## THE PLAAINVIEW EVENING HERALD <br> TWICE-A-WEEK




You are desirous of being correctly attired this Autumn and Winter. Inspect our showing of

## Newest Fashions and Woolens

direct from our Chicago tailors, Ed. $\boldsymbol{V}$. Price \& Co., for nowhere is to be found a larger measure of quality and genuine economy than in our custom-tailoring department.

More than 500 distinctive woolens Waller Tailoring Phone 188

 We saw Mr. Kindred coming from
Plainview Tuesday with a binder trailing his wagon. is a fixture in this community for at least five years, having leased's. W.
Waddill's place, two and a half miles Waddill's place
west of here.
west of here
Work will
dills barn, which was razed to the
ground some time back by a wind-
storm. We understand that it will be
enlarged.
Rev. S. J. Upton
here Tuesday night

## belleview.

BELLEview, Texas, Sept. 23--A
rain, variously estimated at from two rain, variously estimated at fronn two
to four inches, fell here Wednesday. Most of the Belleview people attended the falr.
alfalfa this week.
Bell, has been quite sick.
Plainvisw Thursday.
Kerk Whilis, of Hunt County, has
Matches scabe ix engiand.
A prospective scarcity of matches,
and the present'shortage of wood used therefor, is noted by English news-
papers. Consul Homer M. papers, Consul Homer M. Byington,
of Leeds, comments:
-Frequent criticisms are heard of the quality of matches now being sold,
and a study of freight rates by Ameriand a study of freight rates by Ameri-
can manufacturers might prove intercan manufacturers might prove inter

## The Best Mill

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The Road to Wellville.

## Grape-Nuts

"There's a Reason" for Grape-Nuts

## The Style Book



The Hart Schaffner \& Marx Style Book for fall is ready
It gives you definite and helpful facts about fall clothing; be sure you have it. The pictures show you how you'll look in the most popular styles in America -

Varsity Fifty Five, the stylish suit Varsity Six Hundred, the stylish overcoat
The clothes themselves are here ready for you 1 , iry on and wear.

## CARTER-HOUSTON'S

The Home of Hart Schaffiner \& Marx Clothes


The Plainview Evening Herala HUNTER TELLS OF LIFE TWICE-A-WEEK

Hekbert s. hilburn, Editor $\quad$ E. B. MILLER, Business Manage

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


| Advertising Rates on Application |
| :--- |

GIVE THE CHILD A CHANCE.

| Just at this season the sehools of Texas are beginning to get under <br> way. There will be many a youngster out of school this year-many more than next, for next September the compulsory school attendance <br> law will be in effect. <br> There are very few homes in which it is an absolute necessity <br> for boys and girls of scholastic age to assist in earning a living for the <br> from school. Often sacrifices, which at the time seem immense, must <br> be made to keep children in school; but the return, if the child im- <br> proves his time, is value received for the cost. Regardless of the cost, no boy or girl siould be taken from school until grammar school <br> has been completed. <br> ing is slow to see the signs of the time; for more than ever before the <br> world is calling for tramed men. The lines are being more closely <br> in improving opportunity is the only disgrace of unpreparedness. <br> ence which entitles them to speak authoritatively that any boy, un- <br> incumbered with the responsibilty of caring for a family which is <br> dependent upon him, can pursue whatever course he desires in any <br> of the colleges or universities of the land. <br> Often the mistake of allowing the time for preparation to pass <br> unheeded is seen when it is too late to make reparation. <br> Dr: A. C. Ellis, director of the extension department of the Uni- <br> versity of Texas, has made a detailed and exhanstive study of the financial value of an education. He has in his possession facts and <br> figures on the subject which are surprising in their scope. <br> Just at the beginning of the new school year the statements of <br> so eminent an authority are interesting: "Of nearly five million <br> uneducated men and women in America only thirty-one have become <br> successfnl enough in any kind of work to find a place in the lists of eight thousand of the leaders of various enterprises in America. A <br> study of this list of eight thousand shows that only one child in one <br> hundred and fifty thousand without an education has been able to <br> become successful in any line of work, while children with a common <br> school education, in proportion to their numbers, have accomplished <br> this four times as often; those of high school education eighty-seven times as often, and those of college education eight hundred times <br> as often. The question which every thoughtful parent must ask is, <br> 'What chance am I giving my chiidren?' <br> "No matter at what sacrifice," Dr. Ellis concludes, "nor how <br> atrenuous the effort involved, these facts show that no boy or girl in the grammar school should stop until he has finished the high school, and no boy or girl in the high school should give up his education until <br> he has gotten all the benefits that he can from college or university <br> training.' <br> Many a parent is making a sacrifice of other things to keep the children in school, and what more in return can be asked than a wholesonled appreciation on the part of the child of the opportunity <br> afforded it? And can youth ask more thair a chance or old age more than a consciousness of winty done and good performed : |  |
| :---: | :---: |

