

Trades Excursion as Reflected in The South Plains Press

About fifty of the prominent business men and boosters of Plainview visited Tulla Wednesday evening. They were here in the interests of the Hale County Fair, to be held in Plainview, September 22nd, 23rd and 24th. Stopping their autos on the west side of the court house, their excellent band, by the rendition of popular music, soon attracted a goodly number of our citizens. Then the live boosters proceeded to scatter their advertising matter and get acquainted generally. After about an hour they boarded their autos and proceeded merrily on their return home.

We do appreciate the spirit of thrift and good fellowship as exemplified, not only by these visitors, but by the entire citizenship of Plainview and Hale County. We are glad to strike hands with you in all enterprises for the betterment and advertising of this section, and can assure you that Tulla and Swisher County will be well represented at your fair.—Tulla Herald.

PLAINVIEW BOOSTERS HERE WEDNESDAY.

Wednesday the Plainview business men visited our city in a body. There were sixty in the crowd, who arrived at 12 o'clock and took dinner here. Wednesday's trip included stops at Petersburg, Floydada, Lockney, Silverton and Tulla. The visitors mingled freely among our townspeople and laid the foundation for a closer business relation. Every member of the party was a special booster for the Hale County Fair.

E. B. Miller, editor of The Plainview Herald and Secretary of the Fair As-

sociation, was in charge of the excursion. Mr. Miller is one of Plainview's live wires, and is experienced in trade boosting.—Lockney Beacon.

PLAINVIEW BOOSTERS IN SILVERTON.

Wednesday evening about four o'clock 13 automobiles loaded with boosters for Plainview and the Hale County Fair arrived in Silverton, and entertained the large crowd of Silverton people with music rendered by the Plainview Band.

After distributing circulars and explaining the various details of the Hale County Fair, they proceeded to the Silverton Public School Building, where watermelons were served to the visitors.

Secretary E. B. Miller expressed thanks in behalf of the committee, and the jolly crowd immediately departed for Tulla and other towns in the district.

Hale County is extending her hospitalities and opening her premium contests to Briscoe County and placing us in a position to receive recognition in the Panhandle. We should accept this invitation and secure wagons and decorate them and show the thousands of people who come to Plainview that we are living in a productive neighborhood and have people who will show the world what we have, and at least to "try for premiums" which we are sure to get.

Publicity is the only means of recognition. Let's show them.—Silverton Star.

BOOSTING HALE'S FAIR IN FLOYDADA.

Fifty Auto Excursionists Tell of Fair and See Wonderful Developments of Floyd County.

Fifty Auto Excursionists of Plainview visited Floydada Wednesday forenoon, with banners floating and bands playing, and made known the cordial welcome they hold out for our people to attend their Fair, at Plainview, on the 22nd, 23rd and 24th, which they have arranged to make a very excellent fair.

Their visit here consumed a half hour. No speech-making was done, but the Fair evangelists made themselves welcome in a most cordial and hearty manner, and were received in like spirit.

All members of the excursion party were loud in their praise of the section of country over which they traveled. Coming from Petersburg, where they visited earlier in the morning, they traveled over a section of the richest productive portion of the county. The fine crops and prosperous homes made an instant hit with every member.

From Floydada the excursionists left for Lockney, where they made the dinner stop. Their itinerary for the remainder of Wednesday included a visit to Silverton, Tulla and Kress. To-day they go south as far as Slaton.—Floyd County Hesperian.

PLAINVIEW BOOSTERS HERE.

About sixty Plainview business men motored to Crosbyton yesterday, and, after taking supper at the Inn, spent an hour or more becoming acquainted with the people here.

The visitors came over in the interest of the Hale County Fair, which will be held in Plainview, beginning September 22 and ending September 24. The boosters brought along a good supply of literature and put up a strong talk in favor of Crosby County exhibits at their fair. They brought a band with them and furnished music

at intervals during their stay.—Crosbyton Review.

PLAINVIEW BOOSTERS.

About sixty of Plainview's hustling citizens were in Tulla for a few minutes late Wednesday afternoon. The purpose of the visit was to advertise the Hale County Fair, September 22

to 24. A splendid band accompanied the visitors, and while a large part of the crowd was distributing literature and extending personal invitations to our people to visit the Fair, the band entertained with a few choice and well-rendered selections.

Plainview is making an effort to "pull off" a good one this year, and we hope that Swisher County folks will attend liberally.—Tulla Herald.

You Needn't Get Frightened

about high prices on account of the war, because the East Side Grocery is here to keep the prices down.

All cash, no delivery, small expense--that's our system, and the reason why.

Come and let us "show you."

Geo. S. Fairris, Prop.

Plainview FRIDAY, SEPT. 25

HOWE'S GREAT LONDON SHOWS

Most Stupendously Perfected Amusement Organization Touring the Country.

Positively Coming on its Own Trains of Double Length Cars. Bringing with it Acres of Sun and Waterproof Canvas. Seats that Seat 10,000 People. The Largest Menagerie of Rare Beasts ever assembled. The Highest Paid Performers that ever congregated with one show.

Mammon's vaults give up to make the Syrian wealth dwarf in comparison. Beauty, Gorgeousness, Brilliance and Splendor Combined in the Grand Spectacular of the Floral Scenic Achievement.

THE GARLAND OF ROSES.



The Champions of Equestrianism, Gymnasiums, Aerobic and Aerial Classes. Every Act Offered Refreshingly New, and Every Act a Feature Act. This is the Show that glories in the fact that it can show that which has never been shown before.

MENAGERIE TEEMING WITH WONDERS!

Matured and Nursing Specimens of the Not Yet Extinct Animal Families.

MOST VALUABLE STABLE OF BLUE-RIBBON HORSES CARRIED BY ANY SHOW IN THE COUNTRY.

40 FUNNY, FROLICSCOME, MIRTH-LOVING CLOWNS. ACROBATIC and PANTOMIMIC Laugh-Provoking Fellows whose antics occasion continuous exultations.

GORGEOUS, ENTRANCING, REFRESHING STREET PARADE. Every Morning

Over a Mile of Beauty and Splendor Rivaling the Famous Durbarian Pageant of India. Beyond Description, Beyond Comparison.

TWO PERFORMANCES DAILY, at 2 and 8 p. m. Doors to the Menagerie and Band Concert open one hour earlier. Grand Free Outside Exhibition on the Show Grounds immediately following the parade.

MICHELIN

Unlike Other Tire Makers--
Not Affected by the

WAR

Price, Quality and Production the same as before.

Michelin Tires are made in one Quality only--the Best.

