

THE LOWER RIO GRANDE

(Air: "Casey Jones")

Come all you people who want to buy land,
And go with us to the Lower Rio Grande;
Where the corn and cotton and sugar cane grows,
Where the sun always shines and it never snows.

Chorus.
Come on, boys, to the Rio Grande Valley,
Come on and go to the Lower Rio Grande;
Come on, boys, to the Rio Grande Valley,
When we make the next trip to that promised land.

No more hard winters with coal to buy,
Nor long, hot summers, when the wells go dry;
For the air is tempered by the great Gulf Breeze,
And the man that doesn't like would be hard to please.

Chorus.
Figs and oranges and melons, too,
Grow just as good as the other crops do;
With the finest irrigation system ever planned,
This is what we offer in the Rio Grande.

Chorus.
Here we have churches and schools to suit,
And a good railroad to market the fruit;
Social conditions as good as at home,
Now is the time to get ready and come.

Chorus.
—Join the excursion to the Rio Grande Valley every Monday night.

J. M. COFFEY, General Agent. W. E. Stewart Land Co.

The Plainview News

Published Tuesday and Friday at Plainview, Hale County, Texas.

J. M. ADAMS, Editor and Owner

Entered as second-class matter, May 23, 1906 at the Postoffice at Plainview, Texas, under the Act of Congress of March 3, 1879.

Subscription Rates

One Year \$2.50
Six Months \$1.35
Three Months75

It is about as important to have a good forgetter as it is to have a good memory.

Those who lost money on Saturday's election are now quite certain that betting is immoral.

Plainview is going to pull off the greatest fair ever held in Northwest Texas. Better get ready to attend it.

Having settled the matter of how old is Pat? How old is Joe? and How old is Ann? Let's forget about it and boost for the Northwest Texas Fair.

The man who lost his temper during the gubernatorial campaign doubtless now feels like going off to some secret place—and kicking himself good and hard.

Why should people of Hale county contribute money to provide industrial colleges for the natives in foreign lands, when such education is needed so badly by the bunch on the corner?

Mr. Bailey was jeered by a crowd while on the streets of Fort Worth Saturday night. Such acts of roughnecks are deplored and denounced by all good men, no matter whom they supported in the primary.

There will be so many thoroughbred battleship hogs sown at the coming Northwest Texas Fair, in Plainview the last week in September, why not send to East Texas and get a genuine razorback hog, so as to show the contrast?

Due to war influence, ten European nations show a potential loss in population of 35,320,000 persons since 1914. Yet, a certain prominent American gun-maker declared several years ago that "an occasional war is a good thing for any nation." Does the American mothers whose sons sleep "in Flanders fields" believe this? War is hell. War is unnecessary. Civilization should taboo war, and America should lead in making war impossible.

Despite the fact that congress refused to authorize a standing army of a half-million men, and instead made provisions by appropriations of a billion dollars a year for 175,000, it is stated that the military power intend to recruit the army to 280,000 men. This is one reason why we are so violently opposed to militarism—it is autocratic and does not think the public has any rights it must respect. Militarism is the Old Man of the Seas on the shoulders of Sinbad, the taxpayer. Militarism is bad; it was the cause of the great world war; it will if allowed to enlarge itself plunge this country into another war; without wars militarism dies, and without militarism there would be few wars.

Sansom Sells to Oklahoman
We are informed that Elmer Sansom has sold his residence property on N. Restriction street to a man from Oklahoma, who will occupy same with his family.

PROGRESSIVE DEMOCRACY TRIUMPHS

By an overwhelming majority that almost to 100,000 progressive and loyal democracy triumphed over the re-actionary element Saturday, and buried Baileyism so deep that it is likely he and his cult will never be able to come out of the grave.

Texas democracy renewed its allegiance to the party. It went on record that it does not tolerate such disloyalty to the party as was preached by Bailey. It went on record that a man who declared he could not endorse a single act of the greatest democratic administration for generations need not expect to be elected governor of the greatest democratic state. A man who does not endorse the national platform cannot expect to be honored.

Texas democracy is progressive. It believes in the principles of Jeffersonian democracy, which are progressive, for in his day Jefferson was looked upon by the Tories and other reactionaries as a radical. Texas democrats live in modern time and their thoughts are modern. They are not like the Chinese who refuse to permit railroads or factories to be built in their land for fear that the whistles might wake up their ancestors.

Texas democracy favors prohibition, woman's suffrage, federal reserve and federal land banks, and the greatest good to the greatest number of the people.

No man is bigger than the democratic party, and in order to be honored by the party a man must be clean, honest and loyal. His record must bear the white light of publicity.

A man in these days cannot expect to serve God and mammon. He cannot have the stench of oil on his garments. He cannot have the smell of honor and beer on his pay check. While serving the people he cannot be receiving remittances from out-bowed predatory corporations "in order to quiet all Texas parties."

There were dozens of reasons why one of the candidates should not, and could not, be elected governor of Texas, anyone of which was eminently sufficient.

To have nominated him Texas democracy would have stultified itself; it would have repudiated the democratic administration of the past seven years; it would have repudiated the present national platform; it would have driven the stiletto into the vitals of the party's chances of success in the November election; it would have been a traitor in the democratic camp; it would have put a premium upon dishonesty, corruption, and bribery, and proclaimed to the youth of the state that a good character is not a political asset; it would have told the women that they are inferior to the male sex and on a par with the insane and other proscribed peoples when it comes to voting; it would have given the old-time dirty saloon and beer gang the hope of once more coming into power; it would have encouraged the criminal element of the state.

Texas people can and do forget something, but they can never forget a man who while a member of the United States senate had connections with special interests.

They cannot forget his connection with D. R. Francis and the Grapevine farm; H. Clay Pierce and the Waters-Pierce Oil Co.; The Standard Oil Co.; John H. Kirby and the lumber trust; his chum, Joe Sibley, handy man for the Standard Oil Trust; his support of Lorimer; his votes with Aldrich and the republican triumvirate; and oh, my, so many other evil acts that he was guilty of, not including his fight on Cleveland, Bryan, Wilson and other democratic standard-bearers at critical times when the battle was at its height. Neither can they forget that he acknowledged that he was the paid attorney of "the Association Opposed to National Prohibitions" whose chief supporters are brewers and whiskey men, and the support and com-

fort he got in this year's campaigns from the republicans, socialists and pro-Germans. They cannot forget his lockjaw attitude when the campaigns for the sale of liberty bonds, Red Cross and other war society and war stamps was on. They cannot forget that the republicans are right now in the close states using his assaults on the democratic party as weapons to win this year's campaign.

There was a great principle at stake. It was right vs. wrong, and right prevails as it always does. Progressiveness always prevails, at least it has never taken a backward step since the people cast off the darkness of the medieval times.

The News has no personal hatred or prejudice toward Mr. Bailey. We are simply against a man who has been guilty of the things he has been guilty of, has the connections her has, and holds the views he says he holds. Like Ferguson, he is not the kind of a man the people can afford to put in a position of trust or power.

Texas democrats have spoken. They have sent their message to Woodrow Wilson. They have sent their message to James M. Cox. They have spoken in thunder tones to the leaders of all parties in other states, to the interests visible or invisible, and it is a message as virile and as vibrant as that message to Garcia in the long ago.

