MITCHELL**—a roomy 7 passenger six, with 127-inch wheelbase and a highly developed 48-horsepower motor.

**\$1525**

Four-Passenger Roadster, \$1560. Sedan, \$2240. Cabriolet, \$1960. Coupe, \$2060.

Also Town Car and Limousine.

**MITCHELL JUNIOR**—a 5-passenger Six on similar lines, with 120-inch wheelbase and a 40-horsepower motor. 1-4 inch smaller bore.

**\$1250**

All Prices f. o. b. Racine.

**PLAINVIEW MACHINE AND AUTO COMPANY**  
**MITCHELL DISTRIBUTORS**

**Announcement of Change of Policy**  
On September 1st We Will Change From Our Present Credit System To  
**A Strictly Cash Basis For Everyone**

*There will be no favored few. Every nickel's worth of goods will go from our store for cash only, or phone orders will be collected for on delivery.*

*We appreciate our past patronage. There is a great deal of it which has been most businesslike and pleasant but unfortunately all folks are not alike and we have to pay our wholesale bills promptly, so it becomes necessary to treat all alike on our new policy.*

*By eliminating bookkeeping costs and other costs connected with a credit business we will be able to sell quality groceries for less money. We expect to give you the advantage of the change in costs to offset any inconvenience you may experience with the change in system.*

*We invite your continued patronage under the new policy, and to those whom we are not now serving we ask you to test our prices, our quality and our service.*

**Bennett Grocery Company**

PHONES 6 AND 7

PHONES 6 AND 7

**CONFERENCE ON INCREASED GRAIN PRODUCTION.**

KANSAS CITY, Mo., Aug. 22.—A conference of agricultural leaders, educators, and farmers from thirteen Great Plains, Mississippi Valley, and Rocky Mountain states, called by David F. Houston, Secretary of Agriculture, to consider ways and means of increasing wheat and rye production, met here today. The states represented are: Missouri, Kansas, Nebraska, Arizona, Arkansas, Colorado, Iowa, Minnesota, New Mexico, Oklahoma, South Dakota, Texas, and Wyoming. The conference was presided over by Dr. Raymond A. Pearson, Assistant Secretary of Agriculture, and was attended, in addition to the state representatives, by grain specialists of the U. S. Department of Agriculture.

The morning session of the conference was devoted in large part to an outline by Doctor Pearson of the needs for increasing grain production, and to the statement of problems to be discussed during the afternoon session. Doctor Pearson pointed out that the war in which the United States is engaged is a war of nations rather than a war of armies, and that it is essential that people engaged in all industries and callings shall do their share in carrying the nations to victory. Especially important work, he said, falls to the share of the farmer, who produces materials to support and feed the nation and its fighting forces. Doctor Pearson said that the conference, therefore, is a war conference. Its specific purpose, he explained, is to discuss ways and means for carrying out a safe program for increasing the wheat and rye production—a program of such a nature as to interfere as little as possible with the well established agriculture of the country. The conference, he said, is the fourth of a series of five regional conferences for the discussion of similar problems. Owing to the fact that Kansas City is in the very heart of the greatest grain-producing section of the country, Doctor Pearson considers this conference one of the most important of the group, he said.

Doctor Pearson outlined in detail the need of the country and of the allied and neutral nations for bread grains, most important of which is wheat. He also explained that rye is of great importance because it can be grown profitably on lands not well adapted to the production of wheat, and that for export purposes it may be considered as practically interchangeable with wheat.

It was thoroughly appreciated by

the Secretary of Agriculture, Doctor Pearson said, that there are a great many persons in the thirteen states included in this conference who are thoroughly familiar with agricultural conditions in the states and whose advice would be of value. It did not seem feasible, however, to ask all to be present, so the Secretary endeavored to select representative men from the various lines of endeavor associated with agriculture, in order that all phases of the production problems could be duly considered. Doctor Pearson then explained how the Department program calling for the seeding of 47,000,000 acres of winter wheat and more than 5,000,000 acres of rye had been formulated and apportioned among the various states. It represents, he said, the best judgment of the specialists of the U. S. Department of Agriculture, fortified by that of the agricultural specialists of the various states. Such a program was needed, he said, in order that production may be efficiently directed along safe and sane lines and in order that no phase of food production should be emphasized unduly at the expense of any other.

Following Doctor Pearson, former Secretary of Agriculture James Wilson, of Iowa, spoke in regard to the program. He said that he appreciated the great importance of a conference of this kind and that, judging from his extensive knowledge of the American farmers, he is confident that they are heart and soul in support of the policies outlined by the Federal government.

Secretary J. C. Mohler of the State Board of Agriculture of Kansas, who spoke at this session, said that the wheat situation is rather serious in his state. He declared that the campaign for a large fund for the purchase of seed wheat was a failure, only \$60,000 having been collected. He said, however, that the situation was being handled otherwise now in a fairly satisfactory way. He declared that the guarantee for the 1918 crop of a minimum of \$2.00 at interior primary markets for the equivalent of No. 1 spring wheat will be a great incentive to farmers to increase the acreage.

Carl Williams of Oklahoma City, editor of the Oklahoma Farmer-Stockman, another speaker at the morning conference, said that the farmers of Oklahoma are having some trouble in obtaining seed, labor and teams.

The afternoon session was devoted to a discussion of the various obstacles existing in the states, which must be removed before the suggested program for increased production can be

carried out. In regard to these difficulties in general, Doctor Pearson pointed out that the conference could not expect to find a positive solution for many of the problems, but that undoubtedly the increase in production could be facilitated by an exchange of ideas and suggestions. He said that undoubtedly the statement would be made that in some communities the draft of many into the national army has emphasized the labor shortage. He directed attention to the fact, however, that the draft has been definitely provided for by law and regulations and that discussion of the matter would do no good. Canada, he pointed out, with a population very much smaller than that of the United States, now has more men under arms than the total which the United States is attempting to raise, and yet Canada is planning to increase its agricultural production. The country already has made a remarkable record in this direction, he declared, and surely the United States should be able to do as well.

Considering the draft as a fixed condition, Doctor Pearson said that the chief consideration of the conference should be to ask itself what can be done in spite of this and all other obstacles, to increase wheat production. That, he declared, is a challenge for thoughtful men and one which he believes will be met.

In a discussion which followed, the labor problems were considered first. A suggestion was made that the more extensive use of small tractors would help materially to solve the problem. Representatives of the south-western border states advocated permitting Mexican farm laborers to come into the United States more freely. More than 100,000 good agricultural laborers are available in northern Mexico for use in the United States, it was stated. Another suggestion which was made was that all men and women between the ages of 18 and 45, excepting men drafted into the army, should be registered in order that they may be made use of as farm laborers when needed. Nebraska, it was stated, has already done work along this line, and is now actively forming an organization of corn huskers to take care of the state's bumper corn crop. It was suggested that many clerks, retired farmers, city workers in various industries, and young boys could be used advantageously in filling the present labor shortage. Wherever possible, it was suggested, the farmers can minimize labor difficulties by providing accommodations on their farms for the families of married laborers. One of the diffi-

culties, it was pointed out, has been that most of the labor in some of the states is single and was to be brought in to communities from the outside.

A few states, notably Arkansas, reported an absence of labor difficulties. In New Mexico, it was stated, the transportation of laborers over the long distances often required, constitutes one of the principal difficulties, since the farmers are unwilling to pay the cost and the wages received are not sufficiently high to justify the laborers in paying it. Representatives from Colorado outlined to the confer-

ence a plan by which many farm labor problems have been satisfactorily solved. This has been accomplished through a central labor bureau in Denver which works through local labor agencies, farmers providing transportation both ways. A thousand women were recently sent from Denver to the western slope country to help harvest the fruit crop, and the labor bureau is expecting to send more than 5,000 men into another section of the state to harvest the potato crop.

One of the suggestions made for helping to remove labor difficulties

was that farmers employ more generally the plan of exchanging labor with one another.

The subject of seed was then taken up by the conference. R. A. Oakley, chairman of the U. S. Department of Agriculture Committee on Seed Stocks, which was appointed by the Secretary of Agriculture when the war emergency arose, explained the work of this agency. He said the committee is working as a clearing house in regard to information as to existing surpluses of seeds and shortages, and he

(Continued on Page Eight.)

**WEST TEXAS STATE NORMAL COLLEGE**

**CANYON, TEXAS**

*Opens September 11th, 1917*

**Full Faculty**

**Splendid Equipment.**

Offers work as follows:

Leading to Teacher's Certificate. Leading to the Standard A. B. Degree.

In New and Practical Subjects:  
Domestic Science and Art. Agriculture and Manual Training.

Drawing, Music and Expression. Bookkeeping and Typewriting.

Credits received from standardized institutions. Credits transferred to other schools when desired.

