# THe ilainview Evening herald 

TWICE-A-WEEK




## "La Camille" Front Lace Corsets

A perfect fitting gown depends on your corset. Buy your corset first.

La Camille Corsets not only combine style and comfort, but, best of all, hold their true form after long and continuous wear. That is the real Corset test and one that La Camille has never failed to meet. Then the exclusive features appeal. The rigid "Ventilo" back permits a continuous circulation of air and eliminates pressure on the
nerves and blood vessels of the spine. The "Ventilo" front shield nerves and blood vessels of the spine.
prevents laces from marking the flesh.

HAVE YOUR CORSET FITTED
You have your gowns fitted and your shnes fitted, and you should by all means have your corset fitted. Our corsetiere will give you a fitting, as well as advice in the selection of a model best suited to your figure.


## PHOTORAPHIC

 SPECCALCochrane's Studio during this dull month of October will make a reduced rate on portrait work. This in an advertising proposition and will be the same high quality of work that we have always made. Do your X mas shopping early. Your portrait will be appreciated as a Xmas remembrance if it has the brand of the
Cotrinen Suwio
Hamner's Dry Goods Store Wonderful Values in Ladies Coats and Suits

New express shipment received Monday of the newest La Vogue suits in Wool Poplins, Gaberdines and Serge, black, blue and new shades of browns, Fur Trimmed. Each suit priced much below the price usually asked for suits not so good.

## All Wool Suits <br> $\$ 10.00$ to $\$ 22.50$

We will save you big money on childrens coats, ladies coats and suits. Come see our goods and get our prices.

## HAMNER'S DKY GOODS STORE

First Door West Winfield's Furniture Store

## We Receive Daily

The new things in groceries which give you the much sought for changes in your meals.
This Week We Htave
New Grop Dates
Fresh Dried Apricots
Fresh Dried Peaches

Great Big \$1 Pails Coffee--extra good quality New Shipment Olives and Olive Oil Another Shipment Strained and Comb Honey Fresh Cracker Shipment

Phone your grocery needs and we will suggest other new things.

# L. J. Warren Grocery Co. <br> Phone 300 



DELIVERING COAL AND FEEDSTUFF, That's our Busi
ness. Been at it a long time, know what the trade wants, and the prices to make. Don't pass us up and make us Both Lose Money
$\underset{\text { Phone ir6 }}{\text { E. T. COLEMAN, Coal \& Grain Dealer }}$


# FOOTBALL 

Plainview High has a fast team. They will play for the first time this season on the East Side Grounds

Friday, October 15 meeting the Floydada High School Eleven.

This will be a fast, evenly matched game and worth the price of admission-twenty-five cents.

## J. J. Lash's real estate corner

Never So Much Candy in Plainview

We have just received the biggest shipment of candy ever brought to the city

## Guth and

Liggett
All kinds of candy in all kinds of packages. Another box if the first one isn't absolutely satisfactory. Dye Drug Co.

For Sale, Exchange, Rent, Lease, Phone 653, Front Room, Opera House Building


The splendid lines, possible only through the most skilled designing; the style, so perfectly in harmony with the newest fashions; and the perfect fit, giving comfort and health to the wearer, and bringing the Warner Corsets more and more to the front. We think so well of them ourselves that we guarantee everyone to give complete satisfaction to the wearer.

## Fall Underwear for Women and Children

These cool days we've been having have surely made you think of fall underwear. Better act on these thoughts, for its time to be getting your underwear ready. The children, especially, must be taken care of; you can't afford to take any chances with their health.

Our lines are complete now. You'll find here the best assortment of high grade underwear in town at prices that will mean savings to you.

Good grade, medium weight, high neck, long sleeve, union suit.

Children sizes 45 c and 50 c
Ladies sizes 50c and 95c
or cream color, made with drop seat,
in all sizes 4 to 16 years 45 c
dacobs Bros

# Society Brand and S.M.\&S.Models Are the Authoritative Fashions for Men Obtainable in Plainview Only at 

 D选隹These two makes are the most accurately designed and tailored of ready-to wear clothes for men and young men, whether a man desires to be smartly or conservatively dressed. They are models that appeal to college men and discriminating dressers among young business and professional men.
They are clothes with that exclusive touch, and which measure up to exacting standards in styles.