The people are the masters. They make their own servants. They make their own laws. Their mistakes are their own mistakes. Their triumphs are their own triumphs. They pay. And in Texas from the coming of Stephen F. Austin until this hour of triumph for Democracy the men of Texas have written into the history of their commonwealth their golden words of praise for those who have kept the faith and bowed to the will of the majority in the house of the fathers, as the makers of this republic decreed in the long ago.

THE AFTERMATH

The principles for which the News contended won out in Saturday's primary. The things for which the News and its editor fight usually triumph in the end.

The News fights for principles, rather than men; in fact men are incidents. The editor of the News is not an idle worshipper. He is not a politician worshipper. He considers politicians as "of the earth, earthy." He will help elect a man whom he believes is nearer right, more honest and better suited for a position, and then turn around and wallop thunder out of him if he is recalcitrant to the best interests of the people or proves himself unworthy.

The News has no strings tied to it.

GET READY

Don't Wait Until the Last Minute

Of Course You Will Want to Get Some of That

\$8500

In Cash Premiums Offered In the Various Classes of the

Northwest Texas Fair

Plainview, Texas, Sept. 27, 28, 29, 30 and Oct. 1

Such prizes mean keen competition and it means that you should be picking out that \$200 bushel of wheat, that \$200 ten pounds of cotton line, and those heavy premiums throughout every department. Begin to make careful selection and get your exhibits in shape.

And don't wait to make your entries at the last minute. The secretary will be very busy and you should enter at the earliest possible date.

If you haven't decided to come to Plainview for all of the five big days—make your plans to do so now. One or two days won't give you enough time to see everything. There will be something big doing every minute of every day. Mark the days on your calendar and get ready to come and bring a full string of exhibits for all departments.

Get your catalogue from E. B. Millier, Secretary, at the Plainview Herald office and decide now on your entries.

If you live out of town write for a catalogue now.

Ladies Tailoring

You are cordially invited to call and see the most wonderful line ever offered in Women's and Misses' high-class Suits, Coats, Dresses, Skirts, Furs, Waists and Petticoats. Ready-to-wear and made-to-measure, as shown in the fashion book of the Victor Tailoring Co., Chicago.

Mrs. G. A. Wright, Rep.
At Missouri Hotel Phone 312

HOME FOR SALE

My little home just across the street east of the Lamar school house, 1 lot, two room house, electric lighted. \$1,200, \$450 cash, balance terms. Get it now so you will be near school.

T. C. ALEXANDER

ARMY TENTS FOR COTTON PICKERS

16 ft. Round tent, 11 ft. high, 6 ft. wall \$25.00
Same tent, waterproofed by Government \$27.50
16 ft. x 16 ft. Square Tent, 11 foot high, 3 ft. wall \$35.00
Same Tent, waterproofed by Government \$42.50

FARMERS EVERYWHERE ARE USING THESE TENTS TO HOUSE COTTON PICKERS. These tents are made of 12 1-4 ounce Army duck, and are guaranteed free from holes, rips or tears. Furnished complete with poles, ropes and caps.

Send for our complete price list of other bargains in everything the Government used.

ARMY EQUIPMENT COMPANY
111 Main Street— Ft. Worth, Texas P. O. Box No. 1870

fellow, bow to the will of the majority—and then join forces in the next campaign that comes on. Isn't that a wonderful spirit? Isn't it the right spirit?

Pierce Member of School Board
At a meeting of the Plainview pub-

lic school board Friday C. A. Pierce was appointed as trustee to succeed Claude Power, who recently resigned. The First National Bank was again selected as depository of the school funds, its bid of 4 1-2 per cent interest being the highest submitted.

THE CHEERFUL CHERUB

I like to go to teas
and talk of Art
Although I act as
stupid as a goose.
I hear so many clever
epigrams
That I can
store away
for future
use.



Two More Cups for Duroc
The Duroc Digest, a nationally known publication for Duroc-Jersey hog raisers, has contributed two handsome silver trophy cups to be awarded in the Duroc futurity show to be held during the Northwest Texas Fair.

Several other trophy cups are offered in the Swine division of the fair.
Mr. and Mrs. Frank Cox of Bizbee, Arizona, are visiting the latter's brother, J. J. Groff and family, of this city. They are on a prospecting trip as well as a visit and are delighted with the country and declare they never tasted better water.

Mr. Snyder, Sr., who is at the home of his son, P. B. Snyder, south of town, is reported very sick, and the worst is feared. He hopes to survive until his grandson, Paul Snyder, who has been with the Red Cross relief corps in Armenia, and who is now on the seas reaches home.

Town Will Be Decorated
Guy Gibbs, Sidney Miller and Clay Barrow, of the decoration company by the business houses and residences have been around this week taking orders for the decorations to be used firm and person seen has bought during the fair. Practically every firm and person seems has bought decorations, some of them being very elaborate, and will use them. The streets will also be gaily decorated in bunting, flags and with strings of red, white and blue electric lights, also a large electric searchlight will be operated from the top of the court house or some tall building.

Mrs. W. M. Henderson and son returned home Monday night after spending the week-end with her son, H. L. Henderson and wife, in Amarillo.

The "good looker" school teacher finds it easy to get a job, but the superintendent usually soon has to fill her place while the wedding bells ring.



Children's School Opening Week

School Days, School Clothes School Values

The Plainview Mercantile Co. offering some special values in Boys'

Suits, Boys' Pants, Boys' Blouses, Boys' Underwear, Boys' and Girls' Shoes. A special price inducement on every article and garment in fitting the boy and girl out for school opening Sept. 13.

Come see these below mentioned values.



The Old Reliable Billiken Shoes

Other good makes in Kreider School shoes \$3.00 to \$4.50 for boys and girls are second to none for service, for comfort and for appearance, and the values are the best. Stubbing toes and kicking bricks is fun for the Billiken wearer, for the projecting sole protects the foot as well as the shoe.

- No. 2369 Black Kid Bal. Billiken, sizes 8 1-2 to 11 at \$5.15
 - No. 2372 Black Gun Metal, sizes 8 1-2 to 11 at \$5.15
 - No. 2303 Mahogany Calf, sizes 11 to 2 at only \$5.85
- Both lace and button and black and brown.

The Pollyanna Shoes

Made by the A. S. Kreider Shoe Co., builders of boys and girls school shoes. There are none better for bearing the rough treatment that only the youngsters can give, and make little feet happy at the same time.

WITH EVERY PAIR BOYS AND GIRLS SHOES A BILLIKEN PENCIL TABLET FREE

Remember, school opens the 13th. Remember, a school tablet free with every pair of school shoes.

Plainview Mercantile Company

Boys' School Suits

At special prices for school opening. Prices as low as \$7.25 and up to \$17.50.

The Hercules Suits are made of non-shrinkable material, reinforced at the vital places and seems reinforced. They last.

Boys' Knee Pants

Range in price from \$1.00 to \$3.95 and are specially priced for school opening.

Boys' School Caps

A splendid value, one lot regular \$1.25 grades at only \$1.00

Boys' Blouses

The Tom Sawyer Makes and materials, all specially priced for school opening.

Boys' Underwear

Light, medium and heavy weights, at specially good values for school boys.

The Cadet School Stockings, every pair the best made, specially priced.

School Clothes for School Girls

Special offering on Coats, on Shoes, on Hose, on Dresses, on Sweaters. We are fortunate this year in securing the very best garments money could buy and are passing them out at the best values we can afford.

If Your Heels Wear Down Like This You Have Foot Troubles

Though you may not feel much discomfort from this condition at first, serious Foot Trouble will result in the future if you don't have your feet attended to.