In addition to the Michelin Tires and Tubes we have complete stocks of Goodrich and Diamond Tires and Tubes.

Our Vulcanizing is of the very best service quality.

Plainview Rubber Company

TELEPHONE NUMBER 104

THE SILO IN THE PANHANDLE.

By P. E. BOESEN,
City Manager, Amarillo, Texas.
Three years ago there were three silos in use in the Panhandle. To-day there are approximately 1,500, three-fourths of which were constructed during the past year. All the various styles and makes of silos are represented. Owing to the fact that Panhandle soil is well packed and not endangered by the presence of water at shallow depths, the pit silo is peculiarly adapted to this country, and many of them are planned by our farmers for the future.

A Government feeding test conducted near Amarillo last winter proved beyond all question the superiority of silage over dry forage as a fat-producing feed. The grain sorghums—kaffir, milo maize, feterita and sorghum—which are native to the Plains country and annually yield millions of bushels of grain, have been thoroughly tested out in the silo, with the result that nearly every farmer in future intends to feed at least some of these crops in the form of silage. Our farmers look upon the silo as the sal-

BELGIAN COMMISSION REACHES NEW YORK WITH CLAIMS.

By United Press.
NEW YORK, Sept. 12.—The Belgian commission going to Washington to present charges in inhumanity against Germany, reached this country. Secretary Lichterfelde of the commission declared that if the Kaiser informed the President that German troops took extreme measures because Belgian civilians opposed them, it was a "lie." He declared that King Albert issued a proclamation the instant the Germans entered Belgium warning the civilians not to resist.

WANTED—Two rooms for light housekeeping. Phone 72. —Adv. 1f.

Our Fountain is Sanitary, our Cold Drinks Pure and Refreshing. Plenty of Serving Tables for the ladies. J. W. WILLIS DRUG CO. —Adv. 2fs. 2 minutes after each cleansing. This

A SONG OF THE UHLANS.

From the London Chronicle.
Forty-four years ago the Uhlans, already famous in the Prussian army, had their tribute in a popular English song. I think it was called "The Scout," and the words:

"Only a pretzel, I,
Telling the storm is nigh!
Hand me a glass, so may it pass
Your homestead by!"

The courtesy of the Uhlan seems to have hardened since those words were chanted.

SCIENTIFIC ROUTING OF TOOTH BRUSHING AND MOUTH CLEANSING.

By JOSEPH HEAD, M. D., D. D. S., Philadelphia.

Mouth infection causes many fatal disorders—a heart disease, ulcer of the stomach and acute rheumatism. Masses of bacteria collect in between the teeth and cannot be reached by the brush. These must be swept out by floss silk. Tooth-brushing methods heretofore have not cleansed because the brushes have been too large and the bristles too long. The ordinary space for brushing in the mouth is not over 2 1/4 inches. The ordinary tooth brush is 2 inches long with bristles 1/2 inch in length. This makes practical bristle friction impossible, and bristle friction is the only way a toothbrush can cleanse.

The gums and teeth should be thoroughly brushed by a small toothbrush, not over one-half inch long with bristles not over one-fourth inch in length. The gums will be sore for a week or two, but eventually will become hard and firm if the friction is kept up. If the brush is too stiff at first, it should be placed in hot water for a minute before using. After the masses of bacteria are swept away by floss silk and toothbrush, leaving only a thin film, this film can be discouraged from growth for twenty-four hours by a mouthful of 1 per cent peroxid neutralized with a little soda, swashed through the teeth for at least 2 minutes after each cleansing. This

should be done at least twice a day, morning and evening.

ONE HUNDRED MILES ON LOW GEAR WILL BE FRANKLIN TEST.

There are several methods of testing automobile engines. The laboratory method is used to great extent privately and to a certain extent in public tests. In the laboratory the engine is generally tested out of the chassis on a separate frame, but some laboratories are equipped to test an engine in the car by absorbing the power from the rear wheels.

The average long-distance race is one of the best engine tests that can be made, but it is so seldom made with stock cars that its value in the development of the automobile industry and in what it shows to the public is a much-debated question. High-speed racing, either on the road or on the track, has narrowed down to special cars in practically all events.

The most severe test an engine can be given to determine its cooling and reliability, is a low-gear run of sufficient duration to show its ability along the above lines. One hundred miles on low gear, at an average of 10 miles an hour, especially of the roads are heavy, will show more of the ruggedness and ability to withstand the most severe service, than any test known today, and anybody can make the test.

This is the demonstration which it has been announced that all Franklin dealers will make on September 24. Made in this way it is a commercial test, because it is made with a large number of cars in all parts of the country and with different drivers. The test will be made with a full load in the car, and in all localities it will be planned so that the route will be the hardest that can be picked out. It is a cooling test which will show the merits of any car.

That Carbo-Magnetic Razor Shaves without honing. THE R. A. LONG DRUG STORE. —Adv. 1f.

RYE SEED for sale. O. E. WINSLOW. —Adv. 1f.

MEXICAN RANCHMEN PLAN TO ATTEND LIVE STOCK SHOW.

Manuel Madero and Other Mexican Ranchers Will Buy Stock to Repopulate Mexican Ranches.

Special to The Herald.
FORT WORTH, Texas, Sept. 15.—Word has been received here by the management of the National Feeders' and Breeders' Show, which begins October 10th and lasts until the 17th, from Manuel Madero, of Saltillo, Mexico, that a party of ranchmen from that country will attend the show accompanied by him. While here they will buy a number of blooded bulls and other thoroughbred livestock to be used in building up their ranch herds that were devastated during the Mexican revolution. Mr. Madero is related to the late President of the war-ridden republic, and has vast holdings in various sections of the country.

A BARGAIN.

Splendid home and 15 acres of land in two blocks Seth Ward College for sale or trade for cattle or horses. This property can be had very cheap.

JNO. E. BROWN, Stanley, New Mex. —Adv. 1f.

CONSOLIDATION OF RURAL SCHOOLS.

The consolidation of rural schools is becoming a live topic in educational circles in Texas; and in several counties of the State, notably in Harris County, very beneficial consolidations have been effected.

The idea of consolidation can be briefly expressed as follows: It is more economic to have one large school, centrally located, even though the community at its own expense transports the children to this school, than to have a number of scattered one-and two-teacher schools serving the same area. The argument which Prof. E. V. White, head of the Division

of Public School Improvement, of the Department of Extension, University of Texas, advances will be shown on five charts exhibited at the Dallas Fair this fall. His charts will show the ineffectiveness of the one-teacher school. They will show how impossible it is for one teacher, no matter how well qualified, to teach the many subjects required of her in the little rural one-teacher school. He will show how impossible it is to have the proper equipment in such a school. He will show, further, the lack of interest consequent upon having such small number of students. Furthermore, he will indicate the great economic waste of having small units, at the same time showing the economy of consolidating a number of these units into one first-class school.