## The Fall Showing

is ready and the new models materials and colorings will well repay inspection Indeed, the man who takes thought of his clothes that they shall be correct to the last detail owes it to himself to see these Society Brand and S. M. and S. suits and overcoats.

The Fall Suits at $\$ 12.50$ to $\$ 30.00$
The Fall Overcoats at $\$ 10$ to $\$ 25$

## Richauds Sros bollien

## QoкTне

StyieWorid
Square in the Eye


# Special \$3, \$5, \$7 Ladies Suit Sale 

ONE WEEK, BEGINNING THURSDAY MORNING, OCT. 14TH


## THE BETTER PLACE TO BUY LADIES GARMENTS

Newest styles, larger stock to select from. Expert fitter to fit every garment perfectly. Home of Wooltex in Plainview. Many new suits received this week.
$\$ 12.50$ to $\$ 18.00$ Suits $\mathbf{\$ 3 . 0 0}$ OFF-Special prices are $\$ 9.50$ to $\$ 15.00$
$\$ 20.00$ to $\$ 30.00$ Suits $\$ \mathbf{\$ 5 . 0 0}$ OFF-Special prices are $\$ 15.00$ to $\$ 25.00$
$\$ 32.50$ to $\$ 37.50$ Suits $\mathbf{\$ 7 . 0 0}$ OFF-Special prices are $\$ 25.00$ to $\$ 30.50$

## BEAUTIFUL CUT GLASS SOUVENIRS

Given until noon Saturday
Each customer purchasing a suit in this sale before Saturday at noon may select from a handsome assortment of cut glass one piece as a souvenir of this extraordinary suit event.

The use of green manter
IV alpalfa growing at yum New Era and Groft Cowpeas Have Been New Era and Groit Cowpeas Have
Found Best Varieties for In. creasing Yield.

## Washington, D. C., Oct. . 11 --The report of experiments conducted dur- ing the year on the Yuma Reclamatio

 ing theExperiment Farm, near Yuma, Ar
zona, shortly to, be issucd by ture, devotes special attention to a
discussion of the method of ralsing
Darango cotton, and also discusses
alfalfa and sorghum culture in this

attended the
day night.

Large Dairy Farmers Use Texaco Roofing

'THAT in itself is one of the strongest recommendations for this particularly valuable Texaco Product.
Dairy farming, with its necessarily large investment and its costly live stock, has become a valuable and efficient industry.
The experienced business man en-【 gaged in it uses Texaco Roofing to protect his cows from rain and damp. Texaco Roofng is a paying proposition for him. Not only for the protection afforded, but for the low cost of upkeep and the ease with - which it is applied. These features make it which wis applied These eateares make it. Lay it yourself and make a perfect roof. Get in touch with the Texaco agent in your town. Let him explain Texaco Roofng to you. $\mathrm{It}_{1}$ is a worthy representative of the whole is worny representaitive of the
line of Texaco Quality Products.


## Ship Your Live Stock

 RHOME-FARMER COMMISSON CO.FORT WORTH,
TEXAS "We Sell 'ems Ourselves"
Tom Frazier Sells the Hogs No Better Service Anywhere
Write or Wire for Market Information

Special Excursion to Dallas ACCOUNT
TEXAS STATE FAIR
Special train will be run Amarillo to Dallas and re turn, leaving Plainview 10:30 a. m., October 22 nd, return leaving Dallas 7 p. m., October 25th, arriving Plainview 3:35 p. m., 26th.