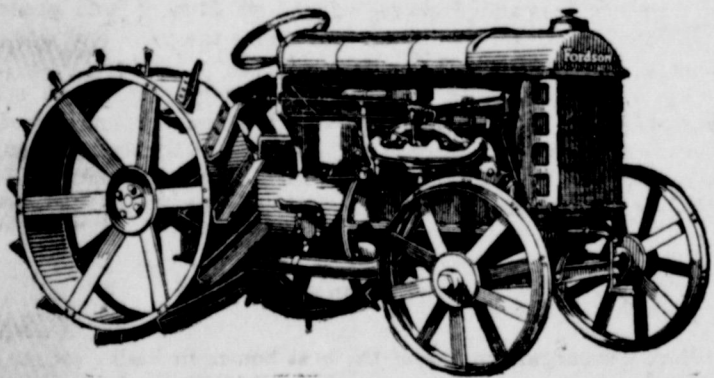
Come in and let our Foot Expert examine your feet free of charge. He will keep those ankles straight and prevent more serious foot troubles with

Wizard
LIGHTFOOT
ARCH BUILDERS
and Heel Levelers
THEY CONTAIN NO METAL

Jacobs Bros. Co.

Exclusive agents RED CROSS Nationally advertised and K.-D. Exclusive Footwear for Ladies.

Bostonians and Packard for men without the high prices.



In buying a team of horses, to determine the amount of work you could expect from them and their cost of upkeep, you would find out what they had been doing for their previous owners. You would ask about their endurance, their willingness and their habits.

This is the only logical way to find out what a tractor can do.

Instead of making a variety of general claims, we ask you to talk with those using them. There are more than 150 Fordsons now in Hale county.

L. P. BARKER CO.
Ford Agents Plainview

New Street Hats

We are now showing a very pretty line of Fall street hats, which will please the ladies. We invite them to call and see these hats.

We are also showing a nice line of novelties and accessories to women's wear.

Call often at our store to see the newest things for women.

THE BAND BOX

Brunk's Comedians, who showed in a tent for two or three weeks several months ago, will return to Plainview for a week, beginning Sept. 13.

B. Turberville of Cooper, formerly sheriff of Delta county, has been here this week visiting his cousin, Mrs. C. M. Abbott.

School Will Soon Open

And the kiddies must ride. I have saddles, buggies, carts, harness and chummy ponies, kind and gentle, different sizes and colors. See them before you buy.

JOHN T. HALL
East 6th St.

P. S. Plenty of money to loan at 3 per cent.

CARTER-HOUSTON'S

Sale of Short Sleeve Aprons and House Dresses, Beginning September 1st

One lot of \$2.00 Dresses Special in this sale	\$1.50
One lot of \$2.25 Dresses Special in this sale	\$1.69
One lot of \$2.75 Dresses Special in this sale	\$2.06
One lot of \$3.00 Dresses Special in this sale	\$2.25
One lot of \$3.75 Dresses Special in this sale	\$2.81
One lot of \$4.00 Dresses Special in this sale	\$3.00

EXTRA SPECIAL

Taffeta Petticoats
\$8.50 to \$11.50 values **\$7.89**

Carter-Houston's



George B. Murphy and Miss Murtice Saffle Marry

Miss Murtice Saffle and Mr. George B. Murphy were married in Abilene Sunday, the Rev. Millard A. Jenkins, Baptist minister, performing the ceremony. They will return to Plainview Wednesday night.

She is a daughter of Rev. and Mrs. J. W. Saffle of Plainview, and for the past several years has been a teacher in Plainview public schools. He is the son of Mr. and Mrs. J. M. Murphy of this city, and is farming near Ellen, where they will make their home.

They are popular and excellent young people, and have many friends who extend congratulations and best wishes.

Kress Young People Granted License to Marry

Mr. Bert C. Beck and Miss Nell Davenport of the Kress community were granted a marriage license Saturday by County Clerk Wayland. They are well known young people of that community, and have many friends.

Plainview Couple Married in Amarillo Saturday

Justice Airheart performed a marriage ceremony in his office Saturday evening about 6 o'clock, R. A. Meek and Miss Willie Cox, both of Plainview being the contracting parties. They will make their home in Plainview—Amarillo News.

Will Entertain for Mrs. Archbold of Durant

Mrs. J. L. Vaughn and Mrs. L. T. Mayhugh will entertain Wednesday afternoon at the Vaughn home, home of Mrs. Fowie of Durant, Okla., daughter and sister of the hostesses.

James L. Lawlis Married To Miss Ainsworth In Snyder

Mr. James L. Lawlis was married Sunday to Miss Edna Ainsworth in Snyder and they came to Plainview on the afternoon train.

The groom is the son of Rev. and Mrs. R. A. Clements and is connected with the Plainview Mercantile Co. as salesman. She was a very popular girl of Snyder. They are excellent young people, and may their lives be happy and prosperous is the wish of their friends.

Misses Mabel and Rebecca Yearwood of Plainview, returned Sunday night to their home, after spending a couple of days in Tulsa visiting with their brother, Morris Yearwood, and family.—Tulia Herald.

Attend College at Home

Why Should Plainview Support Wayland Baptist College

1. Wayland College is a Home Institution and we believe in community loyalty.
2. Wayland offers two years of college work which will admit the students to Junior standing in any standard college.
3. It will cost less to send to college at home.
4. Wayland College has a great future backed by a great denomination with large constituency it promises to become one of the great colleges of the state.
5. Wayland College will bring money to Plainview. A student body of 200 will spend \$100,000 in the town in one session. 500 students will spend here \$250,000 annually.
6. Wayland is a Christian college and stands for those fundamentals in morals and religion which go to make up great cities and great nations.
7. Plainview should patronize Wayland because other towns are doing so. Many fine young men and women from other communities will come here for education.
8. Wayland has a splendid faculty of Christian men and women, college and university graduates; offers courses in English, History, Mathematics, Education, Bible, Modern Languages, Science, Ancient Languages, Piano, Voice, Orchestra and expression.
9. Wayland College offers better advantages for personal oversight and influence of the teacher over the student than the university. Parent and teacher can co-operate here to guide the student through the critical period of transition from home to university life.
10. Wayland is a Western school for the people of the West. This great country deserves a great Educational Institution and Plainview has the location and the opportunity to build such. Next session opens Sept. 8th. Send us your boys and girls.

E. B. ATWOOD, President

SCHOOL CLOTHES FOR YOUR BOY

LEATHER INSIDE—STYLE OUTSIDE



All wool suits for Boys, having this big feature, REAL LEATHER—soft, pliable, lightweight leather at the principal wear spots, seat, knees, elbows and all pockets on the inside where half the wear comes. Jack O Leather suits wear twice as long as ordinary suits. Think of the that saves.

A fine assortment of Sweaters, Shirts, Blouses, Caps, Shoes and everything for the boy to wear.

Our Woolwear Suits have two pair of pants which also gives you two suits in one.

REINKEN'S

Clothing and Shoe Store

a good place to trade

Garner Bros., Undertakers
The rumor has gained circulation that we had sold our undertaking business. This is an error, as we retained our undertaking department, and our parlors remain in the New Ellerd building and our office is with Butler-Huddleston Furniture Co.

While I have in the past several months spent considerable time out of the city, I have returned and am now in active charge and am ready to answer all calls.

With our motor hearse we are better prepared to give efficient service, calls answered day and night.