More Visitors

THAN EVER BEFORE ARE BEING BENEFITED BY THOSE WONDERFUL WATERS AT

MINERAL WELLS

Now is the Time to Go



Excursion Rates Daily

Ask T. & P. Railway Agent for Particulars or Write

A. D. BELL, GEO. D. HUNTER, Asst. Gen. Pass. Agt. Gen. Pass. Agt. DALLAS, TEXAS

August is the Big Month at the Wells.

Every Day Your Room Stays Vacant You Are Losing

Every day your room is vacant you are losing more money than it would take to carry your want ad in The Herald's "Rooms for Rent" columns for three or four issues.

People who want rooms naturally look to the want columns. Your want ad well worded, describing your rooms, will rent them.

PHONE 72

OUR COLLECTOR WILL CALL LATER

J. H. SLATON, President W. C. MATHES, Vice President
GUY JACOB, Cashier

The First National Bank

Plainsville, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 100,000.00

SAFE DEPOSIT BOXES FOR RENT

Your business solicited, appreciated and protected.

CEMENT CONTRACTOR

All kinds of Cement Work—Sidewalks, Foundations, Etc. Contracts executed promptly. All work guaranteed.

Figure with me before letting your contract.

W. R. SIMMONS

PHONE 477



Excursion to Amarillo, Texas

Account PANHANDLE STATE FAIR, to be held September 25th to October 1st. Round trip Tickets on Sale Sept. 25th to 30th at Fare of \$3.00 for the round trip, good for return limit October 3rd. For further information phone 224.

R. F. Bayless, Agent



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

Edge-Corlett Auto Company
Panhandle Distributors of the Overland

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

—Published Every Tuesday, Thursday and Saturday by—

THE HERALD PUBLISHING COMPANY
Corner North Pacific and Second Sts.

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

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

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

LET'S BE READY FOR OUR VISITORS.

One week from to-day and Plainview will be entertaining visitors from all over the South Plains. Hundreds of prosperous farmers, stockmen and energetic citizens of neighboring towns will be here. We have less than a week to complete preparations for entertaining them.

There is no question but that the Fair Association has planned an event that will be a credit to Hale County and the South Plains. Our City Council has recently spent several hundred dollars in cleaning up the streets of Plainview—cutting weeds, removing rubbish, etc. This was not done in anticipation of the Fair, but in the general course of municipal cleaning. Our streets are fairly clean, and the alleys are in good shape, but there are many property owners who do not keep their individual premises clean. The city cannot be expected to do this.

Mayor Dorsett has agreed to have the city haul off trash from private premises, where the individuals will collect the trash, placing it near the street or alley, and phone the City Hall, telling the authorities where they will find it.

There will be no better time this fall than NOW to cut and burn weeds. The city has cleaned up the streets as well as funds will permit. A few hours put in by individuals on their premises will make Plainview absolutely ready to receive its visitors.

Do it now.

DYE-STANTON.

One of the marriages of the early autumn was solemnized Monday night at 8 o'clock at the suburban home of Mr. and Mrs. C. B. Reeves.

The contracting parties Thomas Stanton and Miss Mary Dye, daughter of D. W. Dye, of Halfway, where the family has lived for the last nine years.

Rev. J. W. Winn officiated at the marriage, at which only the close friends of the bride and groom were present. Delightful refreshments of cake and cream were served.

Mr. Stanton has lived in Plainview for four years. He is a brick contractor, and is at present engaged in work on the new court house at Crosbyton. They left to-day for that place, carry-

ing with them the good wishes of their friends.

ODDITY CLUB WITH MISS KEYS.

Complimentary to her cousin, Harry Keys, of Lockney, Miss Florence Keys entertained with a watermelon feast on the lawn of her home, 714 Wayland Street. The members of the Oddity Club and a few invited friends comprised the thirty-five guests.

At a flower-decked table on the porch, Miss Virginia Keys served punch throughout the evening. The lawn, prettily decorated with Japanese lanterns, afforded a pleasing background for the groups of young people as they enjoyed the music, played games and had a good time generally.

E. T. COLEMAN AND FAMILY BACK FROM AUTO TRIP TO COAST

E. T. Coleman and family returned Sunday night from an extended automobile trip to Corpus Christi, via San Antonio and other points. While in Corpus Christi they were the guests of Dr. L. L. Gladney and family.

WAYLAND PRESIDENT PREACHED AT BAPTIST CHURCH SUNDAY.

Dr. I. E. Gates, President of Wayland College, preached at the Plainview Baptist Church at both hours Sunday, in the absence of the new pastor, Rev. O. L. Halley.

Rev. O. L. Halley, who has recently accepted a call to the pastorate of the Plainview Baptist Church, arrived with his family to-day from Corsicana.

PLAINVIEWANS ATTEND STAKED PLAINS BAPTIST ASSOCIATION.

The Staked Plains Baptist Association meets to-day at Crosbyton, and will last through Sunday.

Among those who attended from Plainview were: Rev. O. L. Halley, pastor of Plainview Baptist Church; R. M. Irick, David Hammer, Mr. and Mrs. Claude Finley, Mrs. J. M. Malone and Mr. and Mrs. L. C. Glenn.

CARD OF THANKS.

We desire to extend our heartfelt thanks to all those who assisted us or gave of their sympathy and love during the illness and death of our dear mother.

J. L. SULLIVAN,
G. M. SULLIVAN,
MINNIE SULLIVAN.

FOR SALE—Good Row Binder. See J. A. KISER, old Crow Shop. —Adv. 2t.-pd.

FOUND: Bunch of keys. Owner may have same by calling at The Herald office and paying for this ad.—Adv. 1t.

FOUR FORDS SOLD LAST WEEK.

Barker & Winn sold last week four Ford cars. W. A. Shelton, of Abernathy; Roy Webb, of Plainview; F. T. Ott, of Plainview, and H. P. Bradley, of Lubbock, were the buyers.

Born, September 2, a boy to Mr. and Mrs. Thomas R. Young, of Plainview.

GERMAN CRUISER SUNK.

By United Press.

LONDON, Sept. 15.—A small protected German cruiser, Hela, was sunk Saturday off Heligoland by a British submarine. The crew was saved.

Call The Herald for Job Printing.