**Tuition Free.**

**Books Free.**

Fees amount to only \$15.00, regular session. Board and room, \$22.50 to \$25.00 per month. Batching and light housekeeping reduce expenses.

Write

**R. B. COUSINS, President.**

**Maxwell Trucks**

We have just received a shipment of four carloads of

**Maxwell One-Ton Truck, Chasses and Box Bodies.**

There are six more carloads of these trucks on the road and we are expecting them most any day,—these two shipments give us thirty of these little wonder workers for farm trucking and city hauling.

The Government is urging that you use your horses and mules in farm work, such as plowing, etc. There is no need of taking them out of the fields for hauling when they can be working for you there and a Maxwell truck on hand to take care of your hauling at an ultimate saving

These trucks are of such genuine service for all purposes and the prices are so reasonable that even tho you don't buy you can't go wrong in investigating what they can do for you.

We urge you to buy a truck with a service station behind it. This the Maxwell truck owner has. The Maxwell is a real truck to begin with and seldom will you need a service station but when you do our parts room and expert Maxwell service men are here for your benefit.

**SOUTH PLAINS MOTOR CO.**

Temporarily at Egge's Garage

J. M. Lipscomb, Manager

Phone 677

**Announcement**

September 3rd

September 3rd

*F. M. Burns & Co., the new Dry Goods and Ladies Ready-to-Wear Store will open.*

**MONDAY, SEPTEMBER 3RD.**

We cordially invite you one and all to visit our store and see the class of merchandise we handle. While we can't hope to have stocks complete in all departments on our opening day, such as we have already received will give you an idea of the Quality, Style and Class of goods this store will handle.

We come to your city to stay because we believe in Plainview and the Plainview Country. The sales ladies we will employ live here in your city and we are sure they will be delighted to have you visit them and will take pleasure in showing you through the various departments of the store.

We will receive express shipments of the new things from time to time.

*Our policy is to show the new when its new.*

East Side Square

Plainview, Texas

**F. M. Burns & Co.**





**CONFERENCE ON INCREASED GRAIN PRODUCTION.**

(Continued from Page Five.)

doing everything possible to facilitate the proper distribution of seeds. He said that one of the principal difficulties encountered by the committee was the lack of local organizations to cooperate with it. He urged that each state which has not done so appoint a state committee on seed stocks to work in co-operation with the Federal committee.

The plans for meeting seed problems adopted by the various states were then outlined by various delegates. One plan which has worked well, it was said, is the survey of seed stocks on hand by county agents, millers, bankers, elevator men and others. Plans for the distribution of this seed, once it is located, differ in the various states. One of the principal problems to be solved is the matter of financing the farmers in the purchase of winter wheat. Usually, it developed, it is possible to work out satisfactory arrangements in the counties through the assistance of local bankers, millers, and elevator men. For farmers who can not present security for loans because of crop failures, etc., the plans adopted usually call for a return of two bushels for each bushel advanced as seed, or for the return of one-fifth of the crop from the seed advanced. Several states, it was said, have made surveys and issued lists of seed for sale, which have been used widely.

Under the Nebraska system, it was pointed out, the State Council of Defense called a conference of county agents, local bankers, millers, elevator men, and others, to work out a plan for furnishing seed to the farmers. The bankers agreed to supply money at 6 per cent and the elevator men agreed to supply seed at cost. The farmers were to apply for seed either to elevator men or to the State College. If possible, they were to pay cash for the seed, but if they could not do this they were to call on the bankers for loans. It the bankers could not furnish loans the farmers were then to apply to the State College and the Council of Defense. In many cases, it was said, where farmers had good seed wheat and could not afford to hold it they were financed by millers and elevator men.

In Kansas, lists showing results of a seed survey were distributed widely and were made use of to facilitate distribution. The county committees were active in giving assistance where it was needed. In this state, it was pointed out, the plan of returning one-fifth the crop from seed advanced is considered a last resort. In large measure, it was declared, the seed wheat problem of Kansas is being well cared for. Agricultural leaders from the state expressed the opinion that it now remains for the farmers to center their attention chiefly on the use of cultural methods to increase the yield per acre.

A committee was appointed just before the afternoon session adjourned to report on a fair differential in price between ordinary milling wheat and seeds suitable for use as seed, and to recommend measures of assistance to farmers in securing wheat when such assistance is necessary. The committee consisted of:

- Beason, M. A., Oklahoma;
- Merrett, Greene, Jr., Iowa;
- Champlin, Manley, South Dakota;
- Toppings, C. V., Wichita, Kansas;
- Wright, C. R., Fergus Falls, Minn.;
- Hackleman, J. C., Missouri.

At the evening session, his committee reported the following resolution, which was adopted unanimously:

"BE IT RESOLVED, That those now holding winter wheat suitable for seed purposes do not ask a higher price for the same when sold as seed than 10 per cent over and above their local market, this price to be exclusive of sacks.

"BE IT FURTHER RESOLVED, That this does not affect the sale price in any way of certified or pedigreed winter wheat seed.

"AND BE IT FURTHER RESOLVED, That the use of such certified or pedigreed seed is recommended wherever such is obtainable in order to increase the yield per acre.

"BE IT RESOLVED, That this conference do recommend that each state provide some plan to furnish seed grains on the cash loan, two bushels for one, or the share system, according to the individual needs of each state or section concerned."

At the convening of the night session of the conference, attention was called by several delegates to articles on the conference in the Kansas City Star and the Kansas City Post. These articles, it was said, misrepresented the sentiments of the conference by stating that the acreage to be seeded for next year's crop would be almost entirely determined by the price to be fixed for the 1917 crop. The conference adopted unanimously a resolution denying that the articles in question represented the sentiment of the conference.

The next topic considered was the price of wheat, and the chairman announced that this should be discussed

in a broad way, with special reference to the factors that affect the cost of production, some of which should be discussed at the conference with a view to affecting a remedy where this might be required. It was clearly explained that the question of fixing prices has been provided for by law and that a committee is now in session in Washington considering this matter. It was not to be attempted, therefore, the chairman said, to establish the actual value of a bushel of wheat.

Some of the speakers said that unless a price regarded as fair by the farmers was fixed for the 1917 wheat crop there would be an indirect effect resulting in the reduction of the acreage seeded for the 1918 crop. Other speakers, however, expressed the view that the farmers of the central west can be depended upon to do their utmost to support the government in the important campaign for increased winter wheat production. It developed that a large number of farmers in Kansas already have anticipated the situation and have done considerable preliminary work in the interest of large acreages of wheat on their farms. One speaker quoted figures to show that in a section affected both by winter killing and drouth the yield was so small that the actual cost of wheat harvested was \$2.71 per bushel. Another speaker from a section favored by rains, stated that a survey of 700 farms indicated that fair selling price would be \$1.73 per bushel. The discussion showed clearly that there are wide differences in the cost of production, chiefly due to variations in climatic conditions.

At the opening of the session Thursday morning, Chairman Pearson announced that the conference would take up consideration of the choice of varieties of wheat, treatment of diseases and methods of combating insects. Dr. C. E. Leighty, grain specialist of the U. S. Department of Agriculture, said that in most cases in Nebraska, Kansas and Oklahoma where Hard Red Winter wheat of the Turkey type is best, in eastern Kansas and most of Missouri, the Soft Red Winter wheats are best adapted to conditions. In regard to treatment for diseases, Dr. Leighty said that the U. S. Department of Agriculture urges that the formaldehyde treatment for smut be given where stinking smut is present. He stated that the sprinkling method is most widely applicable, though it is not as desirable as the dipping method in special cases. In all cases, he pointed out, it is safest to clean wheat thoroughly before treating it.

In the discussion on combatting attacks of the Hessian fly it was brought out that the most effective means of control is seeding after the fly-free date, which varies somewhat in different seasons for any section. It was stated that in order that possible injury from late seeding might be overcome as much as possible, good seed bed preparation should be practiced.

In the discussion on marketing it was pointed out by one speaker that a great many farmers do not recognize grades of most of the commodities which they raise. It should be brought home to farmers, the speaker said, that they will get better returns

for their produce if they educate themselves as to grades and sell according to grade. It was suggested that bulletins on this subject may be secured from colleges and state and Federal departments of agriculture.

In taking up the subject of crop balance, the chairman directed attention to the fact that the Secretary of Agriculture, as well as other leaders in agricultural fields, is anxious that the good systems of agriculture prevailing in this country shall not be upset in the carrying out of the program for increased wheat and rye production. It may very well be, the chairman said, that even greater increases in production will be required by conditions next year and perhaps even in other years to follow. With this possibility in view, he said, it is important among other things that good rotations be maintained to keep up the fertility of the soil. In the discussion on crop balance it was stated on behalf of Arkansas that though the farmers of that state probably can make more money by growing cotton, they are going to seed the greater wheat acreage suggested by the Department anyway. A representative from western Kansas suggested that in increasing the wheat acreage in that section none of the grass land now in use should be broken up but that efforts should be confined to the land already broken. The maintenance of sufficient grass land is important in order that the livestock industry of the section may be protected, he declared.