GARNER BROS., Undertakers
By Elsie Garner

When pullets are to be purchased it is desirable to go to some farmer or poultryman of known dependability. Even if delivery of the birds is not desired for several weeks or months, it may pay to make arrangements for obtaining the desired number of pullets later at an agreed price.

Miss Power, sister of Claude Power.

TIRES

As you see with Federal. Federals are the highest boast of good as Federals."

Best for any vehicle
Best for the heaviest

complete stock of
all your needs.

FARM FOR SALE—240 acres 2 1-2 miles from Plainview, fenced into 160 and 80 acres lots, six room house, nicely arranged, large sheds, barns, corals and outhouses, 280 acres in cultivation. Will sell in 10, 20 or 40 acre tracts, \$150 an acre, with terms.—W. L. H., Plainview News.

G. A. WRIGHT, Painter and Paper Hanger, Missouri Hotel, Phone 312.

AN APPRECIATION

We wish to thank our friends and customers of the Gibbs Cash Grocery, for the liberal patronage they gave us while in that location. We invite your trade here on the same basis of prompt service, fair prices, and good treatment.

Come in and make yourself at home.

Plainview Produce Co.
Phone 366

5-in-1 Tonic Gives Satisfaction

Mr. Ben Sebastian, Plainview, Tex.

My Dear Sir:—Last year Mr. Pitt was in your town and bought me a bottle of your hair tonic (5-in-1). I gave me such good satisfaction I'm sending to you for another bottle.

He does not remember what the price is, so will you please send it on. I'm anxious to have it now and I'll send you a check covering the amount.

Thanking you in advance, I am,
Very truly yours,
MRS. H. G. WITT,
Proprietress Singleton Hotel, Slaton

NOTICE—I have moved my office from Ware Hotel to Room 12 First National Bank Building. Phone 394. H. Heffleinger.

WANTED—AN EXPERIENCED AND COMPETENT COOK FOR A FAMILY OF FOUR. GOOD SALARY FOR RIGHT PARTY. REFERENCES REQUIRED. ADDRESS J. CAKE NEWS. 39

3 LAND SALES

2560 acres in Eastern New Mexico, easy terms, Tuesday, Sept. 7th and Thursday, Sept. 9th.

Big sale bill giving particulars if you address the auctioneer

Erle E. Forbes
Clovis, N. M.

Two More Cups for Duroc
The Duroc Digest, a nationally known publication for Duroc-Jersey hog raisers, has contributed two handsome silver trophy cups to be awarded in the Duroc futurity show to be held during the Northwest Texas Fair.

Several other trophy cups are offered in the Swine division of the fair.

Mr. and Mrs. Frank Cox of Bizbee, Arizona, are visiting the latter's brother, J. J. Groff and family, of this city. They are on a prospecting trip as well as a visit and are delighted with the country and declare they never tasted better water.

Mr. Snyder, Sr., who is at the home of his son, P. B. Snyder, south of town, is reported very sick, and the worst is feared. He hopes to survive until his grandson, Paul Snyder, who has been with the Red Cross relief corps in Armenia, and who is now on the seas reaches home.

Town Will Be Decorated
Guy Gibbs, Sidney Miller and Clay Barrow, of the decoration company by the business houses and residences have been around this week taking orders for the decorations to be used firm and person seen has bought during the fair. Practically every firm and person seems has bought decorations, some of them being very elaborate, and will use them. The streets will also be gaily decorated in bunting, flags and with strings of red, white and blue electric lights, also a large electric searchlight will be operated from the top of the court house or some tall building.

Mrs. W. M. Henderson and son returned home Monday night after spending the week-end with her son, H. L. Henderson and wife, in Amarillo.

The "good looker" school teacher finds it easy to get a job, but the superintendent usually soon has to fill her place while the wedding bells ring.



Children's School Opening Week

School Days, School Clothes School Values

The Plainview Mercantile Co. offering some special values in Boys'

Suits, Boys' Pants, Boys' Blouses, Boys' Underwear, Boys' and Girls' Shoes. A special price inducement on every article and garment in fitting the boy and girl out for school opening Sept. 13.

Come see these below mentioned values.



The Old Reliable Billiken Shoes

Other good makes in Kreider School shoes \$3.00 to \$4.50 for boys and girls are second to none for service, for comfort and for appearance, and the values are the best. Stubbing toes and kicking bricks is fun for the Billiken wearer, for the projecting sole protects the foot as well as the shoe.

No. 2369 Black Kid Bal. Billiken, sizes 8 1-2 to 11 at \$5.15
No. 2372 Black Gun Metal, sizes 8 1-2 to 11 at \$5.15
No. 2303 Mahogany Calf, sizes 11 to 2 at only \$5.85
Both lace and button and black and brown.

The Pollyanna Shoes

Made by the A. S. Kreider Shoe Co., builders of boys and girls school shoes. There are none better for bearing the rough treatment that only the youngsters can give, and make little feet happy at the same time.

WITH EVERY PAIR BOYS AND GIRLS SHOES A BILLIKEN PENCIL TABLET FREE

Remember, school opens the 13th. Remember, a school tablet free with every pair of school shoes.

Plainview Mercantile Company



If Your Heels Wear Down Like This You Have Foot Troubles

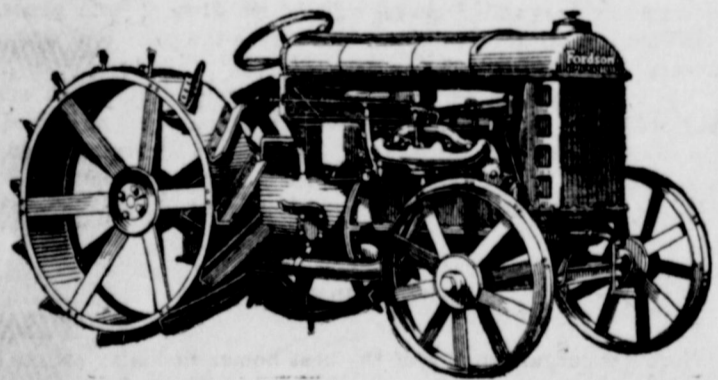
Though you may not feel much discomfort from this condition at first, serious Foot Trouble will result in the future if you don't have your feet attended to.

Come in and let our Foot Expert examine your feet free of charge. He will keep those ankles straight and prevent more serious foot troubles with

Wizard
LIGHTFOOT
ARCH BUILDERS
and Heel Levelers
THEY CONTAIN NO METAL

Jacobs Bros. Co.

Exclusive agents RED CROSS Nationally advertised and K.-D. Exclusive Footwear for Ladies. Bostonians and Packard for men without the high prices.



In buying a team of horses, to determine the amount of work you could expect from them and their cost of upkeep, you would find out what they had been doing for their previous owners. You would ask about their endurance, their willingness and their habits.

This is the only logical way to find out what a tractor can do.

Instead of making a variety of general claims, we ask you to talk with those using them. There are more than 150 Fordsons now in Hale county.

L. P. BARKER CO.

Ford Agents

Plainview

New Street Hats

We are now showing a very pretty line of Fall street hats, which will please the ladies. We invite them to call and see these hats.

We are also showing a nice line of novelties and accessories to women's wear.

Call often at our store to see the newest things for women.

THE BAND BOX

Brunk's Comedians, who showed in a tent for two or three weeks several months ago, will return to Plainview for a week, beginning Sept. 13.

B. Turberville of Cooper, formerly sheriff of Delta county, has been here this week visiting his cousin, Mrs. C. M. Abbott.

