# THE ic: 

## TWICE-A-WEEK

| G. S. FRAPS SAAS KAFFIR AND MILO ARE BEST FEED |  | Drainage One of Plainview's Very Pressing Necessities |  |  | RUSS WIN A STRKKNG |
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The Plainview Evening Herala

| Published Every Tuesday and Friday Evening byTHE HERALD PUBLISHING COMPANY, Corner Broadway and Second Sts. |  |
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## OUR WEALTH IS FEED


be want
served.
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marketable condition. Money expended in barns and storehouses is
 their farms. It is seldom that one of them fails. You can almost $p$ the farms of Germans in that section by the barns. This building
always large and commodious and economically but strongly built. Conservation, the watchword
applicable to South Plains farms.

THE MOTOR CAR AN ECONOMIC FACTOR,

ness and proceed to the next town.
The automobile is filling a need on the farms of many of the morc prosperous farmers. Paul D. Sargent, acting director of the Office
of Public Roads, has this to say of the importance of automobile transportation to the farmer, and particularly to such farmers as rely on sales of garden or farm produce in near-by towns: "In moving products of and in transportation charges is most imperative on the country road. During the past ten years remarkabe cone brought about by the introduction of
way transportation have been brous
the motor vehicle. The motor car was first regarded as an expensiv the motor vehicle. The motor car was first regarded as an expensiv
luxury, but it has now become an economic necessity."
The motor vehicle is the most potent influence that the road problem since macadam. The adaptability of the motor car and motor truck is almost unlimited. The farmers of the West and
Middle West have been quick to see the advantages of quick and cheap transportation, and
heaviest in these sections.

## heaviest in these sections. On the South Plains the


of having more car owners than any town of its size in the West. There are hundreds of farmers and ranchmen in th
making the automobile a dividend-paying adjunct.

| Digest of the |
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| Day's News |


 it originated in the Senate instead of eighty years of age, when he was sud-
in the House of Representatives, as
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| Paramount Specials |  |
| MAE I. THEATRE TUESDAY. OCTOBER 19th |  |
| boswort, hrourorated, presents |  |
| Elsie Janis |  |

"Nearly a Lady" Written by herself.
A COMEDY IN FIVE ACTS Note-Owen Moore (Mary Pickford's husband
production.
OLYMPIC THEATRE
FRIDAY, OCTOBER 22nd

## Fannie Ward

 tinental and American Life
## "THE MARRIAGE OF KITTY" COMEDY IN FIVE ACTS

Note - This is Miss.Ward's first appearance on the screen. She is a delightfu
ittle lady.

## LOOK OUT

The Rexall people are going to allow us to put on a

## Big One <br> Cent Sale

soon. You will be the one to get the benefit. W e a re getting ready by ordering the largest line of Rexall goods ever here.
Dye Drug Co.

# Photographs 

During this dull season Cochrane's are making the

## Biggest Special Offer

that we have ever made. We make this to all. We have no agents selling coupons but prefer to give the benefit direct to the customer.
We invite all who have purchased Photographic coupons from an agent to bring them to us and get our special offer before having sittings made.
We are here to meet all competition and are located permanently so that we stand back of our work. Our future success here demands that every picture be a good one. We have been here six years and do not know of a dissatisfied customer. Can you beat it?

## Cochrane's Studio

 .
## New Suits, Coats and Dresses

You can be better dressed, better coated and better suited -at Carter-Houston's.

Almost every express brings us wonderful new garments; the last word in style, and of particular beauty and quality. Styles, colors, sizes you wish at the price you wish to pay.
Munsing Wear for the
Entire Family

Union Suits of known merit and value Childrens union suits $50 \mathrm{c}, 65 \mathrm{c}, 75 \mathrm{c}$ and up to
Women's union suits $50 \mathrm{c}, 65 \mathrm{c}, 75 \mathrm{c}$, $85 \mathrm{c}, \$ 1$ and up to $\ldots . .$. Men's union suits $\$ 1, \$ 1.50, \$ 2$ and up to $\$ 3.50$ Munsing Wear Beyond Compare Complete stock of this excellent underwear

## Good Warm

 BlanketsPlaid cotton blankets, wool finish; pink, blue, gray and tan combina tions, $\$ 1.90, \$ 2.50$ and $\$ 2.90$ the pair.
Wool blankets, pretty plaids, block and broken plaids of pink, blue, gray and $\tan$; special at $\$ 5.00$ the pair.
Better grades of wool blankets at $\$ 7.50, \$ 8.50, \$ 10.00$ and $\$ 12.00$ the pair.


## Class in China Painting

Miss Edna Harrington, student at Chicago Art Institute will instruct a class in china painting at her home, 700 Restriction Street.

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\text { Telephone №. } 301
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Kiln for Firing China in Studic

Be governed by a wholesome regard for the GOOD AMERICAN DOLLAR

An ever growing proportion of men with $\mathbf{\$ 1 5}, \mathbf{\$ 2 0}$ or $\$ 25$ to spend are looking for the Kirschbaum Label in

## Suits and Overcoats

No other make offers such values and the Guarantee Protects you too REINKEN'S "We do as we advertise"

FOOTBALL!
BEST GAME OF THE SEASON
SETH WARD--CLARENDON FOOTBALL GAME TOMORROW
Saturday, October 16th

4 O'ClOCK

East Side School Grounds

Page six Bulletin of Vulted states Gieological
Surrey Surrey Deseribes Vast Wonders a