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## Men's New Fall Suits Are In

They are a wonderful looking lot of clothes. Hand tailored in beautiful dark grays, browns, blue serge and cheviots, in slims, stouts and regulars. A suit for every man at

S12.00, S14.50, S18.75 and \$22.50
Just come in and take a look-we will certainly be glad to show you and give you our prices.

## Large Assortment of Novelties

Just received-New goods are continually coming in. Ladies motor scarfs and caps at $\$ 2.25$ and ${ }_{\$ 2} \mathrm{in}$. More new tams in combination velvets and silk checks and solid colors at 50 c up to Children's velvet caps and hats in dark colors at 50 c , 75 c and
$\$ 1.50$

## Ladies Silk Waists

A beautiful shipment in the latest plaids and stripes in all sizes, $\$ 4.50$ and $\$ 5.00$. Let us show them to you

Men's odd pants are here, values $\$ 2.00$ to

We are now showing our new fall line of men's hats. Come in see the newest styles of the season. Price $\$ 2.35$ to - $\$ 3.00$ See our windows

STETSON HATS in the newest styles, colors and shapes, such as the Profit, Stetson F 15, Zone Waverly. The $\$ 4.00$ grade for $\$ 3.50$


## The Store That Is Making Good

Keeping in line with the Plains rapid progress and still holding to the straight honest Plains principles adopted when this store was established.

Honest goods at right prices and every item backed with a guarantee that makes good.

## The Fall 1915 Stock of Merchandise Larger Than Ever

## Tloarrt Corsets Front Laced

 It will play a new part in your lifeA trial fitting of the new Modart designs will positively demonstrate their superior style and comfort ---the natural poise and perfect fit without strain or discomfort.


You will find that your corset has a new meaning ---plays a new part in your life--contributes new beauty ---when its a Modart properly fitted to your figure.

We positively guarantee every Modart to give the highest degree of satisfaction in wear and shape-keeping qualities

You must try on a Modart to know it

Business Women Are Excellent Judges of Good Clothes
They have more than ordinary opportunities to learn what is best in style. They know how important it is to buy "quality" garments for only garments of good quality stay good looking and keep their stylish appearance. In buying their own garments they are just as particular about the materials and the way in which the garments are made as they are the style.

Its because they know good style and quality that so many of them come to our store for clothes.

The garments we sell are made of dependable cloths, the linings and trimming are substantial and the tailoring is of the better class.

New Styles continue to reach us weekly, almost daily.

Suits $\$ 12.50$ to $\$ 100.00$

New 1915-16 Furs

So many ladies say they don't know the value and quality of furs and are afraid to invest so long as there is a doubt. And that true more often than its said---even so with many merchants too.
For years we have sold the same make of furs--Its the Narobia line. Furs that are guaranteed to us by a responsible manufac-
 user and that we have so much confidence in that we place the RICHLIER surety back of. The new styles are here and at prices much less than is usually asked.

| Black Narobia | Hudson Seal <br> Black Leopard |
| :--- | :--- |
| Beaver | Opossum |
| Jap Mink | Marmot, etc. |

