## THE PLAINVIEW EVENING HERALD




## Total Expense and Profit of Irrigating Alfalfa

Figures show net profit of $\$ 80.78$ per acre for 1913 , outside of $\$ 12.00$ per acre interest on money invested.

In regard to the cost to produce and put inthe stack one ton of alfalfa hay aLayne pump irrigated farm for the year 1913 as determined by the following itemized statement may be of interest to some of our readers:

Eight Irrigations Producing Seven Tons Per Acre From Four Cuttings Was The Result. We Have Then

## Layne \& Bowler Co. <br> PLAINVIEW, TEXAS

Name of Farm Furnished on Application


| Bulletin, No. 540, entitled "The Stable Fly," which will be furnished free to those desiring more complete information regarding the pest. <br> CRIMSON CLOVER A SUCCESS <br> ON SOUTHERY SOILS. <br> WASHington, D. C., Sept. 1.Crimson clover is a demonstrated success on practically every soil type in the South where the drainage is good, Its ability to succeed on nearly every kind of land in the cotton belt, from waxy clays to light sandy loams, makes it one of the best winter cover crops and soil builders for cultivated fields in this region, is the conclusion reached by the U. S. Department of Agriculture after exhaustive experiments with this crop. <br> Crimson clover is just as valuable as a soil-improving crop as cowpeas, and the cotton fields of the South should be covered during the winter with this valuable clover to furnish abundant winter grazing for all classes of livestock; to prevent soil erosion, and to enrich the land with nitrogen. <br> Crimson clover does best on a wellprepared, well-drained, well-settled and a fairly fertile seed bed. The middles of a clean-cultivated cotton field make an almost ideal bed for sowing crimson clover. The time of seeding is determined by the latitude. When sown too early the young plants are liable to be killed by hot, dry weather. In the northern third of the cotton belt probably the best results are obtained by sowing between September 1st and October 10th; in the central third of the cotton belt from September 10th to October 20th, and in the southern third of the cotton belt from September 20th to November 1st. Successful growers of crimson clover, appreciating that the hot sun and the dry condition of the soil affect germination, usually endeavor to sow just after a rain or when there is prospect of rain. <br> Seed may be sown by hand or with |
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Seed may be sown by hand
an inexpensive clover seeder.
ess than 15 and preterably 20 less than 15 and preferably 20
of seed per acre should be
good stands, are to be obtained after the first picking
time to seed erimson
fields. The seed should be sow
broadeast and broadceast and lightly harowed in wit
a splke- or spring-tooth harrow. Por stands $t$
too deep. too deep.
Nitrogen
Nitrogen in the form of nitrate of 15 to 20 cents per pound, and is by tar the most expensive fertilizing ele ment that the Southern farmer has to
buy. Thirty-five thousand tons of atmospheric nitrogen lie above
acre of tand in the South acre of
elover clover has the power to collect and
store this nitrogen in the plant at the
rate of from 75 to 125 pounds per thore this nitrogen in the plant at the
rate of from 75 to 1125 pounds per
acre. Probably half of this is taken acre. Probably half. of this is taken
direct from the air. In other words. an acre
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the entt
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750 pou
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hay com
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alfa and ces very favorably with al by all kinds of livestock.
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$\qquad$ at this period. For these reesons, un
less hay is very scarce. it is often ad less hay is very scarce. it is often
visable to turn under the entire
to enrich the soil. onrich the soll.
Crimson clover
grazing
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and peas,
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HERBERT S．HILBURN，Editor．E．B．MILLER，Business Manager．
Entered as second class mail matter July 1，1914，at the Post Office at $\$ 1.50$ a Year； $75 \mathrm{c}, 6$ Months．Advertising Rates on Application．