School Will Soon Open

And the kiddies must ride. I have saddles, buggies, carts, harness and chummy ponies, kind and gentle, different sizes and colors. See them before you buy.

JOHN T. HALL
East 6th St.

P. S. Plenty of money to loan at 3 per cent.

CARTER-HOUSTON'S

Sale of Short Sleeve Aprons and House Dresses, Beginning September 1st

One lot of \$2.00 Dresses Special in this sale	\$1.50
One lot of \$2.25 Dresses Special in this sale	\$1.69
One lot of \$2.75 Dresses Special in this sale	\$2.06
One lot of \$3.00 Dresses Special in this sale	\$2.25
One lot of \$3.75 Dresses Special in this sale	\$2.81
One lot of \$4.00 Dresses Special in this sale	\$3.00

EXTRA SPECIAL

Taffeta Petticoats
\$8.50 to \$11.50 values **\$7.89**

Carter-Houston's

SOOCIETY

George B. Murphy and Miss Marjorie Saffie Marry
Miss Marjorie Saffie and Mr. George B. Murphy were married in Abilene Sunday, the Rev. Millard A. Jenkins, Baptist minister, performing the ceremony. They will return to Plainview Wednesday night.

She is a daughter of Rev. and Mrs. J. W. Saffie of Plainview, and for the past several years has been a teacher in Plainview public schools. He is the son of Mr. and Mrs. J. M. Murphy of this city, and is farming near Ellen, where they will make their home.

They are popular and excellent young people, and have many friends who extend congratulations and best wishes.

Kress Young People Granted License to Marry

Mr. Bert C. Beck and Miss Nell Davenport of the Kress community were granted a marriage license Saturday by County Clerk Wayland. They are well known young people of that community, and have many friends.

Plainview Couple Married in Amarillo Saturday

Justice Airheart performed a marriage ceremony in his office Saturday evening about 6 o'clock, E. A. Meek and Miss Willie Cox, both of Plainview being the contracting parties. They will make their home in Plainview—Amarillo News.

Will Entertain for Mrs. Archbold of Durant

Mrs. J. L. Vaughn and Mrs. L. T. Mayhugh will entertain Wednesday afternoon at the Vaughn home, honoring Mrs. Rosa Fawcett Archbold of Durant, Okla., daughter and sister of the hostesses.

James L. Lawlis Married to Miss Ainsworth in Snyder

Mr. James L. Lawlis was married Sunday to Miss Edna Ainsworth in Snyder and they came to Plainview on the afternoon train.

The groom is the son of Rev. and Mrs. E. A. Clements and is connected with the Plainview Mercantile Co. as salesman. She was a very popular girl of Snyder. They are excellent young people, and may their lives be happy and prosperous is the wish of their friends.

Misses Mabel and Rebecca Yearwood of Plainview, returned Sunday night to their home, after spending a couple of days in Tulsa visiting with their brother, Marcus Yearwood, and family.—Tulsa Herald.

Attend College at Home

Why Should Plainview Support Wayland Baptist College

1. Wayland College is a Home Institution and we believe in community loyalty.
2. Wayland offers two years of college work which will admit the students to Junior standing in any standard college.
3. It will cost less to send to college at home.
4. Wayland College has a great future backed by a great denomination with large constituency it promises to become one of the great colleges of the state.
5. Wayland College will bring money to Plainview. A student body of 200 will spend \$100,000 in the town in one session. 500 students will spend here \$250,000 annually.
6. Wayland is a Christian college and stands for those fundamentals in morals and religion which go to make up great cities and great nations.
7. Plainview should patronize Wayland because other towns are doing so. Many fine young men and women from other communities will come here for education.
8. Wayland has a splendid faculty of Christian men and women, college and university graduates; offers courses in English, History, Mathematics, Education, Bible, Modern Languages, Science, Ancient Languages, Piano, Voice, Orchestra and expression.
9. Wayland College offers better advantages for personal oversight and influence of the teacher over the student than the university. Parent and teacher can co-operate here to guide the student through the critical period of transition from home to university life.
10. Wayland is a Western school for the people of the West. This great country deserves a great Educational Institution and Plainview has the location and the opportunity to build such. Next session opens Sept. 8th. Send us your boys and girls.

E. B. ATWOOD, President

SCHOOL CLOTHES FOR YOUR BOY

LEATHER INSIDE—STYLE OUTSIDE



All wool suits for Boys, having this big feature, REAL LEATHER—soft, pliable, lightweight leather at the principal wear spots, seat, knees, elbows and all pockets on the inside where half the wear comes. Jack O Leather suits wear twice as long as ordinary suits. Think of the that saves.

A fine assortment of Sweaters, Shirts, Blouses, Caps, Shoes and everything for the boy to wear.

Our Woolwear Suits have two pair of pants which also gives you two suits in one.

REINKEN'S

Clothing and Shoe Store

a good place to trade

Garner Bros., Undertakers
The rumor has gained circulation that we had sold our undertaking business. This is an error, as we retained our undertaking department, and our parlors remain in the New Ellerd building and our office is with Butler-Huddleston Furniture Co.
While I have in the past several months spent considerable time out of the city, I have returned and am now in active charge and am ready to answer all calls.
With our motor hearse we are better prepared to give efficient service. Calls answered day and night.
GARNER BROS., Undertakers
By Elsie Garner

AN APPRECIATION

We wish to thank our friends and customers of the Gibbs Cash Grocery, for the liberal patronage they gave us while in that location. We invite your trade here on the same basis of prompt service, fair prices, and good treatment.

Come in and make yourself at home.

Plainview Produce Co.
Phone 366

5-in-1 Tonic Gives Satisfaction
Mr. Ben Sebastian, Plainview, Tex.
My Dear Sir:—Last year Mr. [unclear] was in your town and bought me a bottle of your hair tonic (5-in-1). It gave me such good satisfaction I'm sending you for another bottle.
He does not remember what the price is, so will you please send it on. I'm anxious to have it now and will send you a check covering the amount.
Thanking you in advance, I am,
Very truly yours,
MRS. E. C. WITT
Progressive Singleton Hotel, Boston

3 LAND SALES

2560 acres in Eastern New Mexico, easy terms, Tuesday, Sept. 7th and Thursday, Sept. 9th.

Big sale bill giving particulars if you address the auctioneer

Erle E. Forbes
Clovis, N. H.

FARM FOR SALE—240 acres 2 1/2 miles from Plainview, fenced into 60 and 80 acre lots, six room house, nicely arranged, large shade barn, corral and outbuildings, 200 acres of timber, 100 acres of alfalfa, with some—W. L. R., Plainview News.

G. A. WRIGHT, Painter and Paper Hanger, Missouri Hotel, Phone 222

NOTICE—I have moved my office from Wave Hotel to Room 22 First National Bank Building, Phone 394. E. Hoffinger.

WANTED—AN EXPERIENCED AND COMPETENT COOK FOR A FAMILY OF FOUR. GOOD SALARY FOR RIGHT PARTY. REFERENCES REQUIRED. ADDRESS J. CARR NEWS.

ANNOUNCEMENT

We have taken the distribution for the famous

Purina Line of Feeds

for this section of the country and will get shipments in carload lots so that we will at all times have such supply as you need.

There is no better poultry, cattle, horse or hog feed on the market than this and the big breeders, those who have had to study feed values and get best results, will tell you that Purina Feeds excel.