In a statement immediately preceding the adjournment of the morning session, Professor Fritz of the Kansas Agricultural College, said that the idea apparently held in some quarters the preceding day that Kansas farmers were likely to hold off in increasing wheat acreage this fall on account of price fixed for the 1917 crop, does not represent the sentiments of Kansas as a whole. The feeling of the farmers of the state is indicated, he said, by the fact that many of them are already working on their land preparatory to increasing the acreage this fall and attempting to secure better yields. Similar statements were made on behalf of farmers of Oklahoma and Texas.

In summing up the results of the conference, Dr. Pearson said: "Although in some areas, especially in Kansas and Oklahoma, farmers have been very unfortunate on account of weather conditions, the great states represented at this conference are going to turn out enormous crops of the bread grains next year. Official delegates invited by the Secretary of Agriculture to attend the conference just closed included representative farmers, officials of departments of agriculture, colleges of agriculture and councils of defense, and editors of influential farm journals. These men have it in their power to put into motion machinery that will to a large extent overcome the difficulties encountered by wheat growers. The most effective campaign ever undertaken will be directed against the Hessian fly. Farmers will be urged as never before to protect their crops against disease by treating their seed when

(Continued on Page Twelve.)

# This Week We Go Into a New Month

*September is the beginning of the fall season. It is the month when you make your fall and winter plans. We ask you to let us figure in those plans.*

*We are equipped to stock your pantry for fall and winter with all of the good things to eat which will make the family contented, happy and healthy. The brain and body need appetizing, healthful food and this store is ready with the assortment of stock that you will seek for a variety of wholesome eatables.*

*We want you to start right this month—commence Saturday, September 1st to let us have your grocery orders*

*Our staple and fancy lines contain the best brands obtainable in such assortment that you can avoid monotony in the daily menus.*

**DON'T FORGET OUR HELIOTROPE FLOUR**

*At this season when the kitchens begin to cool off the housewife comes to the conclusion that her family will want home made bread, cakes, pies, and other baked goodies. She can make no mistake by including Heliotrope Flour on her want list.*

## Pierson & Smith

Phone 348 Phone 348

### Texas Land and Development Company

P. B. BARBER, Farm Manager Plainview, Texas

August 28th, 1917

My Dear Sir:

As you know, feed at this time is selling at almost prohibitive prices. This company, so far this year, has sold almost all their alfalfa to local parties. It has been sold, hauled into town and fed that evening. No alfalfa to speak of has been stored, so that those having stock will start the winter with empty barns. The recent rains have insured the kafir and milo crop, but even though crops are going to be short and will not last until next year's feed is grown.

With the world facing a great feed shortage and our own country asking more of the farmer than ever before, it behooves all of us to take care of the crops we do raise, so that the loss or waste will be cut to a minimum.

It has also been shown without danger of contradiction, that a silo will save from one-third to one-half the corn crop. The Texas Land & Development Company is erecting one one hundred ton silo and two two hundred ton silos. Believing that several farmers in this immediate community are interested in the silo and would appreciate the opportunity of seeing one erected and having it explained to them, we are taking this method of inviting all who are interested to the Demonstration Farm, one mile from Plainview on the Lockney road. This silo conference will be held Wednesday August 29th, at 2 P. M.

At that time, we will have two silos completed and the third in the process of construction. Please tell your neighbors about this silo demonstration and ask them to come, as the invitation is cordially extended to all who are interested.

Yours truly,

P. B. BARBER, Farm Manager.

## OF VITAL IMPORTANCE TO YOU

*Every automobile owner, every business man, every farmer, every citizen of Hale County is vitally interested in having the Government know that we appreciate the \$10,000 which it has made available for good Roads in Hale County.*

*We must show an interest that will get still more recognition from the State and the Government.*

*With this in view there will be an important*

# Mass Meeting

**AT THE COURTHOUSE THURSDAY NIGHT, AUGUST 30, AT 8 O'CLOCK**

*This meeting should be a rousing Good Roads Meeting and all are urged to come.*



**INSURING OUR FIGHTING MEN.**

The plan of Secretary of the Treasury McAdoo for life and indemnity insurance for the soldiers and sailors of the United States, after discussions by representative insurance men and report on by advisory committees, has been put in definite form and submitted to President Wilson.

The President's comment was as follows:

"I have examined the enclosed papers very carefully and take pleasure in returning them with my entire approval."

A bill has been introduced in Congress along the lines suggested by the Secretary of the Treasury and approved by the President.

In essentials it is proposed that the Government furnish at cost to the soldiers and sailors of the United States life and indemnity insurance.

The main features of the Secretary's plan are that the Government shall bear all the cost of the administration of the insurance plan and that no expense of any kind shall be a charge on the funds created by the payment of premiums by the soldiers and sailors. Relieved of over-head charges, eight dollars a year for every thousand dollars insurance will be an adequate charge under the plan, and this figure will put the maximum insurance of ten thousand dollars within the reach of practically every private soldier or sailor. Insurance in private companies would cost many times this sum for men actually engaged in warfare.

After the war the insurance may be converted into other forms. The insurance is to be payable in installments, is non-assignable and free from the claims of creditors of the insured or of the beneficiary, and is limited to the wife, children, and other specified kindred.

If total disability results or disease is contracted in the course of service, the compensation is to be based on percentage of pay, with a minimum, however, of from forty to seventy-five dollars a month, according to the size of the family. Partial disabilities are to be computed on a basis of percentages of total disability.

Medical, surgical and hospital treatments, supplies and appliances are to be given. Rehabilitation and re-education of the injured soldiers or sailors, fitting them for lives of activity and usefulness is part of the plan.

The plan also contemplates free allowances to the families of soldiers and sailors, the Government supplementing the sums set aside by the soldiers and sailors out of their wages.

The insurance is not to be a gift of the Government, but is to be paid for out of the pay of the insured men. The Government, however, is to take upon itself the cost of collecting and administering the funds and also the extra hazard caused by the war, the rate of eight dollars per thousand being a normal rate in peace time and an entirely inadequate rate for war risk.

The workmen's compensation laws and the experiences of insurance companies in the country and the laws and experience of other countries have been studied and used in the preparation of this bill.

Secretary McAdoo emphasizes the justice and rightfulness of such a function of the Government by citing the fact that in this war we are not relying upon the volunteer system, but are drafting American men and compelling them to undergo danger and, if necessary, make the supreme sacrifice for their country. A higher obligation, he says, therefore rests upon the Government not only towards the fighting men, but towards those dependent on them, and a just, generous and humane government should see to it that so far as is practicable they should be given this protection, not as a matter of mercy or charity, but as a matter of right. And that they should enter into the service of their country with the certain knowledge that if death or misfortune comes to them they and their dependents are protected by insurance afforded them by their Government as part of the compensation for the service they are rendering their country.

In conclusion, Secretary McAdoo points out that while this plan may call for considerable expenditures at present, yet the eventual cost to the Government of this plan will be very much less than that which would result from the adherence to the present pension program of the country, and, further, that the pension system will not provide the same benefits nor cover the subject in the same comprehensive, humane and equitable way.

There is no use to which the funds derived from the sale of Liberty Loan Bonds can be put which will be more cordially approved by the people of the country than to provide this just and deserved protection to the men who are braving all the dangers of this war on land and sea in the service of their country.

Owen M. Richards, editor of The Herald, returned yesterday morning from a visit with friends and relatives at Trinidad, Colo.

**WHEAT ACREAGE INCREASE IS PROMISED IN MIDDLE WEST.**

KANSAS CITY, Mo., Aug. 23.—With promises from representatives of thirteen Middle Western States to co-operate in the increase of acreage of winter wheat and rye asked by the Department of Agriculture, the Federal regional wheat and rye conference closed here today.

It is estimated that approximately 50 per cent of the increased acreage, bringing the total up to 47,000,000 acres, will come from the states represented at the fourth regional conference.

Following the close of the meeting, Dr. Raymond A. Pearson, Assistant Secretary of Agriculture, who has had charge of the conference, met with representatives of agricultural colleges of the states represented in a closed session to discuss co-operative plans between the Federal department and the schools.

Announcement was made of the largest campaign ever undertaken by the Government against the cereal insects and diseases.

Dr. Pearson and the other members of the Federal wheat and rye conference party will go from this city to Spokane, Wash., where the fifth and last increased capacity meeting is to be held.

**PRICE OF RICE ADVANCING IN JAPAN.**

The Japan Gazette states that the price of rice continues to advance in an alarming manner. On the Tokyo market early in July the cereal was quoted at 24.04 yen per koku (\$2.34 per bushel), this being the record since the establishment of the rice exchange, 30 years ago. The previous record was 23.65 yen per koku (\$2.30 per bushel) in 1912.