## Round Trip 5

For further information call phone 224
JOHN LUCAS, Agent

## Attention, Land Owners

List your lands with us for sale, we will appreciate an opportunity to serve you.
We give special attention to lands of non-residents, render, pay taxes, lease and collect leases, inspection and reports made.
Our business is simply "LAND"
Write us how we can serve you

## Surgeon General Rupert Blue of the

 U. S. Public Health Service Says:"I WANT TO WARN YOU AGAINST THE CRAZE PEOPLE IN THIS COUNTRY HAVE FOR WHITE FLOUR. THE WHITEST FLOUR IS NOT THE BEST: IT IS NOT THE PUREST: IT IS ONLY THE DEAREST, AND WHEN YOU BUY IT YOU BUY LOOKS AND NOT NOURISHMENT. IN ORDER TO MAKEIT WHITE. SOME OF THE MOST NOUR ISHING AND ESSENTIAL COMPONENTS OF THE NATUR AL WHEAT HAVE BEEN TAKEN AWAY.'

These "nourishing and essential components", are the priceless mineral phosphates of the grain, known as the "tissue salts," indispensable for perfect health of body, brain and nerves.

Everywhere food scientists and physicians are sounding a like note of warning, for a host of ills is following the pernicious practise of casting out these elements in the milling process, and that, simply to make the flour look white and pretty. Neurasthenia, anemia, Bright's disease, constipation, r

More and more thinking people are waking up to this evil. There's a way

## Grape-Nuts <br> FOOD

made of whole wheat and barley, retains all the nutriment of the grains and those "essential components"-the mineral elements. This splend food was system against the onslaughts of disease. It does it wonderfully well.

Grape-Nuts comes ready to eat, convenient, economical and nourishing, and has become a house holdword in thousands of homes for its sterling food values and delicious flavor

"There's a Reason" for Graps-Nuts

## STOVES! STOVES!

This season of early fall with cool, damp mornings and evenings produces many annoying colds, cases of la grippe, and kindred ailments unless the home and the office are properly protected with a quick heating, economical stove.
Protect yourself and family by selecting from our stock of Heating Stoves which is more complete this season than ever before. We have a wider range of prices in heaters of all sizes for every need.

## Round Oak Base Burners Round Oak Double Burners Vortex Double Draught Hot Blast in four different sizes <br> Buck's Heaters and Bachelor Stoves with Drum Ovens Barlor Oil Heaters <br> in many sizes

These stoves are displayed on our floors ready for your inspection. We will be pleased to show your their many merits.


## THE EVENING HERALD'S LIVE WANT AD PAGE

 TELEPHONE NO. 72BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE.


| $\begin{gathered} \text { SHERIFFS SALE. } \\ \text { THE STATE oF TEXAS. } \\ \text { COnty of Hale. } \\ \text { BY VIRTUE of a certain Execution } \end{gathered}$ |  |  |
| :---: | :---: | :---: |
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| issued out of the Honorable County Court of Hale County, on the 9 th day of October, 1915, by B. H. Towery |  |  |
|  | sick and nauseated tomorrow; | - bectal miseases. |
|  | sides, it may salivate you, while if you |  |
| Clerk of said Court, against J. J. Bar-- | take Dodson's Liver Tone you will |  |
| ton for the sum of Six Hundred, | " |  |
| (8612.30) and costs of suit, in cause |  |  |
| No. 434 in said Court, styled E. L. Mol- | children; they like it. - Adv |  |
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| as Sheriff of Hale County, Texas, did |  |  |
|  |  |  |  |  |
| on certain Real Estate, situated in Hale County, described as follows, to-wit: |  |  |
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| County Texas and levied upon as the property of J. J. Barton. And on Tues- |  |  |
| day, the 2nd day of November, 1915, at the Court House door of Hale County |  |  |
|  |  |  |  |  |
| in the City of Plainview, Texas, be-tween the hours of ten $\mathrm{a} . \mathrm{m}$. and four |  |  |
|  |  |  |  |  |
| p. m., I will sell said property at public vendue, for cash, to the highest bidder |  |  |
| $\begin{aligned} & \text { as the property of said J. J. Barton, by } \\ & \text { virtue of said levy and said Execution. } \\ & \text { And in compliance with law, I give }\end{aligned}+\begin{gathered}\text { Onswered } \\ \text { on shor } \\ \text { Hale }\end{gathered}$ |  |  |
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| this notice by publication. in thelish language, once a week for threeconsecutive weeks immediately pre- |  |  |
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|  |  |  |  |  |
| ceding said day of sale, in The Plain- |  |  |
| Newpublishenen in Hale CountywITNESS my hand, this gth day of |  |  |
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| By J. F. Frye, Deputy. Tues. 3t + |  |  |
| $\begin{gathered} \text { Do you read The Plainview Evening } \\ \text { Herald's want ad column? The buyers } \end{gathered}$ |  |  |
|  |  |  |  |  |
| and sellers of the South Plains meet on this page twice each week. -Adv. if |  |  |
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| FOR NASTY CALOMEL : promut serrice |  |  |
|  |  |  |  |  |
| tarts Your Liver without Making $\frac{}{\text { Whenever } Y}$ |  |  |
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| $\begin{aligned} & \text { gist and everybody's druggist-has } \\ & \text { noticed a great falling off in the sale } \\ & \text { out } \\ & \text { oui } \end{aligned}$ |  |  |
| of calomel. They alv. Dodson's Liver Tone is taking <br> its place. <br> "Calomel is dangerous and people | Deafness Cannot Be Cure |  |
|  | Silmead apiluat ono the |  |
|  |  | Styles for Ev |
| sults." said a promineht local drug gist. Dodson's Liver Tone is person- | ${ }_{\text {Tim }}^{\text {Tim }}$ |  |
|  |  | These Wagons an |
| ally guaranteed by every druggist who |  |  |
| sells it. A large bottle costs 50 cents. |  |  |
| and if it fails to give easy relief in every case of liver sluggishness and |  |  |
| stipation, you have only to ask |  |  |