We want you to get acquainted with these feeds and will be glad to talk over your feeding trouble with you.

BONNER-PRICE

Phone 162

Green Machinery and Development Co.

We are headquarters for ALLIS-CHALMERS and SAMSON Tractors. We have the tractor you need whether large or small.

Peoria Grain Drills

Samson and Rock Island Disc Harrows Sanders Disc Plows

Let us fit you up for profitable wheat farming. Compare our implements with all others and then ask us the price. We KNOW what the result will be and are prepared to make prompt delivery.

Green Machinery & Development Co.

Brunk's Comedians, who showed several months ago, will return to Plainview in a tent for two or three weeks—view for a week, beginning Sept. 13.

ANNOUNCEMENT

Mr. J. J. Lash has returned from California and will again be actively engaged in the real estate business with this firm. Mr. Lash is well acquainted with real estate values in this section of the country and has been handling sales and rentals in this country for many years.

We are needing listings of improved and unimproved land and have daily calls in Plainview, and from persons wishing to sell here.

J. J. LASH

W. A. MORTER

H. L. GRAMMER

Lash Real Estate Co.

Phone 653

Plainview, Texas

PERSONAL MENTION

Mr. and Mrs. J. J. Addington of Childress were here Saturday.

Mrs. Myrtle Demic, Misses Ima Demic and Jonnie Hancock of Silverton were in town Saturday.

Mr. and Mrs. J. L. Stinson and Miss Iula Stinson of Lubbock were here Monday.

Mr. and Mrs. J. C. Hurt of Muleshoe were here yesterday.

Frank Jacks of Canyon was in town yesterday.

Dennis Zimmermann of Tulia was in town yesterday.

C. N. McFarland of Amarillo was here yesterday.

A. T. Schultz, who is managing one of the Spencer Bros. farms north of Plainview, will return to his home in Rising Star Sept. 1st, and become assistant cashier of a new bank.

J. W. Traylor and daughter, Mrs. R. L. Moore, of Hughes Springs, Cass county, are visiting G. W. Crow and family.

Prof. Hartley, who has been spending the summer with his parents, Mr. and Mrs. Hartley near Ellen, left Sunday for Des Moines, N. M., where he will be superintendent of the public school.

E. L. Doland of the Southwestern Telephone Co. was down from Amarillo Saturday.

Mrs. J. A. Wiseman and children of Canyon were guests of her sister, Mrs. O. T. Halley, Sunday.

Mrs. Emma Herndon of Marshall, Mo., Mrs. Lizzie Dick of Kansas City, Mo., Mrs. Josephine and sons of Lockney, spent Sunday here with their niece, Mrs. O. T. Halley. Miss Maye Fowler of Lockney was also Mrs. Halley's guest.

Misses Eva Chadwick and Grace Hamill, who have been organizing a Lubbock county directory for the Texas Children's Home and Aid Society, spent Saturday and Sunday here with Mrs. B. A. Sadler, state field agent at the Wayland Hotel.

J. E. Flamm went to Amarillo yesterday morning.

Mr. and Mrs. Sexton left yesterday morning for Childress, where he will become manager of the Western Union Telegraph office.

Creek Brown went to Amarillo Sunday.

L. G. Wilson left Sunday for Throckmorton to look after his farm and ranch near that place.

C. Tilson Higgins of Texarkana, who has been visiting the family of Geo. Wilson, left yesterday for his home.

Y. W. Holmes of Comanche is now attending district court. He and his family lived in Plainview until a year or more ago. He informs us that he is doing well, and is pleased with his new home.

Mr. and Mrs. James Frye of Tulia spent Sunday here.

S. B. Turberville of Cooper, formerly sheriff of Delta county, has been here this week visiting his cousin, Mrs. C. M. Abbott.

J. R. Daniel, who has been here for a couple of weeks, left yesterday for his home in Paris.

Mr. Elliott of Wichita Falls is here prospecting.

Miss Nelle Rountree has a position as stenographer in the Guaranty State Bank.

Advices from Los Angeles, Calif., say that Mrs. E. H. Humphreys, who is visiting there and was taken very sick, is much improved.

Dr. Copeland and E. M. Graves of Brownfield, G. W. Woodard or Seagraves were here yesterday.

Sam Bourland and John A. Scott of Ermon had business here yesterday.

Miss Ivey Evans and brother, Lawrence, returned to their home at Muleshoe Saturday after spending the week with their grandparents, Mr. and Mrs. W. M. Henderson.

Mr. and Mrs. J. R. Beverly, J. W. Leveler, M. L. Hughston of Crowell were here Sunday.

Mr. and Mrs. F. P. Bain of Silverton were here Sunday.

James B. Reed of Idalou was in town Tuesday.

L. A. White of Carbon was here Saturday.

J. E. Pepper is moving his real estate office to the ground floor of the Ware Hotel building.

H. G. Craig of Cisco is here on business.

Misses Louise Colville and Annie McGlinsey of Floydada are here today.

S. A. Peary, H. V. Elkington and J. I. Holt of Slaton were here yesterday.

C. B. Myatt of Lubbock was in town yesterday.

Rev. and Mrs. Bascom Watts of Lockney were here yesterday.

D. L. Farrell and Bill Honey of Lubbock were here Sunday.

Dr. Chancy from Crowell has bought a residence near Wayland college and will soon move here with his family. He will practice medicine here.

Mr. and Mrs. Frank Cox of Bizbee, Arizona, are visiting the latter's brother, J. J. Groff and family, of this city. They are on a prospecting trip as well as a visit and are delighted with the country and declare they never tasted better water.

Mrs. W. M. Henderson and son returned home Monday night after spending the week-end with her son, H. L. Henderson and wife, in Amarillo.

Mr. Snyder, Sr., who is at the home of his son, P. B. Snyder, south of town, is reported very sick, and the worst is feared. He hopes to survive until his grandson, Paul Snyder, who has been with the Red Cross relief corps in Armenia, and who is now on the seas reaches home.

G. M. C. TRUCK ANNOUNCEMENT

We have contracted to distribute G. M. C. Trucks in a large portion of the Panhandle and we want agents in all towns to represent us. This truck is made by General Motors, the same people who make the Cadillac and Buick automobiles. Write or call on us for our proposition.

G. M. C. Truck Co. of Amarillo

Jack Pittman, Mgr.

Temporary headquarters with Western Motor Co., Buick Agency, 114 West 5th St., Box 1235.

Young Man, Young Woman

Are You Going to College This Fall?

Then you will be interested in a school that offers the following advantages:

1. A standard four year college curriculum leading to a Bachelors degree, and especially equipped to offer advanced instruction in Agriculture, Art, Expression, and Music in addition to the usual college courses.
2. A faculty of fifty "hand picked" specialists in the various fields of learning.
3. A Department of Music unexcelled in the whole Southwest, giving private instruction in voice, piano, string instruments, band, and orchestra besides instruction in public school music.
4. A Department of Expression that takes rank with the best in the country.
5. A Department of Agriculture equipped with splendid laboratories and sufficient land for work in horticulture and stock farming. We have a herd of high bred dairy cows, a few fine hogs, and a poultry yard.
6. A school plant that represents the last word in school architecture, consisting of an Administration Building, a dormitory for women, and infirmary, a metal shop for manual training, and a heating plant; conservatively valued at \$1,250,000 and easily surpassing all other institutions within three hundred miles.
7. A dormitory for women that has every modern convenience at a minimum of expense, under the direction of as fine Christian influence as can be found anywhere.
8. A Kindergarten in charge of trained experts, used as a demonstration school for Kindergarten teachers.
9. A common school of nine grades under expert instructors used as a demonstration school for grade and high school teachers.
10. A Manual training department that offers courses in all forms of wood and metal work and printing.
11. A Director of Athletics and Physical Education for both men and women and the very best equipment for these departments including a beautiful indoor swimming pool, shower baths, and unexcelled gymnasium, six tennis courts, a baseball and football field, a race track, etc.
12. A library of 10,000 volumes, unexcelled in quality and administered by trained librarians.
13. The religious life of the school is distinctly invigorating. Devotional exercises are held daily for the entire student body. The Y. W. C. A. maintains a paid secretary who gives general direction to Christian activities. In addition, the Baptist and Methodist churches will have paid secretaries here during the coming session.
14. Expenses very low—no tuition (except for private instruction) free texts books, cheap board.