The Gazette quotes the Hochi as saying that there are indications of a further rise in the near future. Japanese rice is now being exported to England in large quantities; imports of American flour are almost totally suspended, and shipments of Japanese flour to China and countries in the South Pacific are brisk. Beans from the Hokkaido are being sent to Russia. These conditions, coupled with speculative purchases of rice, have brought about the situation.

J. P. Dodson of Coleman was here last week making arrangements to open a lumber yard here if he can secure a suitable location.



**Announcement**

I have arranged for the local distribution of the

**STUDEBAKER**

and will stock all models and designs of the 1918 Series.

**BUY NOW—**

**Studebaker**

PRICES WILL ADVANCE ON SEPTEMBER 15TH

	PRESENT PRICE	AFTER SEPT. 15
FOUR	\$985	\$1050
SIX	\$1250	\$1385

F. O. B. FACTORY

Other models will advance proportionately

**—SAVE MONEY**

**GEO. SAIGLING**

Studebaker Dealer

**We Do Not Need the Business But You Need These Prices**

Special on Mexican Beans, 10 pounds for ..... **\$1.00**

**BUY NOW.**

Plainview Best Flour until we have sold 100 sacks, at per sack ..... **\$3.20**  
(not over 100 pounds to a customer)

Sugar at **10c** a pound (but it is sweet).

Fancy No. 2 White Swan Pork and Beans, regular price 20c per can, special price per can ..... **15c**  
(limited amount to customer).

Fancy No. 3 Wapco Can Tomatoes at per dz cans **\$2.00**

Fancy No. 2 Wapco Tomatoes at per dz cans ... **\$1.80**

We have about 100 cases good sugar corn No. 2 size, regular price 20c per can at per can ..... **15c**  
(limited amount to a customer)

We will sell you six boxes of Search Light Matches for ..... **25c**  
(Why pay 10c a box for them).

In our New Racket Store we handle every thing (nearly). Mr. Man if you want a new tailor-made suit worth \$25.00 give us your order now and we will fill same for ..... **\$15.00**

**ASK FOR OUR PREMIUM TICKETS, THEY ARE VALUABLE.**

**G. E. LEWIS**

Phone 116

Wayland Building

**Poultry Poultry**

We will load a car of live chickens in Plainview, Thursday, August the 30th and will pay you the following prices in cash for poultry delivered to our warehouse just east of the Flour Mill.

Hens, per pound .....	12c
Friers, per pound .....	15c
Old Cocks, per pound .....	6c
Stags, per pound .....	8c
Ducks, per pound .....	8c

Remember this price is good for one day only

**THURSDAY, AUGUST THE 30TH.**

At the present price of feed it don't pay to feed hens that are not producers.

**Merchants Produce Co.**

Just east of Flour Mill

Plainview, Texas

**FAMILY ALLOWANCE, INDEMNITY, AND INSURANCE FOR OUR SOLDIERS AND SAILORS—THE DUTY OF A JUST GOVERNMENT.**

By W. G. McADOO,  
Secretary of the Treasury.

The number of claims for exemption from military duty under the draft law has caused a painful impression in many quarters, but, after all, does not the fact that no provision has yet been made by the Government for the support of the wives and children, mothers or fathers, of the men who have been drafted explain many of these claims for exemption?

Under the draft law the Government has the power to require every able-bodied man between 21 and 31 years of age to perform military duty. Thousands of the drafted men are wage-earners who married years ago and are the sole support of dependent families. So long as the Government has made no provision for the care of these dependents, it is natural that such drafted men should seek to protect their loved ones by staying at home. I am sure that if the Congress should promptly enact the pending war insurance bill, which makes definite allowances for the support of the dependent wives and children, fathers or mothers, of our soldiers and sailors, claims for exemption on that score will cease. This is an imperative duty of the Government. We cannot deprive helpless women and children of the support of the wage-earner by forcing him into the military service of the country unless the Government substitutes itself as their support.

Imagine the emotions of the man who is called into military service of his country with full knowledge that his loved ones are left without means of support and may be reduced to want unless the charity of the community in which they live comes to their relief. It would be nothing less than a crime for a rich and just Government to treat its fighting men so heartlessly and to subject their dependent wives and children, who are unable to fight, to greater suffering than if they could fight.

The morale of an army is as essential to its effective fighting power as guns, ammunition and other instrumentalities of war. Of equal importance is the morale of the civil population which must support the armies in the field. We cannot have this essential morale unless the Nation comforts the men in the ranks with the knowledge that everything possible will be done for them and their families, and renders to the civil population at home the assistance which will make it most effective in upholding the Government and the fighting forces.

The purpose of the war insurance bill now pending in the Congress is to secure the future of America's soldiers and sailors by insuring their lives and providing adequate compensations and indemnities for loss of life and total or partial permanent disability; also to protect their families against poverty and want by providing them with sufficient means of support during the absence of the men at the front.

The Nation, having been forced to resort to the draft in order to create quickly an army to save the country, is under a higher obligation to do these things for its fighting forces than if a volunteer army only was created. This great and rich Republic cannot afford to do less, and it must do what is proposed in a spirit of gratitude and not as charity. Every soldier and sailor who serves his country in this war will earn everything the proposed war insurance bill provides; to be a beneficiary of the proposed law will be a badge of honor.

When we draft the wage-earner, we call not only him but the entire family to the flag; the sacrifice entailed is not divisible. The wife and children,

the mother, the father, are all involved in the sacrifice—they directly share the burden of defense. They suffer just as much as the soldier, but in a different way, and the Nation must generously discharge as a proud privilege the duty of maintaining them until the soldiers and sailors return from the war and resume the responsibility.

We have drawn the sword to vindicate America's violated rights, to restore peace and justice, and to secure the progress of civilization. We cannot permit our soldiers, while they hold the front, to be stabbed in the back by uncertainty as to what is being done for their loved ones at home. Our tomorrows are in their hands—theirs in ours. The national conscience will not permit America's soldiers and their dependents to go unprotected with everything that a just, generous and noble people can do to compensate them for the sufferings and sacrifices they make to serve their country.

Aside from the care and protection of their dependents while the soldier is alive, the proposed war insurance act provides for definite compensation for his dependents in case of death, for definite and adequate indemnities in case of total or partial disability, and for re-education of the maimed and disabled man, so that he may take up a new occupation and make himself a useful member of society. We must restore their efficiency and adjust their still available faculties and functions to suitable trades and vocations, which the injuries of the battlefield have not wholly destroyed. The heavy depletions in man-power resulting from this conflict, which is without precedent in history or imagination, will place new and greater values upon all forms and degrees of human energy, and demand as a first duty of intelligent government that every remaining useful sense and limb of the blind and crippled shall be reclaimed under the benevolent processes of education and reapplied to economic uses for the benefit of society. The billions we shall be called upon to spend to support the dependents of the soldiers while they are in the fighting-line, for indemnities and for re-education of the crippled, are in the last analysis investments of the best sort; they are sums of capital advanced by the Nation to promote utility, self-respect and economic development. More than all, they are essentially humanitarian and in the highest sense a discharge by the Government of an essential duty to society.

Military service is now obligatory; those who imperil themselves have no

election. The insurance companies do not and cannot permit this fact to affect their calculations. They must protect themselves by charging premiums so high that they are secured against no loss, no matter how severe the rate of mortality may be. Consequently, the very men who are called into service because their physical condition is of the best and who as civilians would for that reason be able to secure the most favorable insurance rate in peace time, are denied as soldiers the necessary life insurance to enable them to protect their families and dependents. The tremendous rates charged by private insurance companies to protect them against the extra-hazardous risks of war put insurance entirely beyond the reach of the conscripted soldier.

Military necessity has, therefore, subjected the most fit subjects for insurance to an insurmountable discrimination unless the Government itself supplies insurance at cost and upon a peace basis. It would, in fact, be startlingly and undemocratic if the Government should penalize the soldier who is forced to render the highest duty of the citizen by its failure to provide war insurance upon peace terms and at net cost, first, because the pay of the enlisted men in the Army and Navy is less than the wages and salaries generally earned in private life, which reduces their investing capacity; and, second, because Government insurance is an essential war and emergency measure, inaugurated for the specific benefit of our military forces, and cannot and should not be conducted for profit.

Such overhead charges as agents' commissions, advertising, promotion, local rentals, etc., are eliminated. The Government must assume the cost of administering this benevolent agency, just as it bears the cost of administering all other Government agencies established for the benefit of the people.