WE ARE EXPECTING YOU

When the Globe Man Comes

Sept. 16th and 17th

With Full Length Drapes of the Advance

FALL and WINTER FABRICS

Be Measured by *an Expert and

THE GLOBE TAILORING CO.

of CINCINNATI will

"NEEDLE MOLD"

Your

Fall Suit

to your individual measure.

Make This One of your

Positive Engagements

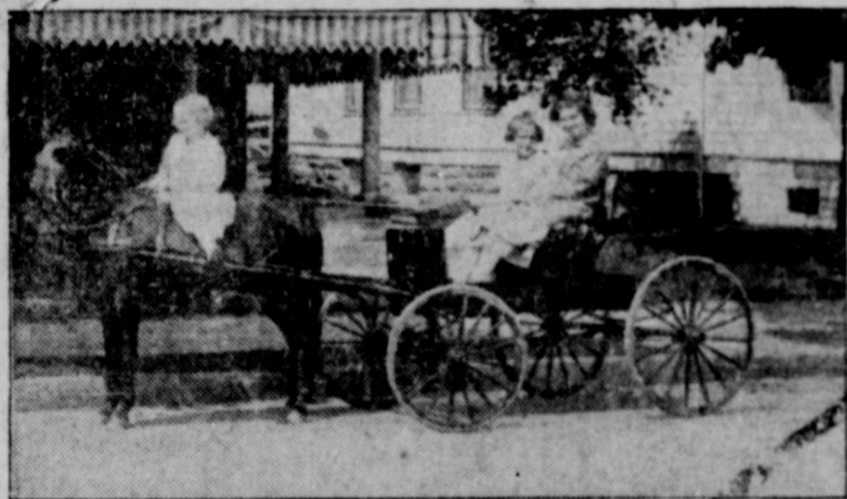
REMEMBER THE DATE!

Mr. J. W. Roseberry

Special Representative in charge



Carter-Houston Dry Goods Co.



Who's Your Favorite?

Call for Pony Contest Votes and Start a New Contestant or Vote for One of the Following Boys and Girls Already Entered:

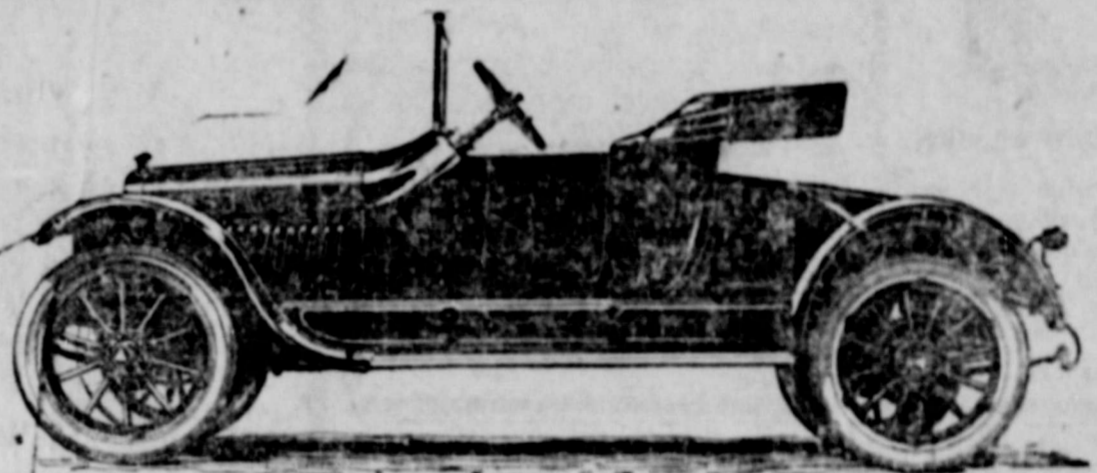
Robt. B. Hunsaker
Donah Y. Pelphrey
Tremain E. Valkenburgh
J. B. Joernigan
Edith McCall
Floyd Kelsey
Edson Chambers
Earl Lockart
Allene Boswell
Lucille Goodwin
Delwin Hall
Fay Sawyer
Jas. B. Farmer, Jr.
Mary Pauline Pritchett
Roy Elliott
Fred Pierce
Lynn Snodgrass
Edwin Braselton
Roy Oswald
Robt. R. Peace
Inez Witt
Melvin Shoek
Jack Hawley, Jr.
Jonnie Hancock
Geo. B. Doubleday, Jr.
Gale Shepard

Nettie L. Baughn (Olton)
John Testman
Lady Fay Scott
Roy Dement
Georgie Young
Musette Sewell
Euleeone McDonald
Louis B. Coffey (Hale Center)
Hiram Fullwood
May Kruger
Lewis Mitchell
Howard Towery
A. E. Harp, Jr.
Wilburn Anderson
Ada Clare Bain
Newton Gilbert
E. B. Howard
Willie Runyan
Cecil Richardson
Zephie McClellain
Theo. Homan (Olton)
Louise Graves
Thelma McGee
Evard Pullen
Glenn Lanford (Hale Center)

Votes at 15 of Plainview's Most Progressive Business Houses

HUDSON Six-40

Three-Passenger Roadster
\$1550 f. o. b. Detroit



Prince of Roadsters

Prompt Delivery

We've a car here now which will impress you as the prince of all the Roadsters. It is the 1915 HUDSON, on their latest Six-40 chassis.

It is long and racy---123-inch wheel base. The lines are the best we've ever seen in any Roadster type. It is the easiest riding Roadster we know of.

The extra tires are carried in rear compartment. There's a locked compartment for baggage, and a trunk rack on the back.

It weighs about one-third less than old-time models of this size. It has a new-type motor which has cut down fuel cost immensely.

Being a Six, it is smooth-running and flexible. One almost never needs to change from high gear.

In perfect equipment, in beauty and luxury, no car of the day excels it.

HUDSON engineers---headed by Howard E. Coffin---have spent four years on this chassis. It represents their finished ideal of the coming type of car.

The body shows their last conception of the perfect Roadster type.

The price---\$1550, f. o. b. Detroit---is by far the lowest ever quoted on a high-grade car.

All these things are new to you. They will interest you---appeal to you---as no other car has done.

Come now and see it. If you say, "That's it---that's what I've wanted," we can make immediate delivery.

Brown Motor Co.
Plainview, Texas

Mrs. Otis Trulove left Sunday to visit relatives at Meridian, Texas.

Thornton Melton, of Brady, Texas, is visiting his sister, Mrs. John Vaughn, 507 Alexander Street.

Mrs. H. C. Randolph returned Sunday from Amarillo.