There is no need for the young people in the Panhandle and Plains to go away from this section for college advantages, when all of the above unexcelled facilities are to be found in the West Texas State Normal College, Canyon, Texas.

J. A. HILL, President.

LIGHT CRUST FLOUR

"The Flour of Quality"
For Sale By

LINN & BOTTS

Kress, Texas

J. P. Linn

W. G. Botts

Two More Cups for Durocs
The Duroc Digest, a nationally known publication for Duroc-Jersey hog raisers, has contributed two handsome silver trophy cups to be awarded in the Duroc futurity show to be held during the Northwest Texas Fair.

Several other trophy cups are offered in the Swine division of the fair.

We are informed that A. B. Martin has sold his brick residence, furniture, etc., on West Tenth street.

The "good looker" school teacher finds it easy to get a job, but the superintendent usually soon has to fill her place while the wedding bells ring.

Mr. and Mrs. H. M. Cawrey have gone to Colorado to spend a few days at Estes Park.



Listen, Friends

There isn't a thing in our business that we value as much as the good will of our old friends. And we always remember that our new friends of today will be old ones tomorrow.

This is the one place to come for real battery service. We sell the Still Better Willard Battery with Threaded Rubber Insulation — the kind selected by 136 manufacturers of cars and trucks.

CONNER-MATHES BATTERY CO.
In Auto Row Plainview



SPECIAL DEPARTMENTS FOR PLAINVIEW PUBLIC SCHOOLS

Supt. Patty Tells of the Fine Arts Instructors Who have Been Provided

Teachers for piano, violin and expression have been provided for accommodation of parents who wish to give their children instructions in these branches. There being no available room in the Lamar school for a studio, provisions for these departments have not been made for pupils in that building; but according to rule 19 of the catalogue and course of study now in the press, pupils in the Lamar school will be excused from the building and grounds to take music and expression. Pupils in the high school and the Central school according to rule 19 cannot be excused from the grounds during school hours to take music and expression as these branches are amply provided for in these two schools.

Miss Myribe Quinby, who holds a B. M. degree from Texas Woman's College of Fort Worth, will teach piano in the high school and will teach violin in the high school and Central school. Miss Quinby is a talented young woman with successful experience as a teacher of music. She will direct the High School orchestra.

Miss Annie Smith, a graduate of two colleges and a young woman who has had extensive training in expression, will teach expression, oratory and dramatic reading in the High school and Central school.

These young women are talented, have strong and pleasing personalities, have had exceptional advantages from the stand point of training, and will be a distinctive addition to our town and community.

Mrs. Eva L. Barnes whose work is well and favorably known will teach piano in her studio at Central school. Mrs. Barnes is a graduate in music and we feel that her work is too well known for any favorable comment to add to her success.

ABERNATHY

Aug. 30.—Mrs. Otto Ebling of Austin has been here visiting relatives.

Miss Beulah Williams, who has been in Brownwood the past three weeks, came home Tuesday.

Miss Thelma Jones was cranking her car Sunday night and it kicked back and broke her arm.

Albert Overton of Friona is here now.

Mr. and Mrs. Geo. Ragland are the proud parents of a girl. Madge Eulella is her name.

Mrs. Gregory went to Lubbock Monday.

J. M. Shields was in town Saturday. The Methodist meeting has begun and everyone is invited to come.

The "Suffragette Convention" was quite a success Friday night, the proceeds being \$45.

Mrs. F. J. Kelton is the milliner at Struve Mercantile Co.'s store and she has received a nice line of Fall hats.

Mrs. J. P. Lattimore and children of Ralls are visiting Mr. and Mrs. C. H. Burks.

Miss Pearl Roberson has gone to Petersburg to spend the week.

Miss Nona Lee Hester of Abilene and Miss Winnie Finch of Clyde are visiting Miss Wilma Herral.

Miss Ione Braudt of Plainview spent the week-end at home.

Nash Hix was on the sick list this week.

Misses Allie Mae and Velmah Hooper of Plainview spent the week-end here with friends.

Mrs. Walter Overton of Friona is here visiting her parents, Mr. and Mrs. Lutrick.

Chautauqua at Hale Center

Guy Scott was here yesterday distributing advertising matter relative to the chautauqua to be held in his town Sept. 9, 10 and 11.

CHILDREN DO NOT GET ENOUGH VARIETY OF FOOD

Health Official Tells What a Well Balanced Ration for Child Consists of

Most children of today do not get enough variety of food, do not take enough time to eat their meals, and do not get enough sleep. This is the statement made by Miss Pearl N. Hyer, R. N. public health nurse of the Texas Public Health Association.

In her physical examinations in the public schools Miss Hyer has discovered that these three things are responsible for fifty per cent of Texas children being underweight. To help remedy this defect among the children the Texas Public Health Association recently sent an article by the public health nurse to a number of Texas Mothers.

"Children should eat a variety of food," said Miss Hyer; "not so much at one meal, but it must be seen to that the meals of the day are balanced. Three things, and not over four, at a meal are all that are necessary.

"The following foods give the elements of nourishment necessary for almost any age, work or climate. I advise that all mothers should see that their children eat daily: 1. Cereal, whole grain, well cooked; 2. Eggs, once a day when no meat is used. 3. Milk, one pint to one quart. 4. Potatoes and leafy vegetables such as spinach, onions and lettuce. 5. Fruit. 6. Meat, not more than once a day, avoid fried meat; and 7. Bread and butter with every meal, whole wheat bread is the best."

"Diet for children should be upbuilding," declared the nurse, "and should give reserve strength and energy. Any kind of food which will not do this is not worth eating, regardless of whether it tastes good or not. Beware of too much candy. It is hard on the teeth and not good for the system. Children crave sweets when they are not eating right, there is a lack or some element of nourishment. If they must have sweets, they are best eaten at the end of a meal, not between meals. Sweet fruits like raisins, figs, and dates are good; while honey is an excellent sweet."

Miss Hyer declares that a child needs food that will supply building materials such as milk, eggs and cereals; and those which give energy, such as cereals, fats, green vegetables and fruits. The nurse tells the mothers of Texas that these rules, if followed, lessen the cases of underweight among Texas children, and build up bodies strong enough to throw off disease.

GOOD TIME TO PROCURE STOCK TO BEGIN POULTRY RAISING

Beginning in poultry raising may be made at any time of the year, but the fall is perhaps the best time for small poultry keepers to make their start. Obtain pullets whenever possible rather than older hens, say experts of the United States Department of Agriculture. The pullets selected should be well matured so they will lay before cold weather sets in.