This legislation will be a great step forward in the recognition of the Republic's duty to its heroes. I consider it the most significant and progressive measure presented to Congress since the declaration of war. It immediately affects the well being of a greater number of persons than any act with which I am familiar. It deserves the earnest and vigorous support of the country. It provides the broadest and the most liberal protection ever extended by any government to its fighting forces and their dependent families. The United States, the most progressive and prosperous nation on earth, setting an example in the ideals for which enlightened humanity is

fighting, should set the highest example of all the nations in the treatment of those who do and die for their country and for world freedom.

We are proposing to spend during the next year more than ten billion dollars to create and main the necessary fighting forces to re-establish justice in the world. But justice must begin at home; justice must be done to the men who die and suffer for us on the battlefields and for their wives and children and dependents who sacrifice for us at home. To do justice to them requires only a tithe of the money we are expending for the general objects of the war. Let it not be said that noble America was ignoble in the treatment of her soldiers and sailors and callous to the fate of their

dependents, in this greatest war of all time.

The pending war insurance bill gives compensation, not pensions; it fixes amounts definitely in advance instead of holding out the mere chance of gratuities after the conclusion of peace. It saves the dependents from want and gives them the necessities of life while their men are at the front. It deals with its heroes liberally for the sufferings that result from their disablement on the field of battle, and, if they die, it makes just provision for the loved ones who survive them. It fosters the helpless and dependent, the maimed and disabled, and recognizes the immensity of the Nation's debt to the valor and patriotism of her heroic sons.

\*\*\*\*\*  
 \* RUPERT M. CRABB, \*  
 \* Teacher of \*  
 \* PIANO AND VIOLIN. \*  
 \* \* \* \* \*  
 \* Studio, \*  
 \* Wayland Bul'ding, \*  
 \* Room 10. \*  
 \*\*\*\*\*

Miss Rebecca Ansley  
 SPIRELLA CORSETIER  
 Telephone Number 304

**WE WANT YOUR BUSINESS**

Our facilities for handling it justifies us in asking you for it.

We are in the market for your wheat and oats and all other grain you have to sell with top-notch prices.

We offer a full line of Feedstuffs for sale with prices within the market. Also Simon Pure Nigger-head Coals, the most heat for the least money.

A well equipped wagon and feed yard for customers.

Just and courteous treatment make my place headquarters whether we trade or not.

**E. T. COLEMAN**

COAL AND GRAIN DEALER

Phone 176

Between Depots

**AUTUMN EXHIBIT**

Of a Carload of New House Furnishings

You have most likely visited homes where every piece of furniture seemed to invite you to stay a little longer—where good taste in the furnishings combined with genuine comfort made every guest feel welcome.

The purpose of this display is to show you how your home can be made just as attractive and hospitable by the use of correct furnishings.

Visit this store today—you will be delighted with the quality and good taste of our furniture designs and surprised at the moderate prices on all of our furnishings.

Fine furniture is not a luxury beyond your reach—we are as able to buy as advantageously as anyone and we can duplicate any prices you may have—our selling plan makes a well furnished home possible for everyone interested in quality furniture.

You Sleep Soundly on a

**Sealy** Sanitary Tuftless Mattress

—ask any alarmclock



**GARNER BROS.**

"Marvin & Stake - Meet Us!"

**Attention, Music Lovers**



Have you ever heard the wonderful new...

**Edison Phonographs?**

If not, come in and let us have the pleasure of demonstrating it to you.

Bargains in new and second-hand pianos. New stock of Player Rolls and Sheet Music.

**Ryden & Son's Music Store**

621 Ash Street Plainview, Texas

**"HOGINE"**

"A SPECIALLY PREPARED COOKED HOG FEED"

This feed is higher in food value than the usual feeds and therefore it takes less feed and reduces the feed bills. Ask us about this new feed—you will be interested.

**ALLEN & BONNER**

Phone 162

Phone 162

**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**

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

**OH YOU BARGAIN!**  
Seven thousand acres, sixty per cent smooth land, water 30 to 50 feet, 5 miles to good shipping point, \$3.00 per acre. Good terms. Some trade at right price. **W. B. KNIGHT, Plainview, Texas. P. O. Box 44.** tf.

**BUY Simon Pure Niggerhead Lump and Nut Coals, the most heat for the least money.** **E. T. COLEMAN, Coal and Grain Dealer.** 4t.

**MONEY TO LOAN.**  
**SCOTT & BLACKMER.**

**Farm and Ranch Loans.** The inspector lives in Plainview. Prompt service. Room 22, First National Bank Building. Office phone 544. Residence phone 665.  
**ELMORE BARKER, Manager.**

**WE HAVE Ford Chassis, including fenders and running boards, ready for immediate delivery.** **BARKER & WINN, Ford Building.** Phone 236. 3t.

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

**WHEAT BRAN or Shorts mixed with Meal and Hulls is the best Milk-Producing Feed to be had. We handle them all.** **E. T. COLEMAN, Coal and Grain Dealer.** 4t.

**FOR RENT—Six-room house, one mile west. Two barns and five acres of land.** **THOS. ABRAHAM.** Phone 381. 2t.

**FOR SALE OR TRADE—One Chevrolet touring car.** **E. W. WILDER.** tf.

**NOTICE—If you have land to sell, write full particulars to THE FARMERS' LAND LEAGUE, Plainview, Tex. We may be able to place it for you.** 3t.

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

**SIX SECTIONS** in Ochiltree County, solid body, \$7.50 bonus. **W. J. MORTON & COMPANY, Dumas, Texas.** 6t-pd.

**FOR SALE—Two 2-year-old mules; also one good mule 15 hands high, and some good horses.** **SOUTH PLAINS MOTOR CO., Maxwell Dealers, Plainview.** Phone 677. tf.

**FOR SALE—Jack, 1,000 pounds, 7 years old, and German Coach Stallion, 1,425 pounds, 8 years old.** Will sell both for \$1,000.00. See **W. B. LEWIS, Plainview, Texas.** Oct. 10. tf.

**WANTED—Young ladies** between the ages of 13 and 25 to learn telephone operating. Salary paid while learning. Apply to the Manager of the Southwestern Telegraph & Telephone Co. tf.

**FOR SALE.**  
Chicken, horse and hog feed, hay and bran. **New Feed Store at the City Seals. WHITE HAY AND GRAIN COMPANY.** Phone 281. tf.

**WANTED—To rent wheat farm** for coming season. Reference furnished. **S. T. WARD, Colorado, Texas.** Route 2. 6t-pd.

**FOR SALE—50 picked tots** in Plainview from me to you. Lands priced right and sold with the money. Come or write me for information. **SAM WILKS, Wofford Bldg., Plainview.** 9-2-pd.

**WANTED—To buy 500 head of stock hogs.** **W. B. LEWIS.** 4t.

**FOR SALE—Good Jersey cow,** fresh in milk, helper calf, for cash or monthly payments. Can be seen at my Wagon Yard. **E. T. COLEMAN, Coal and Grain Dealer.** 4t.

**"SAVE MONEY"**  
And call **RYDEN & SON MUSIC STORE** when your piano needs tuning. Work guaranteed. tf.

**FOR SALE—Two 2-year-old mules; also one good mule 15 hands high, and some good horses.** **SOUTH PLAINS MOTOR CO., Maxwell Dealers, Plainview.** Phone 677. tf.

**WANTED—Three furnished rooms or four-room furnished house** near Central School. Phone 17. tf.

**FOR SALE—One International Harvester gas engine, 2 h. p. A bargain.** **THOS. ABRAHAM.** 2t.

**FOR SALE—Gas boiler.** Will sell at bargain. Phone long, short, 9011. Write **BOX 117, Plainview.** 6t-pd.

**FOR SALE—Good P. & O. lister.** Three streets east of Missouri Hotel. **GUY HUGHES.**

**OREGON & CALIFORNIA RAILROAD CO. GRANT LANDS.** Legal fight over land at last ended. Title vested in United States. Land, by Act of Congress, ordered to be opened under homestead laws for settlement and sale. Two million three hundred thousand acres. Containing some of the best Timber and Agricultural Lands left in United States. Large Copyrighted Map showing land by townships and sections, laws covering same and description of soil, climate, rainfall, elevations, temperature, etc., Postpaid One Dollar. **GRANT LANDS LOCATING CO., Portland, Ore.** Oct. 17

**FOR SALE—Two 2-year-old mules; also one good mule 15 hands high, and some good horses.** **SOUTH PLAINS MOTOR CO., Maxwell Dealers, Plainview.** Phone 677. tf.