C. A. Malone returned last night from a business trip to Crosby County.

C. A. O'Neal, of Kress, was a recent visitor to Plainview.

Miss Dagley, of Lockney, entered yesterday as a student at Wayland College.

George D. May left to-day for Higgins. He will spend the winter there on his brother's ranch.

M. C. Lelley left to-day for Wichita, Kansas. He will spend the winter there.

Miss Ruth Mickey passed through to-day en route from Lockney to Post City.

Miss Bess Johnston passed through to-day en route from Lockney to Denton. She will attend the College of Industrial Arts in Denton.

Miss Mary Wayland, daughter of Dr. J. H. Wayland, returned to-day from Kansas City. She has been visiting relatives there for three weeks. She was accompanied home by Mrs. Skillman, who will visit Dr. Wayland and family.

William A. Donaldson left to-day for Fort Worth, on business.

K. BARKER AND PARTY BACK FROM VACATION IN COLORADO.

Mr. and Mrs. K. Barker and Misses Esther Barker and Burr Goode returned yesterday from Colorado, where they have been spending their vacation motoring in a Ford. They report a splendid trip.

Roads are in excellent condition, and, with the exception of a little rain near Amarillo on the return trip, no bad roads were encountered.

Report of the Condition of THE FIRST NATIONAL BANK,

At Plainview, in the State of Texas, at the Close of Business, September 12, 1914.

| RESOURCES. | |
|--|---------------------|
| Loans and Discounts | \$558,143.92 |
| U. S. Bonds to secure circulation | 25,000.00 |
| Bonds, Securities, etc. | 3,100.00 |
| Banking House, Furniture, and Fixtures | 56,000.00 |
| Other Real Estate owned | 38,182.92 |
| Due from National Banks (not reserve agents) | 9,943.04 |
| Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks | 1,164.17 |
| Due from approved Reserve Agents | 42,999.06 |
| Checks and other Cash Items | 2,500.57 |
| Notes of other National Banks | 3,580.00 |
| Fractional Paper Currency, Nickels, and Cents | 112.52 |
| Lawful Money Reserve in Bank, viz: | |
| Specie | \$12,669.00 |
| Legal-tender notes | 34,194.00 |
| Redemption fund with U. S. Treasurer (5 per cent of circulation) | 1,250.00 |
| Total | \$788,749.20 |

| LIABILITIES. | |
|---|---------------------|
| Capital stock paid in | \$100,000.00 |
| Surplus fund | 20,000.00 |
| Undivided Profits, less Expenses and Taxes paid | 102,426.95 |
| National Bank Notes outstanding | 25,000.00 |
| Due to other National Banks | 2,016.35 |
| Due to State and Private Banks and Bankers | 1,430.70 |
| Due to Trust Companies and Savings Banks | 1,660.00 |
| Individual deposits subject to check | 246,735.26 |
| Time certificates of deposit | 213,819.44 |
| Certified checks | 100.00 |
| Cashier's checks outstanding | 560.50 |
| Bills payable, including certificates of deposit for money borrowed | 75,000.00 |
| Total | \$788,749.20 |

STATE OF TEXAS,
County of Hale, ss: I, Guy Jacob, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
GUY JACOB, Cashier.

Subscribed and sworn to before me this 15th day of September, 1914.
C. S. WILLIAMS,
Notary Public.

CORRECT—Attest:
J. H. SLATON,
W. C. MATHES,
F. G. HUDGINS,
Directors.

FOR SALE—Eight-room residence and five lots on Seth Ward College grounds. Some cash and terms on balance. Address J. P. LINN, Kress, Texas. —Adv. 10-t.

FOR SALE—Young mare and some colts. R. W. JONES, four miles northwest. —Adv. 2t.-pd.

WANTED, GENTLEMAN BOARDERS.

Board and room with bath, hot and cold water, electric lights. 400 East Main Street or 'Phone 155. Adv. 1t.

A marriage license was issued Sunday to Frank Moody and Miss Sallye G. Cozby, of Silverton.

Attention, Cream Producers!!

We are in the market for an unlimited amount of cream. Tests, weights and prices guaranteed. We want a live cream buyer in every town.

Peerless Creamery

D. M. MEBANE, Manager, Weatherford, Texas



Hart Schaffner & Marx
Good Clothes Makers
Chicago New York

The Style Book

YOU may have seen the new Style Book; it's worth seeing; if you haven't received a copy, let us know, and we'll see that you get one.

Men who care about looks—young men especially—want to know about correct style; this book tells them.

Here are some of the things it shows:

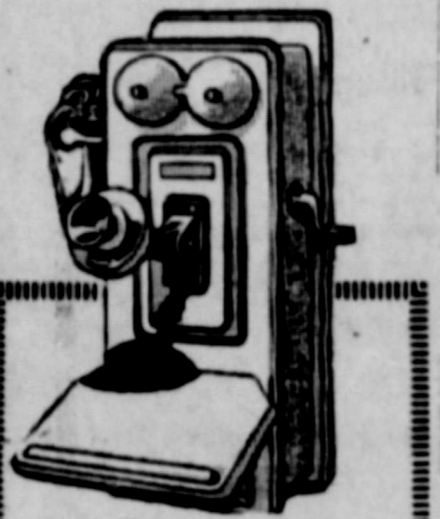
- Fifteen attractive style illustrations.
- What to wear, and when.
- How much you ought to pay.
- How ready clothes save your money.
- How you can be fitted.

And whenever you're ready to look we're ready to show you the clothes. Special values at \$25; and from \$18 to \$50.

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This store is the home of Hart Schaffner & Marx clothes

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Bell Telephone Service

Keeps a balance in farm affairs, which means more profit at the end of the season.

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By all means have a Farm Telephone connected with the BELL SYSTEM.

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HOW ABOUT YOUR HAIR BRUSH?

Is it not worn out and needs replacing? We have just received a large assortment of brushes and would be pleased to show them to you. We have them in all sizes and shapes and in price from thirty-five cents to four dollars.

Duncan's Pharmacy
"The Home of Nyal's Peroxide Face Cream"

Announcement!!

The F. A. Farmer Business College

Is Now Open For Business

Located in the Donohoo Building Over the Olympic Theater

Call to See Us Regarding Terms and Inspect The Kind of Instruction We Give

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NOTICE
 The temporary office of The F. A. Farmer Business College is in the Directory Room of the Citizens National Bank. Those who desire information in regard to our course may call at our office or phone 123. Ask for Mr. Farmer, President of The College. It is necessary that you do this at once in order to get the Charter Member Rate.