Here are the signs of maturity in pullets: Red color of the comb, and size and growth which are creditable for the breed of variety raised. Mature hens lay few eggs, if any, during the fall and early winter, while they are molting. Well-matured pullets, on the other hand, should lay fairly well and give an immediate return on the investment.

When pullets are to be purchased it is desirable to go to some farmer or poultryman of known dependability. Even if delivery of the birds is not desired for several weeks or months, it may pay to make arrangements for obtaining the desired number of pullets later at an agreed price.

Miss Power, sister of Claude Power,

FREE

For the next few days, while the present supply lasts, we will give each school child who calls at our store, a first-class school ruler.

Remember, we carry a full supply of school supplies, and can fill your needs in this respect.

Dye Drug Co.



THE time to buy coal is NOW. Don't wait until winter.

WHEN winter comes, conditions may be such as to make it impossible to supply you in the way you desire, and beside—strikes and an increase in price are a possibility.

WE HAVE JUST THE QUALITY THAT WILL SUIT YOU



15c COUPON

We are now putting a 15c coupon in every package of our bread, and these coupons are redeemable in genuine Rogers silverware. Insist on City Bakery bread and in time you can have FREE a nice assortment of table silverware. The bread is the best there is, and your grocer or butcher will supply you. Call for it.

THE CITY BAKERY

T. J. Van Arsdell, Prop. Northside Square

GARNER BROTHERS

Exclusive Undertakers and Embalmers

Day and Night Service

Auto Hearse

Phone Store 105

Residence 375 and 704

FEDERAL TIRES

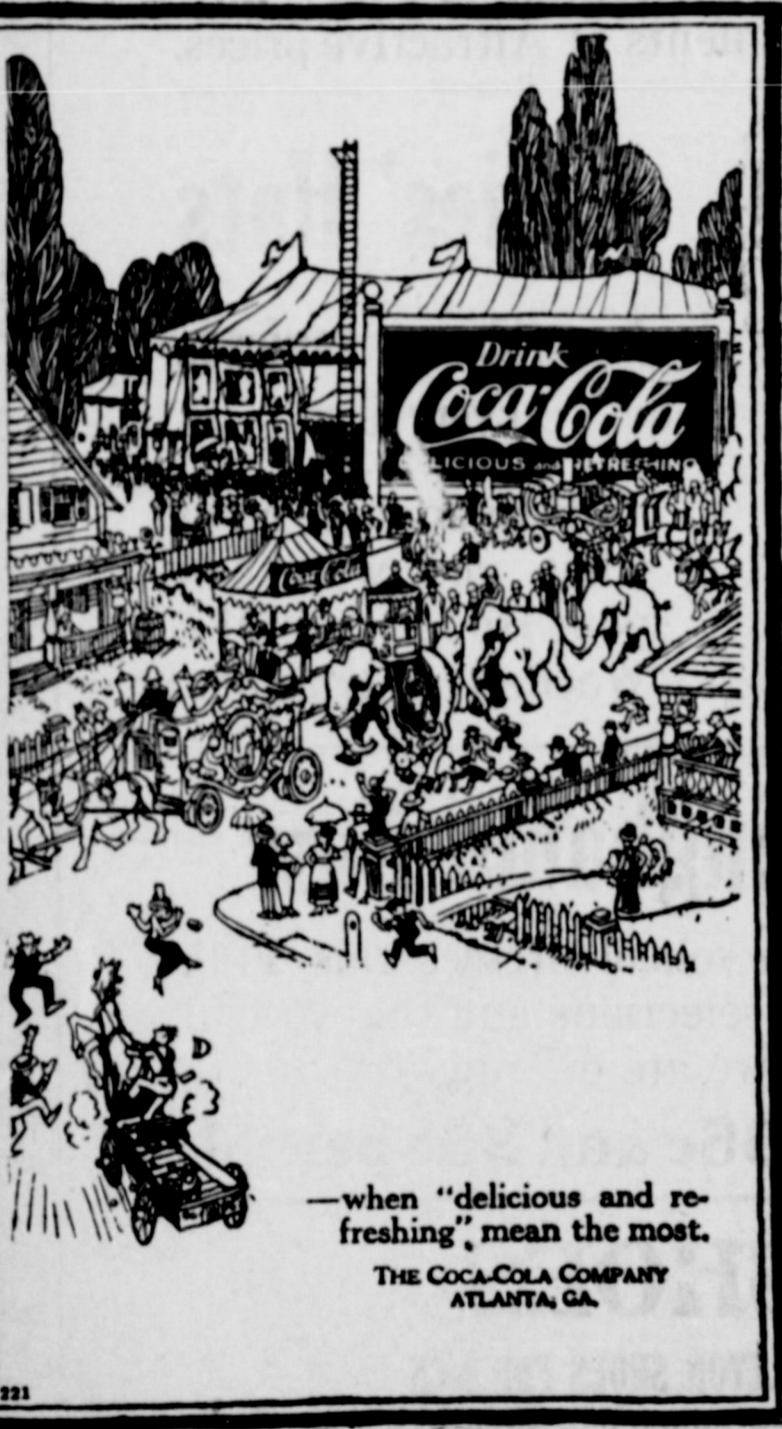
Count the cars you see with Federal Tires on them. Federals are standard, and the highest boast of other tires is "as good as Federals."

They are the best for any vehicle from a motorcycle to the heaviest truck.

We carry a complete stock of them, and can fill your needs.

McGlasson-Armstrong Rubber Company

In Auto Row



—when "delicious and refreshing" mean the most.

THE COCA-COLA COMPANY ATLANTA, GA.

Hogs Wanted

We are in the market to buy hogs, and will pay highest prices. Will buy all the time and any kind offered.

See us at Third National Bank, drop us a card or phone 9033-F2.

Hassel & Hauck

FALL SHOWING

Today, Tuesday, the Last Day of the Summer. By the time this gets to you the FALL season will be here, naturally we begin to wonder where you are going to buy your Fall bill. And this brings another thought; school time will soon be here and where are you going to buy the children's school clothing, shoes, hose and etc? If you have not given these things a thought, come to our store and let us help you by suggesting and by showing you one of the best assorted lines of merchandise, you have had the pleasure of looking at this season, and prices that will both please and surprise you.



Fall Clothes Are Not High

We're going to save a lot of men a lot of money this Fall, just as we've done right along ever since this chain of stores were started.

Society Brand Clothes are sold here. That's why we are known as "Style Headquarters."

We feel that these Nationally known clothes do not need any introduction to you but we merely want to keep the fact in your mind that this is the store where they are sold.

Ready-to-Wear Department

Ladies keep your eye on this department. If we don't have what you want today, will have it tomorrow. Suits, Dresses and Coats coming in every day. Attractive garments at Attractive prices.



Ladies' Hats

New Millinery Coming In Every Day

If we do not have what you want tell your troubles to Miss Warner, our trimmer.

Buy Gingham Now

For the girls school dresses this Fall. See our large selections and the special good qualities we are offering at

35c, 40c, 65c and 85c per yd.

SHOES

NETTLETON SHOES FOR MEN

BUSTER BROWN SHOES FOR BOYS AND GIRLS

G. EDWIN SMITH SHOES FOR WOMEN

Can you beat it? We think not, give them a try and you will think likewise, There are none better.

It is good to forget somethings, but remember that Plainview is going to have a FAIR and you are welcome at our store and we will make it as pleasant for you as possible.

CECIL & COMPANY