**NURSE WANTS WORK.** References. Nine years' experience. **MRS. C. M. BURGE, Speed Block, Plainview.** 2t-pd.

**FOR SALE—Barn, out-houses, hand pump and pipe.** Inquire of **G. C. KECK.** 4t.

**TO TRADE—Two horses** to trade for land. **E. W. WILDER.** tf.

**FOR SALE—Four-room house** and lot with garage. One-third down, balance \$17.50 per month. See **M. P. GARNER.**

**FOR SALE—Four mare mules.** See **E. E. MORAN, at Cash Grocery No. 1.** tf.

**FOUND—Bunch of keys.** Owner may obtain same at The Herald office by payment for this ad. tf.

**WANTED—Ewes and lambs.** See us before you sell. **SANSOM & SON, Plainview.** 9-1

**BARGAIN—\$250 under market value, well improved five-acre place near Wayland College.** **BOX 207.** tf.

**WANTED—Nursing** by an experienced nurse. Can give best references. **MRS. C. D. BURGE, Speed Block.** 2t.

**WANTED—A listing** on your land. If the price is right we can sell it. Address or call on the **FARMERS' LAND LEAGUE, Plainview, Texas.** Our office is between the Broadway Hotel and the Herald Office. Phone 166. 3t.

**LOST—A coat, August 5,** between Helen Temple Farm and Plainview. Modern Woodman badge in button hole. Return to **KNIGHT GARAGE.**

**NOTICE.**  
Notice is hereby given that at a meeting of the Board of Trustees of the Plainview Independent School District, held on Thursday, August the period of compulsory school attendance, in the Plainview Independent School District, for the ensuing term, was changed from the opening of the school term, on September 3rd, 1917, to Monday, November 5th, 1917.  
By order of the Board of Trustees,  
**R. A. LONG, President.**  
Attest:  
**JOHN F. SANDER,** Secretary. 3t.

**FOR SALE—Practically new Ford Car, equipped with high-tension Bosch Magneto.** See **W. E. BOYD, at Boyd Grocery Co.** 2t.

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

**FOR SALE AND RENT—Singer Sewing Machines; new or second-hand.** Phone 636. 716 Broadway St. tf.

**J. R. DOWNS LAND & CATTLE CO.**  
Sell, Exchange, or Lease any size tracts for grazing or farming purposes through Northwest Texas, especially Floyd and adjoining counties. We render and pay taxes on non-resident lands.  
Phone 86, Lockney, Texas.  
Office: First National Bank Building. tf.

**FOR SALE—Two 2-year-old mules; also one good mule 15 hands high, and some good horses.** **SOUTH PLAINS MOTOR CO., Maxwell Dealers, Plainview.** Phone 677. tf.

**WANTED—Stock hogs weighing 100 pounds up.** **SANSOM & SON, Plainview.** 9-1

**CUT YOUR FEED BILLS** and get more milk by using Cotton Seed Meal and Hulls properly mixed ready for feeding. **E. T. COLEMAN Coal and Grain Dealer.** 4t.

**WANTED—Chambermaid** at **WARE HOTEL.** tf.

**LAND LISTINGS wanted.** **FARMERS LAND LEAGUE, Box 565, Plainview, Texas.** 4t.

**GOVERNMENT** advises the early storing of Coal for the winter. There are many reasons for doing so. Prices are normal and you can secure the Simon Pure Niggerhead Coals at same prices of inferior coals. **E. T. COLEMAN Coal and Grain Dealer.** 4t.

**One second-hand Chevrolet** for sale or trade. **E. N. EGGE AUTO CO.**

**SAVE GRAIN** by mixing Tankage and feeding Hogs and Chickens. Costs less than corn and is three times as strong a feed. **E. T. COLEMAN, Coal and Grain Dealer.** 4t.

**FOR SALE—Thoroughbred Duroc Jersey pigs.** **A. H. MORRISON, Home Restaurant.** tf.

**WHEAT LAND** for rent five miles northwest of Olton. Phone **T. J. McGILL, Olton, Texas.** 2t-pd.

**LANDS FOR SALE.**  
160 acres improved land 6 miles of Plainview; 100 acres in cultivation, most of which is ready for wheat. Price, \$45 per acre, with good terms. 320 acres unimproved land 7 miles of Plainview; all choice laying land. Price, \$35 per acre. 320 acres unimproved land 8 miles of station. All choice, level land. Price, \$18.50, all cash. 320 acres improved land 3 1/2 miles from station; all choice land; cheap improvements; about 200 acres in cultivation, most of which is ready for wheat; 40 acres in alfalfa. Price, \$30 per acre; good terms. Many other tracts for sale.  
An improved farm for rent and possession can be given now. About 75 acres old land, most of which has been prepared for wheat. Want man with wife who can furnish good references and to buy some teams and tools. For particulars, see or address  
**OTUS REEVES REALTY CO., Plainview, Texas.**

**IMPROVED IRRIGATED FARMS.**  
40, 80, 160 ACRES.

**Bargain No. 2.**  
Three and one-half miles to town of 1,500 population; fine schools. Forty acres in alfalfa, fenced and cross fenced, hog tight, balance plowed for wheat. One hog shed with partitions, 120 feet long and about 10 feet wide. One special brood-sow shed about 100 feet long. Water piped to pastures; god barn, chicken house and dairy house. Fine new six-room house, large front porch, and large rear screened porch. Forty h. p. oil engine, Layne & Bowler pump. Terms: Small amount down, long time on balance at 6 per cent. See or write **R. N. WHITE,**

Don't Fail to see the Window Display and miss the information given on Eye Glasses at **THE OPTICAL PARLOR** 115 North Side Square. **ARTHUR L. TALLEY** Refractionist.

**SEED TREATMENT WILL SAVE MILLIONS OF BUSHELS OF WHEAT AND RYE.**

**The Case of Seed Treatment.**  
Over 3 1/2 per cent of the wheat crop and 1 per cent of the rye crop is lost through smut.  
Seed treatment with formaldehyde solution is practically 100 per cent efficient except in a few sections where the soil is badly polluted with smut spores.  
The formaldehyde treatment costs less than 5 cents per acre for materials and labor. To this, must be added in extreme cases the cost of 20 per cent of the seed grain, the germinating power of which may be destroyed because of seed injury.  
In every case the entire cost of the treatment, together with possible seed injury, is much less than the value of the increased yield which it assures.

Now that, because of world shortage, every bushel of wheat and rye counts for more than ever before, the safeguarding of the next crops of these grains against disease by the treatment of seed before planting is of greatest importance, says the United States Department of Agriculture. Department specialists estimate that the average annual loss due to smuts of wheat and rye amounts approximately to 27,500,000 bushels. This is equal to about 3 1/2 per cent of the entire yearly wheat crop and is regarded as a conservative estimate, since only smutted heads actually lost are considered. The increased number of heads which healthy plants would have thrown out not taken into account. The loss to the billion-bushel wheat crop the Department hopes to see harvested next year would, at 3 1/2 per cent, amount to 35,000,000 bushels. With wheat selling at \$2 a bushel this would amount to an exceedingly high tax on the farmers of the country.  
Treatment of wheat against stink-

ing smut is fairly easy, not expensive, and fully 95 per cent effective. The efficiency of the treatment is, in fact, practically 100 per cent in most of the wheat-growing regions. The percentage of efficiency for the country as a whole, however, is reduced by the fact that in large regions in the Pacific Northwest the soil is polluted with smut germs to such an extent that the effects of seed treatment are negative. Seed treatment costs not to exceed 5 cents an acre for materials and labor. To this cost, however, must be added the cost of grain, the germinating power of which may be destroyed by the treatment. This amounts at most to 20 per cent. In every case the value of the wheat saved by treatment would amount to several times the cost of treatment.  
Statistics show that the average annual loss of rye from smut is about 1 per cent—considerably less than the loss of wheat. It is well worth while, however, to treat rye seed also.  
**Method of Treating Seed.**  
Several methods of treating seed for the destruction of smut spores are in use, but the best, it is believed, is the formaldehyde treatment. The grain should first be cleaned thoroughly with a fanning mill so that smut balls, shriveled grain, chaff, etc., will be removed. After the grain is clean it may be spread on a floor or a tarpaulin in a layer or pile several inches thick and sprinkled with a solution of formaldehyde made by mixing 1 pound of commercial formaldehyde with 45 gallons of water. An ordinary sprinkling can or a spraying machine is used, and the grain is shoveled over and over until every kernel is wet. The grain is then placed in a pile and covered with sacks, blankets, or a tarpaulin for 2 hours or over night. It is then dried sufficiently to be run through the drill, after which it may be sown. If the grain is not passed through a fanning mill it should be placed in a vat or tank of the formaldehyde solution instead of being sprinkled. The smut balls will rise to the top and may be skimmed off.  
If the grain is not to be planted

immediately, it must be dried sufficiently to prevent spoiling when placed in bins. If planted while damp and swollen, more grain by measure must be used to allow for the expansion.  
**DAIRYING CAMPAIGN.**  
Dairy Division to Use Emergency Funds to Increase and Improve Output of Dairy Products.  
A campaign to have every drop of milk produced in the United States make the fullest possible contribution to the food supply of the country will be launched immediately by the Dairy Division of the United States Department of Agriculture. This campaign will be carried on with funds made available by the food-production bill recently enacted by Congress. At present much skim milk and large quantities of other dairy and creamery by-products are fed to farm animals when, according to dairy specialists, a considerable portion of this might more advantageously be made directly into food for human consumption. Dairy products constitute cheap forms of food. Whole milk, skim milk, and cottage cheese and other cheeses are high in protein and are useful substitutes for meats.  
In work for fuller utilization of milk in factories, the Dairy Division will devote special attention to cottage-cheese manufacture. Creamery and milk-plant operators will be taught cottage-cheese making by a corps of specialists of the division, milk producers will be encouraged to send as much whole milk as possible to the creameries, and efforts will be made to increase the general consumption of cottage cheese by the public.  
Other specialists of the division will aid state extension workers in conducting campaigns for the improvement and increased manufacture of farm-made cottage cheese and cream cheese. These specialists also will conduct demonstrations before groups of farm men and women.