JOHNSON, The Jeweler
DOES NOT ADVERTISE

GIVEN AWAY!!
 A Round Trip Ticket to Dallas Fair to some Praetorians. Come to the meeting Friday night. Nothing to do to get it, but to attend and get others. A novel proposition.

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A GOOD BANK TO BANK WITH

FARMERS USING PARCELS POST.
 Efforts of Department to Reduce Damage in Transit by Improving Packing Have Proved Successful.

Postmaster General Burleson's effort to make the parcel post an instrument in reducing the cost of living, by facilitating direct trading between city dwellers and suburban farmers, seems to have proven highly successful in the ten cities in which the effort was concentrated.

The most encouraging thing about the official report is the statement that damage in transit was reduced to

less than one-tenth of 1 per cent of the goods shipped. When the law came in farmers of Long Island and elsewhere who tried to take advantage of it complained of loss through rough handling of their goods by mail clerks. This time an effort has been made to put within reach of farmers containers which offered protection for their goods, and the percentage of loss does not seem to have been greater than was to be expected in goods packed by shippers who were learning the business.

Flattering reports of the success of the new service came from Atlanta

and Birmingham, although the Southern farmers are conservative and do not adopt innovations readily. The banner town for the service was Lynn, Mass., where for ten weeks 250 parcels of farm produce were delivered to the city homes weekly. Over 900 farmers about Boston offered their produce for delivery by parcel post, and the increase in the business there was 75 per cent.

FOR SALE OR TRADE—Three 1,200-pound mules and one 900-pound horse, in fine shape, with harness. Now is your chance for a bargain. JNO. ESTES, Kress, Texas. Ad. 12t.

COLD-PRESSED COTTONSEED VS. COTTONSEED MEAL AND HULLS.
 By J. B. RATHER, First Assistant Chemist, Texas Agricultural Experiment Station.

The idea is prevalent among feeders of live stock that cold-pressed cottonseed, or cold-pressed cottonseed cake, as it is erroneously called, is superior in feeding value to a mixture of cottonseed meal and hulls of the same chemical composition. Recent work by the Division of Chemistry of the Texas Experiment Station has shown this view to be incorrect.

Cold-pressed cottonseed is a product obtained by compressing the entire seed of the cotton for the extraction of oil, after they have been cleaned and delinted. Digestion experiments were made on cottonseed meal and hulls containing 49 per cent meal and 51 per cent hulls. This mixture had the same composition as the cold-pressed cotton seed. It was found that the digestibility of the cold-pressed cottonseed and the meal-and-hulls mixture was very similar. The cold-pressed cottonseed contained 21.2 pounds digestible flesh-forming nutrients (protein) per hundred pounds. The meal-and-hulls mixture contained 22.9 pounds digestible flesh-forming nutrients per hundred. The productive value of a food is the portion which is available for work or for fat-production after all the work of digestion and maintenance of the body is taken care of. The productive value of the cold-pressed cottonseed was calculated to be 14.6, while that of the meal-and-hulls mixture was 14.5. The total relative values were calculated to be 19.6 for the cold-pressed product and 19.9 per cent for the meal-and-hulls mixture.

The feeder should distinguish the difference between a meal-and-hulls mixture of the same composition of cold-pressed cottonseed and the meal-and-hulls mixtures commonly found on the Texas market. Practically all of these mixtures offered for sale by the mills contain only 15 per cent of cottonseed meal and 85 per cent of hulls. That is to say that the mixtures sold contain only about a third as much cottonseed meal in a hundred pounds as the cold-pressed cottonseed. Of course, a product of this composition is greatly inferior in feeding value to the cold-pressed product.

Given, however, two feeds, the one a mixture of 49 per cent cottonseed meal and 51 per cent hulls, and the other cold-pressed cottonseed, the only advantage either would have over the other would be in price. That is the question each feeder of live stock should inform himself on when he considers the purchase of cold-pressed cottonseed.

SCOTT GALE PRESIDENT OREGON, ILL., FAIR.

The Herald has received a catalogue of the sixty-first annual fair of Ogle County, Illinois. It will be held at Oregon, Ill., on the 22nd, 23rd, 24th and 25th of September.

Mr. Scott Gale is president of the fair association. Mr. Gale is well known in Plainview. He is the father of Mrs. T. C. Shepard, of this city, and has visited here several times.

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Let Us Send Your Orders Right Up. Our Motorcycle Delivery brings your needs to you when you need them. J. W. WILLIS DRUG CO. —Adv. 2 is.

FOR SALE, CHEAP.
 Fine 3-year-old bay Percheron stallion. Will trade for lots, cows or cash. See me, five miles west.
 CORA STEVENS.
 —Adv. 1t. Thurs. and Sat.

SILOS.
 I want to figure with you to fill them. See or Phone DAN WHITE.
 —Adv. 1t.

NOTICE.
 I have bought out the Pete Jones transfer line and will appreciate a part of your hauling. Car lots a specialty.
 A. L. LANFORD.
 Phone 550. Adv. 1t.

HOTEL PLAINVIEW.
 After the fifteenth, Hotel Plainview will be under the management of the owner.
 I thank you for past patronage and assure you of courteous treatment, clean beds, and the best to eat that the market affords.
 Respectfully,
 —Adv. 3t. J. W. SCIVALLY.

Scenes in Mexico Battlefields for ONE CENT EACH. THE R. A. LONG DRUG STORE. —Adv. 1t.

Drop in at our New Store for Delicious Fountain Drinks. Sanitary fountain and tempting menu. J. W. WILLIS DRUG CO. —Adv. 2 is.

QUICK DELIVERY.—When you want Drugs delivered you want them quick. Our Motorcycle Service insures prompt delivery. J. W. WILLIS DRUG CO. —Adv. 2 issues

Mrs. William Otto and Max Otto, of Oklahoma, are visiting their son and brother, R. W. Otto.

Hens 10 cents per pound. Butter fat, 24c. PLAINVIEW PRODUCE CO. Adv. 1t.

Get a Carbo-Magnetic Razor. They need no honing. THE R. A. LONG DRUG STORE. —Adv. 1t.

Bought five cars of maize heads this week; want ten more right quick. SHIPLEY & SHIPLEY. —Adv. 5t.

BOARD AND ROOM—First house north of Christian Church. Phone 474. —Adv. D-1t.

LOST—Ladies' gold watch and fob. M. I. L. engraved on seal fob. Return to Herald office and receive reward. —Adv. 1t.

Mexico Battle Scenes for ONE CENT EACH at THE R. A. LONG DRUG STORE. —Adv. 1t.