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 Otus Reeves Realty Co. Plainview, Texas


| FIVE THEATRE TICKETS THE FIRST FIVE PERSONS PHONING MISSPELLED WORD IN THE WANT ADS. | E WANT AD PAGE TELEPHONE <br> NO. 72 | BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE. |
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| Will trade for house and lot near High School or will sell cheap for cash MRS. CORA STEVENS. | FOUND-A Palm Beach ladies' Norfolk coat. Owner can have same by applying at The Hehald office and pay- ing for this ad. |  |  | Get Tungsten Lamps atth a guar- antee trom Phone 49 . |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Won Hides in any quantity. RUCK- |  |  | between Plainview and Seth Ward. | Those hot drinks are now ready at the KASH KANDY KITCHEN. tf. | new law firm. <br> e to announce that we have |
| PRODUCE COMPANY. -Adv. $t \boldsymbol{f}$. Cherry Chic at the KASH KANDY TCHEN. | - BONNER, Coal and Grain Dealers. <br> $-\Delta d v$. tf, $\qquad$ <br> WANTED-Girl for general work. ANDERSON HOTEL. | $\begin{aligned} & \text { used very little. See SANSOM \& SON, } \\ & \text { Ansley Building. } \end{aligned}$ | Imported Codfish, Fresh Oysters, at VICKERY-HANCOCK GROCERY CO. Phone 17. | plowing contractor. <br> If you have any plowing you want done-sod or old land-see or write J. E. SIMPSON, Lockney, Texas. The | dinto partnership for the prac law, with offices over the Thir al Bank, Plainview, Texas. we will be glad to meet our and clients. <br> Y. w. holmes, |
| cure same by calling at The Herald oftice. | Balloon Popcorn at the KASH KANDY KITCHEN. |  | owner will sell at bargain. |  | Lmes, |
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| other brands. HARVEST QUEEN MILS. |  | mare, Jersey cow or improved five |  |  |  |
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| and Wiring Phone 492. tf. |  | watch near or on East Side football |  |  | eferred. <br> 2t Shallow Water Land Co. Plainview, Texas |
| FOB GIE | VICKERY says he has New Mackerel, Imported Cod Fish, Fresh Oysters | grounds. Return to BUSINESS COLLEGE. |  |  |  |
| , in the town. Fine crose |  |  | t BoNNER, Coal and Grain Dealers. |  |  |
| y in the town. Fine crops; good | Wanted-To hear from owner of |  |  |  |  |
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| - Green Tomatoes for |  | male t. | $\begin{array}{\|l\|l\|} \substack{\text { and } \\ \text { vic }} \end{array}$ |  | details. |
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| flues inspected and your |  |  |  | each week at BARTSCH'S MARKET. |  |
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| work thoroughly and save you some money on your purchase. We even | p | A) |  |  | , |
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## Phone 612

For Special Orders OnRoses, Boquets, etc.; Also Fresh Vegetables

## D. C. Aylesworth

## LUMBER

When you buy from us you can depend on receiving the best to be had and at prices that are right.

## Plainview Lumber $\mathrm{C}_{\mathrm{o}}$.

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| EGGE AUTO COMPANY |  |

Seed Rye, Alfalfa Seed Turnip Seed, Ruta-Baga and All Varieties of Seeds for Fall Planting. Grain
Sacks. All Kinds of Chick Feed
C. E. White Seed Co.

JUST RECEIVED
A Car of Pekin Wagons Fully Guaranteed All Styles for Every Farm Use Come To the Avery Warehouse Inspect These Wagons and Get Prices
W. R. SIMMONS


SEE Mille Zira, the Girl with the Leopards THE HERD OF BASEBALL PLAYING ELEPHANTS SEE Pete Taylor and his $\$ 50,000$ Group of Man Eating African Lions WORLDS BESTANIMARLACTORS The ONLY LIVING Hippopotamus Others Advertise - We Positively Exhibit Many New Features added this year. The one show that is absolutely
difterent from all others, and is without any doubt the highest class, most different from all others, and is without any doubt the hiighest class, most
progressive and most pleasing tented exxibition that will visityou this season
Two Performances at $2 \mathrm{p} . \mathrm{m}$. and $8 \mathrm{p} . \mathrm{m}$. Doors 0 pen at $1 \mathrm{p} . \mathrm{m}$. and 7. p. m.
Free Street Parade at 10:30 a. m. A tremendous exhibition of splendor of scores of open dens, glittering tableaux, savage animals led in leash, hundreds of thoroughbred horses
3 bandss, 40 clowns, scores of pretty women. The entire parade enriched 3 bands, 40 clowns, scores of pretty women. The entire parade enriched
by a beautiful display of costumes and trappings, altogether representing an immense tortune in property and stock. this is the only big show coming this year

## THE WALLER TAILORING <br> COMPANY WAY

In line with our policy of making The Waller Tailoring Company Way "the best way" we announce that on November Ist we will inaugurate certain changes which will insure to you

## BETTER, QUICKER SERVICE

We are adding to our equipment an automobile delivery especially designed for our use.
We are also installing a latest design electric press.
This additional equipment brings our service up to the minute. Whenever new inventions make it possible for us to further improve we expect to give the benefit to our patrons.

## This Is Not All

We have made an even greater change in policy for your benefit. Beginning November Ist we will give you a
Share of Our Profits

We are making this possible by eliminating the heavy expense of bookkeeping and collecting and instituting a

## Strictly Cash Business

This change enables us to reduce our charge and give more of our personal attention to the details of our service.


LET US PROVE THE NEW EFFICIENCY OF
The Waller Tailoring Company Way