**TRY IT! SUBSTITUTE FOR NASTY CALOMEL.**  
**Darts Your Liver Without Making You Sick and Can Not Sallvate.**  
You're bilious, sluggish, constipated, list 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 take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to than nasty calomel and without making you sick, you just go back and get your money.  
If you take calomel today you'll be sick and nauseated tomorrow; besides, it may sallowate you, while if you **CLIP THIS AND PIN ON WIFE'S DRESSER.**  
**Cincinnati Man Tells How to Shrive Up Corns or Calluses So They Lift Off With Fingers.**  
Ouch! ? ? ? This kind of rough talk will be heard less here in town if people troubled with corns will follow the simple advice of this Cincinnati authority, who claims that a few drops of a drug called freezone when applied to a tender, aching corn or hardened

callus stops soreness at once, and soon the corn or callus dries up and lifts right off without pain.  
He says freezone dries immediately and never inflames or even irritates the surrounding skin. A small bottle of freezone will cost very little at any drug store, but will positively remove every hard or soft corn or callus from one's feet. Millions of American women will welcome this announcement since the inauguration of the high heels. If your druggist doesn't have freezone, tell him to order a small bottle for you.—Adv.  
**HARRISON & KERR Co., General Contractors.**  
Office at **Falton Lumber Co., Phone 107.**  
House Phones, 328 and 421.  
**W. A. TODD, Agent All Kinds of Insurance!**  
Office No. 14, First National Bank Building. Phone 129.  
**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.

**DR. PENNOCK, OSTEOPATH.**  
Grand Building, Room 22, Wednesdays and Saturdays.  
**Piles Cured in 6 to 14 Days**  
Your druggist will refund money if **FAZO OINTMENT** fails to cure any case of itching, bleeding or protruding piles in 6 to 14 days. The first application gives Ease and Rest. 50c.

**ILLUSTRATORS - DESIGNERS AND ENGRAVERS**  
**THE COCKS-CLARK ENGRAVING CO.**  
328 CLAY BLOCK, DENVER. Exclusive etching.

**Call Telephone No. 73 for FREE Quick Tire Service**

**What is LAX-FOS**  
LAX-FOS IS AN IMPROVED CASCARA  
A Digestive Liquid Laxative, Cathartic and Liver Tonic. Contains Cascara Bark, Blue Flag Root, Rhubarb Root, Black Root, May Apple Root, Senna Leaves and Pepsin. Combines strength with palatable aromatic taste. Does not gripe. 50c.

**GEORGE ALLEN The House Reliable**  
Oldest and Largest **PIANO and MUSIC HOUSE** in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1890. **SAN ANGELO**  
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. 60 cents.

Its the Season for Cream Separators and Incubators. We have the famous **DONOHOO-WARE HARDWARE CO.** DeLaval Separator in all sizes, and Safety Hatch Incubators. Let us show them to you. Phone 80.

# The Plainview Mercantile Co's. Millinery Department is Fast Filling With Charming New Velvet Hats

## AUTUMN SUITS AND DRESSES CAPTIVATE WOMEN'S FANCY.

They are plain and simple in cut, rather close in effect, but oh! the sumptuousness of the materials, the richness of the ornamentation. And early as it is, our collections are delightfully full and varied to accommodate the late vacationists and those women whose chief delight in dress is to have the new fashions first. Already you can choose from



**AUTUMN SUITS**  
\$25.00 to \$75.00

You have the choice of the following new colors and fabrics:

- Amethyst Poplinette, Russian Green, Poplin, Navy Tricotine, Cocoa Brown Velour, Burgandy Broadcloth, Oxford Silvertone, Oxford Mix Suiting, Taupe, Gabardine, Brown Brucella, Wine Cashmere Velour, Taupe Broadcloth, Rookie Silvertone.

## AUTUMN SERGE DRESSES ARE DELIGHTFUL—\$16.50 to \$28.75

Just the desired frock for the woman who needs a new dress for home wear or vacation trip, and desirous of having their autumn clothes ready the moment they are needed, and serge never was so interestingly treated.



The simpler styles are straight chemise robes with narrow belts or extension sides. Some have a tunic that breaks up into flying panels below the waist. Others with narrow bands of dull blue embroidery and square neck opening. Some are buttoned down the front and narrow belts are frequent. Odd little boleros are combined with odd full skirts.

A delightful and very rich affair is of serge with satin, this has ornamentations of panels closely embroidered with rich dark shades of silk.

Prices on such dresses run from \$16.50 to \$28.75

Velvets mostly in blacks and soft looking browns. You will be surprised at the number of hats from which you can choose. Especially fine things at \$5.00 to \$10.



Yes they are Black Velvets and rich Purple ones with Tam crowns and small brims, hats with draped crowns that fit close to the head and give an illusion of height, and broad-brimmed sailors, with a becoming slant to their brims. Among the latter are some mushroom sailors whose under brims are faced with blue—immensely becoming to blue-eyed women.

## Miss Eight-to-Fourteen has a share of New Serge Dresses

Lovely serge dresses for the Miss Eight-to-Fourteen in several new and becoming models.

Smart Russian Blouse Model of Navy Serge, with collar and cuffs of Dark Red Satin, with funnel shaped pockets, with Dark Red tassels, with full pleated skirts, price . . . . \$10.75

Another combination of Dark Red flannel trimmed with military buttons, with full pleated Navy Serge skirt, price \$11.75

Others are trimmed in Yellow and White military braid and emblems, just the ideal dress for the Miss from 8 to 14 years sizes, prices . . . . \$9.25 to \$15.00

## New Fall 1917 Silks Ready for the Yard Stick.

Our shelves are full of the new Fall silks—in a full range of evening and street shades.

36-inch Silk Canton Crepe (in the new fall shades) Prunella Bay Leaf, French Blue, Jurky Cornstalk, and Navy at . . . \$1.45 42-inch Charmeuse (in the new fall shades) Myrtle Green, Coppen, Purple Taupe, Brown, Navy, and Black at . . . . \$2.25

36-inch Satin Serge, all silk in the new street and evening shades, Green Blue, Brown Red, Purple, Flesh, Turquoise, etc., at . . . . . \$2.45

36-inch Messaline all silk, in new fall shades, Prunella, Bay Leaf, Cocoa Brown, Taupe, etc., at . . . . . \$1.65



## HUNDREDS OF MEN'S NEW AUTUMN HATS.

Now ready for choosing, in the season's latest styles and shades, showing the wide race brims so suitable for the "Western Wear," colors are Oxford Gray, Dark Brown, Tans, etc and the Prices begin at . . . . . \$3.00

## AUTUMN SUITS FOR MEN.

Already our clothing cabinets are crowded with the new Fall Suits, men who want the first pick at the new ones will find just what they want—the season's latest models in Flannels, Worstedes, Cashmeres, and Serges.

The military models are close-fitting and some have belts all around, and plenty of semi-fitting models for the conservative man. Don't worry as to getting a fit you will find—Regulars, Stouts, and Slims in a full run of sizes from 34 to 46.

Prices begin at . . . . . \$15.00

## MEN'S NEW AUTUMN SHIRTS.

\$1.25 to \$1.50.

Hundreds of the season's best styles in Madras Shirts with soft cuffs in stripes and solid colors, sizes 14 to 18.

## MEN'S NEW FALL SHOES.

A full range of season's best styles in Kangaroo, Tan Calf Skin, Tan Kid Skin, Black Calf and Kid Skin, in a large run of lasts.

The man having trouble with a narrow heel and thin foot will find our combination last the desired shoe for him. Lasts from EE to AAA. Prices . . . . . \$3.50 to \$10.00

# ...THE... PLAINVIEW MERCANTILE CO.

## PEACE PLAN OF POPE REJECTED BY WILSON.

(Continued from Page One.)

to exist between the Pope and the President touches this very matter of a stable and enduring peace. The pontiff looks to the restoration of conditions as they existed before the war; the President turns his back upon these, convinced that a return to the status quo ante bellum could never bring permanent peace, which can be secured by agreement between three peoples on both sides.