HAS GERMANY COMPLETED HER MISSION？
The American press and the American people seem overwhelm－
ingly to sympathize with France，England and Russia in the present European conflict．Even the contempt for tyrannical Russia has changed，through sympathy in the cause in which Russia is now
working，to toleration．The sympathy of almost the entire civilized world seems to be against Germany
of modern eivilization．It was the Goths wh crossed into Roman territory for protection，and through the evolution of the ages saved the remnant of Roman civilization．It was in Roman territory that the Germans first learned to trade．The mission of ad vancing the commercial and materialistic spirit was theirs．Easily influenced，they accepted the Christian religion and propagated it in
the North．A courageous，fearless tribe，stalwart through years of the North．A courageous，feariess tribe，stalwart through years of through the dark Middle Ages．
Although leaders through th
Although leaders through the revival of learning，crystalizers of
Modern Civilization and participators in the conferences for promot－ Modern Civilization and participators in the conferences for promot
ing international peace，the Germans are involved in an all－European ing international peace，the Germans are involved in an all－European
war，which they were able to prevent or to precipitate．The Pan－ European nations．
GIVING THE CHILD A CHANCE．

| ge？ <br> large per cent of school children are afflicted with aedn a scientifie fact that the growth of aednoids，which is para ld go to the brain， <br> Many parents－some through ignorance，others through care permit children with aednoid growths to attend school wit them medical attention．It is generally believed that aed not imminently dangerous．It is，however，a fact that chil cted are not careful students，that they do not learn rapidly n are dull children，and looked upon with pity－pity for ness－when，as a matter of fact，the defect is one which a a physical cause which could easily be removed．Experim eted with schools of New York City have shown that chil the permission of the parents，the school physicians have ed the aednoids，normal advancement in studies and no sical grown begins． |
| :---: |

## CARRANZA WILL DISPERSE FEDERAL ARMY， STANDING ARMY WLL BE REORGANIZED

 MEXICO CITY（by mail to New sad－faced Mexican men who never did York），Sept．erta finally
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or
he knows there are no Huerta－like tottering．
army behind him，with its trusted rep－Tampico inieident．Huerta seized upo
and，Carranza wan
Mexico to rights．
The bigest problem that faced Car－jeckets and marines．How soon the
shall I do with my army ？＂He has know．The Mexican people waited
capital with him and making it the landing at Vera Cruz astounded them；
standing Federal army of Mexico．for three days they were stampeded
 circular．＂The Americans are not
fighting the Mexican people．They are here to take Huerta off the neck the Mexican nation．＂ After this the Mexicans waited wit
new patience．They could see the new patience．They could see the en
at hand．They did not dare even speak of their hopes－for to spe against the dictator might mean death． Then，on the night of July 15 th ，Huerta ook a train and went away．The load
was lifted from Mexico．The United was lifted from Mexico．The United
states had helped to lift it，and the man on the street in Mexico to－day， he man in the home or the man on
he farm，will tell you，openty，that the United States has been Mexico＇s good
triend．

LITTLE STORIES OF THE LONE STAR stat

By United Press．
In the Battle of Mier，Mexico，on Christmas Day， 1812 ，about 250 Texa volunteers fought eighteen hours nine
times their number of Mexicans，with imes their number of Mexicans，with
the loss of but twelve killed and hav the loss of but twelve killed and hav－
ing killed or wounded about 600 Mexi－ cans．These Texans were the rem－
nant of the expedition cans．These Texans were the rem－
nant of the expedition under Brigadier－
General State Militia，which invaded Mexico on the Mexicans fo rthe Vasquez and

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$\qquad$ the great disparity is nimbers，which
he had been informed would immedi $a^{*}$ ely be increased；the scarcity of an
munition，and the impossibility of $r$ teating with－their twenty－thre
wounded companions．In violation a the terms of the surrender，the Texan
wer sent in irons into the interior
$\qquad$
$\qquad$ was wonderful．Durthg the fighting，
Mexican artillery was thrice manned
and as often silenced and as often silenced．The last time
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## Vot Alsolutely Necessary to supporit <br> <br> Life：Other Foods Contain Same

 <br> <br> Life：Other Foods Contain Same}
## AUTUMN STYLES <br> READY

There is a note of nemenes in the syyles of Readiy to Wear at the Ricilier that＇s lacing in other stores．
Naturaly there should be for the nal on wiich the patter swings in the