BUY your Lumber, Shingles, Doors, Windows, Mouldings, Builder's Hardware Direct from Mill, Saving 25 per cent, Payment After Examination Your Town.

Have Shipped Hundreds of House Bills Over Plainview Country During Past Eight Years Saving Consumers Thousands of Dollars.

Send Us Bill of Just What You Need for House or Barn and We Will Make You Delivered Price on Same.

Powell Land & Lumber Company
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Wayland Business College Open to All

We are in a better condition now to take care 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. The student 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 safety to you. Our rates are right, and it will pay you to see us.

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

Joffre a Disciple of Napoleon I.

By William Phillip Simms, Paris Cor. U. P.

By WILLIAM PHILIP SIMMS.
(Paris Correspondent of the United Press.)

PARIS (By mail to New York, Sept. 15.)—Joffre, the Silent. This is a three-word sketch of the Commander-in-Chief of the French army. A man of studious disposition, deep thought and love of action more than a man of words. Yet, when he speaks, "he says something," and his appeal to the people of Alsace, France's "lost province," reveals an eloquence worthy of the best the French Academy can produce.

General Joffre—if he owns a first name no one ever heard of it—was born in Southern France, near Perpignan. As a boy he had little to say to anyone. He was a student. At 16 he graduated from the college at Perpignan with a degree of Bachelor of Letters, and before he had completed his seventeenth year—his case is unique in France—he was admitted to the Polytechnique, fourteenth in a list of hundreds, France having two West Points, the Polytechnique, for the engineers, and St. Cyr, for the other branches of the land forces.

After one year at the military academy he became an officer in the army during the Franco-Prussian War of 1870. After the war he was put in charge of the new defenses of Paris, and it was upon the fortifications designed by himself at Enghelm that Marshal McMahon promoted him from Lieutenant. Joffre was at that time but 22 years old. Later he was sent to the Eastern frontier to build the fortifications at Pontarlier; to Tonkin, China, on a similar mission and elsewhere.

But Joffre wanted to see some real fighting. He began to be afraid that his life was going to be spent in building forts. He yearned to throw down the trowel and pick up his sword. General Courbet gave him his chance.

Courbet took him to Formosa. There, under the enemy's fire, he organized the defense of the island. He did the same thing for Madagascar. Then he was sent to Dahomey with Colonel Bennier, who was killed in

battle. Joffre, commanding the rear and led a new attack, completely routing the enemy. Without a word, after guard, rallied the retreating French completing his victory, he entered Timbuctoo, the first to do so.

That was the last colonial work he performed. Returning to France, he became a professor at the War College, the director of the Engineers, general of brigade, general of division, corps commander, and, lastly, commander-in-chief of the French army, to which post he was appointed some two years ago.

Joffre never asked for a promotion. He has never played politics. Without a word he has accepted what he has been given, and made the best of it.

in college of the General declare him Those who have followed the courses to be a disciple of Napoleon I., so far as his methods are concerned.

Joffre is not a dress parade man. He is practical. Here is an illustration. At the annual maneuvers of the French army in the past everything was according to program. Friday the Blue Army would do thus and so, the Red Army doing this, and that; Saturday the Blues and Reds would continue in this or that manner, and so on until the last day, when the President of the Republic, with his entourage, would occupy tents at a pre-arranged location and follow the final charges.

Joffre, upon assuming command, found all this too tame. It was not near enough actual warfare to suit him, and he completely changed things. At the last maneuvers he put the two armies in the field and gave them the briefest instructions. The

Blues were to defend their position; the Reds were to take it. There were no other instructions. Officers were to fight their commands precisely as though in real battle.

So completely successful were Joffre's new plans that several officers were put on the retired list—they had failed to measure up to war conditions. They were retired upon Joffre's recommendations after he had witnessed their performances on the "battlefield."

Joffre in two years' time had made a name for himself throughout Europe. The world probably will know him shortly.

FOR SALE OR TRADE for cheaper land, the J. M. Bogard unimproved ¼ section, five miles north of Plainview. For price and terms, address 1345 South Waco, Wichita, Kans. —Ad. 85

GREECE GIVES ENGLAND STRONG NAVAL BASE.

By United Press.

ROME, Sept. 12.—It is reported that Greece has given England a naval base within striking distance of Turkey. British Mediterranean fleet is near there ready to crush Turkish navy if Turkey enters war.

VIENNA, Sept. 12.—Claiming that Germany sought her own ends in France and left Austria to the mercy of Russia, the people are demanding peace.

POST.—A new era of development is in progress here, and during the past week more than a dozen new farms have been sold to homeseekers from other States. Inside the last two months upwards of 100 new farms in this section have been opened to settlers.

PUBLIC SALE!!

I will sell at public auction, two miles north and one mile west of Kress, eight miles south of Tulia, on

Wednesday, Sept. 30th, 1914

beginning at ten o'clock the following property:

Livestock

- One 6-year-old dappled grey mare, with foal by Mammoth Jack, extra good, weight 1,350 pounds.
- One 4-year-old black mare, with mule colt by side, in foal by Mammoth Jack, extra good, weight 1,400 pounds.
- One 9-year-old brown mare, with mule colt by side, with foal by Mammoth Jack, extra good, weight 1,350 pounds.
- One 10-year-old sorrel mare, with mare colt by side, with foal by horse, extra good, weight 1,000 pounds.
- One 5-year-old seal brown mare, with mule colt by side, with foal by Mammoth Jack, extra good, weight 1,300 pounds.
- One 8-year-old sorrel mare, with foal by Mammoth Jack, extra good, weight 1,300 pounds.
- One 7-year-old sorrel mare, with foal by horse, weight 1,000 pounds; fine saddler.
- One 2-year-old sorrel mare, with foal by horse, weight 800 pounds.
- One 10-year-old sorrel mare, with foal by jack, weight 900 pounds.
- Four 2-year-old mare mules, extra good.
- One 2-year-old horse mule, extra good.
- Two 1-year-old mare mules, extra good.
- One 2-year-old black horse colt.

- One 4-year-old bay horse colt, extra good.
- Two good work mules, fifteen hands high.
- One orphan colt, foaled by mare weight 1,500 pounds.
- Two good work horses, weight 1,250 pounds each.
- Eleven good Red Poll milk cows, fine milkers.
- Five 2-year-old Red Poll heifers, extra good.
- Two 2-year-old steers, extra good.
- Four yearling heifers, extra good.
- One yearling steer, extra good.
- One 1-year-old Red Poll bull, extra good.
- Seven calves.