SEE Mille Zira, the Girl with the Leopards, THE HERD OF BASEBALL PLAYING ELEPHANTS SEE Pete Taylor and his 850,000 Group of Man Eating African Lions.
High School Horses, iniluding "Come Agin" the Famous Jumper, $s 5000$ to produce his equal. Trained Ponies, Goats, Dogs and Bears.
WORLDSBESTANIMALACTORS The ONLY ILVING
Blood Sweating Dwarf Hippopotamus Others Advertise - We Positively Exhibit Many New Features added this year. The one show that is absolutely

Two Performances at $2 \mathrm{p} . \mathrm{m}$. and $8 \mathrm{p} . \mathrm{m}$. Doors 0 pen at 1 p . m. and 7 . p. m.
Free Street Parade at 10:30 a. m A tremendous exxibition of spiendor of scores of open dens, glittering
 3 bands, 40 clowns, sorres of pretty women. The entire parade enriched oy a beautitu display of costumes and dich. THIS IS THE ONLY BIG SHOW COMING THIS YEAR


## For Prosperity 'Tis Here

Throw your shoulders back and get
 the get-there step in your stride. Look at these prosperity figures.
$100,000,000$ people at peace and at work.
$\$ 187,000,000,000$ of wealth.
New wealth from the earth yearly: Crops … $\$ 6,044,480,000$ Live stock
products products products. Yearly products of metal Non-metal minerals Minerals un- $\$ 1,562,324,86$ specified ...... $\$ 500,000$ Out of the earth
$\$ 12,318,741,017$

Isn't this enough to cheer you up? If you haven't dressed up yet it isn't too late to redeem yourself. Just drop in and deck yourself out before our mirror, in any of a score or more of

## Kuppenheimer Styles

Whisper the price you want to pay, select any of the handsome patterns that suit your particular fancy, and the bargain will be made.

## Suits and Overcoats

 $\$ 15.00$ to $\$ 40.00$Look at our windows for exhibit of "what's what" in men's fixin's.