Clever new ideas are brisking from every verppoint on Siuls，Slits and Dreses．

Don＇t try to copy our models．It takes an ex－ pert to build such expui－ site taste and style as our garments have．

Priees are right and what you select is fitted to you by our empert Diessumater and Fitter．
Silk and Woolen Dresses $\$ 6.75$ to $\$ 50$
Suits
$\$ 10.00$ to
$\$ 50$

## Richards Broo．－Goldier

102 N．Pacific Street
107 W．Main Street


Buy Your Meats，Cheese and Fish in Season From

## Otto＇s Market

Where you get votes on the Pony Contest． Smoked Meats at＂Before the War＂Prices．

## TO MY FRIENDS：

I am anxious to own that Shetland Pony Outfit given away by Plainview mer－ chants．If you will save your votes for me I will thank you．If you vote them your－ self please write my name
on them．If you have some tickets and will phone I will tickets and will phone I will
come and get them．Just phone T．C．Shepard＇s resi－ dence．

## Gale Shepard

How European War
Affects Uncle Sam

broken off between
the warring nations.
Many diplomats are forced to meet in the diplomatic ante-room when they
call to confer with Secretary of State Bryan, but they never recognize each Bryar,
other, no matter how friendly their lations may have been before the war
Duriag the Ruse-Japanese War the ambiessadors of Russia and'Japar̂ hit a way of bowing to each other in a
perfunctory way if they met. They never exchanged a word.

## The Kuropean war wil act as a strong stimulant to trade between the United States and South Americe, it is

 being predicted. It will give, thiscountry a chance to boild up a permanent commerce with the Latin-
American countries which will continue even ofter peace "is restored
abroad. experts declare. Business was practically paralyzed
in South American countries in south Am, ican coustras arter the adjusting itself to the new condifions,
Latin-American diplomats in Waahing: Wayland Business College Open to All
We are in a better condition now to take eare of our students as we have spent several hundred dollars in equipping our class rooms, offices, etc. We give the same courses that are given by Toby's Business Colleges, Waco, Texas, and New York City. Thestudent that takes our courses is backed by a faculty of seventeen teachers, and by the best business college men in the United States. Ask our graduates in Plainview and other cities who are holding good positions.

Take your course in a business college that runs all the year whether we have one student or five hundred. Plainview and every town on the Plains is behind us. We have been established three years,
which insures safetv to you. Our rates are right, which insures safetv to you.
and it will pay you to see us.
ton say.

The Bureau of Engraving is turning out money literaly "in bales" these
days to meet the crisis in financlal war. Doubleshifts were instituted and employees were. recalled from vaca-
tions to meet the demand

If you want to see Wayland Business College you are welcome, or if you are interested in a Business education it will pay you to investigate
J. E. WATSON, Mgr.

Telephone Number 532

## WE NEEDED MORE ROOMWE NEEDED BETTER EQUIPMENT

## To Handle Our Increasing Bakery Trade WE HAVE BOTH NOW

We have located in the building formerly occupied by Johnson \& McLaughlin, Grocers, where we have installed a new oven of the latest type and other new equipment. We are now splendidly equipped to care for your bakery needs and solicit your patronage.

Ask your Grocer to supply you with our Bread, Cakes, Rolls, Pies, Cookies, Etc., or call at our new shop.

## SOCIETY

jolly littie plainview

 At four oclock the club member Mrs. Robert Alley to her
in Hale Center, for a house par-
for themselves.
for themselves.
little lassies, bright and MYSTIC CLTB STUDIES
SOLTHERS LITERATURE bevy of butterflies, left Tuesday
ere met at the train by Mrs. Al-
in afternoon of pleasure, a deMrs, H. W. Harrel, President, Call
First Meeting of ${ }^{\text {'14-15 for Snturdes }}$ supper and a trip to Slumber- Mrs, T. P. Whitis will Lead. were some of the pleasures of-
by Mrs. Alley to her winsome $\qquad$
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$\qquad$ enjoyment until the home com-

