## THF PLAINVIEW EVENING HERALD

TWICE-A-WEEK

## PLAANVEW CHAUUAUOUA ASS' N DNDES PROFITS

Dr .Gates Honored By Selection To Open Camp Travis Meetings

J. F. GARRISON RE-ELECED


Long
mittee
Fres




Baptist Orphans To
Eat 1,000 Sacks Of
Plainview Made Flour





## Cool Weather Wear for Men, Women and Children

The chilly days that foretell of the biting blast to come, point out the need of beprepared with the proper clothes.
Our store is in complete readiness to meet the needs of every member of the family with comfortable apparel and accessories. It will be to your advantage to come early and supply your needs.

## The New Fall Dress Fabrics

Beautiful silk and woolen fabrics for utility dress, afternoon, recention and evening costume, suiting and skirting. The
Every Fashion approved fabric shades awaits your inspection. Satin and Taffeta, the dependable sort, 36 inches wide, in the new fall colorings at

## Fancy Silks at

$\$ 1.95, \$ 1.65$, and $\$ 1.50$.
More extreme styles in beautiful combinations in s.0.0 and $\$ 1.90^{\circ}$
ity a


French serge and Ottoman cloth 42 inches and 56 inches wide dress and suit weight in Burgandy, navy, gray, taupe, brown, green and many other popular shades, extraordinary values at $\$ 1.45$ and $\$ 1.95$.

## Serviceable Fabrics for School Wear

In silg and cotton mixtures, solid shades, stipes and piaids, the favorite kind are here. Plaid and stripped suiting in the combinations of colors at.................... 25 c to 69 c yard

SERGE-A wool finish cotton serge in all the best shades suitable for school wear at.

35 c and 50 C
Cotton suiting in checks and plaids, the fabric for best chool wear at ........................ $20 c$ per yard and up Here in this section we are well prepared to supply your needs with most any material you will want, and at tempting low prices.
Blankets and Comforts Buy how ind sate t is our advicelto buy
You will surely pay save money. and wool nap and all wool blankets in the dark and light shades in stripes and plaids in good sizes beginning at $\$ 1.85$ per pair and up.

dacobs Bros. Co
Plainview's Fastest Growing store

## OWNERS

Care of Citizens National Bank,
Plainview, Texas



 lambs one sets the advantage of start-
ing with the first cross of the type to
be wsed in
brading up of a flock to the mutton type.
While breeding stock is selling high,
the ewe lambs can be bought at ataout 35.00 per bead less thap breeding ewes.
Tits is an important point in starting
 to atreding age no returng trom the
took will be forthcoming except the nock will be forthcoming except the
wool cilp. However, tor the beginner
 otaining experience could be adopted
than fa caring tor a flock of ewe lambs Ton: y year. The experience gatined in Wiftering ewe lambs and manastiog the nok hroubbout the
Pop would be invaluable Investment in a flock will give the advantage of the first
croses of the down breeds, lower price. cross or the down breeds, lower price,
and necessary experience. The wool clip, which will at least oftset the
arst year's keep wes will keep and the yearling tures next spring if moved frequenty ane not stocked so heavily as to eat
the zrass into the eround. - fitti-aty biscuts.

Located in goud neighborhood, with good schools and church, northeast of Plainview and due east of Kress. (Within 2 miles of Pearson Syndicate operations.)
Call or write today for full information.

## PRICE BROTHERS

## For Term of Years For Farming Purposes On Attractive Terms

## 

## ncle Sam's latest idea for savi whent flour th hot bread? You us

## BUY YOUR WINTER SHOES AT HAMNER'S

Our shoe sales are double our sales of one vear ago; there's a reason. Our shoes give service and our prices are lowest possible to sell gond shoes, and our stcek larger. Tne:e are the reascns of our big sale in shoess

WE WILL SAVE YOUMONEYON YOUR SHOES

With new goods coming in almost every day our winter stock will soon be complete. See us when in the market for Dry Goods and Shoes.
 States and the Mlidde West, Mrss, J,
Thindrum, , ifrector of the home
nomics $\left\{\begin{array}{l}\text { nomices division of the Texas Depart } \\ \text { ment of } A \text { Ariculture, brought } \\ \text { tata on }\end{array}\right.$

 panied on the long automobile joucom-
by hier daughter, Miss Lucile Pornes
 Texas automobilistst thich carririded the
statee, was
stampee dent and wery completed without acel-
ditte delay on accoont

[^0]PHONE 210 HAMNER'S DRY GOODS STORE
"SELLS IT FOR LESS"


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.



A Special Exhibition of the New Mechanical Bookkeeper at fHE THIRD NATIONAL BANK

A cordial invitation is extended to you to come into this bank and inspect the wonderful Burroughs Bookkeeping Machine which we have just installed. This "bookkeeper with brains of steel" that cannot make a mistake is on exhibition in our banking room.

We want you to see just how this machine operates - how it adds, subtracts and figures balances without an error. Our bookkeepers will show you exactly how our books are posted by machinery. The demonstration will be both interesting and instructive. Samples of the work will be distributed to everyone present.