Farm Implements

- One Deering Header, 12-foot binder attachment, in good shape.
- One 10-hole Superior drill, a good one.
- One John Deere 6-shovel cultivator, good as new.
- One P. & O. 14-wheel disc harrow, in good shape.
- Two drag harrows, three-section and four-section, in good shape.
- Two high-wheel wagons, in good shape.
- Two flat-wheel wagons, header barge and flat rack.
- One milch wagon.
- One John Deere single-row lister, good as new.
- One Emerson single-row lister, good as new.

- Two buggies.
- One P. & O. gang plow, with sod attachment.
- One McCormick row binder.
- Two planters—one P. & O. and one R. I.
- One blacksmith outfit.
- 60 rods of hog wire.
- Fifteen sets of leather and chain harness.

Household Furniture

- One oak sideboard, a good one.
- Two dressers.
- One chiffonier, a good one.
- One hall tree, a good one.
- One dining table and chairs.
- Two range stoves.
- One Cole's Hot Blast heater.
- Three iron beds.
- One kitchen table.
- One ingrain rug.
- One folding go-cart.
- One sanitary cot.
- Four stands.
- One parlor lamp.
- One Seth Thomas mantle clock.
- Five rocking chairs.
- One sewing machine.
- One washing machine and wringer.
- Twenty-four volumes Britannica Encyclopedia.
- Dishes and cooking utensils.
- Several dozen chickens.
- Chicken coops.
- Second-hand lumber.
- Other articles too numerous to mention.

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This man caused the last general European war.

His personal memoirs, written by his secretary, Baron De Meneval, are full of the most absorbing incidents, especially in view of the present great European struggle.

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By special arrangement with the publishers of COLLIER'S, The National Weekly, we are enabled to offer a limited number of these three-volume sets of the Memoirs of Napoleon free with a year's subscription to Collier's and this paper. The offer is strictly limited—to get advantage of it you must act promptly.

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Your own home paper and COLLIER'S, The National Weekly, together with the three volumes of Napoleon's Memoirs—all of these you get for the price of Collier's alone, plus 75c to cover the cost of packing and shipping the Memoirs.

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Charming Fall and Winter Palmer Garments



You will not realize the splendor of the new fall styles until you have thoroughly inspected the new touches shown in the Palmer Coats and Coat Suits.

There is a Style and a Price in this assortment which will just suit you.

WE WELCOME THE MANY NEW STUDENTS AND TEACHERS AND INVITE THEM TO MAKE OUR STORE HEADQUARTERS FOR MEN'S AND WOMEN'S FURNISHINGS.

The Mitchell Dresses Are Here

Beautiful Silk Poplins, Wool Crepes, Fancy Serges, etc., made up in long tunic effects with flared collars with a wide variety of trimmings.

Don't Overlook Our Millinery Department

where we are showing some of the daintiest and some of the jauntiest hat patterns we have ever brought from the Eastern style centers.



PLAINVIEW MERCANTILE CO.

W. A. SHOFNER, Manager

MRS. J. T. BLOODWORTH ADDRESSES PLAINVIEW MISSIONARY SOCIETIES.

Field Secretary Leads Devotional Meeting; Lunch Served to Members of Missionary Societies and Guests.

A large attendance greeted Mrs. J. T. Bloodworth, of Waco, yesterday morning at the Methodist Church.

Mrs. Bloodworth is Field Secretary sent out by the Woman's Missionary Council. She is the wife of one of the former pastors of the Methodist Church at this place, and is a ready and interesting speaker.

The institutes that are being held over the district by Mrs. Bloodworth are for the instruction of the local auxiliaries.

The meeting yesterday morning was devotional in character. Mrs. Bloodworth read and commented on the parable of the ten talents, urging the ladies to make use of the talents given them.

Individual prayers were called for, and a feeling of deep consecration rested like a benediction upon the audience.

Members of the local society had brought in vases of roses and asters of purple and white to shed their fragrance over the scene.

At noon a dinner was served in one of the ante rooms of the church, and the husbands were invited to share the abundance with which the table was loaded. And it was an abundance! The persistent cry of "hard times" did not enter into the preparation of the menu, and freely were the good things shared with everyone present.

The program in the afternoon was devoted to the instruction of the local society upon the changes in the constitution and the new offices created.

Mrs. Bloodworth left on the 2:30 train for Floydada to continue the institute work at that place.

PLAINVIEW CLUBS BEGIN FALL AND WINTER SEASON.

Mrs. R. S. Charles Elected President of Travel Study Club at Meeting Saturday.

The Mystic, Browning. "As You Like

It," Highland and Travel Study Clubs have all begun their regular work for the winter.

The Travel Study Club met Saturday afternoon for the first time. The doors of the Woman's Club room were thrown open and the program given with Mrs. J. W. Longstreth as leader.

The study of Germany was taken up the country above all others that is attracting world-wide notice at the present time.

Mrs. R. S. Charles is president of the Travel Study Club for the ensuing year.

MRS. WHITIS ENTERTAINS FRIENDS ON BIRTHDAY.

Last Saturday afternoon, in celebration of her birthday, Mrs. T. P. Whitis invited a few of her friends to come at four o'clock and spend the remainder of the afternoon in an informal manner.

The surprise was on the part of her friends, as none knew it was her natal day until they arrived.

The time was spent pleasantly and informally. Music on the Victrola and a well-planned contest entertained the guests until the serving of dainty refreshments.

Those who enjoyed this gracious courtesy were Mesdames T. E. Richards, J. A. Johnson, E. F. McClendon, Eva L. Barnes, John Vaughn, L. C. Peery, Harry Long, E. O. Nichols, C. H. White, W. N. Baker and W. T. Melton, of Brady, who is visiting her daughter, Mrs. John Vaughn.

MRS. H. M. TEMPLE HONORED AT ELABORATE LUNCHEON.

Mrs. C. E. White and Mrs. J. T. Duncan were hostesses Saturday afternoon at a charming little affair given in honor of Mrs. H. M. Temple prior to her departure for her old home in Illinois.

About twenty-five of Mrs. Temple's intimate friends were invited. They spent a delightful afternoon in social converse until the serving of an elaborate luncheon, in two courses.

Mrs. Temple has taken an active part in the work of the Methodist Church in Plainview and has made many friends during her sojourn here, who regret her departure.

500 Horses and Mares Wanted

BY THE

Ft Worth Horse and Mule Company

at Shepard's Barn

Friday and Saturday, September 18th and 19th

Stock must be 5 to 8 years old; 14-3 to 15-2 hands high. Solid colors--no grays or duns. Must be sound.

Ford Touring Car FOR SALE

USED LESS THAN
300 MILES

Brown Motor Comp'y