A better suit than you have had before for $\$ 15.00$
PLAINVIEW MERCANTILE CO.
BIGGEST, BUSIEST, BEST

| from Dal'as. <br> Mrs. Myrtle M. Powell and t daughters leave Friday for a visit her mother and other relatives Waxahachie. From there she will to the Dallas Fair. <br> Mrs. R. W. Brahan is in Fort Wo this week attending the Grand Chap of the Eastern Star as a delegate from the local lodge. <br> Dr. E. O. Nichols was in Amari Sunday. <br> John Meisterhans spent Sunday Amarillo. <br> Mrs. E. O. Nichols visited in Lubbo last week. <br> W. C. Gordon and family, of Yankt South Dakota, have arrived in Plai view to spend the winter. They cam through the country in their car. <br> KEMBLE TO TERRELL. |
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P. L. Kemble left Saturday for Ter-
rell, where he will attend the Grand
Encampment, I. O. O. F., as a delegate from bartsch buys meat
MARKEt from r. W. otto Fred Bartsch, for some time manager
of the Dowden Ranch, has purchased of the Dowden Ranch, has purchased
the meat market of R. W. Otto. He as the meat market of k . W. Oto. He as
sumed control Monday. Mr. Otto will
probably go sonth to spend the winter HANBY ARRIVES WITH THE DENER PREMUMS
 $\left\lvert\, \begin{aligned} & \text { Alfalfa, first. J. W. Longstreth; best } \\ & \text { vine of peanuts (any variety), first, } \\ & \text { Mrs. R. G. Barbee; best peck of cow- } \\ & \text { peas, first, Geo. Gibbs; best peck of } \\ & \text { prange. }\end{aligned}\right.$ $\left\lvert\, \begin{aligned} & \text { peas, first, Geo. Gibbs; best peck of } \\ & \text { Orange sorghum seed. first, C. E. . } \\ & \text { White; best peck of Irish Cobbler po- } \\ & \text { tatoes, tuist, Marshall Phelps; best }\end{aligned}\right.$


Da


##  <br> 

 ore of Ben Davis apples, first, L. N. Demont; best peek of buckwheat se
first, Geo. Gibbs; best sheat Sud
grasss first, J. . . . Branson; best t
stalks standard milo, first, I. L Bra stalks standard milo, first, J. I. Br
son; best peck German millet

first, | first, Geo. Gibbs ; best ten stakiks Suma |
| :--- |
| sorghum, first, Dick Estes; beat te | sorghum, first, Dick Estes; best ten

stalks Pearl millet, first, Diek Estes;
best sheat German millet, second, Mrs.


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 Black apples, second, R. P. Smyth;
best plate Wolf River apples, secoad
M. D. Henderson; best plate York ImM. D. Henderson; best plate
perial apples, second. R. P. Smyth
best plate of Gano apples. best phine best bushel bleck emmer
Dalmont; bike Estes; best peck alfalfa
third. Dick E.
seed. third, C. E. White; best plate seed, third, C. E. White; best plate
Genatin apples, thirr, L. N. Dalmont:
best phite Missorit Pippin applas,
third, W, P. Lash; best plate Arkansird Black apples, third, E. W: Byars;
sest plate Roman Beauty cpples, third
best $\left\lvert\, \begin{aligned} & \text { LL N. Nalmont; best plate Grimes } \\ & \text { Golden apples, third, L. N. Dalmont; } \\ & \text { best plate of Ben Davis apples, third. }\end{aligned}\right.$ W. P. Lesh; best plate of quinces,
third, R. P. Smyth. The list first given above shows pre
miums awarded to these growers in miums awarded to these growers
competition with the eititre world, , ot
irrigated and dry-farming products. The last list shows awards made to Hale County over all the dry-farmine
countries of the world. The Plainview Chamber of Com-
merce wishes to sincersly thank each grower for his or her contribution to
this exhibit, and we invite you to call at the Chamber of Commerce and se
the dieplay of preminms awardeds-


E. S. Keys has purchased the half interest in the Plainview Floral Company formerly owned by W. H. Jeffries. He will become responsible for all debts of the company and collect all outstanding accounts due the company. The new policy of the company will be to give Plainview a bigger and better fioral company.

WINTER BULBS ${ }^{\text {We have just received a big }}$ bulbs and can supply your need for all purposes
PLAINVIEW FLORAL CO. Phooce 195