This machine has been installed for the purpose of giving added protection to our depósitors. We urge you to call and become acquainted with this improved method of handling your account.

## Third National Bank

# "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

## Better Be Safe Than Sorry

The new law on automobile headlights s beinc enfored in Plainview. That means that you are due to get in trouble unless you are ready with the required kind of lights on that date. We can keep you out of trouble if you will let us install a pair of

## WARNER LENSES

This lens is one of the oldest and most approved on the market.

They are reasonable in price, effective in results, and meet the requirements of the law,

## Let Us Keep You Out of Trouble

PLAINVIEW MACHINE \& AUTO CO.


## Announcement

I have purchased the Connell Motor Company and will continue the business at the old stand under the same firm name,continuing the sale of

## Hupmobile

AND


## CARS

Mr. Connell will move to Amarillo and have charge of the Connell Motor Company there.

We appreciate the patronage of our friends and customers in the past and will appreciate your continued patronage.

We expect to emphasize our Hupmobile service station and will have expert workmen employed at all times to thoroughly handle every repair job entrusied to us.

Let us get better acquainted. We will make every effort to make that relationship a pleasant one.
Connell Motor Company
T. C. SHEPARD, Prop.

Phone 113
Donohoo-Ware Building


## THIS SMALL TRACTOR FITS ANY FARM

This small Case Tractor is conservatively rated at 9 horsepower draw bar pull and 18 horsepower on the belt. It is more easily handled than a team. It is only 10 ft .3 in long ,
4 ft .10 . wide and 5 ft .1 in . high. Weighs about 3600 lbs . It does the work of six horses in the field and a boy can handle :i: You can drive it day and night, never gets tired. Every farmer can afford one. It will do your work economicall--faster and better, so why wait? Order now. We will teach you how to hitch it to any job.

Let us explain fully and quote prices.
E. n. egGe auto company


## Chesterfield

CIGARETTES of IMPOKTED and DOMESTIC
tobaccos-Blended
"They please the taste
great! But also-"

If a cigaretto simply pleased the taste smokers used to let
it go it thet. But not now. it go et thet. But not now. Secause Chesterfieldk give
mokers not only a taste that smokers not only a taste that
they like, but also a new kind of smokekng-enjo $y$ ment-
Chesterfields hit the smokeapot, they let you know you
are smoting they "Satinfy"? Yef, they're MILD!
The new blend of pure, natural lypowted and Dopenetic to ral mporte
buccoo that tell , the etory
And the blend can't be copied And the Blend can't
Ask for Chesterfieldo-next
time you buy.



They "Satufy"?
nd yet hey
nidd!



## ONE BARGAIN

West
from Abernathy on main road to Petersburg About Nine near per
Two Room House-Small Barn-Fenced-Well and Windwill.
LISTEN ! 240 acres under cultivation.
the owner, Mrs. O. B. Irione, Worthington, Ohio.
TERMS: $\$ 1500$ Cash, $\$ 1500$ in two
TERMS: $\$ 1500$ Cash
KNOWN AS MILLIKEN FARM

## J. B. NANCE

THE LAND MAN.
"The man who sells more land than any man in Texas."
Has moved his office from the Finnie to the Hull Building. His new office is in the new building over Burns Dry Goods Store and is well fitted up to handle some mighty good bargains in any kind of farm or ranch property or city real estate.

SEE HIM AT HIS NEW OFFICE.

Over 100 Morelite
Lenses Sold intwo

## Days.



Why? Because they are the best money can buy and we sell them for less, sizes up to 9 inches for $\$ 2.00$. 9 inches and up for $\$ 2.50$.
We have a full stock of all sizes, let us equip your car now and avoid paying a fine.

THIS Oldsmobile Model 45 is for the family that wants the maximum of pleasure and durability in a car that is a credit to their social and business standing-at a moderate first cost and light maintenance expense thereafter.

| The high powered, perfect eight-eylinder | riding at all speeds is assured by the long under- |
| :--- | :--- |
| motor puts a new zest into driving-banishes | slung rear springs and double tiered spring cush- |
| driving strain. Its remarkable flexibility makes | ion upholstery. |
| frequent gear shifting unnecessary. The quick | The graceful simplicity and dignity of body |
| "get away" and sprightly "pick up," give a.t | design bespeak Oldsmobile distinction in every |
| added confidence and pleasure in driving. | line. The coachwork is of very high standard, |
| There is a fascinating smoothness of overlapping | and compares favorably with that in any car |
| power impulses which provide a continuous flow | built today. The 17-coat finish, the long grain |
| of power that is greater than may be used except | French leather upholstering, the luxurious com- |
| on very rare oceasions. And to these advan- | pleteness of appointments and refinements of |
| tages is to be added mechanical silence and a gas- | equipment are such as are expected from only the |
| oline consumption unusually low-even' when | finest and most costly cars. |
| compared with that of much less powerful cars. | Yet the price of this Model 45 Oldsmobile is |
| The compactness of the simple V-type motor | not the several thousand dollars that might be |
| makes possible an exceptional roominess and car- | expected for a car of its quality-it is $\$ 1,467.00$ |



Oldsmobile
OLDS MOTOR WORKS, Lansing, Michigan BURTON SALES COMPANY
H. F. BURTON, PROP.