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enjoyment un.
personnel of the party included


FLOYDADA GIRL HONOR GUEAT
Kathleen LeMond, Leila B. Slaton, Literature" as its coorse of study.
Marguerite Willis, Electra Anderson, With Mrs. T. P. Whitis as leader, the
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REMOVING GARLIC AND $\qquad$
WHD WEED FLAYOR
fren milk isd chea $\qquad$
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 mercial value of milk and cream. First Southern College and Its Lead- Gladys Speer, Ruth Tayery, Willina Any method that will remove this fla- ing Spirit." (3) "The Attitude To- Winfield and Sybil Perry.
vor and odor should be of interest to wards Public Education in the South." After a deilghtful breakfast the endarymen. (f) "The Chief Southern Orators and tire party adjourned to the home of
A bulletin has just been issued by Statemen, Compared with Those of Mr. and Mrs, W. E. Winfield, where the We Department of agriculture of the Other Sections." day was spend in a way dear to the United States which deals with this
subject. The length of the-bulletin Mrs. A. $\overrightarrow{\mathrm{V}}$. Roberts, of Lamesa, is and absence of cuts for intelligently here. a
using the process devised by the Bu-/hugh.-

ODDITY CLCB GIRLS MEET
WITM MARGUERITE HA
WITM MARGUERITE HARLAS
Miss Marguerite Harlan was hostess
yesterday afternoon for the Oddity
yesterday afternoon for the Oddity
girls, at the home of her aunt, Mrs.
Charles McCormack, 100 E. Sixth St.
At four o'clock the club members
assembled, supplemented by Miss
Calif.
Embroidery and games
the time until the serving of a dainty
MISSES HOMING AND WINA
ENTERTAIS YOUR YB
ENTERTAIN YOUNG FRIENDS
Misses Electra Homing and Fern
a lawn party at the home of the for
The guests went to the home of

Irlie and Dixie ibles Entertain for
Marie Henser; Xovel Breakfast
Mísses Arlie and Dixie Biles enter-
tained Tuesday night in honor of their
guest, Míss Marie Henser, of Floyd
ada.
ada.
The Ruby was first visited, then
The Ruby was first visited, then
the lawn. Afterwards they were en-
tertained with games untll a late hour.

V. Roberts, of
patient of Dr. N

Lamesa,
hearts of little sirls,


## HAVE YOU ANYTHING THAT CAN BEAT THIS FELLOW?

he will be at the HALE COUNTY FAIR SEPTEMBER 22, 23, 24

If You Can Beat Him? Let's See What You Have. His Cousins the Horses, Hogs, and Sheep Will Be Here too.<br>The Catalogues Are Ready-Have You Gotten Yours?