Prices $\$ 3.00$ to $\$ 60.00$ a set

| AMERICAN EXPORT TRADE, <br> FISCAL YEARS 1915 AND 1914. <br> washington, D. C. Sept. 23.-A detailed account of leading articles contributing to the record-breaking exports of the fiscal year 1915 is supplied by the following table complied from the June, 1915, "Monthly Summary of Foreign Commerce," shortly | to be published by the Department Commerce. <br> New high levels were touched dur ing the closing month ofthe year, an while certain classes show a decrea for the year, nearly all of them no participate in the general advanc Cotton, agricultural implements, lun ber and naval stores are the notabl exceptions. |
| :---: | :---: |
| ASSES | Order of Magnitude in 1915 <br> Fiscal year, Month of June,  <br> 1915. 1914. 1915. <br> (In millions of dollars.) |
|  | $142.4 \quad 18.9$ |
| Raw cotton | 86.2 610 |
| , | 22. |
| Meat and dair | 152.2 |
| Mineral oils | 120.75 |
|  | 96.2144 .9 |
|  | 72.0 51.5 |
| tomobiles | 68.1 - 33.2 |
| Horses | 4.0 33.2 8.1 0.2 <br> .0 .2    |
| Coal | \% |
| Chemical | $\begin{array}{lll}46.4 & 27.1 & 6.3\end{array}$ |
| Tobaceo, unman | $44.5 \quad 54.0$ |
| Explosives |  |
|  |  |
| Fruits and nuts |  |
|  |  |
| Wool manufact |  |
| Vegetable oils | 25.8 16.3 2.3 0.7 <br> 2.6 1.9 3.0 0.1 <br> 1.6    |
| Sugar, refined | . 7 |
| Boards, deals, | $\begin{array}{lll}\text { 51.6 } & \\ 45.6 & 2.6 & 4.0\end{array}$ |
| man | 3.0 (a) 0.0 |
| Brass manufac | 7.5 4.3 [ 0.6 |
| Paper and manufa | $19.8 \quad 20.7 \quad 2.1$ |
| Electrical goods | $19.8 \quad 25.1$ |
|  |  |
| Cars and |  |
|  | 15.1 |
| Rubber |  |
|  | 12 |
| Mules | 12.7 |
|  | 12.6 |
|  | $11.1 \quad 19.9$ |
| Vegetables | $\begin{array}{llll}10.8 & 6.9 & 0.8 & 0.9\end{array}$ |
| Agricultural implen | $32.0 \quad 0.9$ |
| All other artiel | $\begin{array}{lll}218.4 & 225.6 & 27.7\end{array}$ |
| TOTAL DOMESTIC EXP <br> (a) $\$ 36,500$. (b) $\$ 38,300$. | 264 |
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## Are You a Skeptic?

If So You are the Man I am Looking for
All skeptics wear clothes same as anybody else.

I AM RIGHT here in town and have the goods in the house to prove that all my statements are true.

YES SIR I SAID IT!
Said that I am selling Hand Tailored [misfit] Suits, Pants and Odd Coats at just HALF PRICE

COME OVER AND SEE for yourself--inspect our Clothing carefully, decide on its value, price it and see if I am not saving you FIFTY CENTS on every DOLLAR you invest in clothes.

## In Red Building formerly occupied by Warren Grocery Company on South Side Court Square

HOUSE OF MISFITS


Another Carload of Furniture Arrived Last Week

We have told you of the many useful and beautiful furnishings in the first car, so now we want to tell you of the second. It contained one of the biggest assortments of

## Beds, Springs and Mattresses

ever brought to Plainview in addition to other furnishings for the bed room, dining room, living room and kitchen.

In all we have as complete a stock of house furnishings as you will find on the South Plains.

## Announcement

We are installing an elevator and making other improvements which will increase the service and efficiency of our undertaking department.

We invite your inspection of our new facilities.

## Paxton \& Oswald

Phone 179

Miss Rebecca Ansley SPIRELLA CORSETIER Phone No. 304

## smare

Special Excursion to Austin, Texas
Account Reunion Scottish Rite Bodies, October 11th to 14th. Tickets on sale October 10th, final limit October 16th. Round trip fare $\$ 19.20$. For further information phone 224.

## JOHN LUCAS, Agent



Are You Raising a Roof For a Rainy Day?

> Longfellow said: "Into each life a little rain must fall." Are you prepared to shelter your family when the storms come?
> The wise man builds when the skies are clear. Money in the bank will solve the "Rainy Day" problem.

THIRD NATIONAL BANK PLAINVIEW, TEXAS

We have about 80 cases of assorted brands of syrup, ranging in price from $\$ 2.00$ to $\$ 3.00$ per case, wholesale, which is unsable for table use, but which is very fattening for hogs and cattle, We will sell this at a very low price. Call on us or phone us at our office.

NOBLES BROS. GROCER CO.