Telephone 658

STM




All good until October 31st.

R. E. COCHRANE

Specialist in High Grade PHOTOGRAPHY


Wayland Baptist College
vantages in the Departments of Music, Art. Expression., Business, Education etc. Students who finish in our Academy will
be admitted to schools ol colleges of university rank dents who complete our vzo vears of regular College work will be admitted to the Junior year in the best Colleges or Universi-
be ad
ties.
Best
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 immature students can not have the personal attention
and individual attention in larger Colieges or Universitics which they would have in a school like Wayland or ather Junior Colleges.
The Department of Education which has been recently added will be in charge of Dr. W. A. Wilson, an educator of long andi
successful experience, who has made special study of educasuccessful experience, who has made special, study of educa-
tional problems in America and Europe. Special attention will be given to those who wish to prepare themselves for the work of teaching.
$\underset{\text { porsonally }}{\text { wor }}$ R. E. E. L. FARMMER, President R. E. L. Farbiek, President
atesmanship. We, would be milttan or Pea
trouble. wirk sois better offspring. We would posterity inatead of en Policy to ou posterity instead
Lemon of Lability.
ty and physically, for mentally, moral to a school of Meniliness instead of loaring around the corner store of Maudinn Sentimentality during our tmonable years.
would lay a

## SCHOOLDAYS ARE HERE

That means to hurry along and not be tardy. Don't come up missing when you are called upon to start your work promptly, but have the little things necessary to make your school work successful and pleasant.

We do not handle school books but we do have many supplies that you will be needing and we believe that we will be able to sell them to you at full value for your school money

| Drawing Books. | Pencil Holders. |
| :--- | :--- |
| Tinted Paper. | Drawing Tablets. |
| Pencil Tablets. | Pencils. |
| Crayolas. | Ink Tablets. |
| Book Satchels. | Compasses. |
| Pens and Holders. | Book Straps. |
| Water Colors. | Inks. |
| Fountain Pens from | Erasers. |
| $\$ 1.00$ up. |  |

Learn To Look For The Things You Need Here

# Long-Harp Drug Company 

## The Heating Stove Season Will Be Here Before You Are Expecting It.

Be among the wise ones who will get their heaters early and be pre pared when the first northr hits. You know it will come soon for it always does, year after year.

Year after year many of you have waited until the blizzard came and while the little folks and the housewife sat about wrapped up and shivering you rushed down to buy a stove. Everybody rushes the orders about the same time and it taxes us to get them all up promptly so some have to wait and keep on shivering until the stove gets there. Don't be one of those who will shiver this year.. Be wise, buy now and defy the coming cold.

Cole's Hot Blast Heaters, and Garland Base Burners and Heat ers will fill the bill in every particular.

The oil stove has served it's summer purpose but now comes the time when you want a warm stove in the kitéhen. One about which you can pop corn and make candy on cool nights. That's it and the
Garland and Arcadian Ranges
are just the thing that will serve the purpose.

## R. C. WARE HARDWARE CO. <br> Phone 178

RNTEK
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE

THE MARKET PLACE OF THE SOUTH PLAINS

HURRY! HURRY!! A Few Maxwell Touring Cars Left Buy Today and Save $\$ 80.00$


# Here's the Car You Can Buy for \$715 DELIVERED 

While the present unexpected supply lasts. After these are gone, then the price goes back to $\$ 795$ delivered.

## If You Haven't a Maxwell One-Ton Truck Read This:

More and more is the motor truck coming into its own. The past three years have seen wonderful strides made in their use. First of all, in a military way, the United States Government alone, has already contracted for over 35,000 of all sizes and makes to be completed this year. The freight condition throughout the country has handicapped the rail roads to an enormous extent, this cundition will grow worse as the plans for the final mobilization of the army for oversea service are completed. The lack of transportation facilities has forced shippers to use other means than railroads. In their urgent need they have turned to the Motor Truck and the result has

been a revelation to them. The economic demand for food conservation has led to the gleater use of the Motor Truck through the release of horses and mules, as it takes the produce of 37,000 ,000 acres of land to support the horses and mules in this country.
Due to the war all these things are being brought to light and are pointing the way to wider uses, to which motor trucks can be put and the numerous other conditions that will be relieved through their use.
With the proposed use of Motor Trucks the natural question of cost of operation enters into thediscussion.

We ask you to convince yourself of the earning power of the Maxwell Truck by asking any Maxwell Truck owner what he thinks of his car. By permission we refer you to T. L. Gordon, Plainview, and J. Morg Hamilton, Lockney-ask them what the Maxwell One-Ton Truck has dore for them.


[^0]:    prepared.