Address E. B. MILLER, Secretary, Plainview, Texas

Premium List Hale County Fair September 22, 23 and 24

FARM PRODUCTS GROWN AND EXHIBITED BY
ONE EXHIBITOR, ONE SCHOLARSHIP IN THE FINE
arts department of seth ward college.
(WinNNER to select course.) value, $\$ 54.00$
SOUVENIR SPOONS 363. $\qquad$ over 16 years, one spoon.
365. Best Shirtwaist cut and made by girl under 16 years, one
spoon. 368. Best Collet Offered by The Browning Club. 369. Best Collection Hand-Painted China, not less than five 370. Best Collection and Assortment of Cut Flowers, one spoon.
Offered by The "As You Like It" Club.
371. Best poem on "Hale County Fair" by boy or girl under 16 372. Best Crocheted Counterpane, one spoon.
373. Best Pound of Home-Made Candy, 374. Best Water Color done by st
Ward Colleges, one spoon. 375. Best Quart Preserves, any kind, shown in glass, made by
Hale County farmers' wife or Best Dressed Doll by girl under 12 years, one spoon. Offered by The Travel Study Club.
$\qquad$ onions and chili sauce, one spoon. 378. Best Display (one quart
379. Best Pound Farm Butter, one spoon.
380.
381. Bears, one spoon.
381.
382 . Best
Best Display of different varieties of jellies, one spoon. pries, and grape marmalade Offered by Central Mothers' Club.
383. Best Apron and Cap, not
384. Best two yards Tatting, made by girl under 16 years, one
385. Best Loaf Light Bread, made by girl under 15 years, one
spoon.
386. Best Map of Te
387. Best Made Kite by boy under 16 years, one pocket knife.
388. Best Essay on Irrigation, not over 500 words, by school boy, one pocket knife.
e pocket knife.
Offered by Lamar Mothers' Club.
of Crochet Work by girl under 16
389. Best Piece of Crochet Work by girl under
spoon.
390. Best Ember
390. Best Embroidered Centerpiece, one spoon.
391. Best Pie, any kind, made by girl under 16 .
391. Best Pie, any kind, made by girl under 16 years, one spoon.
392 Best display of 1 Loaf Light Bread, 1 Dozen Biscuits and 1 Old-Fashioned Pound Cake made with Light Crust rus Mill \& Elevator Co., Fort Worth, Texas.
Flour, $\$ 10.00$ in Gold. J. F. Graves, Salesman for Burspecial attractions and features.
The Fair Management is arranging a series of special features and attractions which will be entertaining and
te "SOMETHING DOING EVERY MINUTE."

EXCURSION RATES.
Excursion rates for the Fair will be in effect from all Santa Fe
its in Texas and New Mexico, with the practical assurance at the time this catalogue is printed that other roads will offer rates. Ask your passenger agent for rates.

## CONCLAVE FOR SELECTON OF SUCCESSOR TO POPE PIUS X. MEETS IN ROME

## peasant Cardinal Sarto accepted oui fatter pleading with all his heart that te be passed by. The Carding

ceremony
Cardioid
conduct
plectiges
 Nave after the oath is taken, E. Dowden and E. H. Perry to Bu- Brown Mr. and Mrs. S. . C. Bawles, of Poll Sedges of secrecy are taken from the High O. Brown, lots 7 and 8, block 17, County, Florida, to W. M. P. Ripper, presence is necessary. The signal is Mr. and Mrs. C. A. Workman to of Hale County, lots 13 and 14, block
then given for the walling up of the then given for the walling up of the G. R. Holmes, Maricopa County, Ariz. 8 , MeClelland Addition. Consider-

MENE $\$ 1,550$ DEETRO日T


## 31 New Features

The HUDSON Six- 40 for 1915 brings out 31 new features, All last year the HUDSON engineers worked on nothing but refinements. There are new beauties, new com-
orts, new conveniences.
Howard E. Coffin and his 47 en gineers have now devoted four years to this model. And they ofer you here what they consider he ideal modern car.
Last season's model was the first quality Six to sell under $\$ 2,000$. The price then was $\$ 1,750$.
It established new light-weight standards. It weighed 1,000 pounds less than former averages for cars of this capacity. This was accomplished, without sacrifice of
strength, by clever designing and strength, by clever
proper materials.
Its new-type motor reduce operative cost
about 30 per cent for cars of this capacity
Its lines, its finish, its perfect equipment made it immensely attractive.
The demand for that car broke all HUDSON records. At the end of the season there were 3,000 unfilled orders.
Now we want you to see what a year of re-
finement has done for this model Six.

## Brown



Motor

## Price $\$ 200$ Lower

The HUDSON factory, to meet the demand for this car, has trebled its capacity. It will next year
build three times as many cars. And the quantity saving of $\$ 000$ has And the quantity saving of $\mathbf{b e e n}$ taken from the price per car
The HUDSON Six-40 for 1915 will sell at $\$ 1,550$, f. o. b. Detroit. No comparable car-either a Four or a six - has ever approached that price.