## Do You Realize How Much Your Hand's Are Noticed?

Everyone would like to have their hands free from cracks and chaps so that dirt would not lodge in them.

We guarantee that if you will use

## dUNCAN'S HAND LOTION

every night for a week you will be pleased and surprised at the change made in the condition and appearance of your hands.

It will whiten your hands, make them smooth and soft and will keep them from chapping.

Absolutely guaranteed to give satisfaction

## Sold only at



## HOOSIER WEEK SALE

\$1.00 DOWN-\$1.00 A WEEK Sale Begins Tomorrow, September 25

Hoosier Features
Pure Aluminum Table Top.
A Scientific Pantry.
The anatry part of the thosies ratiniti is araraned scientificilly

Food Guide, containing economical menus.
Valuable Salad Chart.
Convenient Doors, accessable at all times.
An Automatic Galendar.
One of the most ingenious parts of its equipment is the Auto.
matic calender which tells you instantly the day and date of any Wonth for twenty years.
Ant Proof Casters.

## Food Timer

Cook Book Holder
New Patented Flour Sifter. Slass or Metal Sugar Bin. Warp-Proof Construction
A place for everything and everything in its place.

> You Save Many Dollars By being built on a scientific standard, the Hoosier avoids the great cost of constant corrections, a saving that goes to you, the purchaser. The additional savings throught the enormous sales of Hoosiers keep the cost per cabinet very low. Thus it is sold at a standard low retail price in evevy town through one reliable dealer whose profit per cabinet is also small. Thess saving in total make an economy of many dollars for you when you buy a Hoosier. Few Cents a Day This money economy you can count. You can figure easily how a few pennies a day pay the whole of the small Hoosier price. But the value to you of the time and labor you save, and your in. creasing satisfaction every day you use your Hoosier, not even you can measure.


Why 800,000 Use It
quick with your work. Meals are ready in much less than the usual time. The cabinet keeps
your work in order and is easy to keep in order your work in order and is easy to keep in order and dust out every corner. Even the ends outside are sanitary and dust proof - no ledges to side are sanitary and dust proot - no ledges to
catch dust. There is not a nook where anything can hide. You can even roll it to the door or
window for a complete inside and outside bath of sun and air. It moves so easily on ball-bearing steel casters that sweeping behind it is less work than sweeping under a chai

Your Duty to Yourself
All this saving of energy and of countless
teps and hours makes the difference between being fagged out and not being fagged out at the end of the day. Your work is hard enough at best and you owe it to yourself and your
family to secure this saving of your health and family to
strength.

No Experiment
When you put a Hoosier Cabinet in your home you are investing
in leisure hours. There is no experiment about it. The 800,000 in leisure hours. There is no experiment about Tone Thenou, outh women who use the Hoosier flave perfectad dis icinverted for sav. ig kitchen work has been testec at the tactornt.
Hoosier Cabinet, or rejected, according to merit.

## A Scientific Machine

The Hoosier has no frills. Nothing in it is a guess. It is a
 of all the practical kichen labor saving devices that have been

Built for Long Use
The Hoosier is simple, strong and complete. Every part works pertectly. Where limpel, stimponve convenience, each part is labeled.
The Hosier lasts for senerations.

## This is the first opportunity ever offered the people of Hale County to buy these FAMOUS HOOSIER CABINETS on such terms



## THE "HOOSIER DE LUXE" <br> Cabinet No. 1554

This cabinet is generally conceded to be the most beautiful kitthen cabinet so far produced. It is the
famous "Hoosier Beauty" entirely coated with the best grade of white enamel, inside and out. Its spot lessly white surface seems always to radiate cleanliness. For fine apart ments or tiled kitchee
be more appropriate.

## Price $\$ 43.00$

The Hoosier moves easily on ballbearing steel casters. This feature enabled the Hoosier designers to give
you extra storage space without inyou extra storage space without in creasing your labor of sweeping. This sijle, socaliled sanitary leg base which wasted valuable space without removing the necessity of stooping over or moving the cabinet for sweep .
You can take the Hoosier entirely apart and dust every corner or give
it a complete sun and air bath There are no hidden cubbey holes or closed pockets or partitions to harbor germs, bugs or dirt. The Hoosier is clean clean because is so easy to

SEE THE
Hoosier Display In our window this week