As one official, commenting, expressed it, the President's response, reflecting as it does the views of the entire nation, sounds the doom of Hohenzollernism and military domination of peoples.

Should Be Accomplished. This can and should be accomplished without the destruction of the German people, is one of the striking expressions in the President's note, when he expressly disclaims any intent to seek punitive damages and the dismemberment of empires or even the punishment of the central powers after the war by gigantic economic combinations against them.

This shift is aimed straight over the heads of the army-controlled German foreign office at the understanding and appreciation of the German people already manifesting many signs of a determination to assert their right to govern themselves by parliamentary methods. It is assumed that there will follow a fierce outburst of denunciation against the attempt from the outside to dictate to the German people their form of government. But it is also believed that as the hardships of war and misgovernment bear with ever-increasing severity upon the German people they must in the end throw off their military masters and take in their own hands, through a representative government, the conduct of negotiations looking to a fair and honorable and permanent peace.

Postmaster Ben O. Sanford has received word from the War Department to discontinue enlistments for the aviation section. More than twelve men were enlisted here during the last two weeks for that branch of service. W. Vinson Lowry and Ira Allen were accepted for service in the regular army Saturday. Mr. Sanford says business has not been rushing the last few days.

## GOVERNMENT HALTS AVIATION ENLISTMENTS HERE.

## Negro Soldiers Are Stationed at Columbus.

COLUMBUS, N. M., Aug. 27.—A battalion of the Twenty-Fourth infantry arrived here today from Houston, Texas, in charge of Major J. R. Bradford, Jr., of the Nineteenth infantry and under guard of two companies of the Nineteenth. The men charged with implication in the Houston riots were placed in a stockade, while other members were disarmed and assigned quarters prepared for them.

## 4-MINUTE MEN TO TELL ABOUT SPEED IN OUR ACTIVITIES.

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## PRAIRIEVIEW IS WINNER.

The Prairieview singing class was awarded the championship over the singing classes of Hale County for the closing year last Sunday. The class won three firsts and one second in the monthly county singing conventions. The Happy Union class was awarded second place. The next singing convention will be held the fourth Sunday a November.

## ROOSEVELT DAM AT PEORIA.

A complete working model of the great Roosevelt Dam in Arizona will form a part of the Arizona state display at the Twelfth International Soil Products Exposition, which is to be held at Peoria, Ill., September 18-23, in conjunction with the Peoria Fair.

This is the model which was shown at the Panama-Pacific Exposition at San Francisco in 1915, where it attracted considerable attention. Arrangements have been made for the proper installation of the model, and it will be shown in operation, with water flowing over the floodgates.

The Roosevelt Dam is situated about 70 miles above Phoenix, on the Salt River. It stores water for the irrigation of about 240,000 acres in the Salt River Valley. The dam is 240 feet high, and is second in amount of water stored, in the world, its capacity being next only to that of the recently completed Elephant Butte Dam in New Mexico.

The following resolutions were adopted unanimously at the final session of the conference, with all thirteen states of the region represented: "1. The increases of wheat and rye requested by the Secretary of Agriculture are approved and every possible effort will be made to accomplish the increases requested. At the same time, care will be taken to avoid breaking down good systems of farm practice which are essential for a permanent agriculture.

"2. Steps should be taken by those in authority to secure the employment of idle labor that is able to work.

"3. A seed survey should be made immediately in each state where wheat is still in the field, under the direction of the Agricultural Extension Service.

"4. Many farmers should better understand the established grain grades."

Mrs. Minnie Hothe of Galveston is here visiting J. B. Nance and family.

## CONFERENCE ON INCREASED GRAIN PRODUCTION.

(Continued from Page Eight.)

this is necessary. A public sentiment will be developed that will make a man who holds seeds grain away from his neighbors to force a speculator's profit, appear as a slacker.

"The question of price and its influence on the next crop has been discussed so that factors that might be controlled would be brought to the front for special attention. Besides those mentioned, these factors include transportation, fertilizer and labor supply.

"There was manifest in the conference a determination to produce the largest possible wheat crop because the nation needs it. The delegates to the conference have shown that they recognize that in view of what the government is doing to assure a fair price for wheat, the man who ought to grow wheat holds back merely because he might make a little more on another crop is comparable with the man who should go to the front but hesitates to do so because he might make more money some other way. In other words, they recognize that this war is to be won by food as well as by bullets."

Doctor Pearson and the other representatives of the U. S. Department of Agriculture will leave this evening for Spokane, Washington, where they will hold the last of the five regional conferences on the increase of grain production next year.

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## UTAH-IDAHO COMPANY WOULD BUILD FACTORY HERE.

(Continued from Page One.)

and the land and farming conditions in the Aiken district were reviewed.

At 7:30 o'clock yesterday evening an informal banquet was held in honor of the visitors. Those present for the occasion were Mr. Nibley, Mrs. Johnson, Mr. Dana, Mr. Madsen, Colonel Smyth, Mr. Woolridge, Miss Edna

cultivation of sugar beets in that part of the country. They comprehensively explained the necessity of the erection of a sugar factory here to place the industry on a substantial basis, and also that the farmers throughout this county and surrounding counties will be willing to provide the raw material asked by Mr. Nibley.

The visitors left here this morning for Amarillo. Mr. Nibley and his daughter, Miss Edna Nibley, will leave that place for their home in Utah this afternoon.

During the conference, talks were made by Mr. Perry, Mr. Dana and Mr. Johnson, besides the response of Mr. Nibley. The speakers expressed themselves confident of the success of the

to exist between the Pope and the President touches this very matter of a stable and enduring peace. The pontiff looks to the restoration of conditions as they existed before the war; the President turns his back upon these, convinced that a return to the status quo ante bellum could never bring permanent peace, which can be secured by agreement between three peoples on both sides.

As one official, commenting, expressed it, the President's response, reflecting as it does the views of the entire nation, sounds the doom of Hohenzollernism and military domination of peoples.

Should Be Accomplished. This can and should be accomplished without the destruction of the German people, is one of the striking expressions in the President's note, when he expressly disclaims any intent to seek punitive damages and the dismemberment of empires or even the punishment of the central powers after the war by gigantic economic combinations against them.

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**STORE NO. 1**  
**622 BROADWAY**  
PHONE 101

**CASH GROCERY CO.'S**  
**SPECIALS**  
**We Sell For Less**

**STORE NO. 2**  
**506 ASH STREET**  
PHONE 337

**Puritan or Majestic Hams, cheaper than any other kind of meat, and strictly No 1 at per pound . . . . . 29c**

Exclusive Salesmen for May-Hue Country Butter and our own 101 Brand. Every pound guaranteed. In sanitary cartons pound . . . . . 45c

**CRACKERS.**  
Are much cheaper in bulk. We have 100 20 pound boxes to sell at pound. . . 13½c

Fancy California potatoes 100 lbs per pound . . . . . 4 1-4c

New California Onions per lb. . . . . 4c  
Fleishmann's Yeast—Fresh Every Day.

**BULK PICKLES.**  
at Cash Grocery No. 1.  
Large Sour, per gallon. . . . . 50c  
Small Sour, per gallon. . . . . 60c  
Sweet Gerkins, per dozen . . . . . 10c

**COFFEE.**  
3-lbs. White Swan Coffee . . . . . \$1.20  
3-lbs. Folger's Latona . . . . . \$1.00  
3-lbs Star Coffee worth \$1.00 for . . . 90c  
No. 1 Fancy Peaberry in bulk, fresh ground daily per lb. . . . . 25c  
10-lbs. Cream Pail worth \$3.00 for . . \$2.50

**BEANS AND PEAS.**  
A Fine Lot of Pink Beans per pound . . 14c  
New Mexican Beans lb. . . . . 15c  
New Black-eyed Peas lb. . . . . 12 1-2  
New Crowder Peas lb. . . . . 17c

**DRIED FRUIT.**  
Loose Muscatels lb. . . . . 12 1-2c  
Choice Dried Peaches lb . . . . . 15c  
Cooking Figs lb. . . . . 17c  
Nice Large Prunes lb. . . . . 15c

**FRUIT JARS.**  
Our stocks are still complete at the old prices.  
Plain Mason Pints, per dozen . . . . . 65c  
Plain Mason Quarts per dozen. . . . . 75c  
Plain Mason Half-Gallons, per dozen. . . . 85c  
Wide mouth self-sealing pts. doz. . . . . 90c  
Wide mouth self-sealing qts. doz. . . \$1.00  
Wide mouth self-sealing 1-2 gals doz. \$1.25

Bindery Twine.

**CASH GROCERY CO.**  
O. E. BRASHEAR, MANAGER  
An easy way to accustom yourself to our cash plan is through our coupon system. Ask at stores.