This means a revolution.
It means, in the first place, a new price standard for high grade cars. It means a new weight standard.
It means new artistic standards.
It means that legions of men to whom sixes were barred can now afford the finest type of Six.
And it means that men who pay over - $\$ 1,200$ will not hereafter need to buy a Four.
This new Six-40 is an exquisite car- It will interest every motorist. It will show you the trend in motor car designing.
When such a car is sold at such a price, there are at such a price, there are
many old ideas on cars which will need to be revised.
This new model arrives
here soon. Wont bay until you see it.
Company

## HUDSON Six-40 for 1915

## Plainview, Texas

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men Which cannon cannot shatter, of be rid of this buzzing nuisance.
 known to exist in the Eastern States,
cleave.
militarists declare that these not but one or two fly to any considerable merly glorify war, they justify it. Hu-distance. Breeding places, therefore
manitarian pacifists of the extreme may best be looked for immediatel manitarian pacifists of the extreme may best be looked for immediatel
type shut their eyes to their existence about the premises affected. A hoo Both the miltarists and the pacifists print, a choked roof gutter or rain are wrong. Wise men recognize and spout, a discarded tin can, a little pud-
honor human virtues even when they dle, an unscreened cistern, a leaky are found in the service of unwisdom, green house or "flower pit," a fisi or are mixed with passions not cred- pond-any of these may in a week o
itable to the heart or to the brain, and two in hot weather afford breedin itable to the heart or to the brain, and two in hot weather afford breeding
great peace advocates, like the late opportunity to a horde of offensive great peace advocates, like the late opportunity to a horde of orfensive
William James, because their pacifism mosquitoes. To screen the house is does not shirk the truth, have pon- an excellent method of defense, but
derd over this problem of how to a better method is to prevent th derd over this problem of how to a better method is to prevent the
arouse for the pursults of peace the breeding of the mosquito by drying u romance and ideal enthuslasm which the stagnant pools, or by covering wit
are to be found in wartare. In Europe men wardare. lustrating once more the helghts which they are capable of rising und stress of the necessities and the pas-
stons, both noble and sinister, which nar arth noble and sinister, which quitoes. Blair, in "Public Hygiene
quouses. Why may we not find arouses. Why may we not find asserts that "in no case is this true,
in the tragic spectacle not only deter- but it is true that mination to avold so far as we are have been bred somewhere through tion to emulate its virtues for the ends nant water, the trees and shrubs a of peace? If our Government, our ford comfortable lurking places for
teaders of thought and action and our them." eaders of thought and action and ou
rank and file would now combine in hag on the sea, to advance our for-
efign commerce, problems of soctal and economice bet- in Plainview to-day. They have been
perment, it whe mill the same passonate unity and energy
visiting friends and relatives in Floyd-
ada. Mr. Williams has been prospect that we should most certainly show ing in New Mexico and the Plaing

and have shown in wartime, what country for two months. "The Shal | $\begin{array}{l}\text { and have shown in wartime, what } \\ \text { could we not accomplish? }\end{array}$ | $\begin{array}{l}\text { country for two months. "The Shal } \\ \text { low Water Belt has them all beat for }\end{array}$ |
| :--- | :--- | :--- |




If there is an automobile in your family or if any of your friends have a machine bear in mind that we give votes in the

## Shetland Pony Contest

for all repair work, auto supplies, accessories and parts.

## Just Think How Many Votes

you would get if you would induce someone to buy a
New 1915 Model Overland! It's Worth the Effort

There's a Snappy New Fall Shoe for you. In our big stock of shoes for men, women and children.

There's a shoe for every kind of use-to fit every kind of foot. We have handled many lines of shoes with a view to getting the most comfort and the best value for our customers. Here are the lines we have finally selected and recommend.

## Queen Quality Shoes for Women; Steadfast and R. J. R. "Star Brand Shoes for Men; Tess and Ted and Skuffer Shoes for Children

## BY THE WAY-HOW DO YOU LIKE THIS CONSERVATIVE KUPPENHEIMER NEAT, TRIM SUITS.

## Plainview Mercantile C o. <br> "A DRY GOODS STORE IN A BLOCK TO ITSELF"

"


